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**From:** PB Communications  
**Sent:** Thursday, July 22, 2021 5:14 PM  
**To:** PB Commissioners  
**Cc:** PB SLT (Senior Leadership Team) - DL; PB Communications  
**Subject:** Communications plan for urgent motion on urban forestry

**Categories:**

Good evening Commissioners,

Following the approval of Monday night's urgent motion on urban forestry, the communications team has been working closely with operations to align on key messages and an overarching communications plan to ensure the public is engaged and educated about the importance of their role in supporting the health and wellbeing of boulevard trees and those in urban park settings.

Director Gandha is finalizing some operational details that will see additional resources committed to the ongoing work of staff to water trees impacted by the current heat wave. Once the details are finalized, the communications team will be issuing a news release with supporting social media posts across all of our channels.

In addition, we will be creating custom content to be shared with BIAs and neighbourhood associations, as the need is greatest in the downtown area of the city, where many businesses operate and fewer residents may feel compelled or be able to support the trees through individual watering initiatives.

We anticipate the communications pieces will be launched tomorrow with the neighbourhood and BIA campaign going live on Monday.

Director Gandha will be the staff spokesperson on this matter and Commissioner Demers will represent the Board as official spokesperson on this motion.

Thank you for your understanding and patience as we work to activate Monday's urgent motion.

Sincerely,

Christine

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