

Communicating, Connecting, and Engaging People With Urban Forestry



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Im - pact

- im_pakt/
- verb.
- *To have a strong effect on someone or something.*
- Synonyms: affect, influence, have an effect on, make an impression on



Today's Presentation

- Explore three ways you can have more impact comes to trees and urban forestry



What does impact look like?





A large, leafless tree stands in the center of a misty landscape. The tree's branches are dark and intricate, spreading out against a background of soft, hazy light. The ground is covered in a layer of grass or low vegetation, and the overall atmosphere is serene and somewhat melancholic.

What does “impact” look like?

More Money

More Time

More Canopy

More Clients

More Support

Key Point #1

*If you want to have an impact,
focus on the trees and the people*

- Communicate
with them,
not **to** them



Guess what?

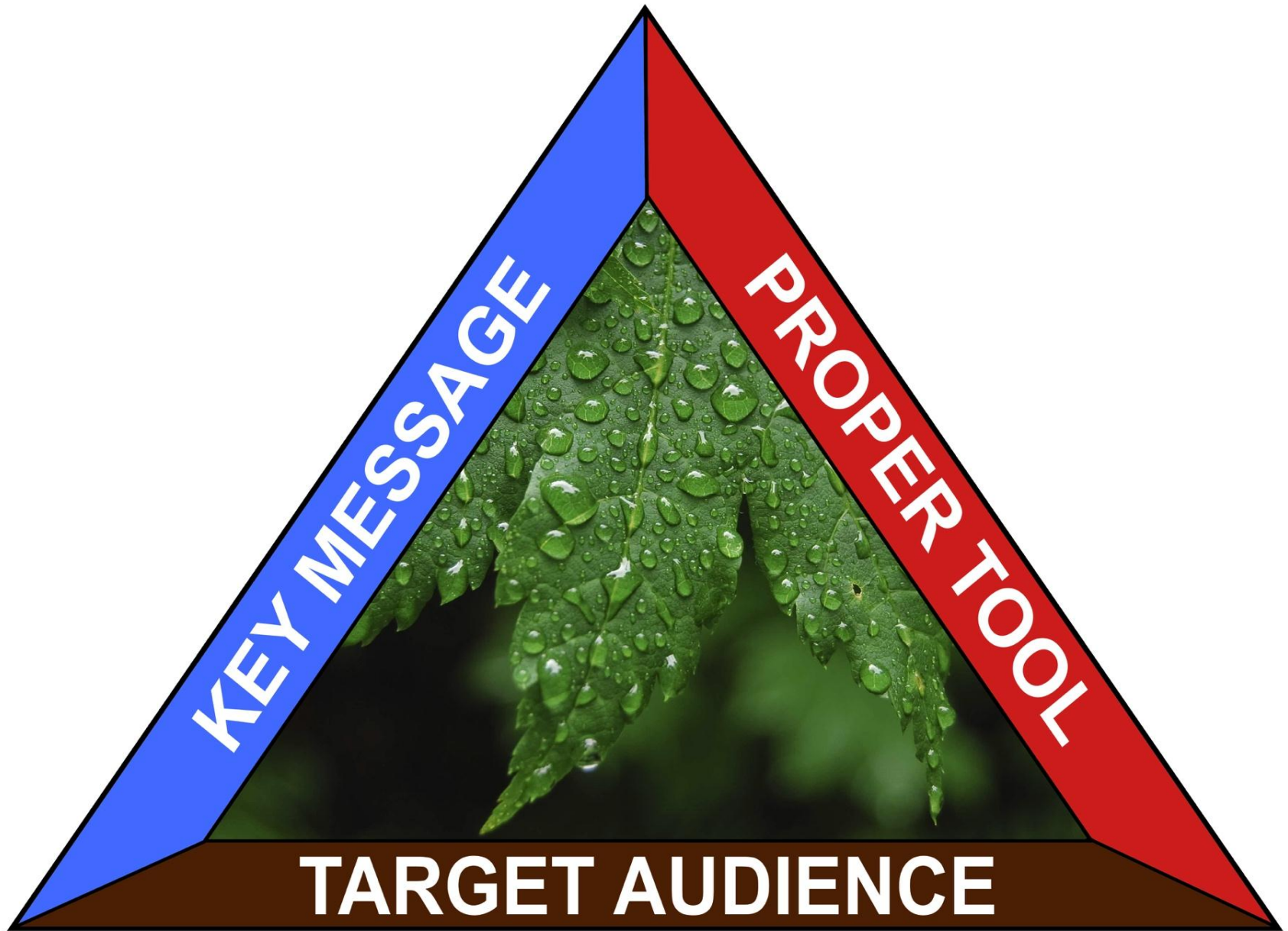
- Most people did not wake up this morning thinking about trees or urban forestry
- People don't know what they don't know
- So...how are you going to make what you do more relevant to them?





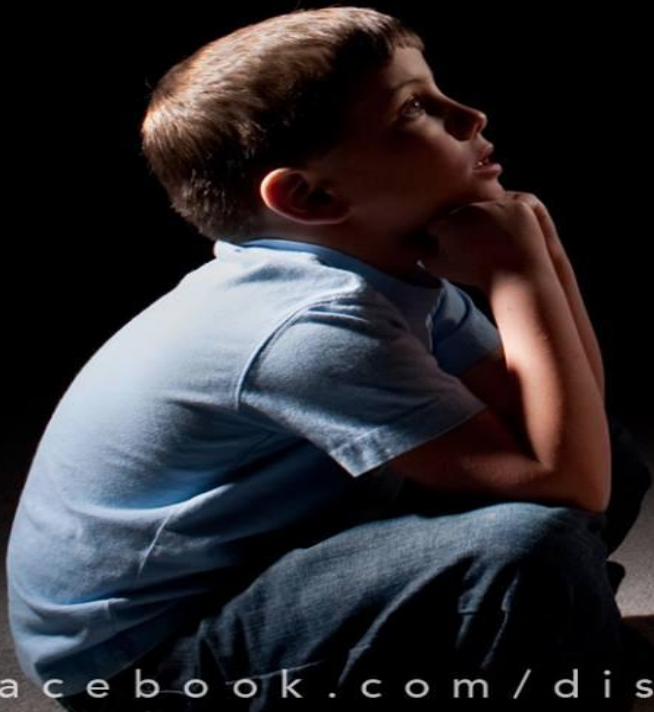
Find ways to communicate WITH people





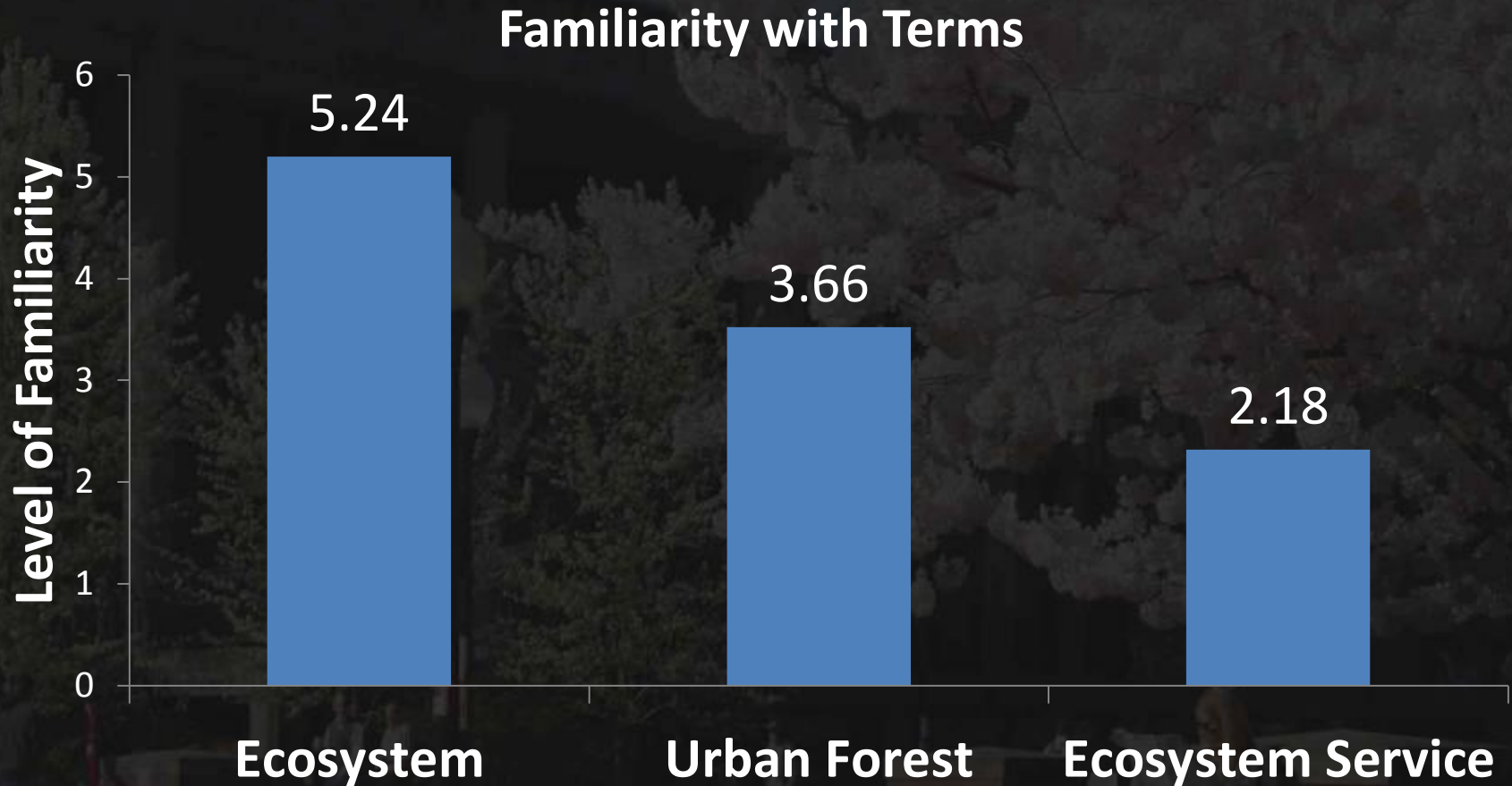
Tailor your approach

The average American child can recognize 1,000 corporate logos, but **can't identify 10 plants or animals** native to his or her own region.



facebook.com/discovertheforest

How Familiar Are People With the Terms We Use?



What are Your Communications Success Stories?



Key Point #2

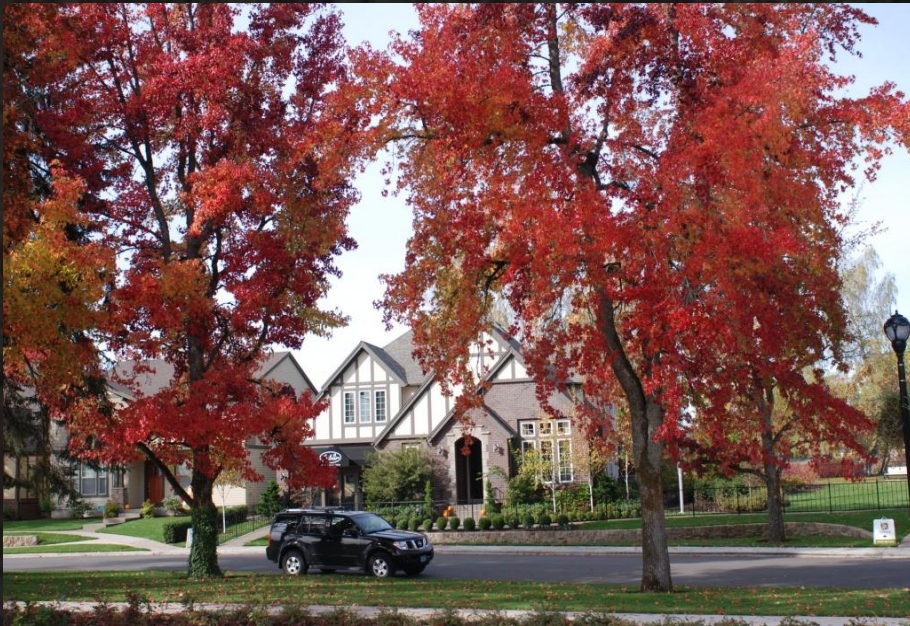
To Really Connect, *Find the WHY - Yours, and Theirs*

- Simon Sinek:
People don't
buy what you
do; they buy
why you do it



Find the WHY

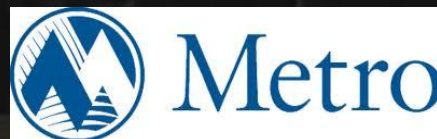
- What motivates you?
- What motivates your audience?
- Why should people care about trees?





OSU's Regional Urban Forestry Strategy Project

- Electronic survey of both urban forestry program managers and community leaders in the study area (n=350)
- Designed as a needs assessment and perception survey to identify barriers and opportunities
- Part of a larger project to develop regional approach to urban forest management



Results: Perceptions of value of urban forestry program components

Program components of most importance | success

- a healthy tree population (94.8% | 75.8%)
- a structured tree maintenance program (91.9% | 59.9%)
- managing trees for environmental benefits (88.2% | 61.1%)
- public awareness on the benefits of trees (83.8% | 56.0%)

Program components of least importance | success

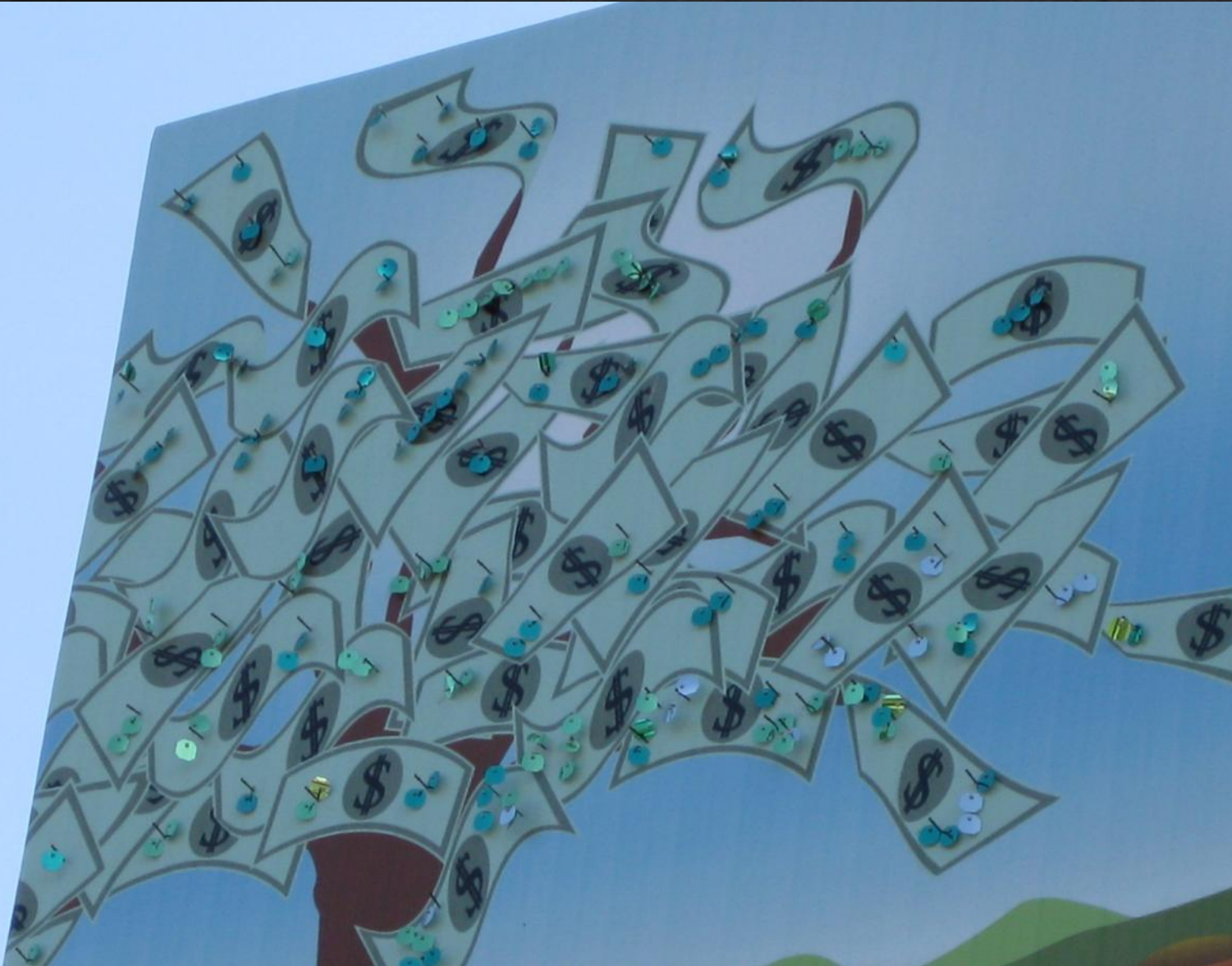
- a certified arborist (46.9% | 46.5%)
- a tree board or commission (43.3% | 29.6%)
- an urban forest management plan (74.0% | 29.6%)
- designated program funding (70.6% / 39.1%)



Results: Perceived Barriers to Urban Forest Management



Elwood's Billboard



Terrill Collier's Arbor car



What are some ways YOU can successfully connect people with trees?

- Group up
- Brainstorm something **NEW**
- Prepare to Share



Key Point # 3

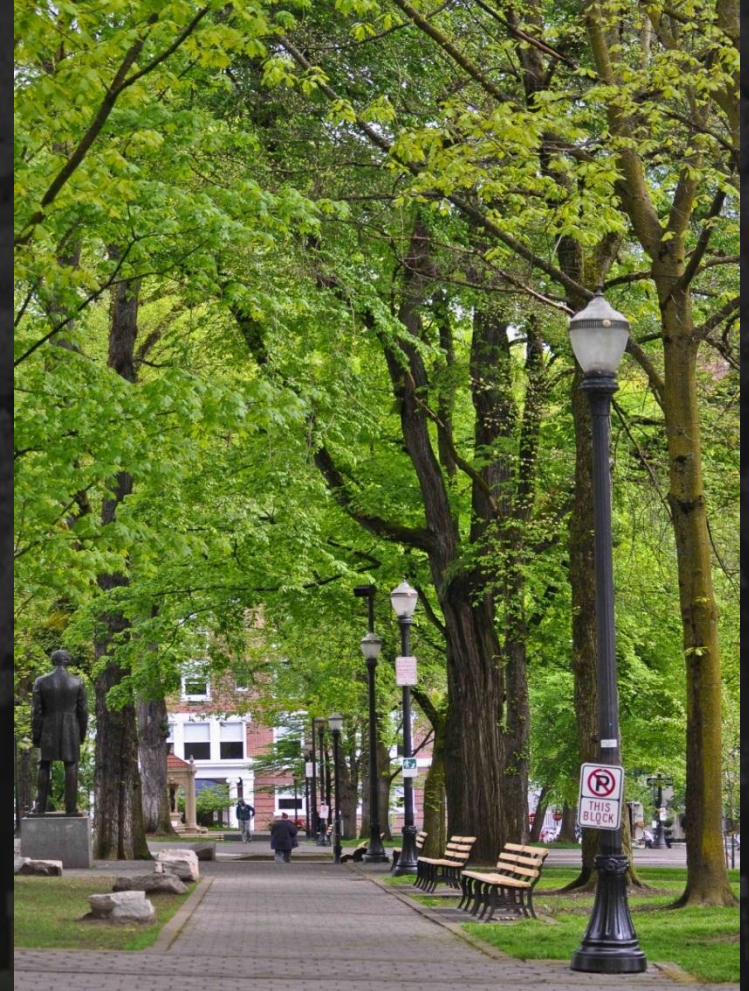
Find ways to engage people with trees

- Engagement is a trendy term
- Getting people involved
- Motivating people to support trees

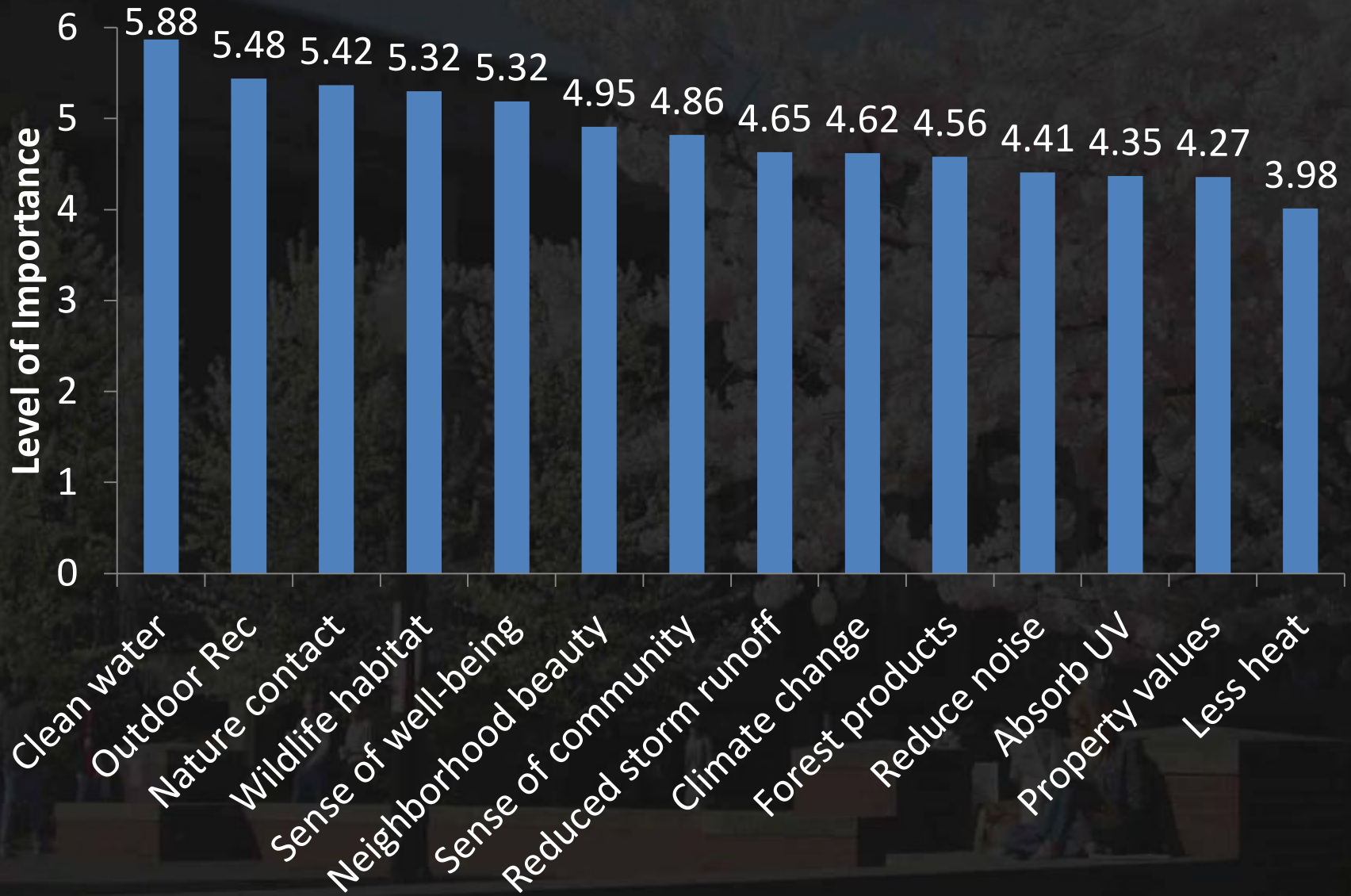


What it takes to engage people

- Strategic thinking
- Mutually beneficial collaborations
- Working with an intent to make a difference
- Motivating others



What Ecosystem Services Are Important To Citizens?



Rules of Engagement

- Strategic
- Relevant
- Motivational



It may require some risk...



TENT STREET SCENE, CAMP HOLABIRD, MD.



In Summary....



What about you?

- What is your context?
- What are your strengths?
- Who is your audience?
- What is the best investment of your time?



Getting started



Simply put...

- **Communicate** with people
- **Connect** people to trees & their benefits
- **Engage** people to care about urban forestry



People and Partnerships Are Critical to Having a Greater Impact



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