

Strategic Action Plan

Goal: To Increase Tree Stocking Levels

Strategy	1998-2002	2003	2004	2005	2006	After 2006	Notes
Replace existing planting approach with a plan based on standards that relate to the number, location, diversity and species of boulevard trees and includes the removal of unwanted trees. The Tree Board will assist the City Forester in determining standards.	X	→	→				Standards developed and used annually.
Develop species lists for trees appropriate for parks, boulevards; residential, commercial, industrial areas, buffers between land uses; and at the entrances to the City.	X	→	→				Used annually. Still needs work—updating.
Assist the Public Works Dept. to develop a system to save existing trees and plant new trees in conjunction with street and sidewalk improvement programs.	X	→	→				Some progress, needs work. Positive impact being made. Create door hanger for tree removal?

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Perform a comprehensive review of the existing community tree ordinance. Make recommendations regarding:	X	→	→				Ongoing.
<ul style="list-style-type: none"> • Establishing a permanent tree board • Tree planting permits and referencing the current species list(s) • Tree preservation on public and private property • Enforcement of the ordinance 	X						
Any other regulatory matters relating to urban forestry.	X	→	→				Continue to make presentations to educate people on this issue.
Initiate a dialogue to develop a program regarding private development, taking into consideration existing trees and tree replacement and providing incentives for preservation.	X	→	→				Land Use Code has languished. Find success stories to study? Ongoing.

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Seek a variety of funding sources and partnerships for the tree program. This could include private developers, utilities, foundations, memorials, major corporations, the state of Wisconsin, the federal government, local taxes, and special assessments.	X	→	→				Tribute Tree Program launched in 2001. Doing well. Ongoing.
Evaluate the trees in parks and City entrances and develop a plan to enhance the plantings in those areas.	X	→	→				Progress made. Blatnik Bridge property focused on twice. Bong Bridge and Hwy. 35 still need to be addressed. Bear Creek Park planting plan completed in 2003 (Master Gardeners). Ongoing.
Develop a partnership with Superior Water, Light & Power Company.	X	→	→				Good partnership. Ongoing

Goal: To Provide Education

Strategy	1998-2002	2003	2004	2005	2006	After 2006	Notes
Develop a Business Improvement District Plan for planting downtown.	X	→	X				Tree Board provided input regarding shrubs. Done.
Educate the City staff on selection, planting, maintenance, and monitoring the boulevard street tree asset.	X	→	→				Staff offered DNR training during the year. Ongoing.
Continue to train the Tree Board regarding all aspects of urban forestry, specifically their role in guiding the City's tree program.	X	→	→				Offer DNR training. Ongoing.
The City of Superior should set a goal to attain Tree City USA status.	X	→	→				Tree City USA 1999-2002. Reapply for annually. Ongoing.
Educate the public in tree planting and maintenance. Education would include awareness, awards, professional, and volunteer programs.	X	→	→				Arbor Day celebration, tree permits, door hangers, UF award. Ongoing.
The City will set a goal to have a member of the staff become a certified arborist.	X	→	→				Changed Parks and Recreation Superintendent job description.

Goal: To Provide Education

Strategy	1998-2002	2003	2004	2005	2006	After 2006	Notes
Encourage Civic Groups to become partners with the City on tree projects.	X	→	→				Ongoing. Spoke to Chamber of Commerce and School District.
The Parks and Recreation Dept. will maintain a library of current reference materials.	X	→	→				Ongoing.

Goal: To Monitor The Tree Asset

Strategy	1998-2002	2003	2004	2005	2006	After 2006	Notes
Provide a system to monitor tree inventory and tree maintenance. Complete and update the existing inventory with a computerized, cost efficient system.	X	→	→				New version of survey with dots representing trees and planting spaces. Refining.
Develop a system to monitor citizen satisfaction with the tree program.	X	→	→				Have hangtag. Consider other ways to assess citizen concerns. Ongoing.
Monitor the health and condition of trees on City property.	X	→	→				Zoned approach in place and will help.
Monitor and update this Strategic Plan periodically.	X	→	→				Ongoing.
Monitor City and public compliance with the tree preservation ordinance and strategies.	X	→	→				Needs work. Interface with Planning Dept. Goal for this year.

Goal: To Maintain The Tree Asset

Strategy	1998-2002	2003	2004	2005	2006	After 2006	Notes
Identify current maintenance needs.	X	→	→				Will be easier with zoned approach. Will operate on zoned approach and complaint system for another year.
Establish maintenance standards for trees on City property.		→	→				Need zoned approach.
Develop a systematic maintenance program.		→	→				Need zoned approach.

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