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The National Urban and Community Forestry Advisory Council
2008 Challenge Cost-Share Grant Program
Full Proposal Cover Sheet

CONTROL NO. 10-NA-C6-05 (Previously assigned to your proposal by this office)

PROJECT TITLE: City Greening National Institute Session & Technical Assistance Follow-up

NAME OF ORGANIZATION: Mayors' Institute on City Design

MAILING ADDRESS: 1620 Eye Street NW, 3rd floor
Washington, DC 20006

PROJECT CONTACT: Jess Wendover, Director

PROJECT CONTACT'S: PHONE NO. 202.463.1390 FAX NO. 202.463.1391
E-MAIL jess@micd.org

Is this project being developed to reach a minority or underserved population? Yes No

Is this project being submitted by a minority or underserved population
(owned/operated/direct) business, organization, or college/university? Yes No

Pre-Proposal Request: \$ 62,020.00 + MATCHING: \$ 87,990.00 = TOTAL PROJECT: \$150,010.00

Full Proposal Request: \$ 67,508.40 + MATCHING: \$ 105,463.30 = TOTAL PROJECT: \$ 172,972.00

Summarize the proposed project in 100 words or less.

We propose to host a National session of the Mayors' Institute on City Design that is focused on city greening. The session will cover tree canopy goals, urban open space, small on-street greening projects, passive stormwater management, and other green infrastructure projects. Additionally, from the 8 attending mayors, we will solicit proposals and offer follow-up technical assistance design charettes in 3 of the mayors' cities, including other local officials, key city staff, and community leaders, plus a 3-person team of design experts to focus on the cities' greening projects. A white paper will document the qualitative experience of the sessions.

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Mayors' Institute on City Design Proposal Narrative

1. Scope & Applicability/Justification

Although many local leaders have already adopted the mantle of promoting greener development and infrastructure, more individualized leadership development and technical assistance is required to translate their interest into systemic change in the building and planning industries. The benefit of early intervention in greening built works is enormous. Achim Steiner of the U.N. Environment Program explains, "the savings that can be made right now are potentially huge and the costs to implement them relatively low if sufficient numbers of Governments, industries, businesses and consumers act." The Mayors' Institute proposes to use its experience and imprimatur with U.S. mayors to deliver practical urban greening assistance to urban communities.

The most important opportunity to shape a more efficient, environmental and healthy project design is during the early design process. Designing a green building or infrastructure project often involves additional up-front modeling and design costs. Although these early additional costs are very small relative to overall cost of the development, they are a major impediment to greener designs, especially in local public projects. The United Nations Environment Program published a report in March 2007, "Buildings and Climate Change: Status, Challenges and Opportunities" that detailed the role of public entities in an overall lack of progress in greening urban development. The report says more than one fifth of present energy consumption could be saved by 2010 by applying more ambitious standards to new and existing development, including the use of existing technologies like solar shading, more efficient lighting, greenscaping, and development practices including public transportation, urban density, and infill and mixed use development.

TIMELINE:

The Mayors' Institute Proposes to Hold the National City Greening Design Institute in 2009, with 3 follow-up Technical Assistance visits to participating cities in 2010.

2. Literature Review

"Change is in the air and the time to act is now,"

--Seattle Mayor Greg Nickels,
author of the Mayors' Climate Protection Agreement

In June 2006, the U.S. Conference of Mayors (USCM) approved a resolution to establish a new municipal energy agenda. To date, over 620 U.S. mayors have signed Mayor Nickels' Climate Protection Agreement, pledging to significantly reduce global warming pollution in their cities. The USCM has approached the Mayors' Institute on City Design as a potential provider of training institutes and other programs that will help to advance the work of their member mayors and other local leaders.

Several organizations offer research, publications, toolkits, and training in green infrastructure solutions to climate change, water conservation, passive stormwater management, habitat preservation, and the urban heat island effect:

- The Conservation Leadership Network offers several courses that teach participants to prioritize conservation opportunities and plan framework for conservation and development – in their words, "integrating the green and the grey."
- The Environmental Protection Agency, the National Association of Clean Water Agencies (NACWA), the Association of States and Interstate Water Pollution Control Administrators (ASIWPCA), the Natural Resources Defense Council (NRDC), and the Low Impact Development (LID) Center signed a statement of intent to promote and implement "green infrastructure" approaches to lessen sewer overflows and runoff after storms."
- Several Universities including Temple University, University of Florida, University of California at Davis, Southern Illinois University Edwardsville, University of New Hampshire, Villanova University and North Carolina State University have programs that encourage community development using green infrastructure practices and promote awareness and research on the functions and impacts of these practices.
- The American Planning Association (APA), in collaboration with the International Society of Arboriculture (ISA) and American Forests (AF), are preparing a best practices manual about how urban and community forestry can best be integrated into long-range and current municipal planning activities. The goal of the manual is to bring these practices, using a green infrastructure approach, to a broad set of professional and public officials at the local level.

We propose to contact each of these organizations and programs and establish partnerships to help develop the Mayors' Institute as a vehicle for outreach to the local elected leader audience. To our knowledge, no other program focuses on small-group, case-study-based training for community leaders. The various toolkits and best practices that these other organizations have produced can be digested and re-presented through the Mayors' Institute for maximum comprehension among the audience we have expertise with. This new program will help to further mutual goals between the Mayors' Institute and other advocacy and education efforts in green infrastructure.

Mayors' Institute on City Design Proposal Narrative, continued

3. Organization & Methodology

The Mayors' Institute on City Design has 22 years of experience in producing and managing quality institutes to deliver individualized support to local leaders. The MICD has reached over 750 mayors and helped deliver useful advice on the most pressing projects in their communities. One of the greatest challenges in approaching solutions to climate change is one that the Mayors' Institute is uniquely equipped to address—leadership development and technical assistance for local leaders. Local government leaders often receive little to no support in advancing a green agenda in their built projects. Stuck between a dwindling budget for capital expenditures and change-averse local governance systems, many natural champions of city greening see their efforts thwarted too early in the process.

In response to the need for creative leadership in using city design and planning as tools for community ecosystems, the MICD is proposing a national City Greening Design Institute to service 8 American communities, plus in-depth follow-up technical assistance charettes in 3 of the attending mayors' cities. The local leaders and staff managers who represent the on-the-ground implementation of broad ecosystem development need an opportunity to share their triumphs and their pitfalls with their fellow leaders. To help community leaders develop an approach that looks beyond the first-costs of a project and to the long term interests of its owners (in this case, the community as a whole), institute sessions would cover current several different examples of green open space and infrastructure, as well as the following leadership techniques: infill development, systems thinking, end-use design and life-cycle costing, non-linear integrated teamwork models, and techniques for communicating the ecosystems benefits of green infrastructure to constituents.

The Mayors' Institute will work with the urban and community forestry community (including Federal, and State Urban Forestry coordinators, State Urban Forestry Councils, the Alliance for Community Trees, the National Arbor Day Foundation, and American Forests) to help select the eight communities for visibility and follow through. The only restrictions that we would apply on proposed mayors would be that we generally do not work with mayors who have already benefitted from our program or those who are up for re-election in less than one year. Additionally, we have a higher level of success in recruiting mayors who are active in the U.S. Conference of Mayors, since they are likely to have heard about the program from a peer mayor who has attended.

4. Product

A white paper will be printed in a run of 5,000 copies and mailed all mayors of communities over 30,000 in population, MICD alumni designers, and related national and regional non-profit and government partners. A PDF copy will also be made available free-of-charge to the general public.

Members of the professional design communities, in particular, are also expected to benefit from a more advanced understanding of the real local obstacles to implementing green development. We will work to promote the outcomes of this project by proposing panel discussions at professional conferences like the American Society of Landscape Architects and American Planning Association. We have had a very high rate of success with such proposals in the past.

Mayors' Institute on City Design Proposal Narrative, continued

5. National Distribution

The resulting white paper will be distributed to all sitting mayors in the U.S., as well as other national audiences, including the U.S. Green Building Council's Federal, State, and Local Government Committee, the American Institute of Architects, the American Society of Landscape Architects, and the American Planning Association. We have long-standing partnerships with each of these groups.

6. Project Evaluation

The National City Greening Design Institute and Technical Assistance Seminars will be followed by a formal analysis by MICD staff and design expert consultants of the selected city greening case studies. A white paper will be published, including experiential essays from the participating designers and lessons learned from the session and follow-up seminars.

7. Experience

The MICD is a 22-year old program that has developed its Institute format and program administration for maximum effectiveness with our primary audience, mayors. Speaking to the effective of the MICD, Mayor Bob Blanchard of Santa Rosa, California said, "It scored a 5 out of 4." Additionally, Mayor David Cicilline of Providence, Rhode Island calls the Mayors' Institute, "the best three days of my first term in office." The City Greening session and follow-up Charette Seminars will be directed by MICD Director Jess Wendover, a certified planner and LEED-Accredited Professional. Wendover is trained in architecture and city planning, and has worked directly with over 75 mayors. Other MICD staff members are trained in city planning, communications, and event planning.

8. Budget and Funding

The attached budget is based on several similar MICD programs. We have already confirmed 2008 support for city greening activities from Bank of America, and National Endowment for the Arts and U.S. Conference of Mayors support is expected to continue at the current, long-standing levels.

Mayors' Institute on City Design Budget

Total Cost: \$172,972.00 | Total Match: \$105,463.60

Line Item	Federal Funds	Non-federal Match		Total	Source of Matching Funds
	Requested	Cash	In-kind		
Institute Travel (1)	\$ 9,830.00	\$ 23,550.00	\$ -	\$ 33,380.00	Bank of America
Inst. Design Resource Team (2)	\$ 4,000.00	\$ -	\$ 24,800.00	\$ 28,800.00	donated professional fees
Institute Other Costs (3)	\$ 5,000.00	\$ 9,450.00	\$ -	\$ 14,450.00	Bank of America
3 TA Seminars Travel (4)	\$ 8,610.00	\$ 8,610.00	\$ -	\$ 17,220.00	sponsoring cities
3 TA Design Resource Teams (5)	\$ 6,750.00	\$ 6,750.00	\$ -	\$ 13,500.00	sponsoring cities
3 TA Seminars Other Costs (6)	\$ 7,200.00	\$ 7,830.00	\$ -	\$ 15,030.00	sponsoring cities
Follow-up white paper (7)	\$ 20,000.00	\$ -	\$ -	\$ 20,000.00	n/a
Staff salaries (8)	\$ 6,118.40	\$ 24,473.60	\$ -	\$ 30,592.00	Bank of America
Totals:	\$ 67,508.40	\$80,663.60	\$24,800.00	\$ 172,972.00	

Budget Comments:

- **Office space and general office overhead expenses are provided in-kind from the U.S. Conference of Mayors.** These costs are not reflected in this budget, allowing us to not charge an overhead rate to this project.
- In our experience, our events are more successful if food and drinks are provided at a higher quality level than that allowed by the federal government per diem. Since we understand that federal dollars may not be used for food outside of the per diem, and that food may not be used as a match, **we plan to cover the food and beverage costs of these proposed events with other funds, which are therefore not reflected in this budget.**
- As shown in the attached budget, MICD staff salaries that are partially covered by the National Endowment of the Arts (Federal Funds), and partially covered by Bank of America and other private funds. **ONLY the portion of salaries that are covered by non-federal dollars are shown as a match in this proposal.** We understand that no federal funds may be used as match to these Forest Service Federal funds.

Budget Footnotes:

- 1) 8 Pre-Institute City Visits: \$500 transport, \$150 lodging, \$50 incidentals/visit. Institute: 4 staff, 8 mayors, 10 designers: 18 transport @ \$500, 70 nights lodging @ \$223, \$1400 incidentals.
- 2) \$500 honorarium to each of 8 designers. Average donated fee is \$3100/designer.
- 3) Local transport by taxis/bus: \$3000; A/V: \$3000; Printing: \$2000; Shipping & supplies: \$1450.
- 4) 2 staff travel to advance trip (\$1710/city), + 2 staff & 3 designer travel to TA Seminars (\$5740/city).
- 5) For each of the 3 TA Seminars, 3 designers w/ a \$1500 honorarium each.
- 6) For each of the 3 TA Seminars: \$1000 A/V; \$150 printing; \$1250 supplies & shipping.
- 7) 5,000 copies at \$3 printing & \$1 shipping per report.
- 8) Staff salaries are pro-rated for time spent on this project (Total 0.4 FTE). No federal funds are counted as a match to USFS dollars. Salary figures include 28% benefits rate.

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December 14, 2007

Control No. 10-NA-C6-05

General- Any indirect cost rates are expected to be either: reasonable, cost shared (split between Federal funds and match), or used as match. The council understands how entities base their indirect cost rate; however with limited funds available, they feel that most of the funds should focus on the project. The council reviews the indirect cost rate as one of the significant factors in their decision to recommend a grant for an award.

Refer to the enclosed Selection Criteria for information on what your full proposal should cover. Following are some general suggestions. If you are naming a partner (or partners) that will be working with you on your project or will be contributing funds (in-kind or monetary) to your project, include a brief letter from your partner confirming their willingness to do so.

Be specific about the final outcome or product of your proposal. If the final product is a written document, will it be copyrighted or will it be available for others to copy? How many copies will be produced as part of the project? Will copies be available for others to use? . . . locally? nationally? What is your plan for distribution? Will there be a fee for receiving a copy? . . .

multiple copies? Will there be a fee if someone else wants to reprint the material in whole or in part?

Include a clear budget to help the rating committee understand how you expect to use the grant funds and where you expect to get funds for the 50 percent non-federal match. Do not request that the Federal funding be used to buy trees nor tree planting material, the purchase of equipment over \$5,000, capital improvements to private property of any ownership, or land acquisition.

Include a time line to help the rating committee understand the proposed progress of your project.

There is no requirement or restriction governing the length of your full proposal (including attachments). It is important to make your proposal long enough to cover the relevant information but equally important to be concise. Send only information you think the reviewers will read. In other words, there is no "extra credit" for using up great quantities of our natural resources.

I have enclosed five documents: a Full Proposal Cover Sheet to complete and submit with all 30 copies of your full proposal, the Selection Criteria, a Sample Itemized Budget, a Full Proposal Check-off List, and Information Regarding Awards that will assist you in completing your proposal

To qualify for further consideration, your full proposal must be **received** in this office (not just postmarked) by close of business on **FRIDAY JANUARY 25**. Send 30 copies and an electronic version (can be emailed) of your entire proposal (each copy including the Full Proposal Cover Sheet and any/all attachments) to the address below. **Please do not enclose your proposals in folders or binders.** A staple in the top, left hand corner is preferred. We look forward to receiving your full proposal.

Sincerely,

Nancy Stremple, RLA
Executive Staff

Enclosures