U. S. FOREST SERVICE: URBAN AND COMMUNITY FORESTRY

2009 Special Focus Challenge Cost-Share Program: **Outreach Urban Forest Conference Scholarship Grants**

PROJECT CONTACT INFORMATION-

Michelle M. Scribner **Program Director** Arbor Day Foundation 211 North 12th Street Lincoln, NE 68508

mscribner@arborday.org

(w) 402-473-9546 (f) 402-473-9556

Is this project being developed to reach a minority or underserved population? Yes \underline{X} No

Is this pre-proposal being submitted by a minority/underserved population (owned/operated/directed) business, organization or college/university?

Yes X No

PROJECT TITLE: City Teams: Engaging Nontraditional Partners in Urban and Community Forestry

FUNDING REQUEST: Must be a dollar for dollar match of funds requested.

REQUESTED: \$ 100,000.00 + MATCHING: \$ 176,166.00 = TOTAL PROJECT: \$ 276,166.00

Partners:

Utility Arborist Association Derek Vannice Jerri LaHaie Executive Director **Executive Director** P.O. Box 3129 P.O. Box 641 Champaign, IL 61826 Watkinsville, GA 30677 217-355-9411x234 706-796-7412 dvannice@isa-arbor.org Urbanforestry@prodigy.net

Society of Municipal Arborists

Alliance for Community Trees Alice Ewen-Walker Executive Director 4603 Calvert Road College Park, MD 20740-3421 301-277-0040 Alice@actrees.org

Abstract:

The Arbor Day Foundation's Partners in Community Forestry (PCF) National Conference engages the core of the urban forestry community, bringing together a diverse group of urban forest partners. The PCF conference serves as a platform for U&CF leadership, offers direction in key strategic priorities, and ensures meaningful tech transfer and dissemination for important U&CF research. The Foundation, in cooperation with the Alliance for Community Trees (ACT), Utility Arborist Association (UAA), and the Society of Municipal Arborists (SMA), proposes to involve new, diverse partners in the conference through a targeted, purposeful outreach to underrepresented constituencies.

Through this proposal, ACT, UAA, and SMA would each reach out to minority or underrepresented urban forest stakeholder groups by engaging five first-time attendees to join them at the PCF Conference. The proposal would require the groups to develop and foster a working relationship back in their own community by implementing key conference learnings and plans for future projects. The proposal would also encourage attendance at the following year's conference and a joint presentation on their partnership.

Narrative for City Teams: Engaging Nontraditional Partners in Urban and Community Forestry

Scope/Applicability/Justification: The Partners in Community Forestry (PCF) National Conference, sponsored by the Arbor Day Foundation and The Home Depot Foundation, is the only annual urban forestry conference with a primary mission of engaging a comprehensive group of urban forest constituents to encourage partnerships, collaboration and learning in the advancement of community trees. The Conference annually engages a variety of urban forest professionals, volunteers, elected leaders, and educators in promoting the benefits of community trees, and the importance of trees in healthy, livable communities. The objective of this grant proposal is to increase and strengthen the scope of the Conference's collaboration and partnership building by working with core urban forestry professional associations (Alliance for Community Trees, Utility Arborist Association and Society of Municipal Arborists) to engage nontraditional partners that have a stake in urban forestry, but are not involved in day-to-day management or are not specifically engaged in promoting or advancing community trees. This project will provide scholarships for 21 nontraditional partners to attend the 2010 and 2011 PCF Conferences along with a local urban forestry professional. These "City Teams" (city-specific partnerships between traditional and non-traditional urban forestry professionals) will foster new collaborations, ensure local accountability, and ultimately lead to new allies and new models of urban forest management and advancement across the nation.

The national target audience for this project will reflect the innovative outreach and team building efforts of the urban forestry professional associations. We anticipate a wide variety of nontraditional partnership proposals that address opportunities unique to a community's urban forest needs and goals. Recognizing the importance of this flexibility, we anticipate a nontraditional audience that includes, but is not limited to: city planners; civic engineers; academic researchers; social scientists; Chambers of Commerce; youth-based organization; development and construction professionals; members of the education community; neighborhood organizations; minority groups; religious organizations; parenting groups; service groups; Sierra Club Climate Communities; cities participating in the International Council for Local Environmental Initiatives; Natural Resources Defense Council, Environmental Defense; National Association of County Officials; National League of Cities; elected officials; city sustainability officers.

There will be significant benefits for a number of organizations from the success of this project, including the core urban forestry constituencies. The expansion of the urban forestry community to include new and diverse participants and organizations creates a larger network of individuals to maintain, restore, and improve our nation's urban forests, through shared resources.

Educational Program: The Partners in Community Forestry National Conference is the only annual urban forestry conference that purposefully engages a broad array of constituencies for the purpose of fostering collaboration, partnerships and continuing education. The Conference, now in its third year, will be held in November of each of our project years. The list of cooperating organizations for the Conference is extensive and includes many core urban and community forestry (U&CF) advocates from across the nation, including: International Society of Arboriculture; the USDA Forest Service – Urban Forestry; the National Association of State Foresters; the Alliance for Community Trees; the American Public Works Association; the

American Society of Landscape Architects; the National Association of Home Builders; Keep America Beautiful; the U.S. Conference of Mayors; the Center for Watershed Protection; the Center for City Park Excellence; the Trust for Public Land; the City Parks Alliance; the Utility Arborist Association; Southface; Professional Grounds Maintenance Society; and Tree Canada.

The Conference offers general and concurrent sessions, covering a broad array of urban forestry topics that will appeal to the scholarship recipients, including: Community Tree Management, Trees and Development, Trees and Social Issues, and Trees and Utilities. The diversity of the presentations appeals to both the traditional and non-traditional professionals and volunteers who have an interest or influence in our community forests.

The PCF National Conference has a demonstrated record of providing significant and impactful opportunities for networking and connecting stakeholders in urban forestry. It is a sustainable program that allows U&CF advocates to connect with peers, gain greater insight on urban forestry and related issues, expand relationships under a shared mission, and also exposes participants to new partnership opportunities. Attendees are provided the opportunity to: take home new ideas and project models to implement at home; share unique approaches to urban and community forestry planning, funding, and cooperation; develop community awareness, acceptance, and involvement in greening projects and tree planting programs; find creative applications of trees and green space in new development, retrofit projects, and urban areas; and hear about engaging the next generation of community forestry advocates. The Conference offers a high profile platform to advance key U&CF issues, and also provides significant opportunity for the dissemination of best practices models in urban forestry research, technology, and program delivery.

Started in 2007, the Conference averages 300 attendees. A variety of professionals attend, including: teachers; urban foresters; municipal foresters; Urban and Community Forestry State Coordinators; non-profit tree-planting organizations; environmental/scientific field; field arborists; corporate partners; landscape architects; those associated with government agencies; and representatives of the media.

Outreach Strategy: In order to reach out to diverse, non-traditional audiences to increase exposure and engagement in urban forestry, the Arbor Day Foundation (ADF) and The Home Depot Foundation (HDF) will partner with the Alliance for Community Trees (ACT), the Utility Arborist Association (UAA), and the Society of Municipal Arborists (SMA) to develop a coordinated outreach plan. Through their national networks, these organizations will disseminate information about the scholarship opportunity to their members, encouraging them to apply along with a non-traditional professional from their community that offers a potential urban forest partnership opportunity.

Through this project, ADF, HDF, ACT, UAA and SMA will encourage the fostering of City Teams. Engaging multiple individuals from a single community as part of a City Team creates a higher likelihood of accountability, involvement, and continued engagement of all organizations, including the non-traditional partner. The PCF Conference provides an opportunity for these City Teams to meet, develop a working relationship and create a strategic, realistic and sustainable plan for the team to enact upon their return home. Through coordinated follow-up and reporting with the scholarship recipients (both individually and as a partnership), the cooperating organizations will be able to measure growth and progress towards the program's intended goals.

There are significant benefits of engaging these audiences for the future of urban and community forestry. Collaboration and communication among those who touch the urban forest in a given city are essential to the effective management and growth of their community forests. Through these partnerships, a community will have an engaged network to help with the annual, systematic management of its tree resources. We anticipate a wide variety of outcomes and ongoing engagement from these partnerships. Follow up attendance at the 2011 PCF Conference will allow the scholarship recipients to further establish their working relationships, share their plans for collaboration and inspire other PCF attendees to do the same.

Awarding the Scholarship: The Arbor Day Foundation and The Home Depot Foundation will work with our three partner organizations (ACT, SMA, and UAA) to select 21 partnerships to receive scholarships for both the 2010 and 2011 Partners in Community Forestry Conference. We will collaboratively create an online application that can be disseminated to organizational members across the country. Applications will be reviewed by a committee comprised of individuals from each of the partner organizations, and selections will be made to fulfill a stated set of criteria (but not limited to):

- (1) Regional diversity
- (2) Professional diversity
- (3) Capacity and intent to continue the partnership beyond the Conferences
- (4) Historical experience in the UC&F field
- (5) Opportunity for significant impact on urban forest management and policy in the locality

Both the organization member and the non-traditional community partner will answer a series of questions, including (but not limited to):

- (1) Why did you select this particular non-traditional partner? To what extent have you partnered with this non-traditional partner before?
- (2) Describe any partnerships you currently have in UC&F issues.
- (3) What skills and insight do you want to gain from this conference?
- (4) How will the partnership between you and your partner continue after the conference?
- (5) What is the specific local goal, challenge or opportunity you seek to address through your partnership?

Ongoing Engagement/Follow Up: This scholarship opportunity will allow the Arbor Day Foundation, Home Depot Foundation, UAA, SMA, and ACT to create meaningful and sustainable nontraditional involvement at the local level of U&CF by engaging new constituencies and facilitating the development of new, innovative partnerships. All four cooperating organizations recognize the importance of continued involvement in U&CF issues beyond the conference, the implementation of realistic and sustainable action at the local level, and the evaluation of the project for the future innovation and development of the project.

Continued involvement by the scholarship recipients in their communities is at the core of this proposal. By linking scholarship recipients together through introductory sessions at the 2010

PCF, online forums, webinars, and targeted communication from the Arbor Day Foundation, the recipients will be able to encourage and learn from each other throughout the period of the grant. At the 2011 PCF Conference, we will invite the City Teams to present and share their models of success with the entire Conference delegation. In addition, we will offer opportunities for webinars and teleconferencing for the partnerships to broaden their investment and participation in urban and community forestry.

As the City Teams implement their action plans in their local community, the Arbor Day Foundation, in cooperation with HDF, SMA, UAA, and ACT, will evaluate the project's efficacy by administering a series of surveys to the scholarship recipients. The surveys will gauge and measure the ongoing participation and engagement of the scholarship partnerships in their community. Recipients will be asked to define the efforts they have taken since the PCF and evaluate their progress based on a series of criteria created by the cooperating organizations. The first survey will be completed at the 2010 PCF Conference before their departure. We will follow-up with surveys at 3 months, 6 months, and 1 year regarding the growth and progress they have made towards the action plan developed at the Conference. In addition, we will measure their ongoing involvement in their local urban forestry community, including attendance at meetings and conferences, and engagement in local projects.

To document the impact the scholarship recipients have on the U&CF community nationally, the Arbor Day Foundation will produce a report showcasing the relationships formed by the scholarship recipients, and the projects that come out of the partnerships. By illustrating the successes of these models, other organizations will be able to replicate the projects in their communities, expanding the impact beyond the communities of our 21 selected partnerships. The report will also contain the results of all the surveys administered by the cooperating organizations during the duration of the project.

Budget

Line Item	Federal Funds Requested	Non-federal Match	Total	Source of Matching Funds
Personnel (1)	\$4,000	\$54,700	\$58,700	ADF
Fringe Benefits (2)		\$9,616	\$9,616	ADF
Travel (3)	\$33,600	\$1,800	\$35,400	ADF
Conference Lodging (4)	\$37,800		\$ 37,800	
Conference Registration (5)	\$12,600		\$12,600	
Conference Outreach (6)		\$25,550	\$ 25,550	ADF
Contractual (7)	\$12,000		\$12,000	
Conference Meals/Events (8)		\$77,000	\$77,000	ADF
Conference Materials (9)		\$7,500	\$7,500	ADF
Totals:	\$100,000	\$176,166	\$276,166	

Narrative:

(1) Personnel: Arbor Day Foundation staff-

- Program Management 1396 hours @ \$25 per hour over two years = \$34,900 (includes program management, conference management, development of conference program and outreach)
- Program Administration 1600 hours @ \$14 per hour over two years = \$22,400 (includes program and conference administration)
- Web Development 40 hours @ \$25 per hour = \$1,400
- (2) Fringe Benefits $-16.4\% \times $58,700 = 9616
- (3) Travel: Participant Travel Stipend \$400 per participant (42 participants) per year (two years) = \$33,600; Arbor Day Foundation Program Staff \$300 X 3 staff (two years) = \$1,800
- (4) Conference Lodging Lodging Stipend \$150 per night; 3 nights per participant (42 participants) per year (two years) = \$37,800
- (5) Conference Registration \$150 per participant (42 participants) per year (two years) = \$12,600 (registration costs cover conference materials, meeting space, audio-visual, meeting transportation and meeting related expenses excluding meals)
- (6) Conference Outreach production of 26,000 conference fliers, distribution to conference audience, creation and distribution of targeted conference e-blasts
- (7) Contractual \$2,000 per year (two years) per partner (1- Utility Arborist Association, 2 Alliance for Community Trees, and 3 Society of Municipal Arborists) for program administration and staff travel
- (8) Conference Meals/Events 350 participants x 2 days x \$55 per year (two years)
- (9) Conference Materials –Production and printing of conference materials \$12.50 per participant (300 participants) per year (two years); Evaluation reports and copies of other follow-up communication with program participants

APPLICATION FOR		A DATE OUDMITTED			Version 7/03
FEDERAL ASSISTANCE		2. DATE SUBMITTED June 5, 2009		Applicant lo	lentifier
1. TYPE OF SUBMISSION:	Dre engligation	3. DATE RECEIVED BY	STATE	State Appli	cation Identifier
Application	Pre-application	4. DATE RECEIVED BY	FEDERAL AG	ENCY Federal Ide	ntifier
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5. APPLICANT INFORMATION		I			
Legal Name:			Organization	nal Unit:	
Arbor Day Foundation			Program Ser	/ices / Conferences /	Seminars
Organizational DUNS: 097348114			Division:		
Address:					person to be contacted on matters
Street: 211 N 12th Street P.O. Box 80	208		Prefix:	s application (give a First Name:	rea code)
City			Ms. Middle Name	Michelle	
City: Lincoln	· · · · · · · · · · · · · · · · · · ·		Marie		
County: Lancaster			Last Name Scribner		
State: Nebraska	Zip Code 68501		Suffix:		
Country	00001	· · · · · · ·	Email:	·····	
United States of America 6. EMPLOYER IDENTIFICATION			mscribner@a	rborday.org ∋r (give area code)	Fox Number (also and also
			402-473-9546		Fax Number (give area code)
23-7169265 8. TYPE OF APPLICATION:					402-473-9556
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BUDGET INFORMATION - Non-Construction Programs

SECTION A - BUDGET SUMMARY

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		SECTION	SECTION C - NON-FEDERAL RESOURCES	DERAL RE	SOURCES			
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		SECTION F	SECTION F - OTHER BUDGET INFORMATION	DGET INFC				
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Standard Form 424A (Rev. 7-97) Page 2

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June 2, 2009

Dear NUCFAC Selection Committee:

On behalf of Alliance for Community Trees, please accept this letter of support for the **City Teams: Engaging Nontraditional Partners in Urban and Community Forestry** proposal that is submitted by the Arbor Day Foundation. We are pleased to assist and collaborate with them on this grant and in efforts to engage a comprehensive group of urban forest constituents to encourage partnerships, collaboration and learning in the advancement of community trees.

Alliance for Community Trees is supportive of the Partners in Community Forestry National Conference and the educational and outreach opportunities it offers. We are happy to be a partner in these efforts that reflect a similar mission to our organization.

As partners in this grant, we would identify potential City Teams through our national member network and encourage them to apply for this scholarship. Through a collaborative effort with the Arbor Day Foundation and other cooperating organizations, we will review the scholarship applications and select the 24 recipients. Finally, we would also assist the Arbor Day Foundation in the ongoing engagement of the City Teams and the comprehensive evaluation of the project's impact.

We believe the innovative and collaborative projects that will be created by the City Teams will be replicable in other communities and have the potential to have a significant impact on the urban and community forestry community. We strongly express our participation and support.

Sincerely,

Shannon Ramsay President & Board Chair

President Shannon Ramsay Persient & CEO Trees Forever www.treesforever.org

Treasurer Riyad Abu-Shan Chur Fishman Orligin Star Marketing Group www.starnisgroup.org

Secretary Martha Ozonoff Excent. Distoron California ReLeaf www.californiareleaf.org

Kelly Caffarelli PidsiDENI The Home Depot Foundation www.homedepotfoundation.org

Anna M. Dooloy Excurive Diercton Greenscope of Jacksonville www.greenscopeofjacksonville.org

Scutt Fogarty Executive Diarcton Friends of Trees www.friendsoftrees.org

Guy Hager Discons Parks & People Foundation www.parksandpeople.org

Ray Trethoway Exicutive Distribut Sacramento Tree Foundation www.sacture.org

Past Presidents Marofa Bansley Excour Discour Trees Atlanta www.treesatlanta.org

Donna Curtis Executive Direction Shreveport Green www.shreveportgreen.org

Alice Ewen Welker Executive Discous alice@actroes.org

Alliance for Community Trees 4603 Calvert Road College Park, MD 20740

T 301.277.0040 F 301.277.0042 E info@actrees.org www.actrees.org



June 4, 2009

Mr. Dan Lambe, Vice President of Programs Arbor Day Foundation 100 Arbor Ave Nebraska City, NE Montgomery, AL 68410

Dear Mr. Lambe:

On behalf of the Society of Municipal Arborists (SMA), please accept this letter of support for the Arbor Day Foundation's 2009 NUCFAC grant, entitled "City Teams: Engaging Nontraditional Partners in Urban and Community Forestry." The Partners in Community Forestry National Conference is an excellent opportunity for urban forestry constituents to not only learn about trees, but also to understand the role they play in advancing their communities' tree programs.

SMA will assist in the scholarship process by identifying and encouraging municipal arborists to apply, will help in identifying non-traditional partners who might benefit from attending the conference, and will also participate in the scholarship review and selection process. In addition, we will work with ADF in the ongoing engagement of the City Teams, and in the evaluation of the impact conference attendance has upon them.

As you know, SMA's leadership workshop, the Municipal Forestry Institute (MFI), includes collaboration in its curriculum, so this grant project mirrors the work that SMA is doing to encourage municipal arborists to reach out to allied professionals. We believe this project has potential for creating innovative partnership projects that will have an important impact on community forestry, and which may then be incorporated into the MFI curriculum.

Thank you for inviting SMA to be a part of this project, we look forward to mutual collaboration among the grant partners.

Sincerely,

Jerri J. LaHaie, CAE, Executive Director Society of Municipal Arborists

Phone 706-769-7412 * Fax 706-769-7412 * UrbanForestry@prodigy.net * www.urban-forestry.com

President Randall Miller PacifiCorp 1407 W North Temple Rm 220 Salt Lake City, UT 84116 Phone: 801-220-2271 Email: <u>randy.miller@pacificorp.com</u>

President Elect

Nelsen Money Pacific Gas & Electric Co. 1050 High Street, 2nd Floor Auburn, CA 95603 Phone: 530-889-3803 Email: <u>prm2@pge.com</u>

Vice President

Will Nutter Wright Tree Service PO Box 1718 Des Moines, IA 50306 Phone: 515-277-6291 Email: <u>wnutter@wrighttree.com</u>

Past President

Ward Peterson Davey Tree Expert Co. 1500 N. Mantua St. Kent, OH 44240 Phone: 800-828-8312 Ext. 14 Email: <u>wpeterson@davey.com</u>

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Executive Director

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Ryan Brockbank Western ECI 3260 Penryn Road Suite 150 Loomis, CA 95650 Phone: 916-652-1888 Email: <u>rbrockb@eci-consulting.com</u>

Graham "Chip" Brown Alleghany Power 200 Lincoln Hwy W Jeannette, PA 15644 Phone: 724-523-7246 Email: gbrown1@alleghenypower.com



June 3, 2009

Dear NUCFAC Selection Committee:

On behalf of the Utility Arborist Association, please accept this letter of support for the **City Teams: Engaging Nontraditional Partners in Urban and Community Forestry** proposal that is submitted by the Arbor Day Foundation. We are pleased to assist and collaborate with them on this grant and in efforts to engage a comprehensive group of urban forest constituents to encourage partnerships, collaboration and learning in the advancement of community trees.

Utility Arborist Association is supportive of the Partners in Community Forestry National Conference and the educational and outr each opportunities it offers. We are happy to be a partner in these efforts that reflect a similar mission to our organization.

As partners in this grant, we would identify potential City Teams through our national member network and encourage they apply for this scholarship. Through a collaborative effort with the Arbor Day Foundation and other cooperating organizations, we will review the scholarship applications and select the 24 recipients. Finally, we would also assist the Arbor Day Foundation in the ongoing engagement of the City Teams and the comprehensive evaluation of the project's impact.

We believe the innovative and collaborative projects that will be created by the City Teams will be replicable in other communities and have the potential to have a huge impact on the urban and community forestry community. We strongly express our participation and support.

Sincerely,

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Derek L. Vannice, MBA, CAE Utility Arborist Association