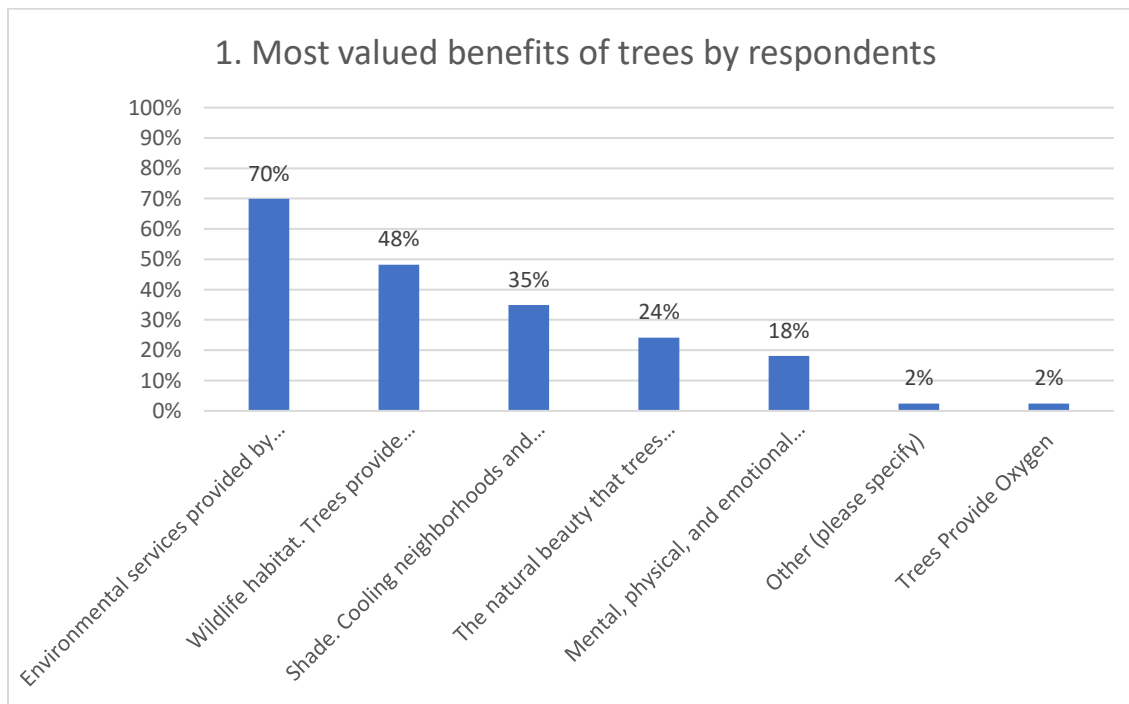
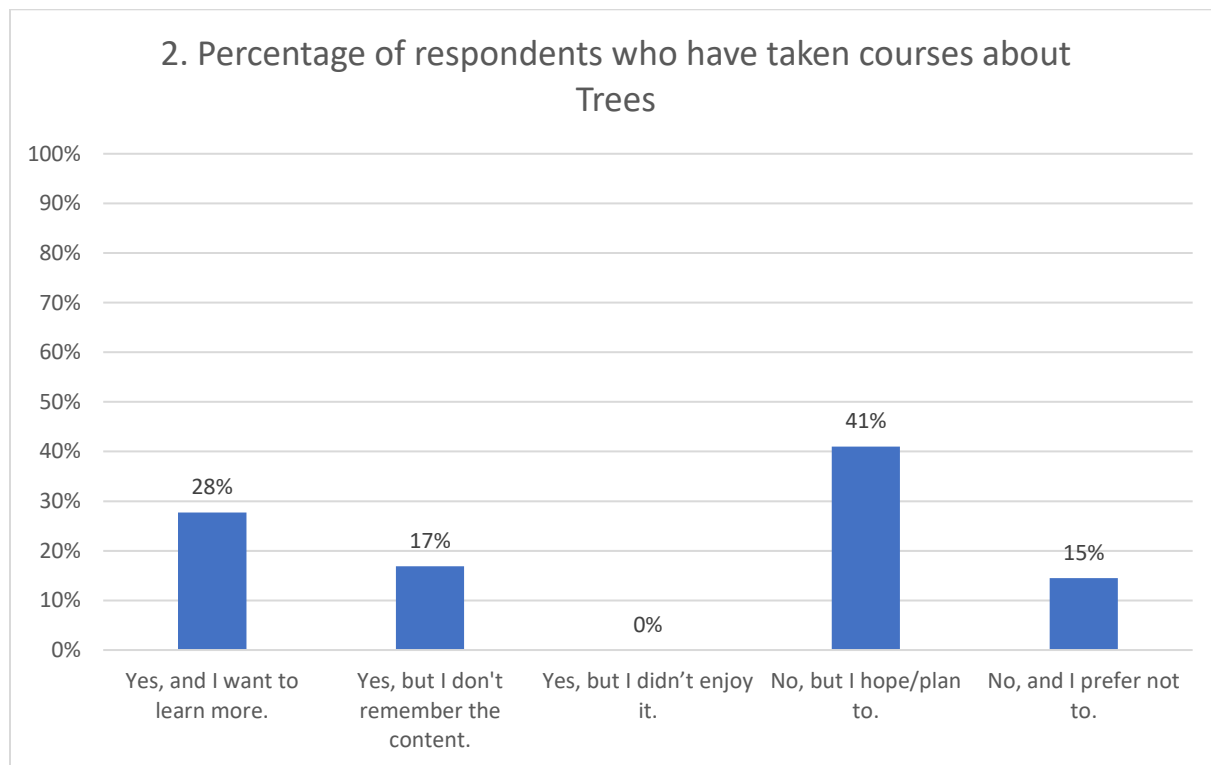


CITY OF PLEASANTON – HERITAGE TREE ORDINANCE 2ND SURVEY RESULTS 3-26-2024 (83 TOTAL RESPONDENTS)

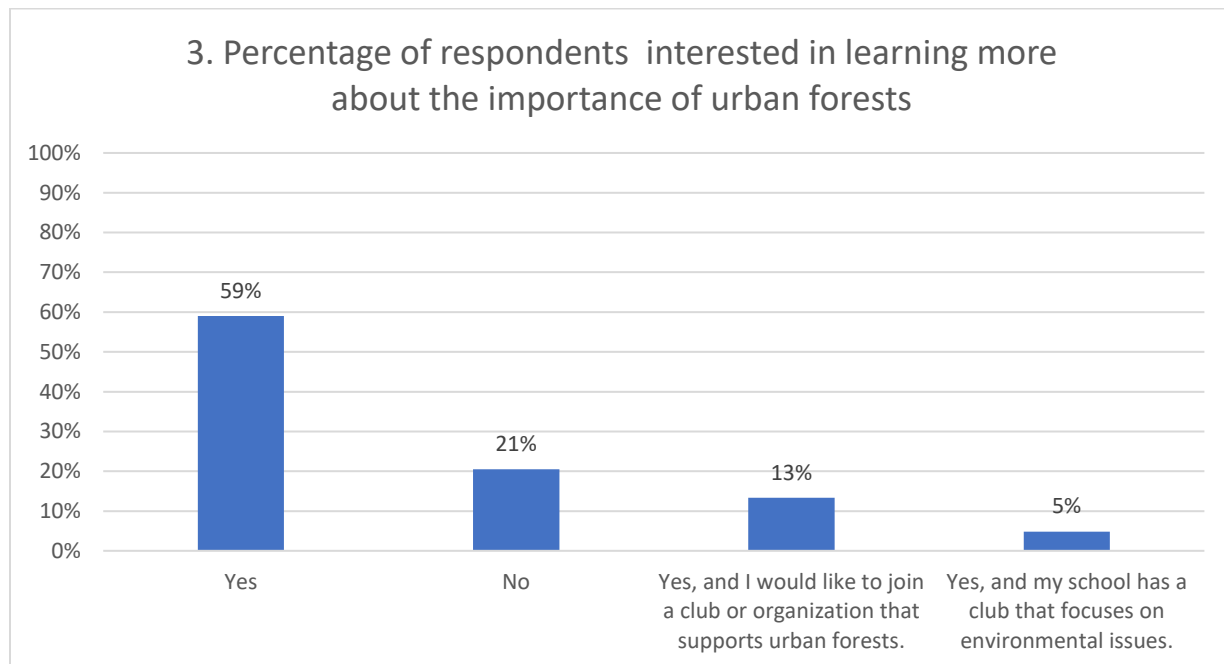
1. Did you know that trees provide many benefits, such as environmental services, to our everyday lives? Which two are most important to you? Select up to two options.		
Tree Benefit Category (full description):	Most important benefits of trees according to respondents	Percentage of respondents who selected this option out of total participants
Environmental services provided by trees (cleaner air, carbon storage, storm water reduction, erosion control, etc.)	58	69.9%
Wildlife habitat. Trees provide homes, seeds, and nuts to wildlife.	40	48.2%
Shade. Cooling neighborhoods and homes, providing shade corridors for community members and shading streets	29	34.9%
The natural beauty that trees provide in community public spaces.	20	24.1%
Mental, physical, and emotional benefits (lower stress levels, decrease in depression, increased physical activity, reduced crime).	15	18.1%
Other (please specify)	2	2.4%
Trees provide oxygen	2	2.4%



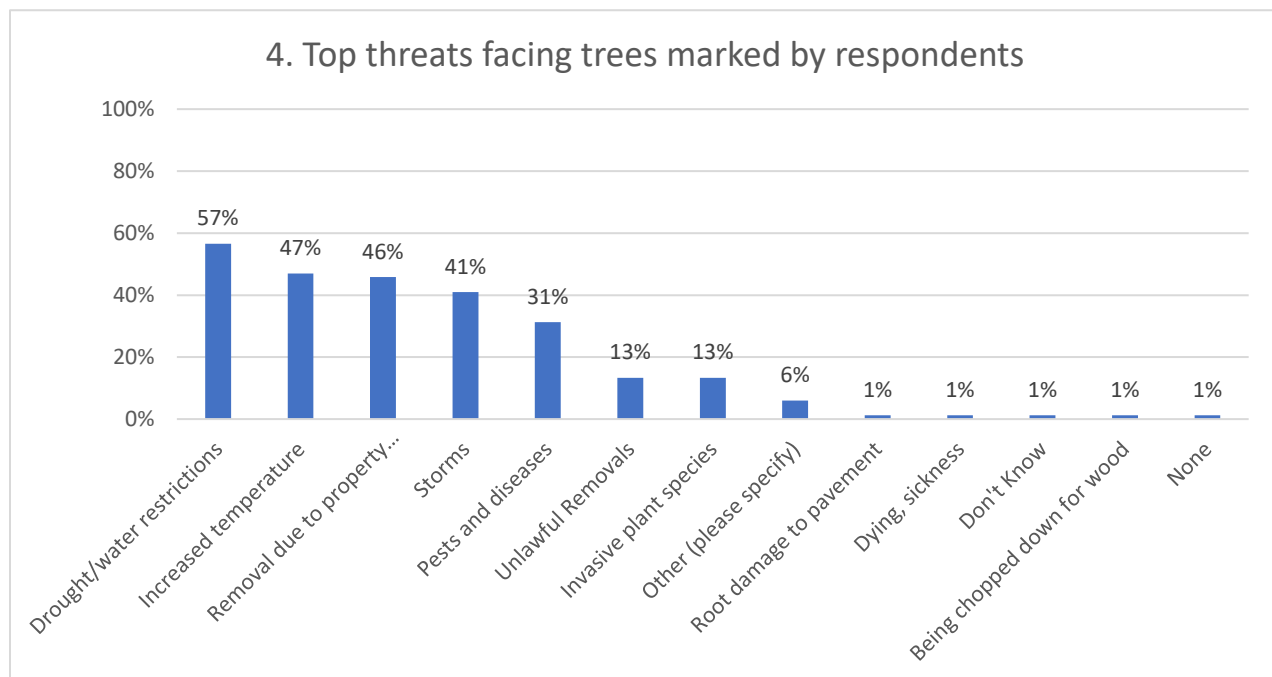
2. Have you taken any courses where you have learned about trees?		
Responses	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes, and I want to learn more	23	27.7%
Yes, but I don't remember the content.	14	16.9%
Yes, but I didn't enjoy it.	0	0%
No, but I hope/plan to.	34	41.0%
No and I prefer not to.	12	14.5%



3. Are you interested in learning more about the importance of urban forests?		
Responses	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes.	49	59.0%
No.	17	20.5%
Yes, and I would like to join a club or organization that supports urban forests.	11	13.3%
Yes, and my school has a club that focuses on environmental issues.	4	4.8%
Did not answer question	2	2.4%



4. What threats are trees facing in your neighborhood (select all that apply)		
Neighborhood Tree Threat Category (full description):	Top threats facing trees according to respondents	Percentage of respondents who selected this option out of total participants
Drought/water restrictions	47	56.6%
Increased temperature	39	47.0%
Removal due to property development	38	45.8%
Storms	34	41.0%
Pests and diseases	26	31.3%
Unlawful Removals	11	13.3%
Invasive Plant Species	11	13.3%
Other (please specify)	5	6%
Did not answer question	2	2.4%



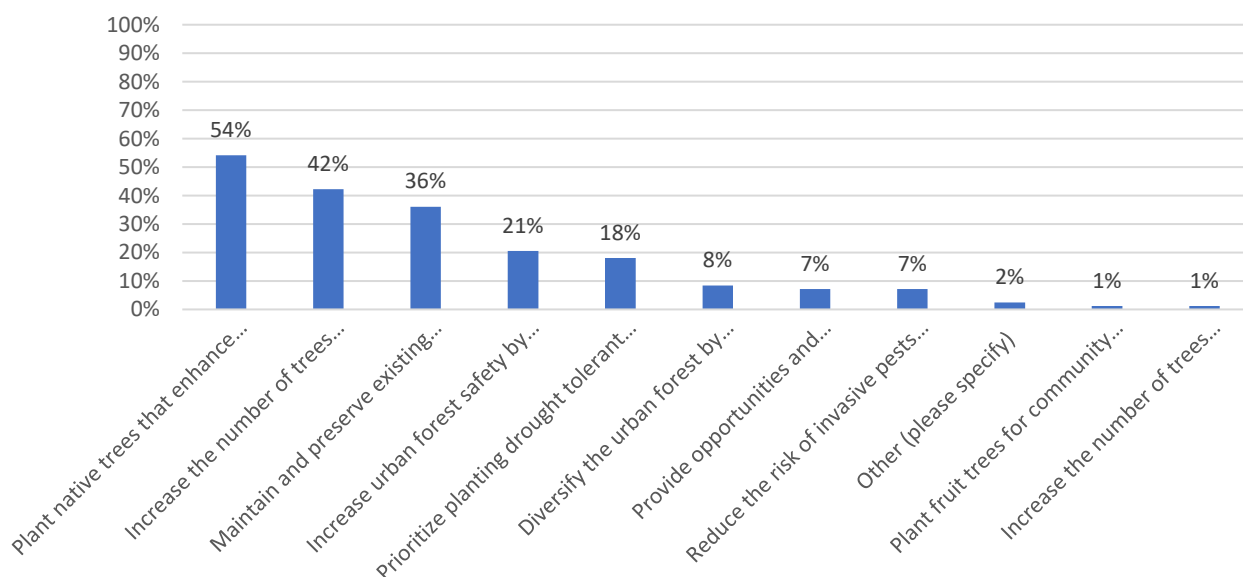
Question 4: Of the following options, select the threats facing trees in your neighborhood – “Other” Responses

Other Responses	Count
Root damage to pavement	1
Aging, dead or dying trees	1
Being chopped down for wood	1
Don't know	2

5. Pleasanton's Urban Forest Master Plan will be a comprehensive guide for the City's tree management for the next 25 years. What about trees is most important to your community? Select up to two goals.

Preferences for City Priorities in UFMP (full description):	Number of survey respondents who selected the following UFMP Prioritization category:	Measures in the UFMP update that respondents would like to see prioritized
Plant native trees that enhance native pollinators and wildlife habitats	45	54.2%
Increase the number of trees planted each year.	35	42.2%
Better maintain and preserve existing trees.	30	36.1%
Increase urban forest safety by removing dead, dying, or otherwise hazardous trees.	17	20.5%
Prioritize planting drought tolerant and low- maintenance tree species.	15	18.1%
Diversify the urban forest by planting uncommon tree species	7	8.4%
Provide opportunities and educational resources for community members relating to trees	6	7.2%
Reduce the risk of invasive pests and diseases.	6	7.2%
Other (Please specify in the space below)	2	2.4
Did not answer question	2	2.4

5. The most important actions the City can take for the Urban Forest according to respondents

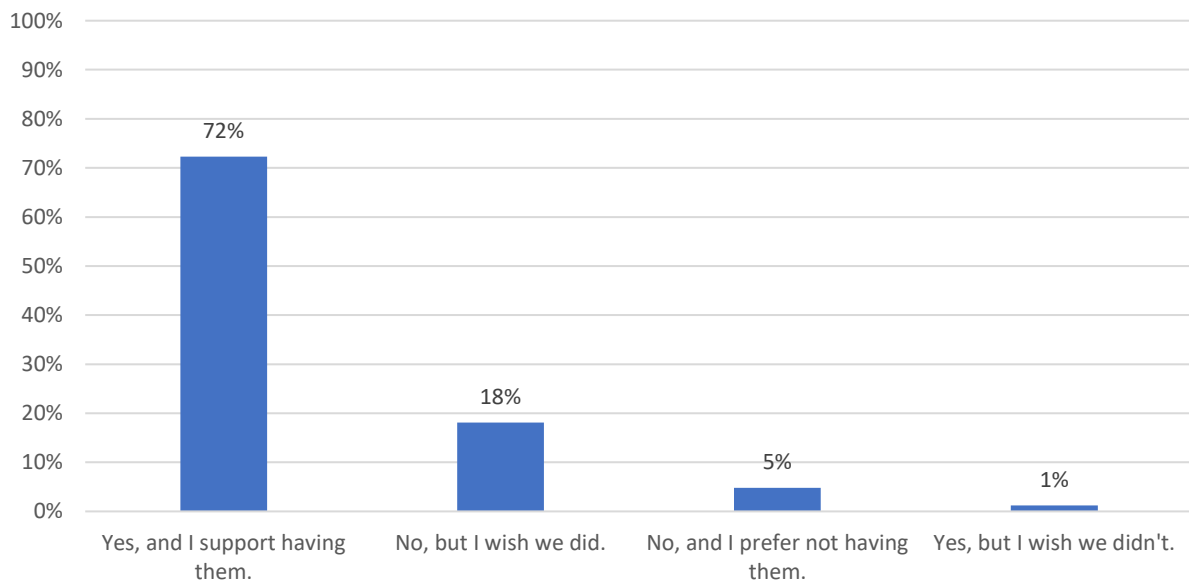


Question 5: Pleasanton's Urban Forest Master Plan will be a comprehensive guide for the City's tree management for the next 25 years. What would you like to see the City prioritize? – “Other” Responses

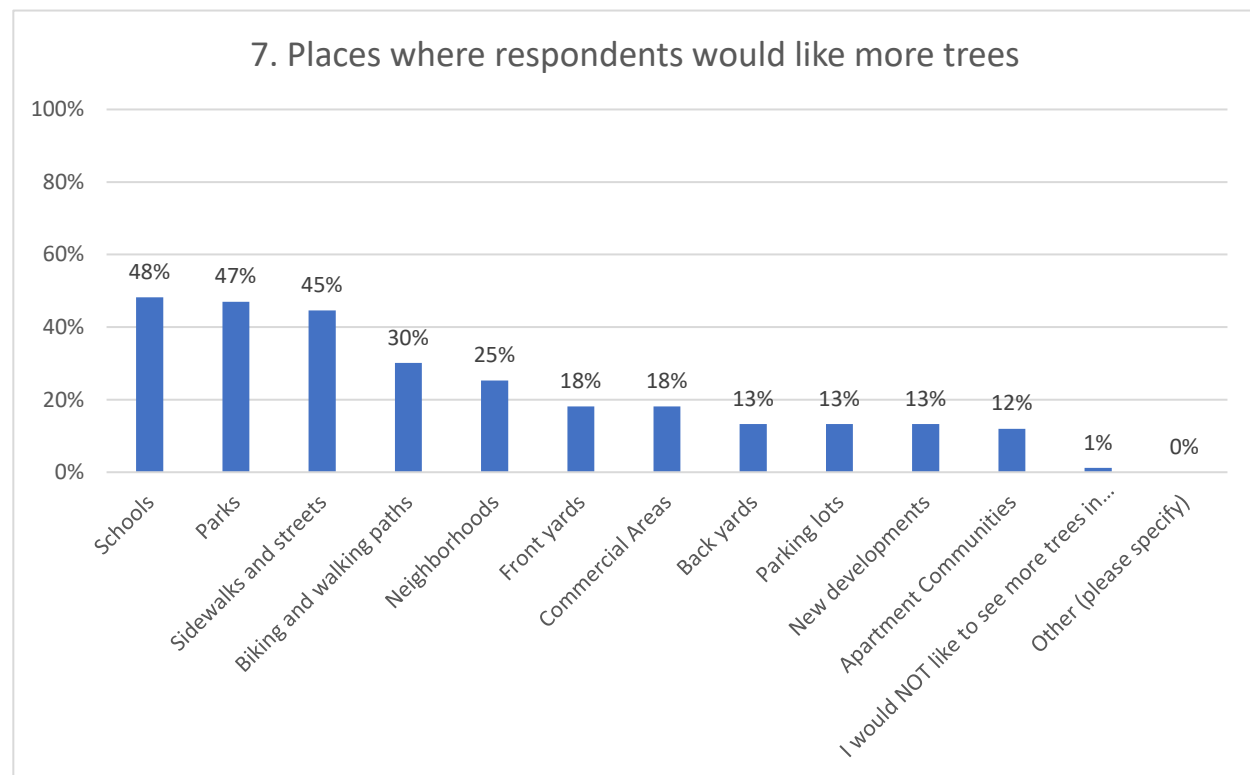
Other Responses	Count
Plant fruit trees for community harvesting	1
Increase the number of trees planted each year, plant native trees, reduce the risk of invasive pests and diseases. Plant more trees that are more resistant to diseases and insects such as the white oak.	1

6. Does your neighborhood have street trees planted between the road and sidewalk to shade the sidewalk and road?

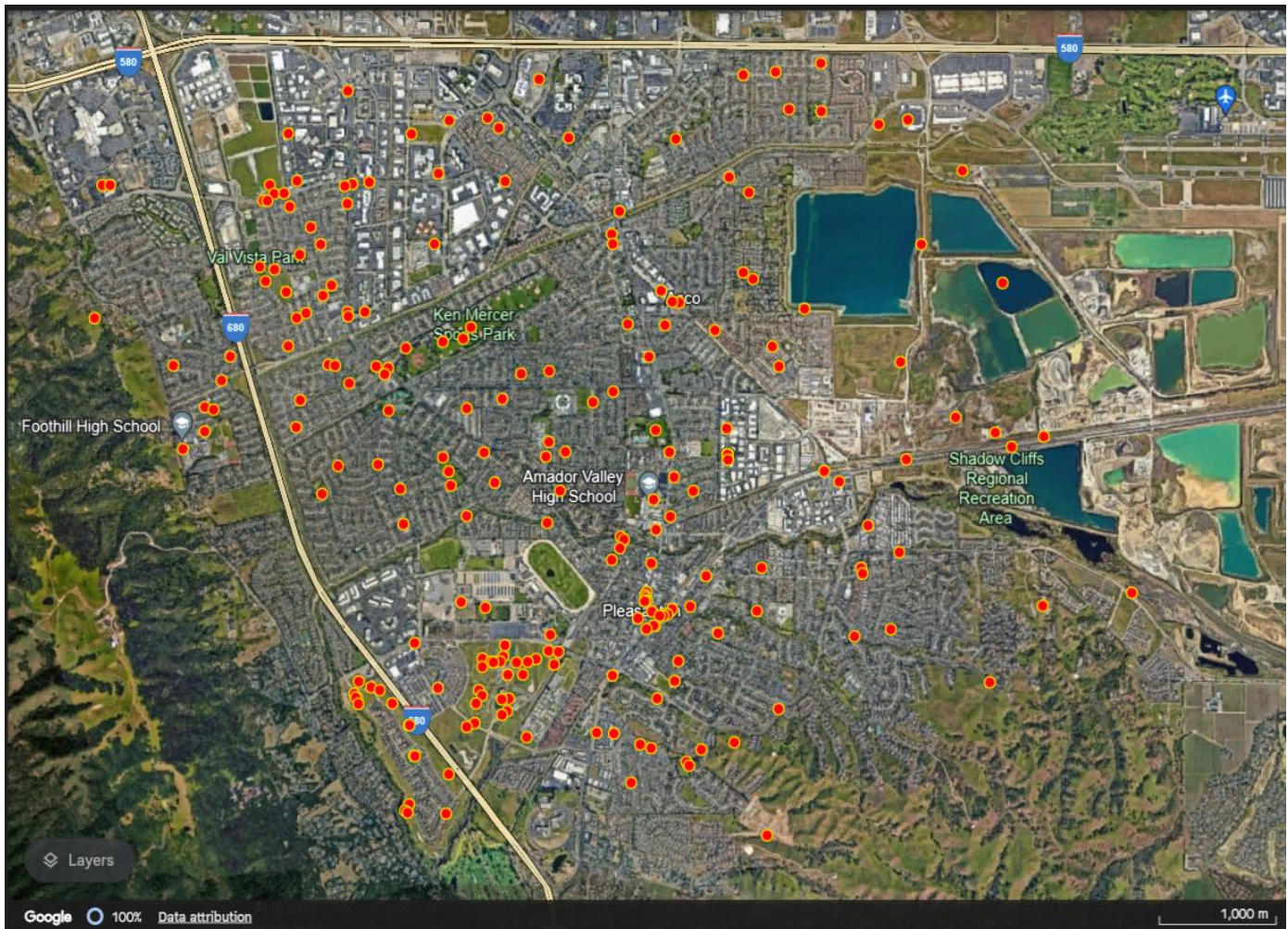
Feelings on Planted City Trees Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes, and I support having them.	60	72.3%
Yes, but I wish we didn't.	15	18.1%
No, but I wish we did.	4	4.8%
No and I prefer not having them	1	1.2%
Did not answer question	3	3.6%

6. Percentage of respondents with sidewalk trees

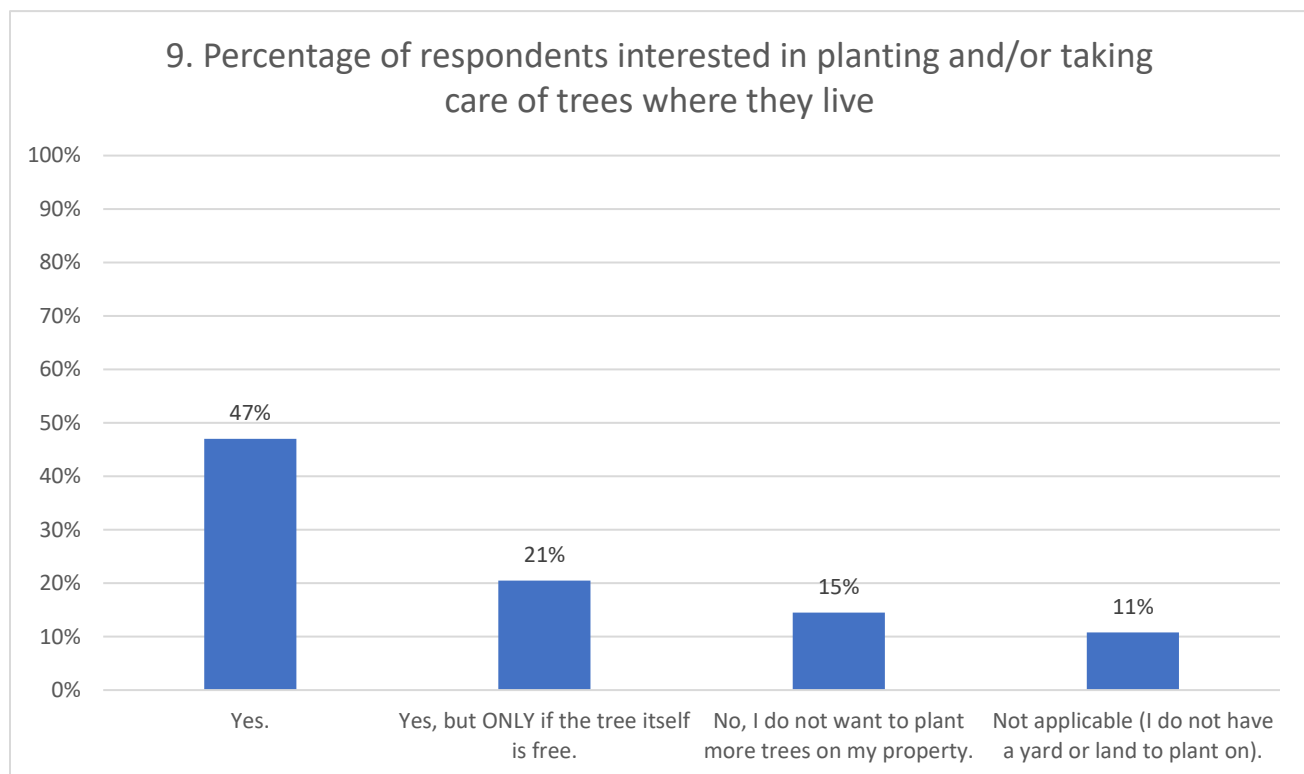
7. Where would you like to see more trees planted in Pleasanton?		
Where respondents would like trees planted category (full description):	Number of survey respondents who selected this option:	Percentage of respondents who selected this option out of total participants
Schools	40	48.2%
Parks	39	47.0%
Sidewalks and streets	37	44.6%
Biking and walking paths	25	30.1%
Neighborhoods	21	25.3%
Front yards	15	18.1%
Commercial Areas	15	18.1%
Back yards	11	13.3%
Parking lots	11	13.3%
New developments	11	13.3%
Apartment Communities	10	12.0%
I would NOT like to see more trees in Pleasanton	1	1.2%
Other (please specify)	0	0.0%
Did not answer question	1	1.2%



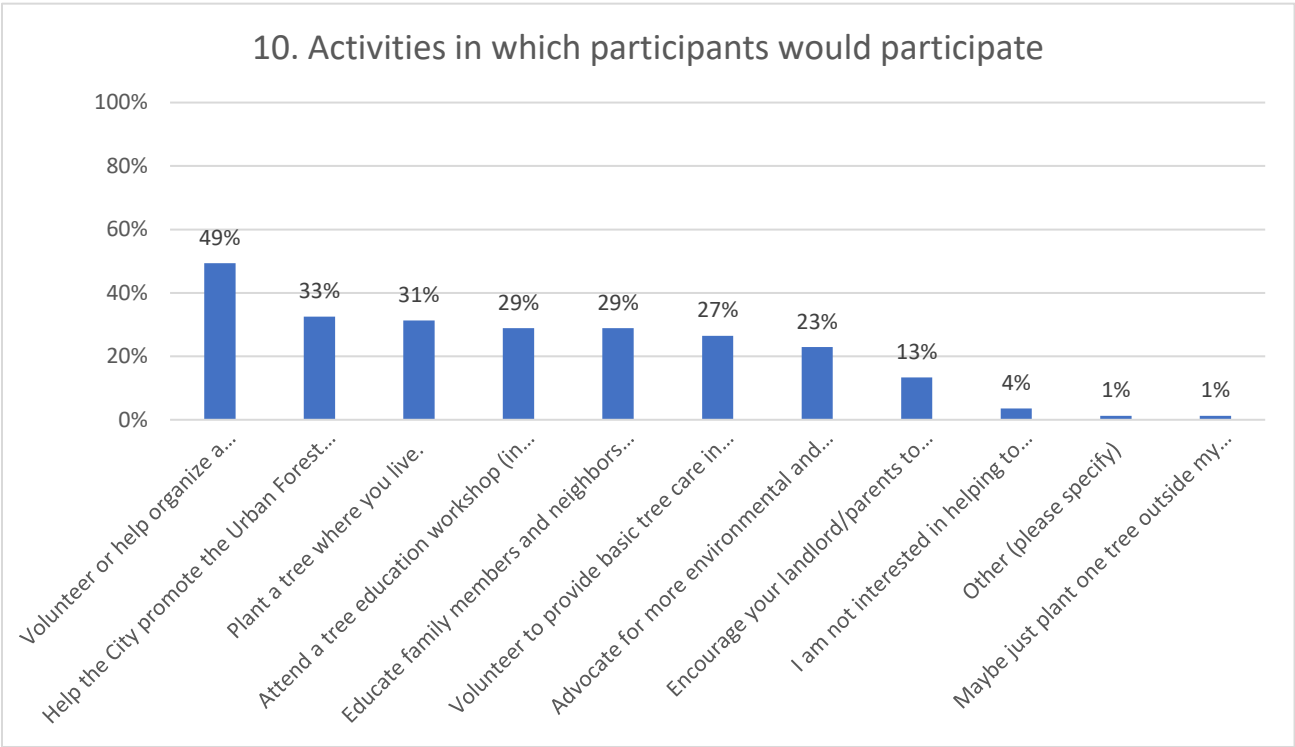
8. Where should the City of Pleasanton plant more trees?



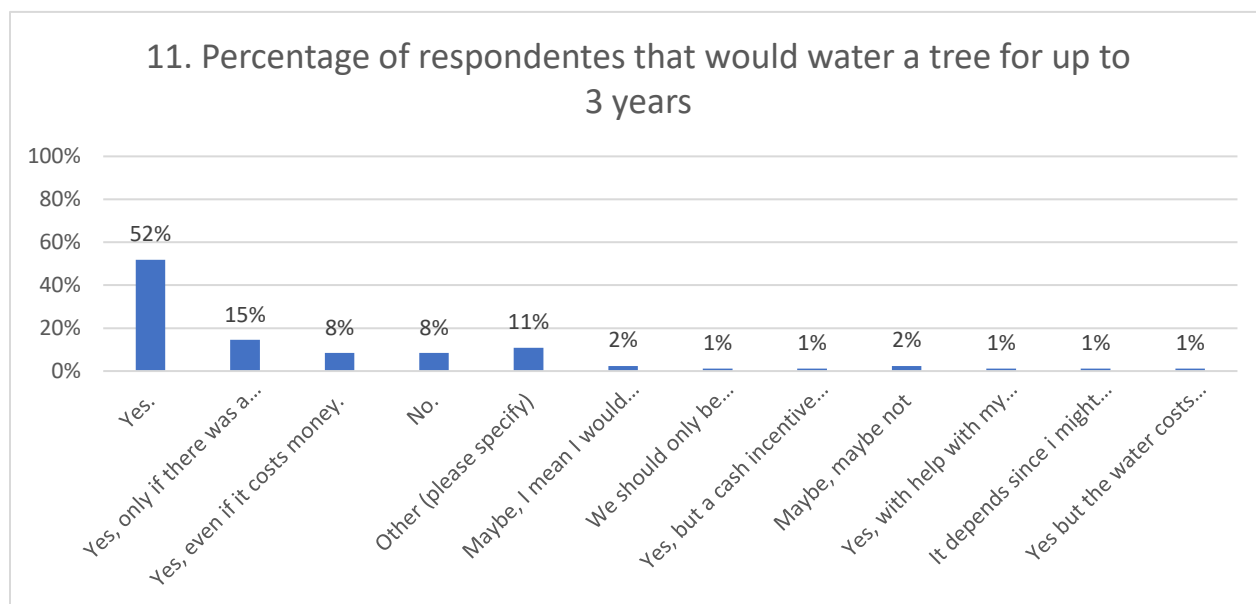
9. Are you interested in planting and/or taking care of a tree where you live?		
Feelings on Planted City Trees Category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes.	39	47.0%
Yes, but ONLY if the tree itself is free.	17	20.5%
No, I do not want to plant more trees on my property.	12	14.5%
Not applicable (I do not have a yard or land to plant on).	9	10.8%
Did not answer question	1	1.4%



10. Which of the following activities sound like fun to participate? Select all that apply.		
Activities that respondents would do Category (full description):	Number of survey respondents who selected this option:	Percentage of respondents who selected this option out of total participants
Volunteer or help organize a community tree planting event.	41	49.4%
Help the City promote the Urban Forest program through social media and community.	27	32.5%
Plant a tree where you live.	26	31.3%
Attend a tree education workshop (in person or virtual).	24	28.9%
Educate family members and neighbors about the benefits of trees	24	28.9%
Volunteer to provide basic tree care in your neighborhood (watering and weeding).	22	26.5%
Advocate for more environmental and urban forestry related courses in schools and after school programming.	19	22.9%
Encourage your landlord/parents to allow tree planting where you live.	11	13.3%
I am not interested in helping to support the City's urban forest program.	3	3.6%
Other (please specify)	1	1.2%
Maybe just plant one tree outside my house and another one somewhere random in my neighborhood.	1	1.2%
Did not answer question	38	6%



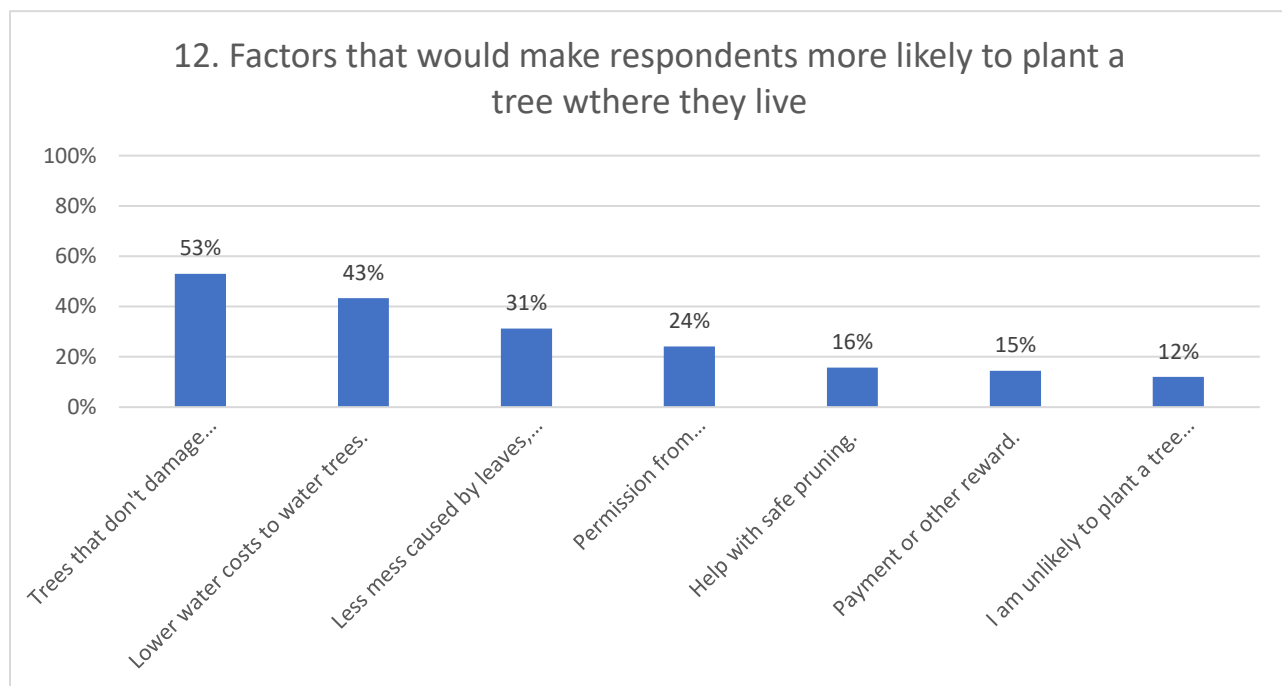
11. Would you want to water a newly planted tree for up to three years on or near where you live?		
Feelings on Planted City Trees Category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes.	43	51.8%
Yes, only if there was a cash incentive.	12	14.5%
Yes, even if it costs money.	7	8.4%
No.	7	8.4%
Other (please specify)	9	10.8%
Did not answer question	5	6.0%



Question 11: Would you be willing to water a newly planted tree for up to three years on or near your property? - "Other" Responses

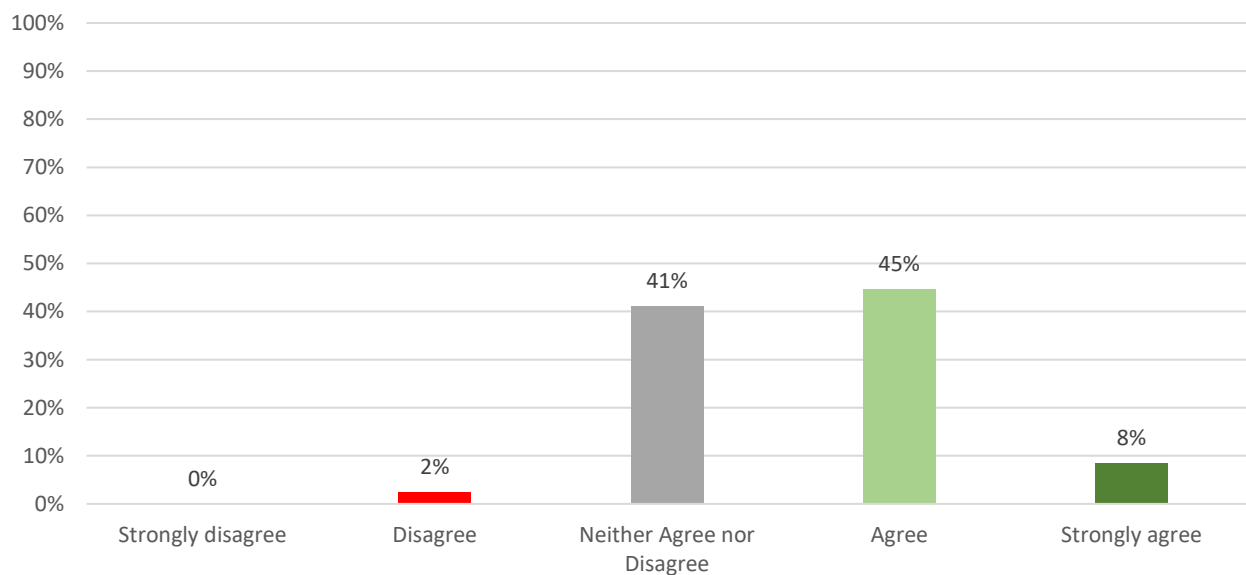
Other Responses	Count
Maybe, I mean I would remember to if someone reminded me it everyday.	2
We should only be encouraging NATIVE trees, specifically hardy native trees which can take drought and everything else, like Coast Live Oak. We only need to water until established, for the first year.	1
Yes, but a cash incentive would be good.	1
Maybe, maybe not	2
Yes, with help with my family.	1
It depends since i might move to a different place	1
Yes but the water costs should be reduced from our water bill for landscaping	1

12. What would make you more likely to plant a tree where you live? Select all that apply.		
Factors that would make respondents more inclined to plant a tree on their property Category (full description):	Number of survey respondents who selected this option:	Percentage of respondents who selected this option out of total participants
Trees that don't damage sidewalks/driveways and/or the sewer.	44	53.0%
Lower water costs to water trees.	36	43.4%
Less mess caused by leaves, fruit, or bark.	26	31.3%
Permission from parents/landlord.	20	24.1%
Help with safe pruning.	13	15.7%
Payment or other reward.	12	14.5%
I am unlikely to plant a tree where I live.	10	12.0%
Did not answer question	3	3.6%



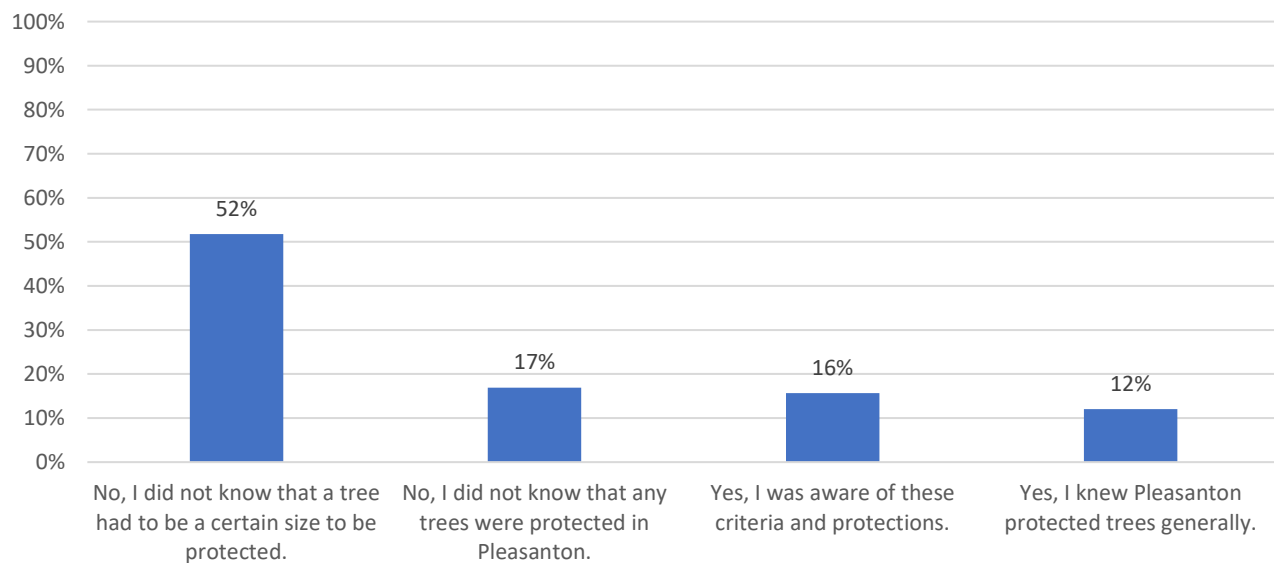
13. Please select your level of agreement with the following statement: "I think Pleasanton effectively protects its trees."

Level of agreement on statement: "Pleasanton effectively protects its trees" Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Strongly agree	7	8.4%
Agree	37	44.6%
Neutral	34	41.0%
Disagree	2	2.4%
Strongly disagree	0	0.0%
Did not answer question	3	3.6%

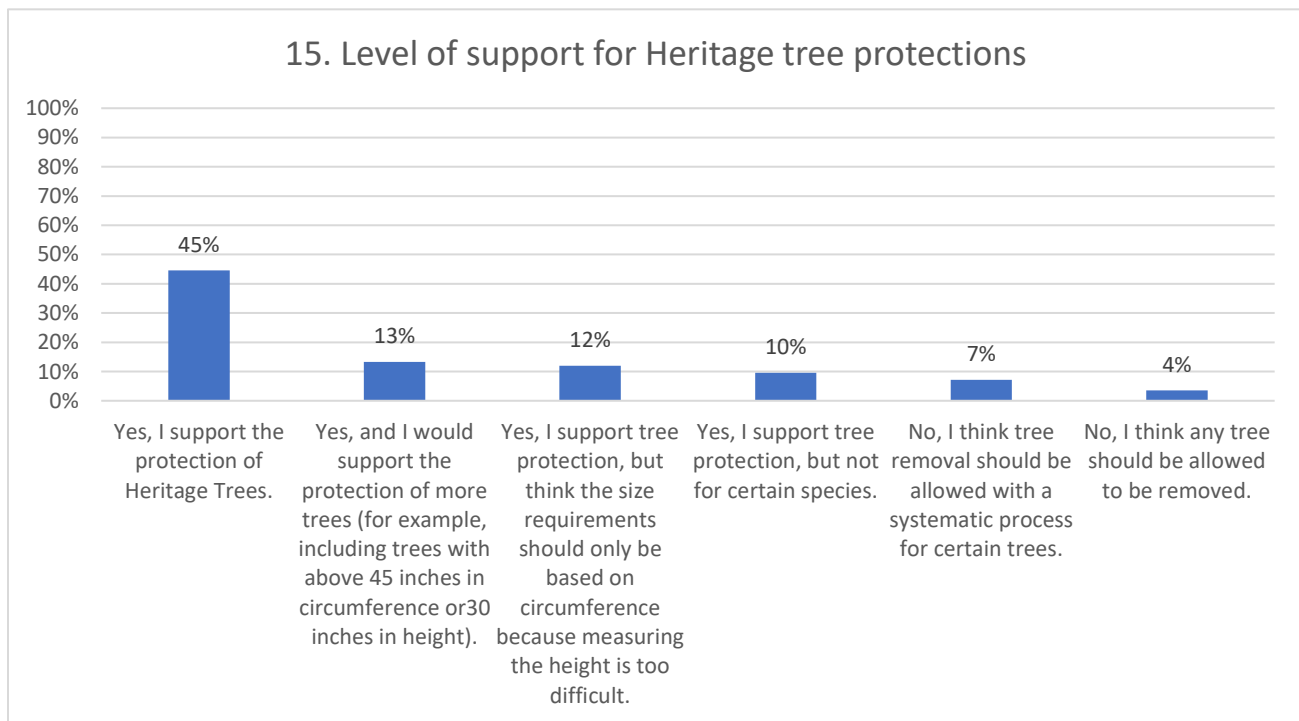
13. Agreement with the statement, "I think Pleasanton effectively protects its trees"

14. Did you know that the City of Pleasanton designates and protects all trees with a circumference of 55 inches and/or height over 35 feet as 'Heritage Trees'?		
Level of knowledge that the City of Pleasanton designates and protects all trees with a circumference of 55 inches and/or height over 35 feet as 'Heritage Trees'?	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes, I was aware of these criteria and protections	13	15.70%
Yes, I knew Pleasanton protected trees generally.	10	12.00%
No, I did not know that a tree had to be a certain size to be protected.	43	51.80%
No, I did not know that any trees were protected in Pleasanton.	14	16.90%
Did not answer question	3	3.6%

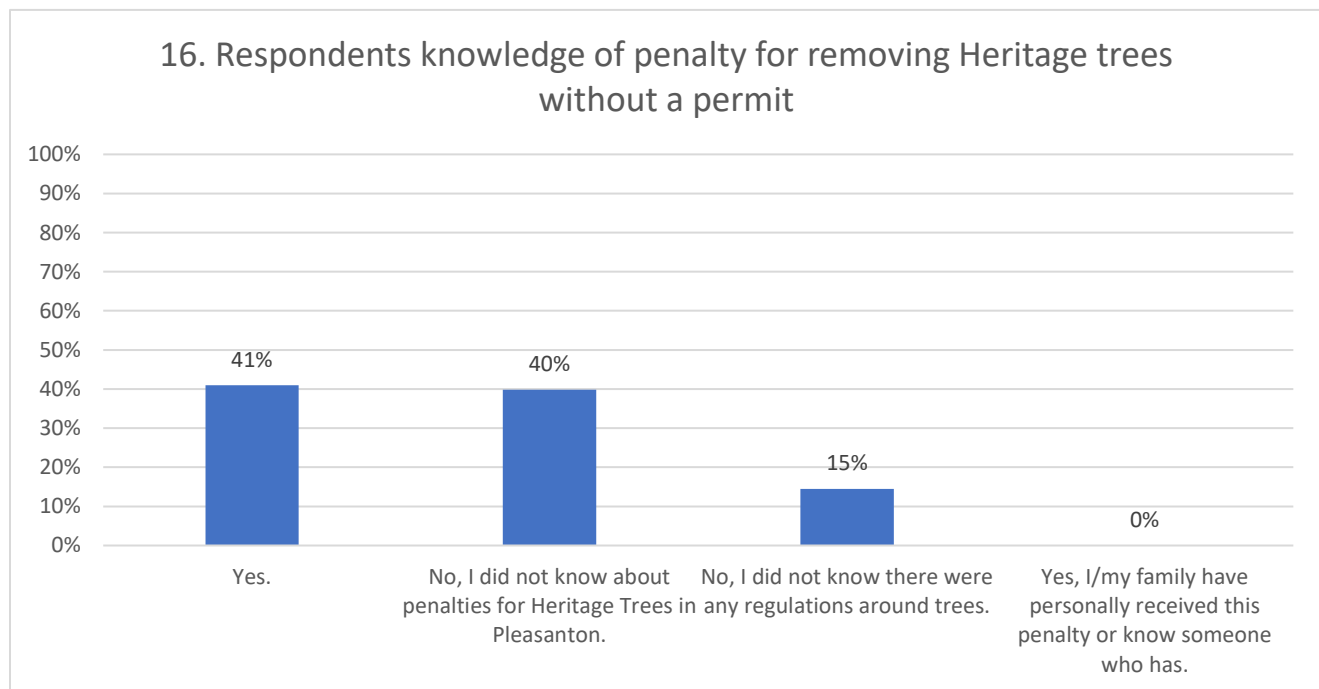
14. Percentage of respondents aware of the City's protections of Heritage trees



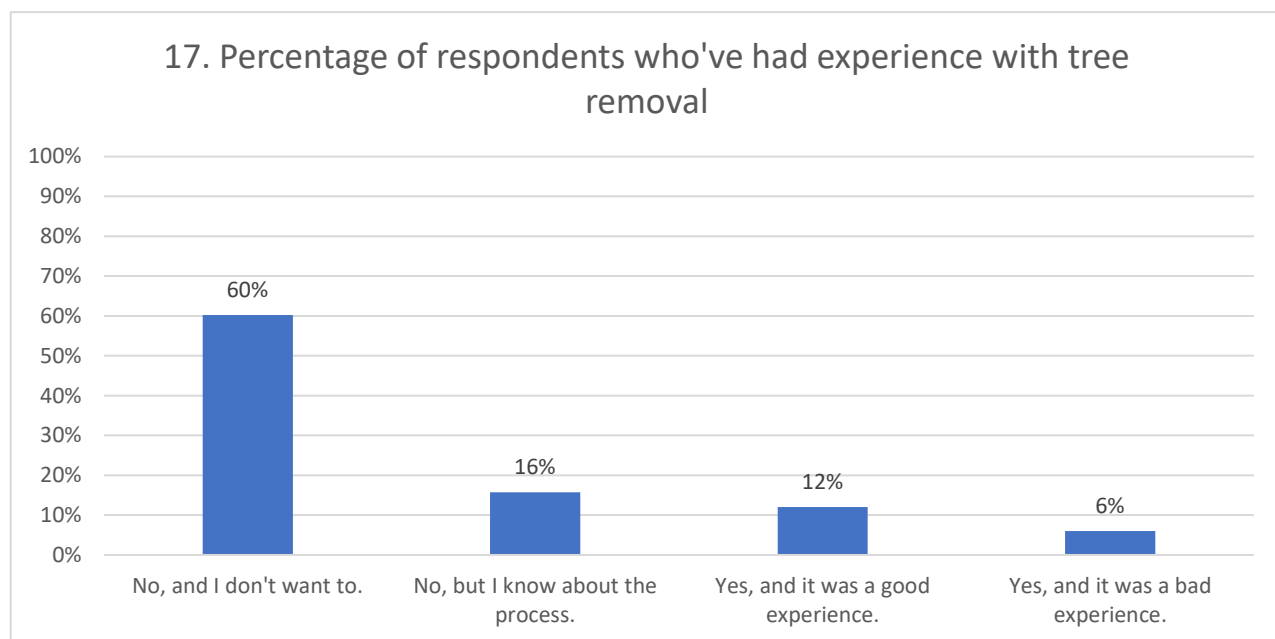
15. Do you support this level of protection for Heritage Trees?		
Level of support for protection of Heritage Trees category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes, I support the protection of Heritage Trees.	37	44.6%
Yes, and I would support the protection of more trees (for example, including trees with above 45 inches in circumference or 30 inches in height).	11	13.3%
Yes, I support tree protection, but think the size requirements should only be based on circumference because measuring the height is too difficult.	10	12.0%
Yes, I support tree protection, but not for certain species.	8	9.6%
No, I think tree removal should be allowed with a systematic process for certain trees.	6	7.2%
No, I think any tree should be allowed to be removed.	3	3.6%
Did not answer question	1	1.2%



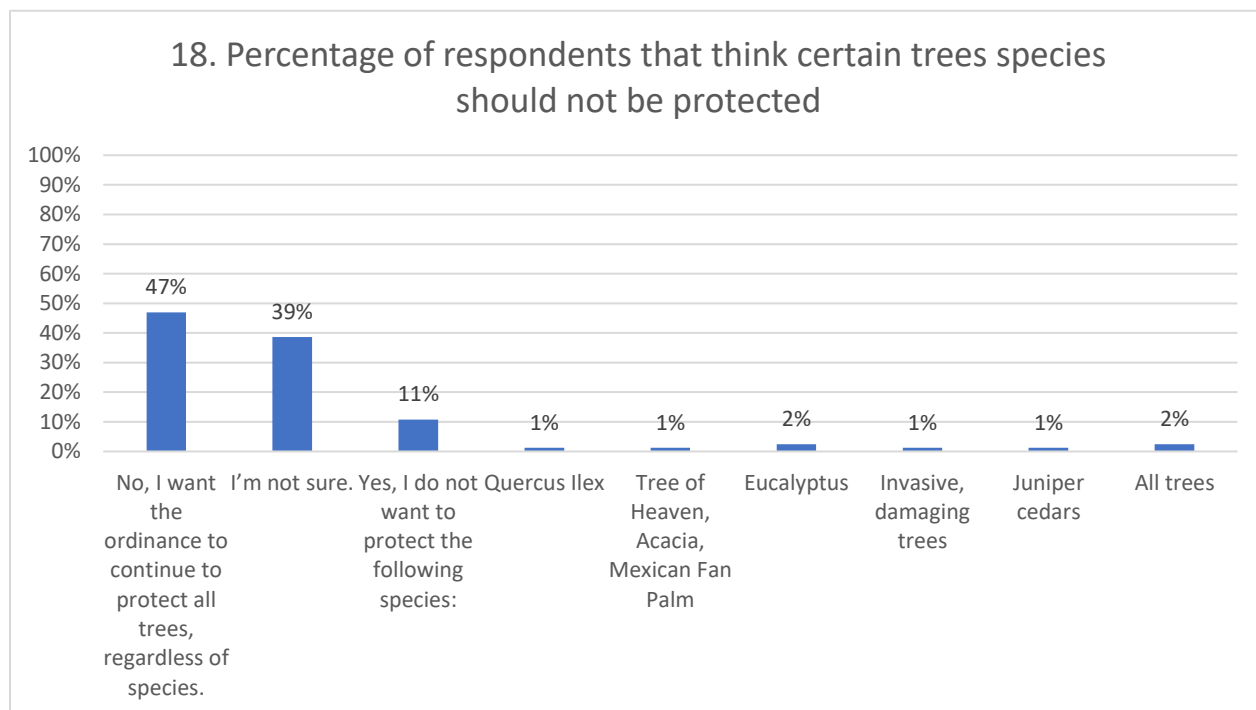
16. Did you know that there is a penalty for removing Heritage Trees without a permit?		
Level of knowledge that there are penalties for removing Heritage trees without a permit Category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes.	34	41.0%
Yes, I/my family have personally received this penalty or know someone who has.	0	0.0%
No, I did not know about penalties for Heritage Trees in Pleasanton.	33	39.8%
No, I did not know there were any regulations around trees.	12	14.5%
Did not answer question	4	4.8%



17. Have you or your family had experience with the city regarding tree removal?		
Level of experience with the city regarding tree removal Category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
No, and I don't want to.	50	60.2%
No, but I know about the process.	13	15.7%
Yes, and it was a good experience.	10	12.0%
Yes, and it was a bad experience.	5	6.0%
Did not answer question	5	6.0%



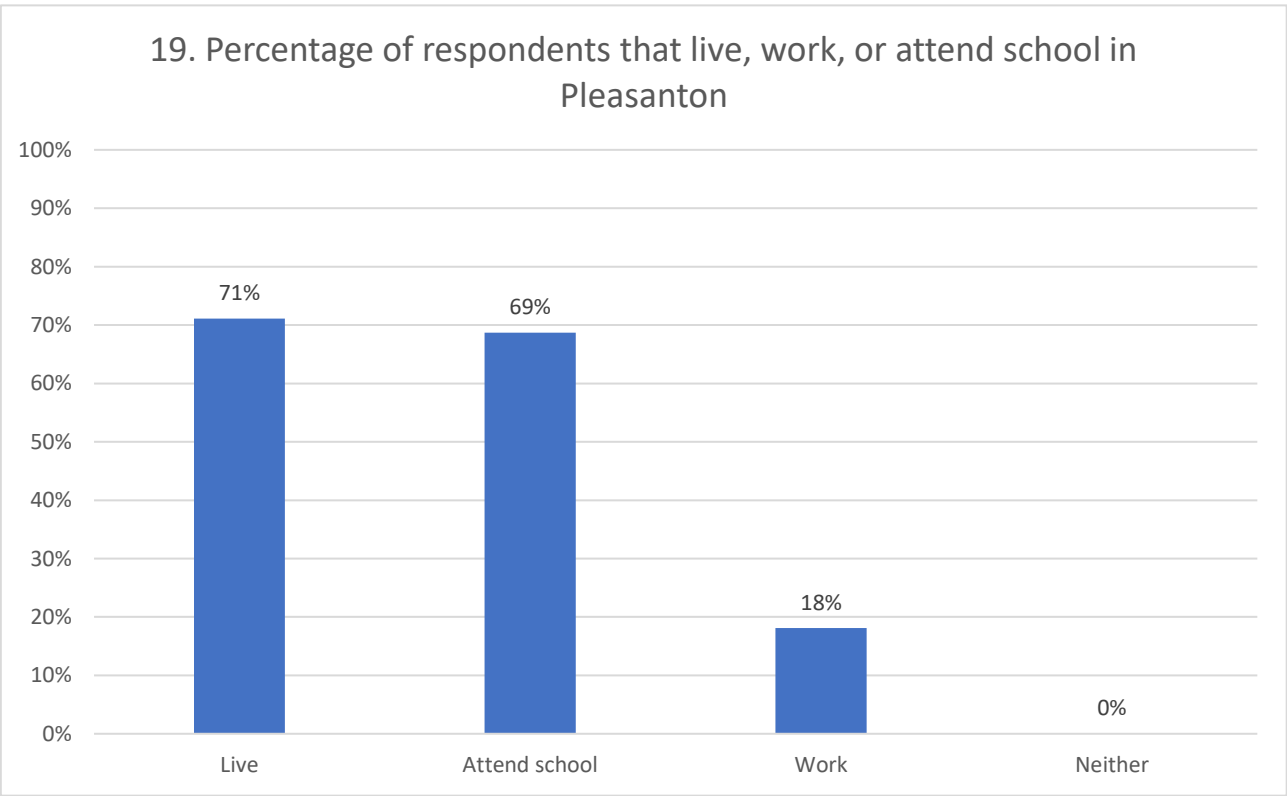
18. Do you think certain tree species should not be protected?		
Level of support for exemptions in the ordinance for certain tree species Category (full description):	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Yes, I do not want to protect the following species:	9	10.80%
No, I want the ordinance to continue to protect all trees, regardless of species.	39	47.00%
I'm not sure.	32	38.60%
Other (please specify):	8	9.6%
Did not answer question	3	3.6%



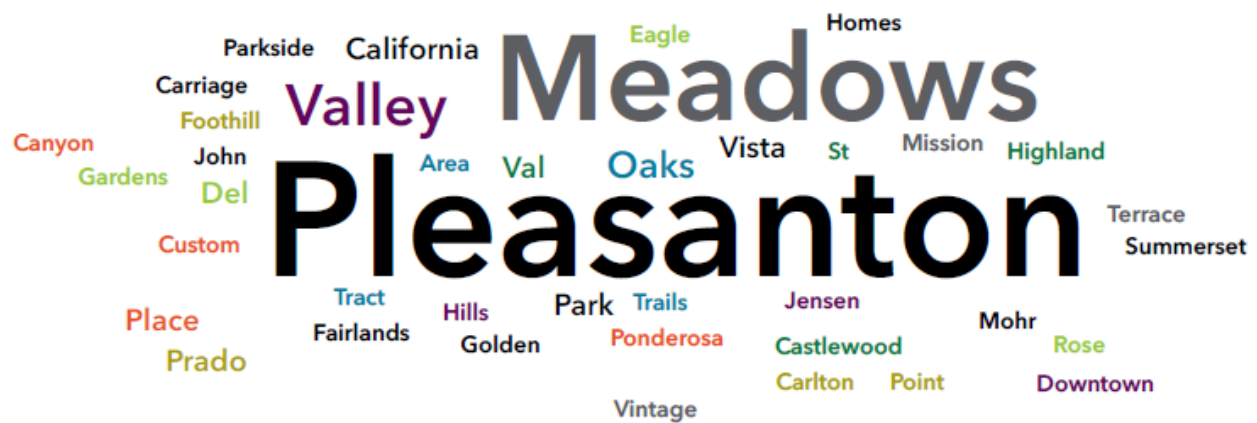
Question 18: Do you support exemptions in the ordinance for certain tree species? - "Other" Responses

Other Responses	Number of survey respondents who listed this tree as other species to be exempt
Quercus Ilex	1
Tree of Heaven, Acacia, Mexican Fan Palm	1
Eucalyptus	2
Invasive, damaging trees	1
Juniper cedars	1
All trees	2

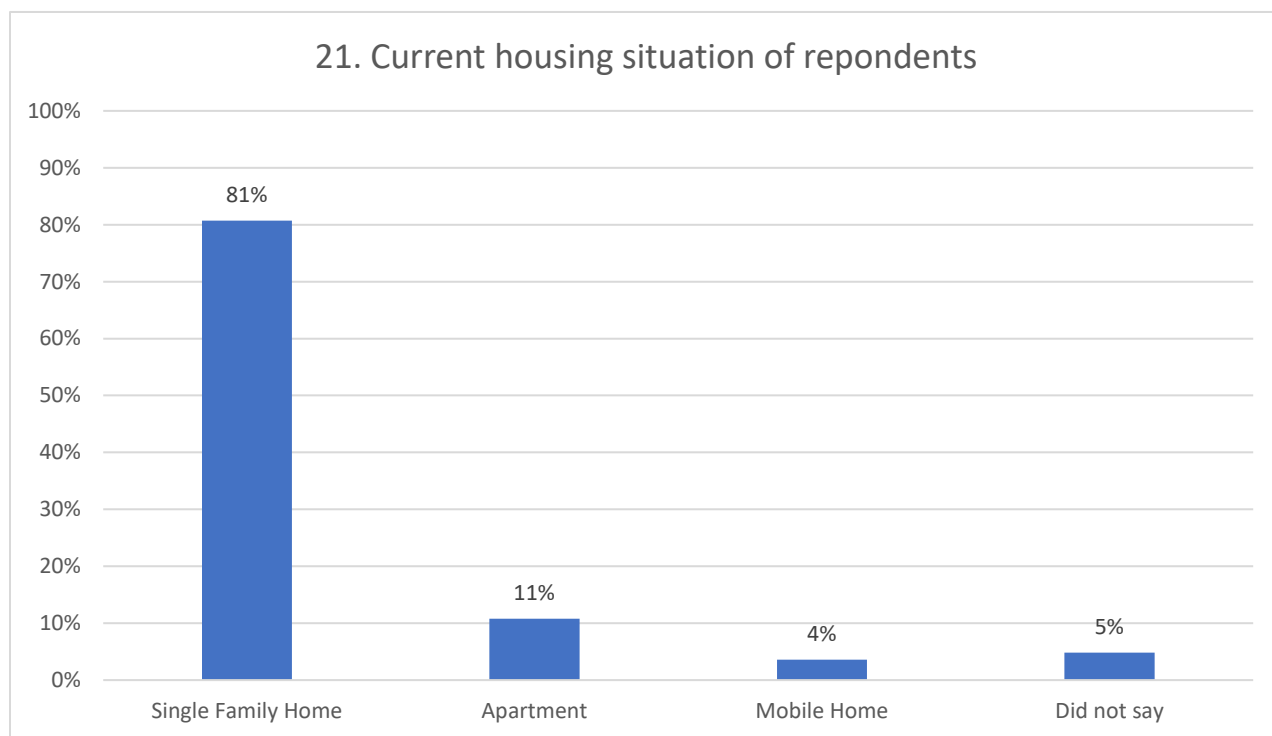
19. Do you live, work, or go to school in the City of Pleasanton? (Select all that apply)		
Do you live or work in City of Pleasanton Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Live	59	71.1%
Attend school	57	68.7%
Work	15	18.1%
Neither	0	0.0%
Did not answer question	2	2.4%



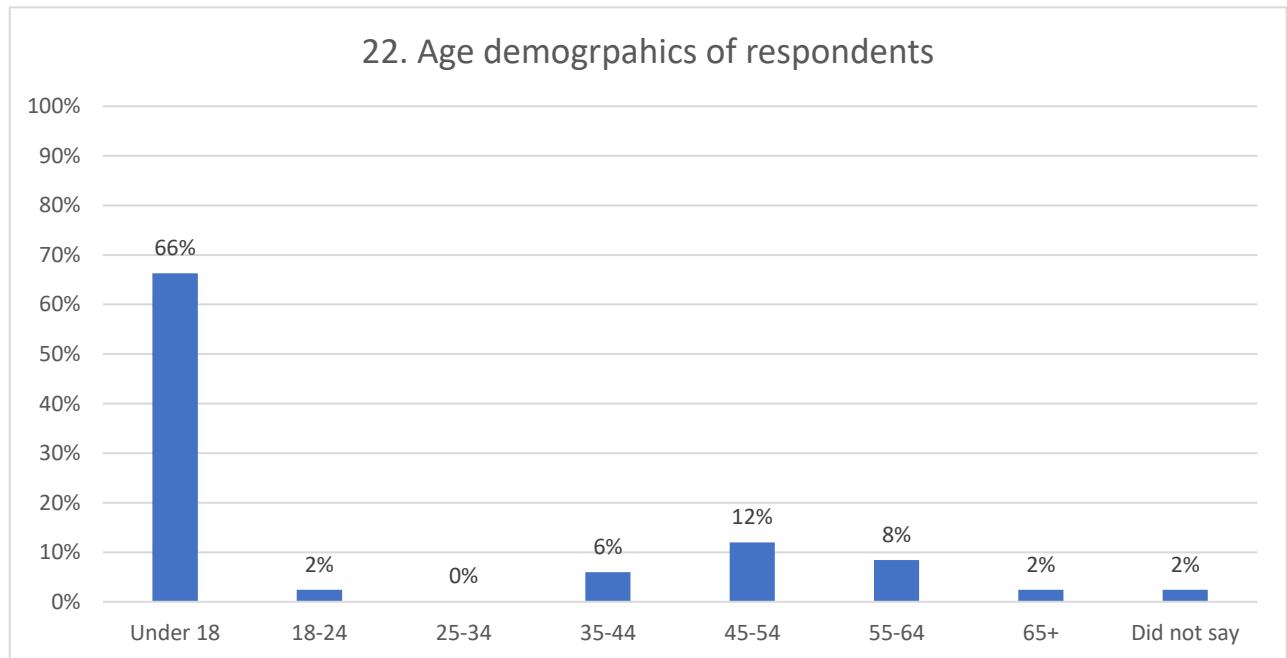
20. What neighborhood do you live in?		
Neighborhood	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Pleasanton	21	25.30%
Meadows	15	18.10%
Valley	6	7.20%
Oaks	3	3.60%
Val	2	2.40%
Vista	2	2.40%
Del	2	2.40%
Prado	2	2.40%
Place	2	2.40%
Park	2	2.40%
California	2	2.40%
Vintage	1	1.20%
Hills	1	1.20%
Trails	1	1.20%
St	1	1.20%
John	1	1.20%
Rose	1	1.20%
Point	1	1.20%
Ponderosa	1	1.20%
Parkside	1	1.20%
Mohr	1	1.20%
Mission	1	1.20%
Jensen	1	1.20%
Tract	1	1.20%
Highland	1	1.20%
Golden	1	1.20%
Eagle	1	1.20%
Foothill	1	1.20%
Custom	1	1.20%
Homes	1	1.20%
Fairlands	1	1.20%
Terrace	1	1.20%
Downtown	1	1.20%
Area	1	1.20%
Castlewood	1	1.20%
Carriage	1	1.20%
Gardens Carlton	1	1.20%
Vanyon	1	1.20%
Summerset	1	1.20%



21. Which best describes your current housing situation?		
Current housing situation Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Single Family Home	67	80.7%
Apartment	9	10.8%
Mobile Home	3	3.6%
Did not say	4	4.8%



22. Which of the following age groups are you a part of?		
Age Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Under 18	55	66.3%
18-24	2	2.4%
25-34	0	0.0%
35-44	5	6.0%
45-54	10	12.0%
55-64	7	8.4%
65+	2	2.4%
Did not say	2	2.4%



23. How did you hear about this survey?		
Where did participant hear about survey Category:	Number of survey respondents who selected this option	Percentage of respondents who selected this option out of total participants
Social media (Website, Facebook, Instagram, TikTok, etc.)	19	22.9%
Farmer's Market	0	0.0%
Other Public Event	9	10.8%
Email	6	7.2%
Friends or Family	9	10.8%
Other (please specify)	34	41.0%
Other - School / Teacher	29	34.90%
Other - Youth Commission	2	2.40%
Other - I saw a poster at the Pleasanton library.	1	1.20%
Other - Pleasanton Weekly article	1	1.20%
Did not answer question	2	2.4%

