

The City of Surrey's Urban Forest



shifting values through community engagement and education



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Environmental Stewardship Coordinator

Overview

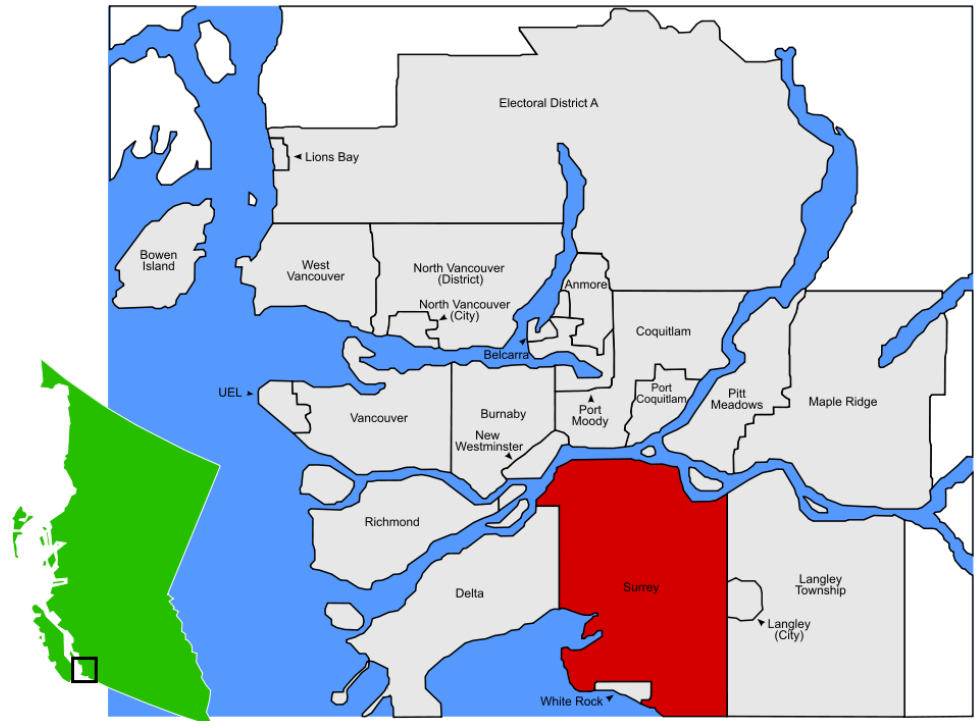


- A little bit about Surrey and Surrey's urban forest
- The role of the Urban Forestry and Environmental Programs Section (UFEP)
- Shifting values towards a community stewardship model
- Some lessons learned

Surrey



- 317.2 km² (78,852 acres)
- Population of 468,000
- Second largest BC city by population
- One of the fastest growing cities in BC
- Incredibly diverse



Urban Forestry and Environmental Programs Section

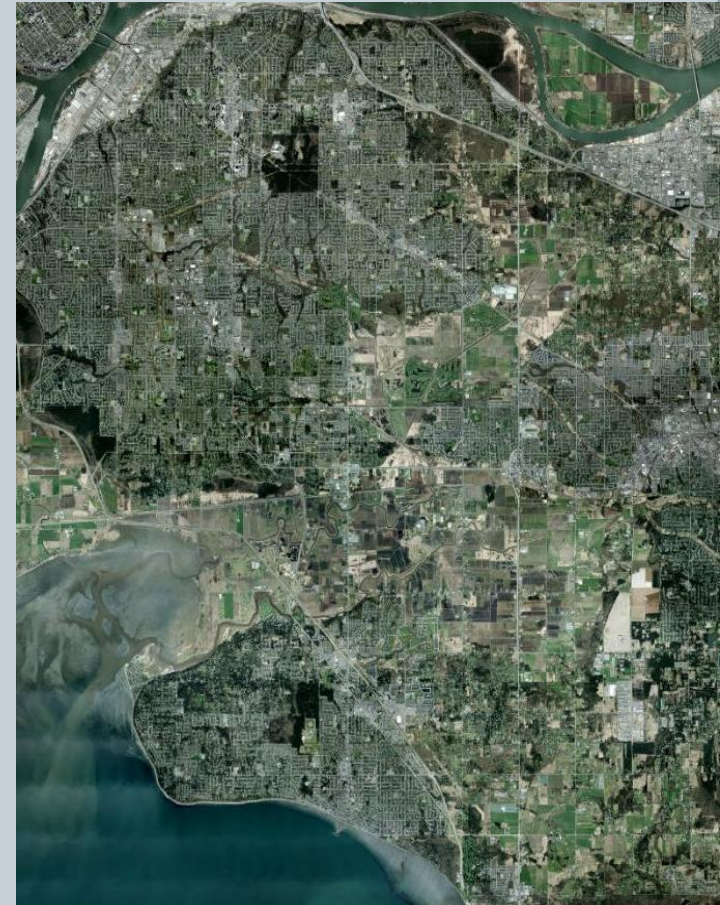


Surrey's Natural Area parks

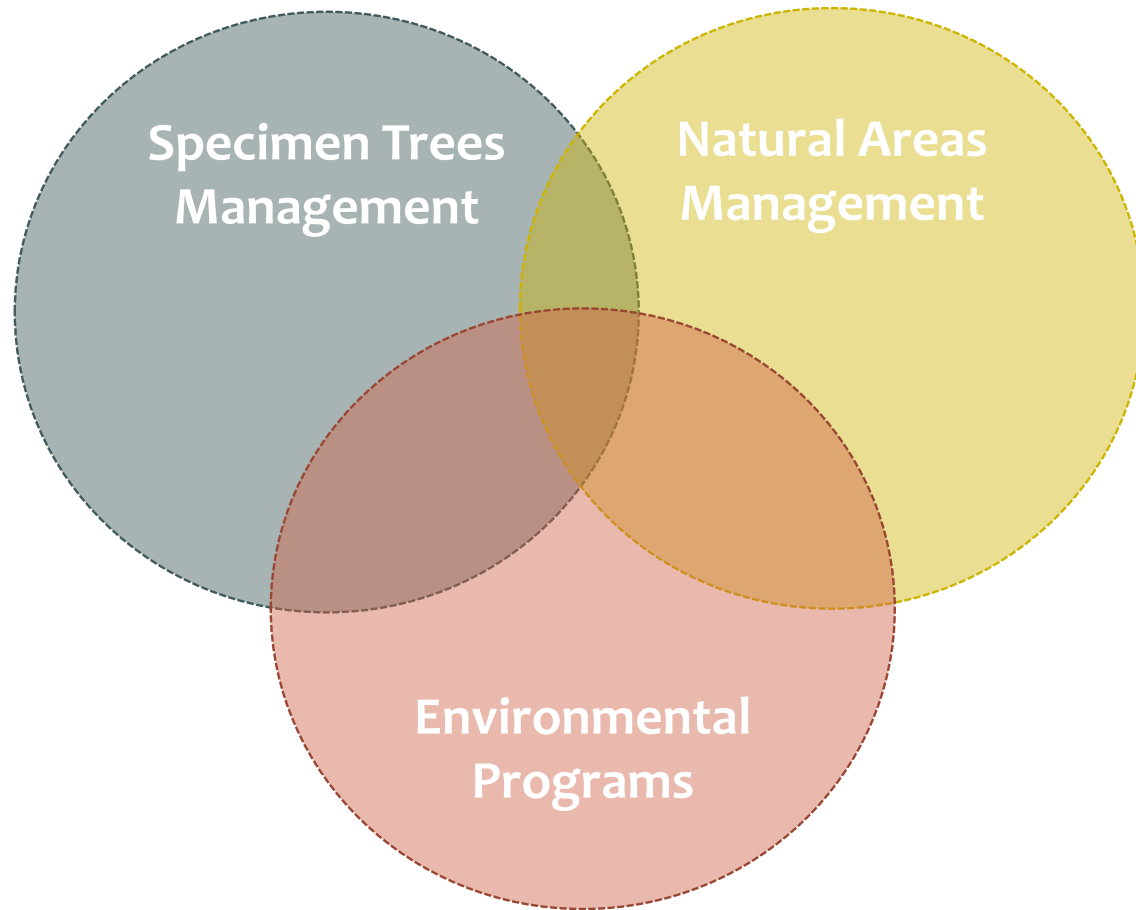
- Over 500 parks ranging from small 'parkettes' to large Urban Forests
- 15.2 km² (3756 acres)

Surrey's Specimen Trees

- Planted the 75,000 street tree in 2013
- Over 16,000 inventoried park specimen trees
- Install ~ 5,000 specimen trees annually



Who is UFEP?

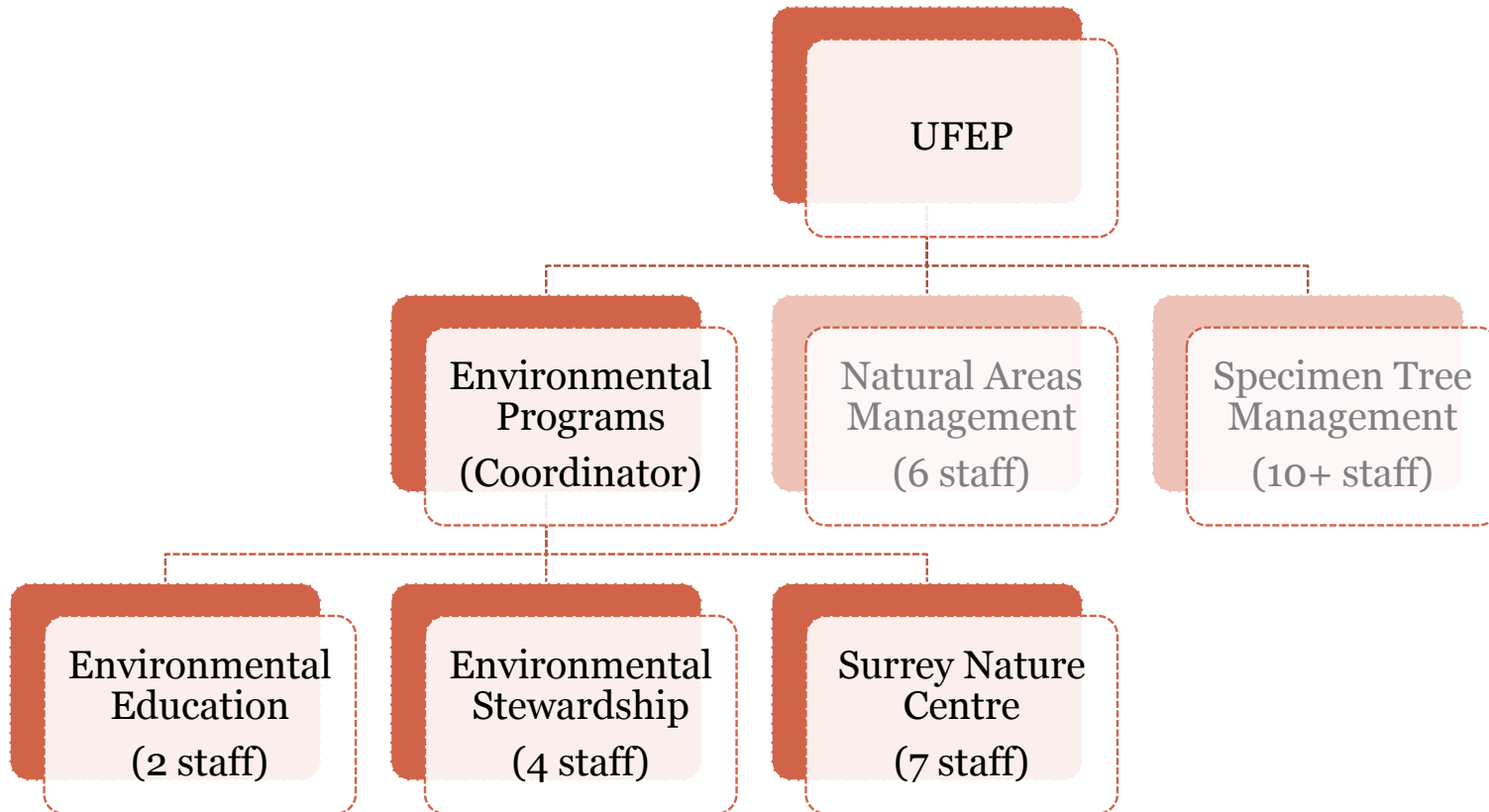


Environmental Programs



- Started in the late 1990s with 1 dedicated staff member (Environmental Programs Coordinator)
 - some programs preceded the official position (example, Releaf Tree Planting program began in 1991)
- In the early 2000s an additional fulltime position was added
- In 2005 the Environmental Stewardship Program was added (1 fulltime position)
- In 2008 was the addition of the Surrey Nature Centre (1 fulltime position)
- Today there are 4 full time positions and 10 part time positions

Environmental Programs



Environmental Programs

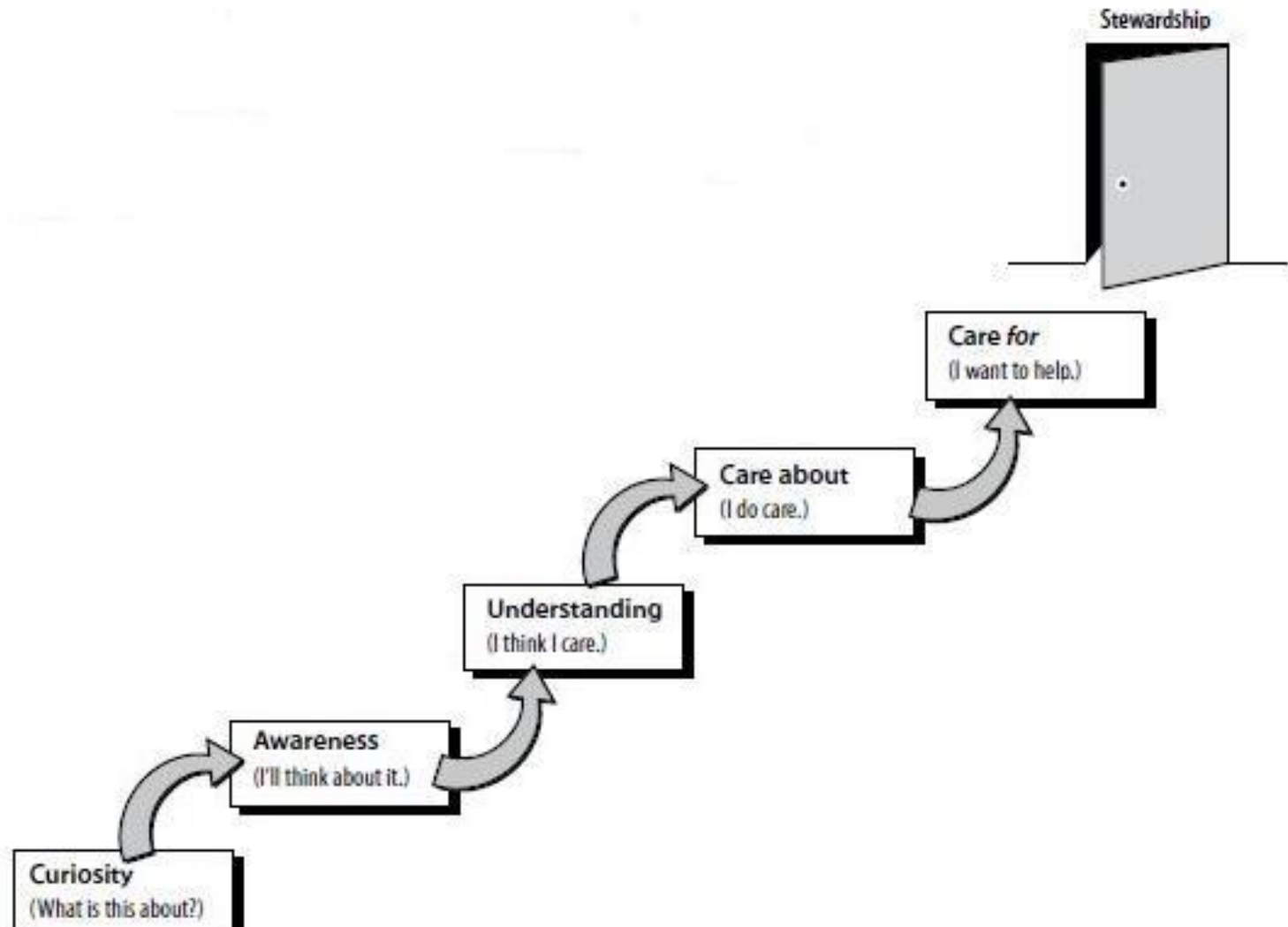


We want to shift people's values and get them *caring about and caring for* the urban forest



What values are we starting from...?

Shifting values –towards stewardship



“Dragged Along”



- Audience is disinterested; the urban forest is not a part of the value system
- Audience does not need to be willing – the message is simply there for them to look at
- Bus ads, newspaper ads



“Curiosity”



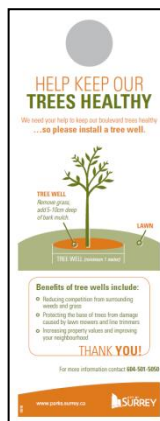
- The audience is ‘drawn-in’ and asks more about the urban forest
- Activations at City-wide events (“thirsty tree” game)
- Watering bags on trees
- Visibility of Surrey Nature Centre



“Awareness”

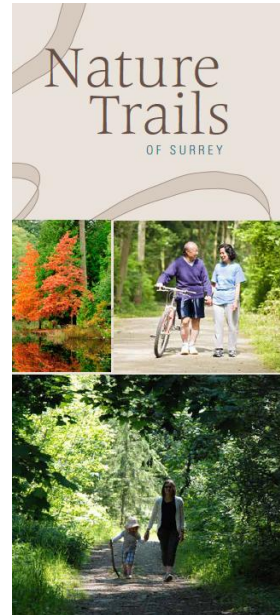


- The audience is aware of the urban forest and places some value on it.
- Interpretive signage, brochures
- The messaging is more in-depth and provides options for further engagement



“Understanding”

- Audience understands ‘nature’ on a personal level.
- Responsible park use; “Nature Trails” brochure
- Surrey Nature Centre drop-in programs (NIMBY, Discovery Days)
- Environmental special events like World Oceans Day, Halloween in the Forest



“Care About”

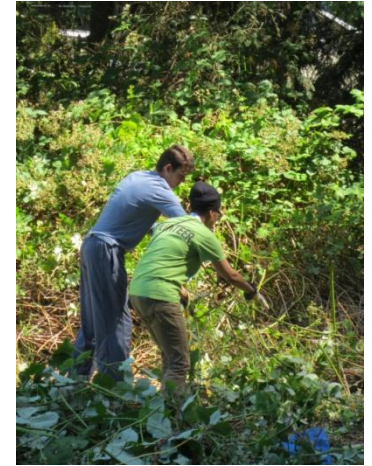


- Audience values the urban forest and understands some of the community impacts.
- Higher level of commitment – they may register for programs (workshops, birding walks, Environmental Extravaganza programs)
- They may encourage others to access programs and resources



“Care For”

- The audience values consultation and involvement in caring for the urban forest.
- Participation in accessible, low commitment volunteer programs like National Tree Day, Releaf, Nature Works Parties, Tree Care parties



“Care For”



- The audience values community leadership
- Friends of the Forest
- Tree Team
- Stewardship Assistants
- Surrey Youth Stewardship Squad

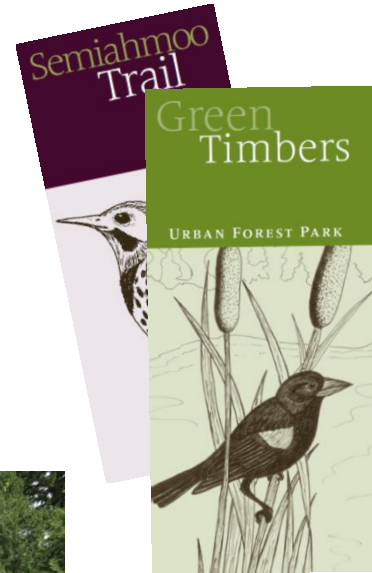


“Stewardship”

- The community is informed, engaged, and involved
- The community cares about and cares for the urban forest independently
- Friends of Semiahmoo Bay, Green Timbers Heritage Society, White Rock and Surrey Naturalists



Lessons learned - One size doesn't fit all!



More lessons



- Accessibility – reduce barriers to participation
- Consultation – ensure programs are informed both by internal (operational) need and community need
- Growth– build incentives into programs to maintain momentum



Questions?



THANK YOU!

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