

Urban Forest Master Plan Innovation Session
Friends of the Pittsburgh Urban Forest - Outcomes

Question #	Challenge Question	Category/Boat	Post It Item	Dots
1	How do trees impact you?	Ecological Benefits		9
1	How do trees impact you?	Ecological Benefits	Habitat	1
1	How do trees impact you?	Big Environmental Issue		2
1	How do trees impact you?	Big Environmental Issue	Absorb stormwater / keep it out of the sewer system	1
1	How do trees impact you?	Social Benefits		3
1	How do trees impact you?	Inspire		3
1	How do trees impact you?	Stormwater		2
1	How do trees impact you?	Make life beautiful		2
1	How do trees impact you?	Sustains life		1
1	How do trees impact you?	Education / public response		1
1	How do trees impact you?	Materials / resources		
1	How do trees impact you?	Sustainability / investing for the future		
1	How do trees impact you?	Stabilization		
1	How do trees impact you?	Air / Oxygen / Air quality		
1	How do trees impact you?	Economic benefits		
1	How do trees impact you?	Environment in itself		
1	How do trees impact you?	Broaden practices		
1	How do trees impact you?	Work related stress		
1	How do trees impact you?	Trees as politics		
1	How do trees impact you?	Kids love them		
1	How do trees impact you?	Spirituality		
1	How do trees impact you?	Cool / shade		
1	How do trees impact you?	Community connection		
1	How do trees impact you?	Emotional attachment		
1	How do trees impact you?	Great conversation starter		
1	How do trees impact you?	Relieve pain		
1	How do trees impact you?	Aesthetics		
1	How do trees impact you?	More inviting streetscape		
1	How do trees impact you?	Beautification		
1	How do trees impact you?	Recreation		
1	How do trees impact you?	Volunteer Life		
1	How do trees impact you?	Endless possibilities / research		

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2	Why does PGH need a UFMP?	Enhance character of our landscape		5
2	Why does PGH need a UFMP?	Change laws		5
2	Why does PGH need a UFMP?	Bang for the buck		5
2	Why does PGH need a UFMP?	Incorporate trees in all aspects of City functions		4
2	Why does PGH need a UFMP?	Communicate value of urban forest to a broader audience		4
2	Why does PGH need a UFMP?	Master plan ID's the benefits		3
2	Why does PGH need a UFMP?	To know what we have / what's possible		3
2	Why does PGH need a UFMP?	Equitable tree distribution		3
2	Why does PGH need a UFMP?	Equity in trees		3
2	Why does PGH need a UFMP?	Increase ecosystem services		3
2	Why does PGH need a UFMP?	Coordination		2
2	Why does PGH need a UFMP?	Coordinate local planning efforts		2
2	Why does PGH need a UFMP?	Funding		2
2	Why does PGH need a UFMP?	Productive and strategic		2
2	Why does PGH need a UFMP?	Shared Citywide vision		2
2	Why does PGH need a UFMP?	Improve our assets		1
2	Why does PGH need a UFMP?	Without vision, people perish		1
2	Why does PGH need a UFMP?	Urban forests viability / credibility		1
2	Why does PGH need a UFMP?	Broaden goals to include County		1
2	Why does PGH need a UFMP?	Climate change		1
2	Why does PGH need a UFMP?	Plan for more planting on private land		1
2	Why does PGH need a UFMP?	Coordination		
2	Why does PGH need a UFMP?	Pests		
2	Why does PGH need a UFMP?	Restore Indigenous Species		
2	Why does PGH need a UFMP?	Make best use resources		
2	Why does PGH need a UFMP?	Environmental justice		
2	Why does PGH need a UFMP?	Trees make it better		
2	Why does PGH need a UFMP?	Manage development		
2	Why does PGH need a UFMP?	To gain political support		
2	Why does PGH need a UFMP?	Volunteerism and civic environment		
2	Why does PGH need a UFMP?	ID NPO partners / empowerment		
2	Why does PGH need a UFMP?	Business model for municipal composting		
2	Why does PGH need a UFMP?	PGH has no master plan		
2	Why does PGH need a UFMP?	To maintain UTC		

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3	Who are the partners in the process?	Landowning Governmental authorityies		5
3	Who are the partners in the process?	Utilities		4
3	Who are the partners in the process?	Public sector		3
3	Who are the partners in the process?	City Departments		1
3	Who are the partners in the process?	City Departments	City attorneys and magistrates	1
3	Who are the partners in the process?	Federal agencies		2
3	Who are the partners in the process?	Community at large		3
3	Who are the partners in the process?	Environmental nonprofits		2
3	Who are the partners in the process?	Universities		1
3	Who are the partners in the process?	Kids		1
3	Who are the partners in the process?	Funders		1
3	Who are the partners in the process?	Other cities / benchmarks		1
3	Who are the partners in the process?	Professional organizations		1
3	Who are the partners in the process?	NPOs	Non-traditional NPOs	1
3	Who are the partners in the process?	Steelers!		1
3	Who are the partners in the process?	Outcome assessments		1
3	Who are the partners in the process?	Implement "The" Plan		1
3	Who are the partners in the process?	Community development nonprofits		
3	Who are the partners in the process?	Community Based Organizations		
3	Who are the partners in the process?	Non-conservation nonprofits		
3	Who are the partners in the process?	Outside org - national		
3	Who are the partners in the process?	Large NPO landowners		
3	Who are the partners in the process?	Land developers		
3	Who are the partners in the process?	Private sector		
3	Who are the partners in the process?	Business community		
3	Who are the partners in the process?	Nurseries		
3	Who are the partners in the process?	Green industry		
3	Who are the partners in the process?	GIS experts		
3	Who are the partners in the process?	Army Corps of Engineers		
3	Who are the partners in the process?	Marketing / communication experts		
3	Who are the partners in the process?	State level orgs		
3	Who are the partners in the process?	Implementation / planning consultants		
3	Who are the partners in the process?	Board of education		
3	Who are the partners in the process?	Environmental educators		

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4	What needs to happen to ensure success?	Long-term maintenance		6
4	What needs to happen to ensure success?	Long-term maintenance	Robust maintenance plan	1
4	What needs to happen to ensure success?	Diverse stakeholder buy-in		3
4	What needs to happen to ensure success?	Diverse stakeholder buy-in	True municipal buy-in	2
4	What needs to happen to ensure success?	Diverse stakeholder buy-in	Broad participation	2
4	What needs to happen to ensure success?	Biggest bang for the buck		4
4	What needs to happen to ensure success?	Biggest bang for the buck	Other cities will copy if low cost	1
4	What needs to happen to ensure success?	Quantifiable measurable metrics		5
4	What needs to happen to ensure success?	Be legally binding		3
4	What needs to happen to ensure success?	Stakeholder accountability		2
4	What needs to happen to ensure success?	Education campaign		2
4	What needs to happen to ensure success?	PG & media workshop to get buy-in		1
4	What needs to happen to ensure success?	Friends lead the charge / project manager		1
4	What needs to happen to ensure success?	Simple, user-friendly, accessible plan		1
4	What needs to happen to ensure success?	Leverage pre-existing assets	Master plan reports for other cities	1
4	What needs to happen to ensure success?	Engaged public		1
4	What needs to happen to ensure success?	Make it an eco-approach		1
4	What needs to happen to ensure success?	Tie into local plans		1
4	What needs to happen to ensure success?	Deep City departmental buy-in	Coordinate with county & state before / during master planning	1
4	What needs to happen to ensure success?	Good web site		1
4	What needs to happen to ensure success?	Good PR & Communications	Use webtools to build usable threads of information - not random posts	1
4	What needs to happen to ensure success?	Strong public + private partnerships	Have business become champions	1
4	What needs to happen to ensure success?	Adequate funding		1
4	What needs to happen to ensure success?	Be innovative		1
4	What needs to happen to ensure success?	Financial planning as main part		
4	What needs to happen to ensure success?	Clear economic benefits		
4	What needs to happen to ensure success?	PA spatial analysis		
4	What needs to happen to ensure success?	Non-political		
4	What needs to happen to ensure success?	Info technology		
4	What needs to happen to ensure success?	Existing UF plans / benchmarks		
4	What needs to happen to ensure success?	PlanPGH		
4	What needs to happen to ensure success?	PoPUF leadership		
4	What needs to happen to ensure success?	Multiple levels of review		
4	What needs to happen to ensure success?	PGH eco collaborative		
4	What needs to happen to ensure success?	Broad buy-in / coordination		
4	What needs to happen to ensure success?	Diverse groups / diverse action itmes		
4	What needs to happen to ensure success?	Don't take forever		
4	What needs to happen to ensure success?	Current inventory		
4	What needs to happen to ensure success?	University research		
4	What needs to happen to ensure success?	The work has to be accessible		
4	What needs to happen to ensure success?	Relevant to the users		
4	What needs to happen to ensure success?	Neutral facilitation		
4	What needs to happen to ensure success?	Steering committee		
4	What needs to happen to ensure success?	Identify the players for advisory / steering committee		

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5	What are the next steps?	Rip off Casey Trees 8-step plan		8
5	What are the next steps?	Form steering committee		4
5	What are the next steps?	Inventory plans		3
5	What are the next steps?	Charter statement of purpose		3
5	What are the next steps?	Find funding		2
5	What are the next steps?	Benchmark models		2
5	What are the next steps?	Small committee to creat TOC		2
5	What are the next steps?	Pick a coordinating leader		2
5	What are the next steps?	Contact the partners		1
5	What are the next steps?	After plan for master plan is developed, brief foundation community		1
5	What are the next steps?	Report back to participants		1
5	What are the next steps?	Plug into PlanPGH		1
5	What are the next steps?	Develop overall process outline	Make sense out of ideas from today / map of next steps	1
5	What are the next steps?	We'll go back and inform others		
5	What are the next steps?	Buy-in from all partners		
5	What are the next steps?	Update the baseline		
5	What are the next steps?	Review outcomes of today		
5	What are the next steps?	Relationships with government officials		
5	What are the next steps?	Set a timeframe		
5	What are the next steps?	Create RFP for planning		