



Dear Mayor and Council Members:

On behalf of City Manager Ed Shikada, please find below the staff response to a question made by Councilmember Cormack regarding the [Tuesday, June 21 Council Meeting](#) consent agenda item.

Item 1, Approval of Amendment Number 2 to Contract #C21180324 with Canopy to Add to the Scope of Services, Extend the Term through June 30, 2024, and Increase the Not-to-Exceed Amount of the Contract by \$742,210, for a New Not to Exceed Amount of \$967,720; and Approval of a Budget Amendment in the General Fund in FY 2023

- 1. Question: Do any of the activities referenced in Exhibit A, Goals A through D include mailing a letter to all residents and homeowners informing them of the substantial changes to the Tree Ordinance, the availability of Canopy's Tree Hotline, and/or how to water trees during a drought?**

Answer: Yes. Several of the specific goals listed in the amendment include direct mailing to residents as part of implementation. Goal B-3 uses utility inserts to educate the public on tree related issues such as watering trees during drought, and on “Right Tree, Right Place” principles. Goal B-5 requires the contractor to mail a “Save Our Water and Our Trees” postcard to residents with newly planted trees. Goal D-5, the outreach and education plan for sustainability and updated regulations/guidelines lists a wide variety of methods to reach the public including mailings. The final outreach and education plan will include a mailer.

Goal B - 3

Partner with the City of Palo Alto Utilities Department (CPAU) to provide educational materials at area community fairs and events and produce new material on subjects such as tree maintenance, mistakes to avoid, and watering guidelines as needed.

Goal B, 5

Mail the “Save Our Water and Our Trees” reminder postcard at least once during each summer to each resident with a street tree planted in the last five years. Post the “Save Our Water and Our Trees” banner in a prominent area of the CITY.

Goal D, 5

CONTRACTOR will design, plan, and implement a communication campaign to educate the public, tree service companies, nurseries, realtors, and developers on Palo Alto’s focus on urban tree canopy sustainability and current and/or updated regulations and guidelines.

- Use a variety of outreach means, such as emails, electronic newsletters, mailings, social media, printed media, and live events to reach out and educate targeted audiences.