



THE CITY OF SAN DIEGO
MANAGER'S REPORT

DATE ISSUED: October 9, 2002

REPORT NO. 02-231

ATTENTION: Rules Committee
Agenda of October 16, 2002

SUBJECT: Tree Advisory Board Name Change

SUMMARY

Issue - Shall the Municipal Code be amended to change the name of the Tree Advisory Board?

Manager's Recommendation - Amend Article 6, Division 5 of the Municipal Code to change the name of the Tree Advisory Board to Community Forest Advisory Board.

Other Recommendation - On September 11, 2001, the Tree Advisory Board voted 8-1 in favor of changing the name to Community Forest Advisory Board.

Fiscal Impact - None with this action.

BACKGROUND

The Tree Advisory Board was created by Ordinance No. 0-18609 on January 11, 1999. Initially, the focus of this advisory group was to increase awareness of the importance of trees, discourage people from cutting down healthy trees, motivate them to plant additional trees on their property, and encourage City Council to appropriately budget for tree planting and maintenance.

With the Mayor's stated goal in January 2002 of planting 5,000 trees a year for the next 20 years, and City Council's Fiscal Year 2003 appropriation of additional funds for planting and maintenance, the Tree Advisory Board believes the time has come to transition to the next phase of public education: to increase awareness of the importance of the "community forest."

The community forest is comprised of every tree in our environment, including those located on: local, state and federal public land, parks and open space; street rights-of-way; school property; and most of all, the large number of trees on private property. The community forest aggregates the benefits that are provided by individual trees. These aggregate benefits are of enormous

value to the residents of San Diego in terms of energy conservation, air quality improvements, reduced heat islands, reduced storm water runoff, decreased soil erosion, limitation on sedimentation, reduced glare, and improved community image and aesthetics. Seen in this light, the community forest represents the City's "green infrastructure."

A sustainable community forest is one in which the trees span a range of ages, from saplings to venerable monarchs, and span a range of species, so that the forest is not vulnerable to decimation by just a few pests. A sustainable forest is also one in which the wood from a tree that dies is recycled into crafted wood products rather than taken to a landfill.

Since trees play a vital role beyond the value they provide in their immediate settings, members of the Tree Advisory Board have an objective to begin educating the public on how decisions about individual trees affect the overall community forest. They believe that changing the Board's name to Community Forest Advisory Board is an essential first step in communicating this message. Other potential steps include adoption of a Tree Ordinance, and inclusion of the community forest vision for each neighborhood in Community Plans.

ALTERNATIVE

Do not change the name of the Tree Advisory Board.

Respectfully submitted,

Terri Williams
Assistant to Senior Deputy City Manager

Approved: P. Lamont Ewell
Assistant City Manager

EWELL/TW