



2010-2011 Urban Greening Grant Program Application Package

www.chesapeakebaytrust.org / 410-974-2941

AT A GLANCE

The 2010-2011 Urban Greening Grant Program provides grant funding for on-the-ground restoration and other activities that support greening and tree canopy programs in Maryland's urban communities.

Deadlines:

5 p.m., July 9, 2010

Maximum Grant Requests of:

Tree Canopy Plan track: \$35,000

Neighborhood Greening track: \$15,000

Submit Your Application:

Via our new Online Grants System
www.cbtrustgrants.org

Project Partners:



Introduction

The Chesapeake Bay Trust, in cooperation with the Maryland Department of Natural Resources and the United States Department of Agriculture (USDA) Forest Service, is proud to announce the 2010-2011 Urban Greening Grant Program.

The program is meant to help Maryland communities implement greening plans that increase tree canopy, reduce stormwater runoff, improve air quality, and enhance the quality of life in urban areas.

The program will award grants to local governments, non-profit organizations, and neighborhood associations for on-the-ground restoration and other activities that support the implementation of an adopted plan to green communities in Maryland.

The program seeks two types of applicants:

- A) Those who are in the process of developing or who have developed a comprehensive urban greening program in conjunction with a local government.
- B) Neighborhoods and communities who have prioritized tree planting and community greening as a goal.

In light of the Trust's commitment to the advancement of diversity in its grant-making and environmental work, the Trust strongly encourages grant applications for projects that increase awareness and participation of communities of color in the watershed restoration and protection.

Background

Expanding tree canopy cover and increasing quantity and quality of green spaces in urban areas is important to protecting and restoring the health of local streams, rivers, and the Chesapeake Bay. According to the USDA Forest Service and the Chesapeake Bay Program, by increasing urban tree cover and, more generally, expanding the green areas in urban places, stormwater runoff and stream channel erosion can be reduced, water and soil quality can be improved, airborne pollutants such as particulates, nitrogen oxide and carbon monoxide can be filtered, and summer temperatures and resulting ozone pollution and energy use can be reduced.

Furthermore, by greening urban areas, communities use a cost-effective conservation practice that has clear economic benefits. According to a study by American Forests, tree cover in the Baltimore-Washington area declined by 14% between 1973 and 1997. The cost to construct stormwater treatment practices to intercept the polluted runoff created by this loss is estimated at more than \$1 billion. Moreover, studies show that urban trees and green space play an important role in providing a higher quality of life to urban residents, enhance local economic development opportunities, and increase property values.

Goals and Objectives

The overall goal of the Urban Greening Grant Program is to increase the percentage of tree canopy in urban areas with an emphasis on encouraging communities to integrate trees and natural areas into stormwater management strategies and to connect green spaces in order to maximize community and environmental benefits.

The grant program has the following objectives:

- Provide catalyst funding to support the implementation of existing urban greening plans designed to increase urban tree canopy and accomplish other greening activities;
- Provide funding to support the development of new urban greening plans and adoption of urban tree canopy goals by local governments;
- Involve urban neighborhood associations and community development organizations in urban tree canopy and/or urban greening projects;
- Involve underrepresented populations in tree planting and greening projects;
- Encourage the connection between healthy neighborhoods, affordable housing, and energy efficiency through the use of trees and vegetation;
- Help build and strengthen community coalitions that will implement, monitor, and sustain urban greening programs beyond the life of the grant award;
- Enhance the quality of life and economic vitality of urban areas;
- Demonstrate cost-effective urban restoration approaches that address Chesapeake Bay and community-specific goals such as increasing tree cover, reducing impervious surfaces, managing stormwater runoff, and improving air quality;
- Test stormwater management techniques that use trees and vegetation as a primary water treatment component.

Eligibility Criteria

The program is open to two types of applicants. Applicants who have developed or are developing an urban greening program in conjunction with a local government, including local governments interested in setting urban tree canopy goals, should apply under the **Tree Canopy Plan Implementation Track**. Applicants seeking to work at the neighborhood or community scale to improve tree canopy or increase community greening should apply under the **Neighborhood Greening Track**. An Executive Offer and Project Lead must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role. *Please contact the Trust to discuss your project and appropriate scale of request.*

Tree Canopy Plan Implementation Track (requests up to \$35,000)

Local governments, school systems, community organizations, watershed organizations, and other non-profit organizations that have developed or are in the process of developing a comprehensive greening program are eligible to apply for implementation funding through this track. Specific eligibility requirements are:

- Applicant (and/or partners) must have completed, or must be seeking to complete, a tree canopy assessment or tree survey that:
 - a) assesses the current state of the tree canopy and/or number of trees in the community;

- b) maps the existing trees and tree canopy,
- c) establishes a baseline from which to measure progress
- d) defines targeted geographic priorities for conducting tree canopy restoration projects within its geographic area of responsibility or focus.

While we encourage communities to focus on a top-down satellite assessment and/or a ground-level tree inventory, the Trust is open to receiving grant proposals that rely on various types of surveys and assessments. Local government applicants will be expected, in most cases, to have conducted a relatively comprehensive jurisdictional Urban Tree Canopy assessment.

- A tree canopy and/or impervious surface cover goal for the area in which work will occur must be in the process of being set or must have already been set. Adoption of the goal(s) by the appropriate governing body or responsible party, if not already completed, should be one outcome of the project.
- A timeframe and implementation plan for the achievement of the urban tree canopy and/or impervious surface goal(s) should be an aim of the project or should already exist. This plan should be based on environmental objectives, and should specifically seek to improve air and water quality. Assessments, plans, and goals that have a beautification objective only will not be considered for funding. We do encourage applicants to make the link between urban trees, healthy neighborhoods, stormwater mitigation, and energy efficient housing.
- The applicant (and/or partners) must have established standards or ordinances to conserve existing forests and/or reduce impervious cover.
- The applicant (and/or partners) must have made a financial or other in-kind commitment to greening its urban areas.
- Applicant (and/or partners) must make a commitment to maintaining (including a long term maintenance plan), monitoring, and tracking the status of goal implementation.

All applicants are encouraged to provide matching resources (cash and in-kind contributions) toward the project. Local government applicants are encouraged to provide a 1:1 match. Fee-in-lieu funds are permitted to be used for the project, but cannot be described as match.

Funds in this track are available to support:

- a) urban tree canopy assessment work,
- b) urban tree canopy goal setting and goal adoption,
- c) the implementation of tree canopy plans

However, emphasis will be on goal setting and implementation of plans; therefore, priority will be given to applicants who have already completed a tree canopy assessment.

Neighborhood Greening Track (requests up to \$15,000)

Neighborhood associations, community associations, homeowners associations, non-profit housing developers, community development corporations, and other non-profit organizations interested in increasing tree canopy and green spaces through specific planting projects in individual neighborhoods are eligible to apply under the Neighborhood Greening Track. This track emphasizes projects on a smaller neighborhood scale than the Tree Canopy Plan Implementation Track, especially projects that seek to green low-income and affordable housing neighborhoods.

As part of the proposal, a basic plan and a timeline to increase the number of trees and area of green space must be presented. The plan should include short and long-term goals, expressed in terms of number of trees or area of green space to be added or percent canopy cover to be targeted. Projects will be evaluated both on

merits of the specific planting project(s) proposed as well as on how the project(s) work towards goals expressed in the plan.

For applicants working in a jurisdiction that has already set an urban tree canopy goal (e.g., Baltimore City), please include information on how the specific project proposed helps to meet the larger goal, if applicable. Please contact the Trust for ways to identify whether a canopy goal has already been set for your jurisdiction, and for help in contacting local government partners.

For Both Tracks:

- Applicants should propose a project scope that can be accomplished in 1-2 years.
- Local residents and volunteers should be incorporated into at least one element of all projects, especially if the applicant is a nonprofit organization or neighborhood association. *Communities that receive grants are required to host a volunteer tree planting or greening event, which would include trees and/or plants of appropriate size for volunteers to plant.*
- Planting locations should be based, where applicable, in areas that connect green space and/or provide the greatest environmental benefit. Trees and vegetation should be native, where possible, and should always be non-invasive.
- Grantees who have previously received an Urban Greening grant are permitted to reapply, but they must show how progress has been made in setting and implementing the greening or canopy goal.
- The Trust encourages work in underserved communities.

Applicants are strongly encouraged to contact Trust staff for assistance with any element of proposal development, including survey methods, project ideas, goals, and plans.

Other Opportunities

The Trust supports tree planting activities and other urban best management practices in other grant programs as well. Our **Mini Grant Program** supports, among other project types, general volunteer tree planting and greening projects on public or community property that is not necessarily assessment-, goal-, or plan-based. Our **Restoration Grant Program** supports, among other project types, riparian buffer plantings, larger-scale tree planting, and other urban restoration projects. Information on both grant programs can be found at www.cbtrust.org.

Tree Coupon Programs

Applicants are strongly encouraged to take advantage of the many tree coupon programs throughout the State of Maryland. These programs can help offset the cost of trees requested through this funding opportunity, and should, where possible, be listed as matching resources. All applicants may be eligible to participate in the Maryland DNR's Marylanders Plant Trees Program and/or in the Tremendous Maryland Program. Applicants working in Baltimore City, Baltimore County, Harford County and Montgomery County should take advantage of relevant programs, including TreeBaltimore, Growing Home Campaign, and the Leaves for Neighborhood tree coupon program. A summary of each program can be found below; for further information, please refer to the Additional Resources section.

Program	Agency Lead	Eligible Property Type	Eligible Applicants	Coupon Amount	Restrictions	Date of Availability
Marylanders Plant Trees	DNR	Residential and Non-Residential Private Properties	Residents, Businesses, Community Institutions	\$25 off a tree worth at least \$50	government agencies are not eligible; tree selected must be from the Marylanders Plant Trees Recommended Tree List; coupon will be honored before the end of the calendar year	Good until December 31, 2010
TreeBaltimore	Baltimore City	Private Residential Land	Homeowners	\$10 off a tree worth at least \$25	must select from list of qualifying trees; must go to a participating nursery or garden center; honored for a total of 10,000 trees	March 15, 2010 - December 31, 2010
Growing Home Campaign	Baltimore County	Private Residential Land	Homeowners	\$10 off a tree worth at least \$25	must select from list of qualifying trees; must go to a participating nursery or garden center; honored for a total of 10,000 trees	March 15, 2010 - December 31, 2010
Leaves for Neighborhoods	Montgomery County	Private Residential Land	Residents	\$25 off a tree worth at least \$75	must go to a participating nurseries	June 1, 2010 - May 31, 2011

Eligible Budget Items

Eligible budget items in the Urban Greening Initiative Grant program include, but are not limited to:

- ❑ Trees, other plant material, and restoration and construction materials such as mulch, tree tubes, gator bags, etc. In the budget table, justify the sizes and prices of the trees requested. For volunteer planting projects, consider appropriately sized trees. Trees should be native, where possible, and must be non-invasive. In certain circumstances, and if warranted, the Trust will consider the costs for professional tree planting and the creation/expansion of street tree pits, if properly justified in the narrative.
- ❑ Interpretive signage for greening projects.
- ❑ Staff time and consultant costs: Staff and consultant time that directly supports project related tasks will be considered. Examples of project related tasks are:
 - Tree canopy goal setting and adoption activities
 - Tree canopy assessments
 - Implementation of tree canopy or community greening plans

Be sure to include a description of the deliverables and scope of work that will be achieved by the staff person(s) and/or consultant for whom you are requesting funds. Include benefits as a separate line (do not combine with salary) and indicate hours and the percent time devoted by each staff member to the project. The Trust cannot fund requests for overhead/indirect costs under this grant program.

- ❑ Assessment costs for local governments: Assessment requests for satellite imagery, technical assistance, or associated costs to interpret or assess imagery will be considered for local governments. Imagery has been obtained statewide already via funding from DNR and the local governments. Please contact the MD DNR Forest Service Division (see Technical Resource list below), to determine the status of satellite imagery for specific jurisdictions and for specific recommendations for technical assessment assistance.

- ❑ Tool Development: The Trust will consider limited requests for urban tree canopy assessment or survey tools that can be used in communities across the state to help spread the use of tree canopy assessments/tree surveys and aid the urban and community forestry movement in communities across the state. A strong justification on the need for such a tool, a plan for the tool's usage, and a description on the broad applicability must be included.

Funding Available

The Trust, with Maryland Department of Natural Resources and US Forest Service partners, anticipates awarding \$300,000 in this fifth year of the Urban Greening Grant Program. Individual grant requests of up to \$35,000 in the Tree Canopy Plan Implementation Track and up to \$15,000 in the Neighborhood Greening Track will be considered.

Technical Resources

All applicants are encouraged to contact Trust staff as well as additional resources listed below to discuss projects before applying:

Chesapeake Bay Trust

Hieu Truong
(410) 974-2941 x112
htruong@cbtrust.org

US Forest Service

Anne Cumming
Program Mgr for Mid-Atlantic States
(304) 285-1504
acumming@fs.fed.us

MD DNR

Marian Honecny
Supervisor, Urban and Community
Forestry
(410)260-8511
mhonecny@dnr.state.md.us

Sally Claggett
Chesapeake Bay Forestry Coordinator
(410) 267-5706
sclaggett@fs.fed.us

Application Submission Instructions and Deadlines

Applicants must submit proposals using our new Online Grants System, located at www.cbtrustgrants.org by **5 p.m. on July 2, 2010**. Late applications will not be accepted, and the online funding opportunity will close promptly at 5:00 pm. To use this system, applicants must register at least 24 hours in advance of submitting an application. **Applicants are strongly encouraged to submit at least a few days prior to the deadline** given potential for high website traffic on the due date. The Trust cannot guarantee availability of Online Grant System technical assistance on the deadline date.

Grant awards will be announced in September 2010.

All applicants will receive a letter stating the funding partnership's decision. An application may be declined, partially awarded, fully awarded, or placed on hold for more information. If approved, the Trust will send a grant agreement letter with grant conditions and due dates of status and final reports. Grantees must sign and return the grant agreement letter with original signatures. The Trust will mail the check to the requesting organization following (a) the Trust's receipt of the signed grant agreement and (b) satisfaction of any award contingencies. In cases where the grantee fails to submit a status report or final report by the due date, the Trust reserves the right to terminate the grant agreement and require a refund of funds already transferred to the grantee.

When the project is complete, grantees are required to complete final reports, including submission of all invoices/receipts. Organizations with outstanding final reports will not be awarded additional grants.

Proposal Instructions

The online application process will ask for the information found below. Please note that an Executive Offer and Project Lead must be identified for all proposals. Both individuals must be staff or board members of the applicant organization. Individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

Applicant Information

- 1) Mission of Organization
- 2) Organization Type
- 3) EIN Number
- 4) Name and Title of Executive Officer of Requesting Organization
- 5) Address, phone, email
- 6) Name and Title of Project officer
- 7) Address, phone, email

Grant Information

- 1) Amount of funding requested: \$
- 2) Requested Grant period and start/end dates of the overall project:
- 3) In which river, stream, or local watershed will the project be located?
- 4) In which county will the project be located?
- 5) In which state will the project be located?

Project Abstract

In a text box, you will be asked to provide a brief (3-4 sentence) summary of the project, including details such type of project, location, and main objectives. You may copy and paste from a word processing document, but-please do not copy and paste any formatting (such as bullets, indentations, bold, etc.). You may format after pasting.

Urban Tree Canopy Goal Status

Please let us know the status of your community's urban tree canopy planning by indicating your community's progress on the following stages:

- 1) **Assessment:** My community has assessed our tree canopy (we know what percentage coverage we have): Yes/No.
If so, indicate percentage here: _____
- 2) **Goal:** My community has established a goal for urban tree canopy (for example, 50% by the year 2015): Yes/No.
If so, indicate goal percentage: _____ and goal deadline: _____
- 3) **Goal adoption:** My community's goal has been adopted by local government/local authorities: Yes/No.
If so, list adopting authority: _____
- 4) **Implementation Plan:** My community has a plan to reach the goal, including planting areas identified: Yes/No.

Project Narrative

You will be asked to upload an MS Word or PDF file addressing the following points, and to include additional relevant information (e.g., a simple site plan, planting plan, or conceptual design that includes species, area, spacing, photo(s) of the planting/restoration site are encouraged):

1. Community Background

Please describe your community, including geographic boundaries, population, and demographics.

Urban Tree Canopy Plan Implementation Track only - Describe the local standards or ordinances that are in place in the community that conserve existing trees and/or reduce impervious cover. If you have completed a tree canopy assessment but have not established a tree canopy goal, please state the likelihood of setting a goal and achieving adoption of the goal by relevant authorities. Be sure to include likely obstacles and how you plan to overcome them.

2. *Project Description*

All applicants are encouraged to have some element of an implementation effort, even if funds are primarily requested for goal setting or assessment. For on-the-ground project components, describe in detail the specific project(s) for which funds are requested. Be sure to include the following elements:

A. Describe the goals of your project.

B. Description of project locations (maps are recommended as attachments): Describe how project sites were selected. (Tree Canopy Implementation Plan Track applicants should choose planting locations based on the implementation plan.) Clearly indicate project site property ownership, and identify property type (public, community, institutional, private).

C. A simple site plan, planting plan, or conceptual design that includes species, area, spacing, etc. Photo(s) of the planting/restoration site are encouraged.

D. Community engagement: In light of the Trust's commitment to the advancement of diversity in its grant-making, please provide demographic information about the community or population involved in or served by the project. Will the project engage traditionally underrepresented groups and/or a wide audience regardless of ethnicity, nationality, origin, culture, education, or socioeconomic status? If so, describe how. Identify both the number of residents and/or volunteers to be directly involved in the project and the number of people overall who will be impacted.

E. Indicate the methods to be used to track the increase in urban tree canopy and/or number of trees. What percentage of the community goal will be attained through this grant request?

3. Please indicate if any element of your proposed project is required as part of a mitigation project (for example, required as the result of a settlement, permit obligation, etc.). If not part of a mitigation project, indicate "N/A."

4. *Maintenance*

For any implementation elements of the overall project (encouraged in all cases), please provide a maintenance plan for short-term (first growing season) and long-term (three years) maintenance. Applicants proposing work on private property should have a particularly strong maintenance description. Letters of support from property owners, including private property owners and government owners, that outline maintenance commitments are required. Support from the party/ies responsible for long-term maintenance (e.g., grounds divisions, public works departments) is strongly encouraged. Proposals that demonstrate long-term commitment to keep and maintain the project will receive more favorable review.

Costs for the first year of maintenance may be included in the grant proposal. Grantees may apply to the Chesapeake Bay Trust Mini Grant Program for maintenance costs (replacement

signage, replacement plants, watering costs, mulch, tools, gator bags, volunteer event costs, limited fencing) in subsequent years.

Project Timeline

You will be asked to complete a table listing major project tasks, with start and end dates. Projects should be completed within two years of award.

Project Partnerships and Qualifications

You will be asked to complete a table listing all project partner organizations, individuals, their areas of expertise, and their role(s) in your project. Applicants are encouraged to upload a letter of support for the project from each partner outlining the partner's role in the project. Letters may be added in the Project Narrative File or uploaded as separate attachments in that section.

Project Deliverables

You will be asked to fill in estimated deliverables for a variety of metrics. Only fill out those relevant to your project. These metrics span the suite of Chesapeake Bay Trust programs; it is possible that a successful Pioneer Grant Request could be unmatched with any of the listed metrics.

Budget Upload

You will be asked to upload your budget using the Chesapeake Bay Trust Budget Form, an excel file template. Copies of the form can be obtained in three ways:

1) from the "Attachments" section of the Online Funding Opportunity at www.cbtrustgrants.org;

2) by copying into your browser window the following link:

http://www.cbtrust.org/site/c.miJPKXPCJnH/b.5587535/k.9FEC/Grant_Forms.htm

and clicking on "**Budget Form**;"

3) by visiting www.cbtrust.org, clicking on "Grants," following the last item on the dropdown menu entitled "Chesapeake Bay Trust forms," and clicking on the file "**Budget Form**."

- Applicants are strongly encouraged to take advantage of the many tree coupon programs throughout the State of Maryland. All applicants may be eligible to participate in the Maryland DNR's Marylanders Plant Trees Program and/or in the Treemendous Maryland Program. Applicants working in Baltimore City, Baltimore County, Harford County and Montgomery County should take advantage of relevant programs, including TreeBaltimore, Growing Home Campaign, and the Leaves for Neighborhood coupon program. See below for additional information under additional resources.
- Please be as detailed as possible. For example, elements of planting requests (e.g., cost of supplies, mulch costs, plant costs) must be listed separately.
- For any staff cost requests, please list the percentage of overall time devoted to the project by each staff member in the budget item column,
- Be sure to see "Eligible Budget Items" section of Application Instructions above.
- Do not evaluate volunteer hours in terms of dollars; instead, list them separately. Matching/leveraged resources are encouraged. Please indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget table.

Budget Category Information

The final online grant program component will ask applicants to enter budget category totals. These totals will have been automatically calculated in the **Chesapeake Bay Trust Budget Form**. Use the budget justification section to provide a several paragraph budget narrative. The narrative should include, in addition to general budget justification information, (a) detailed justification for staff cost requests, if requested, including a specific scope of work, specific tasks, and hours associated with those tasks and (b) the source of any construction cost estimates. Staff cost requests that are not fully justified will not be funded.



Urban Greening Grant Program Additional Resources

Resources for Purchasing Trees

- Baltimore City's Procedures for Requesting a Street Tree
http://www.ci.baltimore.md.us/government/recnparks/downloads/Tree_Planting_Request_Form.pdf
- Baltimore City Recreation and Parks TreeBaltimore program
<http://www.ci.baltimore.md.us/government/recnparks/treeBaltimore.php>
- State of Maryland's Marylanders Plant Trees program
<http://www.trees.maryland.gov/>
- Tree-mendous Maryland
<http://www.dnr.state.md.us/forests/treemendous/purchasetrees.html>
- Growing Home Campaign – Information for Baltimore County, Baltimore City, and Harford County
<http://www.baltimorecountymd.gov/Agencies/environment/growinghome/>
- Montgomery County – Leaves for Neighborhoods program
<http://www.montgomeryplanning.org/events/leaves/>

General Information

- Urban Watershed Forestry manuals and resources:
http://www.cwp.org/Resource_Library/Special_Resource_Management/forestry.htm
- DNR Urban Tree Canopy Goals webpage
<http://www.dnr.state.md.us/forests/programs/urban/urbantreecanopygoals.asp>
- DNR Urban & Community Forestry webpage
<http://www.dnr.state.md.us/forests/programs/urban/>
- Maryland Association of Forest Conservancy District Boards
<http://www.mdforest.sailorsite.net/>
- Proceedings from the Chesapeake Bay Scientific and Technical Advisory Committee's Urban Tree Canopy Workshop
http://www.chesapeakebay.net/content/publications/cbp_13320.pdf
- Urban Tree Canopy Goal Setting: A Guide for Chesapeake Bay Communities
http://www.jmorgangrove.net/Morgan/UTC-FOS_files/UTC_Guide_Final_DRAFT.pdf

Fact Sheets

- Urban Tree Canopy Fact Sheet
http://www.jmorgangrove.net/Morgan/UTC-FOS_files/UTC_FactSheet.pdf
- Forest Opportunity Fact Sheet
http://www.jmorgangrove.net/Morgan/UTC-FOS_files/FOS_FactSheet.pdf
- Digital Remote Sensing Fact Sheet
http://www.jmorgangrove.net/Morgan/UTC-FOS_files/DigitalRemoteSensing_FactSheet.pdf

Forest Cover Modeling & Survey Information

- Urban Ecosystem Analysis- American Forests
<http://www.americanforests.org/resources/urbanforests/analysis.php>

Urban Greening Initiative Grant Program – Additional Resources

- Urban Forest Effects Model (UFORE)- USDA Forest Service
<http://www.ufore.org/>
- iTree web site - for free USDA Forest Service software program designed to let communities conduct surveys or inventories
<http://www.itreetools.org>
- Strategic Urban Forests Assessment - methods for interpreting remote sensing data for trees, non-tree vegetation, and other surfaces. <http://www.dnr.state.md.us/forests/pdfs/SUFAASPRSpaper.pdf>