



National Urban and Community Forestry Advisory Council

2008 Challenge Cost-Share Grant Program

URBAN FOREST PROJECT FUNDING OPPORTUNITY Request for Pre-Proposals

The National Urban and Community Forestry Advisory Council (Council) serves to advise the Secretary of Agriculture on the status of the nation's urban and community forests. The Council seeks to establish sustainable urban and community forests by encouraging communities of all sizes to manage and protect their natural resources for this and future generations. Through its competitive Challenge Cost-Share Grant Program, funded by the USDA Forest Service's Urban and Community Forestry Program, the Council only supports urban and community forestry projects that have national, or widespread, significance in their impact or application. A listing of the previously funded projects can be viewed at <http://www.treelink.org/nucfac/>

Definition of Urban and Community Forestry: The art, science, and technology of managing trees, forests, and natural systems in and around cities, suburbs, and towns for the health and well-being of all people.

PROGRAM OVERVIEW

Available Funding: Approximately \$1 million in grant funds will be awarded through the 2008 Challenge Cost-Share Grant Program to fund urban and community forestry projects that have a national or widespread impact and application. Grants of any dollar amount up to the \$1 million dollar limit will be considered.

Eligible Applicants: Any non-Federal organization, operating within the United States or its territories, may apply for a Challenge Cost-Share grant. Collaboration with Federal agencies is encouraged; however, a Federal agency may not receive funding through this grant program. (Conflict of interest issues will be addressed appropriately.) Individuals are not eligible.

Matching Requirements: All grant funds must be matched at least equally (dollar for dollar) with non-Federal source funds. This match may include in-kind donations, volunteer assistance, and private and public (non-Federal) monetary contributions. All matching funds must be specifically related to the proposed project. The source of matching funds must be identified and grantees must comply with all applicable Federal regulations.

Administration: Upon Forest Service review of the Council's recommendations for funding, the selected projects will be awarded as Federal Financial Assistance grants by the USDA Forest Service Urban and Community Forestry Program and as such will be subject to the appropriate federal rules, regulations, and reporting requirements.

Application Deadlines: Pre-Proposals must be **received** (not postmarked) by September 13, 2007 (**NOTE: Deadline extended to be received (not post marked) by October 12, 2007**), and will be reviewed by November 13, 2007 (**NOTE: Change of Date to December 12, 2007**). Finalists who are asked to submit more detailed, full proposals will have until December 15, 2007, (**NOTE: Change of Date to January 15, 2008**) to do so. Full proposals will be reviewed and selections made by March 3, 2008 (**NOTE: Change of Date to April 3, 2008**). The USDA Forest Service will award the successful projects as Federal Financial Assistance grants no later than September 30, 2008. **NOTE:** Successful applicants will receive formal notice of their grant award from the USDA Forest Service late in the Federal fiscal year (March 3 - September 30, 2008). Consequently, grantees may not begin their projects prior to official grant award notification.

Grant Period: Grantees will be given up to three years to complete their projects. The grant period begins when grant award letters are issued by the USDA Forest Service.

Grant Writing Assistance: There are various internet sites that provide valuable grant writing tips and guidance for developing competitive grant proposals. Two in particular are the Catalog of Federal Domestic Assistance website at <http://www.cfda.gov>, select "Writing Grant Proposals"; and the TreeLink website at <http://www.treelink.org/grants/>.

Inquiries: All questions regarding the program should be directed to Nancy Stremple, Executive Staff to the Council, at (202) 205-1054 from 9:00 a.m. to 3:00 p.m. (Eastern Standard Time).

SELECTING A GRANT CATEGORY

A project may only be submitted in one category and will only be considered in the category indicated on the Pre-Proposal Cover Sheet (following page 9) by the applicant.

GRANT CATEGORIES

All projects **must** have national or widespread scope and application and include a clear, national distribution or outreach plan for the findings. Local tree-planting projects, capital improvements to property of any ownership, and/or projects that have only a local impact and applicability will **not** be considered for funding. Urban and community forestry projects with a local scope of work should contact their State Urban and Community Forestry Coordinator for assistance in identifying funding alternatives at the local level. The list of State Coordinators may be found at the following website: http://www.fs.fed.us/ucf/Related_Links/UCF_State_coordinators.htm.

CATEGORY ONE: Assessment of the Extent, Health and Function of Urban Forests.

Priority: Urban forests are dynamic systems that can be measured and assessed for ecological function in much the same way that rural forest systems are mapped and analyzed.

Understanding the extent, health, and function of the urban forest provides a strong foundation for making sound management and policy decisions.

Goal: Continually update data on the overall extent, health, and function of the urban forest: Support innovation and development of new analysis techniques and technologies, including geospatial display and analysis, for measuring and assessing the extent, health, and/or function of urban and community forests. Also, support the development of data collection and analysis standards and protocols for urban and community forest assessments at local, regional and/or national scales.

Examples include but are not limited to: Innovative projects that utilize new data sets, test new technologies, and/or pilot new methodologies for analysis and of the urban forest. Projects that utilize and test on-the-ground data collection, satellite imagery, and/or other remote sensing techniques to assess the structure, function and value of urban and community forests and document change to those forests over time. Studies that lead to recommended standards and protocols for data collection and analysis at the local, regional and/or national level that contribute to consistent, scientifically based, national urban and community forest assessments. Piloting regional scale analysis that will meaningfully inform forest conservation, urban canopy revitalization efforts, and urban tree canopy goal setting across multiple states, political jurisdictions, and/or watersheds. Pilot projects that document and quantify the link between the functions of the urban forest and the attainment of environmental goals, such as clean air, clean water, storm water management, carbon sequestration, energy conservation, and human health and safety, at the local and regional levels.

CATEGORY TWO: Management Programs

Priority: Create catastrophic event mitigation strategies (Best Management Practices).

Goal: Increase active management of urban and community forests at state and local levels by 2016: To make America's communities safer for people, places, and property by creating, developing, incorporating, and implementing emergency management concepts and principles into urban forest management.

Examples included but are not limited to: Developing, testing and/or communicating catastrophic event "Best Management Practices". Practices that are that are effective, practical, and comprehensive in enabling urban forest managers, policymakers, and decision makers to apply standardized techniques, protocols, policies, and land management activities that are proven in mitigating the impact of catastrophic storms and their negative consequences to America's communities and urban public.

CATEGORY THREE: Outreach

Priority: Increase and strengthen partnerships with and among U&CF nonprofit groups that have a stake in urban and community forest management through participation in outreach, education, advocacy and other program activities.

Goal: Support and Encourage Active Involvement of all People in Urban and Community Forestry at the Regional and National Levels, Including Underserved Populations - The goal of this category is to produce a higher level of cooperation, volunteerism and partnerships among local, regional and national non-profit urban and community forestry organizations in order to reach and engage a broader and more diverse audience.

Description: NUCFAC recognizes the importance of engaging a broader, larger and more diverse group of constituencies in urban and community forestry programs, advocacy and education. For the purposes of this RFP the Council is interpreting under served populations as

groups that have an interest in the benefits of well managed urban forests but little experience with the program and populations living in economically distressed communities with little access to green parks and natural areas. NUCFAC also appreciates the important role non-profit organizations play in managing public communications, volunteer coordination and community involvement in advancing urban and community forestry. NUCFAC is seeking to support projects, programs and initiatives that offer new, sustainable, replicable and nationally relevant opportunities for collaboration and a measurable increase in community and volunteer involvement.

Examples include but are not limited to: The effective recruitment and education of new constituencies in urban and community forestry programs or initiatives. New constituencies can include minority and underserved populations, education professionals, green industry professionals, public health associations, and other related or non-related urban and community forestry constituencies. All program and project proposals must have a primary urban and community forestry focus. Projects are encouraged to detail how they plan to measure the increase in involvement and sustained interest in urban and community forestry advocacy with new constituencies.

CATEGORY FOUR: Program Funding

Priority: Provide technical assistance to local jurisdictions on public and non-traditional financing models for funding urban and community forestry programs.

Goal: Achieve sustainable funding, investments and efficiencies from traditional and non-traditional sources for all of U&CF - Urban and Community Forestry Program Funding for Local Jurisdictions

The goal of this category is to provide local government with funding information, funding models, funding tools and funding resources transferable nationwide to help establish and secure local government urban and community forestry programs.

Description: Across the country, there are many successful urban and community forestry program funding models, but there are also many programs with severe funding challenges. NUCFAC recognizes that the promotion, transfer and replication of these successful funding models have not always been readily accessible to local government. Projects should be clear in focus, take place at a local scale and be transferable to local governments nationwide.

Examples include but are not limited to: The creation of multiple and innovative funding models and options available to local agencies and urban and community forestry support groups. Models may include innovative partnerships, formats, timelines, processes, resource spreadsheets and templates that can be transferable to help establish funding for urban and community forestry programs. For additional examples, this may include, “how to guides” for successful urban forestry bonds, or initiatives, details on structuring public-private funding partnerships, campaign strategies, details on structuring a successful urban forestry utility tax program, retail nurseries tax program, or code language for development impacts that would aid in funding and/or supporting urban and community forestry on a local government level.

CATEGORY FIVE: Research

Priority: Develop new knowledge about, and communicate understanding of the human dimension benefits of urban and community forest ecosystems (their structure, function and value). Human dimension research includes the social, economic and psychological, public health and environmental benefits of urban forests. There are many gaps in the application of research findings, thus a high priority is placed on research that has a well-defined plan for communicating the findings to the practitioners and that emphasizes partnerships/collaborations between researchers and industry professionals. Projects of an applied nature, and collaborative research are preferred. A priority source for fundable research projects is "A Revised National Research and Technology Transfer Agenda for Urban and Community Forestry" (June 2003) located at: <http://treelink.org/nucfac/summit.pdf>

Goal: Support Research that is applicable to local needs - Urban and Community Forestry Research and Technology Development with Emphasis on the Social/ Human Dimension, that improve our knowledge about the many components of and interactions within the urban forest ecosystem.

Examples include but are not limited to: Documenting applied research into the use of urban trees as a tool to increase physical activity and help children learn; to help communities' combat chronic diseases, such as, obesity, diabetes, heart disease, high blood pressure, and cancer. Documenting and describing the urban and community forest in terms of the social and economic benefits of trees and forests such as air quality, water quality and quantity, energy conservation, climate change and carbon sequestration. Describe and communicate other aspects of the urban forest ecosystem such as urban soil properties, tree biomechanics, tree maintenance, and tree/pest interactions including control measures, and the role of the urban forest ecosystem in urban development, Geospatial analysis of urban forests is also a high priority research concern. The valuation of urban forest ecosystem goods and services is important to quantify benefits. Collaborative research is envisioned for the above research area.

CATEGORY SIX: Program Enhancement

Priority: Urban forests and green infrastructure provide measurable ecosystem services to communities, schools, and individuals. These ecosystem services include clean air and water, energy conservation, recreation and education resources, and healthier environments for children and adults. Active involvement of all people in urban areas including underserved populations is needed to build, support, and optimize these ecosystem services. This category will support education projects that promote an understanding of the ecosystem services of urban and community forestry, involve the community in conservation projects, and/or develop or sustain green infrastructure in communities and schools.

Goal: Improve performance and effectiveness of USDA programs that address urban and community forestry- Urban and Community Forests Ecosystem Services Education to increase understanding of the ecosystem services provided by urban and community forests, provide opportunities for urban communities to participate in conservation stewardship projects, and to increase the green infrastructure in communities and schools.

Examples include but are not limited to: NUCFAC is seeking to support new, sustainable, replicable, and nationally relevant projects, programs and initiatives such as:

- community-based seminars and workshops on the importance of urban forests
- schoolyard greening/habitat improvement projects
- student-based urban forest monitoring projects
- development and delivery of educational materials and/or programs for urban and community planners on the ecosystem services provided by trees and forests
- schoolyard tree inventory projects
- community carbon “footprint” assessments and action plans
- mapping and assessing community development trends and impact on environmental quality

industry, and/or educational institutions) that can utilize your findings/product. Why should the project be done now?

2. Literature Review

Perform a literature search to ensure that the project is original and of direct benefit to the goal of the category. Be sure to include, but not limit to, previous Council grants in your search. Explain how your project is unique and how it differs from everything else pertaining to your topic area. Be specific.

3. Organization/Methodology

Describe the steps that will be performed to reach the desired goal(s). This includes, but is not limited to, the clarity of the proposal and effectiveness and efficiency of the project's methodology.

4. Product

Provide a detailed description of the deliverable product(s) and identify the recipients. How will they be disseminated? How many will be produced? Will there be a fee to receive a copy of the final product(s)? If so, what will the fee be? If not, how many will be provided free?

5. National Distribution/Technology Transfer of Your Findings

Every successful grant project should have a comprehensive plan to distribute the results to those who will benefit most from the findings. Ask yourself; "Does the distribution plan of your findings reach the target audience?" For example, if your project is on the psychological effects of trees on residents in nursing homes, how will you distribute your findings to nursing home developers and administrators across the country? Include a brief list of key words that can describe your project for future electronic searches.

6. Project Evaluation

Describe how your project will increase the public's knowledge of the importance of urban and community forestry. What criteria will you use to judge the success of your project in regard to heightening the public's awareness of the importance of urban and community forestry?

7. Experience/Personnel/Adequacy of Resources

Describe the experience and training in the fields relating to the project and any other qualifications that pertain to the quality of the product. Provide past experience with similar projects. Are adequate resources (e.g., personnel, facilities, equipment, supplies, and time) available to carry out the project?

8. Budget and Funding

Be sure that costs are reasonable in relationship to the project's objective and scope. Use the Budget Sample (page 8) to create your budget sheet. ***NOTE: The Federal dollars requested may not be used to purchase trees, plant materials, food, equipment with a cost of \$5,000 or greater, or capital improvements to property of any ownership.*** Please confirm that your math is accurate.

NOTE REGARDING INDIRECT COSTS

Although indirect costs are allowable in Federal Financial Assistance Grants, the Council prefers that indirect costs are shared or covered by matching funds.

SAMPLE BUDGET

NOTE: The Federal dollars requested may not be used to purchase trees, plant materials, equipment with a cost of \$5,000 or greater, or capital improvements to property of any ownership.

Applicant: L&M Incorporated
 Project: Develop and distribute tree care information in Spanish
 Total Cost: \$20,000

	Federal Funds (requested)	Non-federal Match		Total	Source of Matching Funds
		Cash	In-kind		
Personnel*		3,000	1,200	4,200	L&M Inc.
Brochure layout	1,000	800	200	2,000	XYZ Design
Printing costs**	9,000	1,000		10,000	L&M Inc.
Distribution costs***		1,800	2,000	3,800	Green Foundation and local volunteers
Total Cost:	10,000	6,600	3,400	20,000	
		Total Match = \$10,000			

- * Personnel: 300 hours @ \$14 per hour = \$4,200
- ** Printing: 20,000 copies, 8-pages each, 4 colors
- *** Distribution: copies will be sent to federal and state urban forestry coordinators and will be available on request to all callers for at least one year from date of completion.

APPLICATION PROCEDURE CHECK-OFF LIST

- Is your pre-proposal:**
 - In Times New Roman font?
 - In 12-point pitch?
 - In a format with empty 1-inch margins on the top and bottom of the document and in the left and right margins?
- Have you formatted your narrative to match the numbered Selection Criteria (pages 7 and 8)? Have you addressed all the criteria in your narrative and labeled each selection criteria accordingly? **Note: The final 4 pages of this document are in the accepted format.**
- Does your budget reflect, at a minimum, a non-Federal match dollar-for-dollar?
- Does your budget follow the format of the sample budget (page 9)? **Did you check your math? Do the columns and rows total down and across?**
- Does your pre-proposal contain the Pre-Proposal Cover Sheet (following page 9), 2-page narrative (maximum) addressing all the Selection Criteria (pages 7 and 8), and a one-page budget using the format given in the Sample Budget (page 8)? **Note: These 4 pages follow this page & are numbered Pages 1 -4.** Do not attach unsolicited documentation to your pre-proposal as it will be removed and destroyed. For e-mail submission, **return this entire document with the final 4 pages completed.**
- If hardcopy, did you staple each copy of your pre-proposal in the top, left-hand corner? Do not enclose your pre-proposal in any bindings or folders. **For hard copy, submit only the final 4 pages.**
- If hardcopy, did you include ten copies of your pre-proposal?
- Have you arranged for the proper delivery service to ensure that your pre-proposal will be Received, (not postmarked) by 5:00 p.m. Eastern Standard Time on Thursday, September 13, 2007?

NUCFAC 2008 Challenge Cost-Share Program Pre-Proposal Cover Sheet

Narrative

NUCFAC 2008 Challenge Cost-Share Program Pre-Proposal Cover Sheet

Narrative (Continued)

