

DRAFT

FY 2008 - 2013 Strategic Plan

for

Tulsa Tree Advisory Committee

as of:

February 15, 2007

Tree Advisory Committee

Cason Carter, Chairman

Address

% Cason Carter, City Councilor
 Tulsa City Hall
 200 Civic Center
 Tulsa, Oklahoma
 (918) 596-1929

Partners

Name	Title	Organization
Cason Carter	City Councilor and Chair	City of Tulsa
Anna America	Executive Director	Up With Trees
Debbi Ashley	Homeowner Representative	Homeowner Representative
Maria Barnes	City Councilor	City of Tulsa
Jack Blair	City Council Staff	City of Tulsa
Cherie Cook	Homeowner Representative	Homeowner Representative
Monica Hamilton	Director	Mayor's Office for Neighborhoods & Mayor's Action Center
Dane Matthews	Asst. Mgr., Land Development Services	INCOG/TMAPC
Jan Megee	City Council Staff	City of Tulsa
Bill McKamey	Vice President, External Affairs	PSO
Dee Porter (Ex-Officio)	Director, Consumer Services	Oklahoma Corporation Commission
Mike Perkins	Parks & Recreation Forester	City of Tulsa
Susan Scott	Board Member	Up With Trees
Doug Shrout	Vice President Development	Robson Companies, Inc.
Stan Whiteford (PSO Alternate)	Communications Consultant	PSO

The Tulsa Tree Oversight Committee was formed on Thursday, March 30, 2006 by District 9 Councilor Susan Neal to address Tulsa urban forestry issues. Councilor Cason Carter took over chair of the committee following the April 2006 City Council election. The Committee began development of a Balanced Scorecard (BSC) Strategic Plan in May of 2006 and completed the plan in December. Related work plans will be developed in early 2007 to accomplish the goals identified in the Strategic Plan to transform Tulsa's urban forest through a forestry initiative that enables Tulsa to maintain and enhance its beauty while integrating highly reliable electric service with improved public safety and increased community awareness. The BSC is the strategic vision and includes the five-year goals and action plan proposed to deal with the issues identified under each goal.

Vision and the Mission Statement

Mission Statement:

Growing Tulsa's urban forest for the 22nd century.

Vision Statement:

To transform Tulsa's aging urban forest through a well managed and thoughtfully designed forestry initiative that enables Tulsa to maintain and enhance its beauty while integrating highly reliable electric service with improved public safety and increased community awareness.

LONG - TERM GOALS and KEY PERFORMANCE MEASURES

Perspectives and Outcomes:

Customer Perspective

- C. 1 Beautification of City
 - A. Increase tree canopy
 - B. Increase number of approved trees planted/replaced
- C. 2. Improved Electric Reliability
 - A. PSO/OCC reports and reliability scorecard
- C. 3. Improved Public Safety
 - A. Reduce number of tree related city accident claims
- C. 4. Establish Consumer Complaint, Resolution, and Feedback Process
 - A. Process for Citizen Concerns and feedback of City Issues
 - B. Electric Utility Consumer Complaint and Resolution Process

Financial Perspective

- F. 1 Identify Funding Mechanisms
 - A. Establish grant funding program
 - B. Develop partnerships
 - C. Recommend fee(s) (i.e. public ROW safety fee, etc.)

Internal Business Process Perspective

- I.1 Create a Permanent Urban Forestry Initiative
 - A. Qualify and maintain Tree City USA Standards
 - B. Create City Forester position that bridges with Public Works
 - C. Recommend Public Right-of-Way (ROW) Programs, Landscape Ordinances & Utility Easement Requirements
 - D. Establish programs that improve Air and Water Quality

Learning and Growth Perspective

- L. 1 Increase Citizen/Community Awareness of Urban Forestry issues
 - A. Number of tree education programs
 - B. Number of consumers reached

Goal # Customer Perspective

C -1 Beautification of City

KPM # Key Performance Measure Title

A Increase the city's tree canopy.

Description: Increase percentage of tree canopy by 3% per year through a variety of mechanisms (partnerships with utilities, landscape companies, etc.) Plan to complete Land Sat imaging in FY '08 (cost estimated at \$167,000) to establish baseline and update minimum of every five (5) years.
 *Baseline to be established in 2008 Source: Land Sat Images

	Actual		Budgeted		Estimated
FY- 2006	_____	FY – 2008	*	_____	FY – 2009 3% increase
FY- 2007	_____				FY – 2010 3% increase
					FY – 2011 3% increase
					FY – 2012 3% increase
					FY – *2013 3% increase

KPM # Key Performance Measure Title

B Increase the number of approved trees planted or replaced.

Description: Increase by 5% the actual number of street and park trees planted or replaced from the approved list by the City and Up With Trees.
 *Baseline established 2007 Source: City Forester Report

	Actual		Budgeted		Estimated
FY- 2006	_____	FY – 2008	1155		FY – 2009 1213
FY- 2007	*1100				FY – 2010 1274
					FY – 2011 1338
					FY – 2012 1405
					FY – 2013 1475

Goal # Customer Perspective

C -2 Improved Electric Reliability

KPM # Key Performance Measure Title

A Increased Electric Reliability

Description: Improve reliability by decreasing the frequency of outages (SAIFI) that the average customer in the City of Tulsa would experience annually from a 2006 end of year of 1.365 to 1.171 by end of year 2010. By 2010, PSO will be on 4 year cycle trim and reliability improvements from tree management will be complete
 *Baseline established in 2006 Source: PSO reports and OCC Reliability Scorecard

	Actual		Budgeted		Estimated
FY- 2006	*1.365	FY – 2008	1.270		FY – 2009 1.210
FY- 2007	1.340				FY – 2010 1.171 Target
					FY – 2011 1.171
					FY – 2012 1.171
					FY – 2013 1.171

Goal # Customer Perspective

C -3 Improved Public Safety

KPM # Key Performance Measure Title

A Improve public safety

Description: Maintain the low number of tree related city accident claims.

*Baseline established in 2006

Source: City Legal Department

	Actual		Budgeted		<u>Estimated</u>
FY- 2006	*5	FY – 2008	5	FY – 2009	5
FY- 2007	5			FY – 2010	5
				FY – 2011	5
				FY – 2012	5
				FY – 2013	5

Goal # Financial Perspective

F -1 Identify Funding Mechanisms

KPM # Key Performance Measure Title

A Establish funding mechanism with initial grant monies

Description: Goal is to locate minimum of \$750,000 initially in grant monies in fiscal FY 08 to fund this forestry initiative. Future years' goal is to add an additional 3% a year in funding through grants, donations, public ROW safety fee, etc.

Source: Grant Committee Report

	Actual		Budgeted		<u>Estimated</u>
FY- 2006	_____	FY – 2008	\$750,000	FY – 2009	\$772,500
FY- 2007	_____			FY – 2010	\$795,675
				FY – 2011	\$819,545
				FY – 2012	\$824,131
				FY – 2013	\$848,855

KPM # Key Performance Measure Title

B Develop Supporting Partnerships

Description: Add a minimum of two partnerships per year through 2010 and a minimum of one a year thereafter that supports the Forestry Initiative through monetary or in-kind donations. Goal is to develop a monetary performance measure by end of FY 2008.

*Baseline established in 2007

Source: Committee Partnership Report

	Actual		Budgeted		<u>Estimated</u>
FY- 2006	_____	FY – 2008	8	FY – 2009	10
FY- 2007	*6			FY – 2010	12
				FY – 2011	13
				FY – 2012	14
				FY – 2013	15

Goal # Internal Business Process

I-1 Qualify and Maintain Tree City USA Certification

KPM # Agency Key Performance Measure Title

A Qualify and Maintain Tree City USA Certification

Description: The city will meet and maintain the four standards established by National Arbor Day Foundation and the National Association of State Foresters to qualify for Tree City USA in 2008. These standards include: 1. A Tree Board or Department 2. Tree Care Ordinance 3. Community Forestry Program with an Annual budget of a least \$2 Per Capita, and 4. Arbor Day Observance and Proclamation.

Source: Tree City Standards www.arboday.org/programs/treeCityUSA.cfm

	<u>Actual</u>		<u>Budgeted</u>		<u>Estimated</u>
FY- 2006	Certified	FY – 2008	Certified	FY – 2009	Certified
FY- 2007	Certified			FY – 2010	Certified
				FY – 2011	Certified
				FY – 2012	Certified
				FY – 2013	Certified

Goal # Learning and Growth Perspective

L.1 Increase Community Awareness of Urban Forestry issues

KPM # Key Performance Measure Title

A Number of tree education presentations.

Description: Partnering with Up with Trees, increase the number of tree education presentations to the citizens of Tulsa by 10% a year until 2012. Goal is to increase citizen awareness.

*Baseline to be established in 2007

Source: Up with Trees report

	<u>Actual</u>		<u>Budgeted</u>		<u>Estimated</u>
FY- 2006	_____	FY – 2008	_____	FY – 2009	_____
FY- 2007	* _____			FY – 2010	_____
				FY – 2011	_____
				FY – 2012	_____
				FY – 2013	_____

KPM # Key Performance Measure Title

B Increase Number of Consumers Reached

Description: Develop educational programs and public relations campaigns to include such items as brochures, a common website with links, seminars with developers/real estate industry, school education programs, landscaping hotline, neighborhood meetings, etc. Goal is to increase outreach and educational programs that result in a 10% annual increase in direct interaction with citizens and industry representatives.

*Baseline to be established in 2007

Source: Up With Trees report

	<u>Actual</u>		<u>Budgeted</u>		<u>Estimated</u>
FY- 2006	_____	FY – 2008	_____	FY – 2009	_____
FY- 2007	* _____			FY – 2010	_____
				FY – 2011	_____
				FY – 2012	_____
				FY – 2013	_____