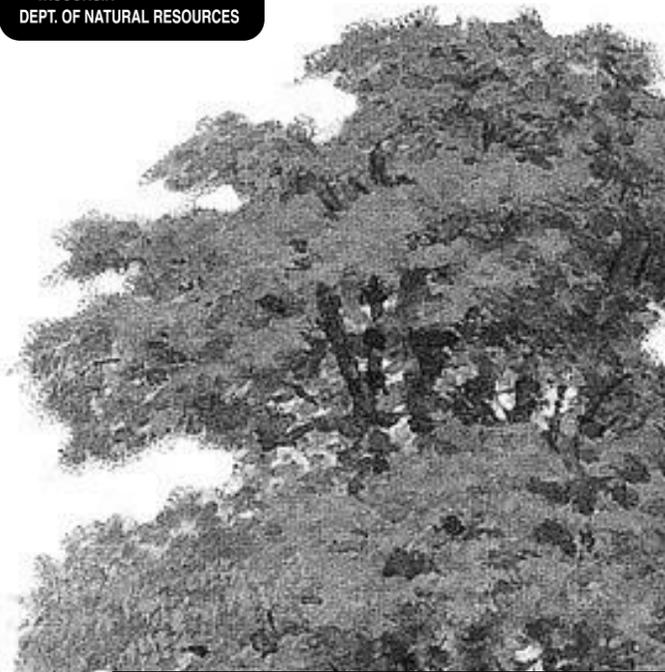




# Wisconsin DNR Urban Forestry Grants



**APPLICATION DEADLINE: OCTOBER 1, 2021**



## 2022 Application Guide



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# 2022 Urban Forestry Grant Application Guide

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## PURPOSE

The urban forest is made up of tree-lined streets, trees in private landscapes, schoolyards, community parks, riverbanks, parking lots, cemeteries, vacant lots, utility rights-of-way and anywhere else trees can grow in a community. Urban forestry is considered to be tree management, operations, and education within cities, villages and other areas of concentrated development.

The Urban Forestry Grant Program is designed to fund projects that improve a community's capacity to manage its trees (e.g., management plans, ordinances, staff training, tree board development, inventories, and public education). Projects that help conserve, protect, expand or improve the urban forest resource (e.g., planting, hazard tree removal, pest control) will also be prioritized. **The grants are intended to support new projects.** The grants are not intended to subsidize current, ongoing operations or replace existing funds. Two options are available: a) the regular Urban Forestry Grant, for communities with existing programs; and b) the Startup Grant, for communities that want to start an urban forestry program or resume an inactive one.

## 2022 PROGRAM HIGHLIGHTS, FUNDING PRIORITIES AND GOALS

- To be consistent with other DNR grants, the resolution from the governing body must accompany the grant application, arriving **on or before the October 1 deadline**. To accommodate this, the application period now opens July 1, allowing over 90 days to complete the process. Please plan accordingly, as obtaining an approved resolution from your organization may be a time-consuming process.
- The application was modified to accommodate both regular Urban Forestry and Startup grants. This merger allows for more consistent data collection for the two programs. In addition, based on answers to questions early in the process, the application provides feedback to the applicant on the most appropriate grant to apply for. [Form 8700-298](#) is linked here for your convenience.
- Donated labor rates have been simplified. There is now a single rate of \$15 per hour.

Applications will be ranked based on project outcomes - the impact the project will have on the urban forest. Successful projects should result in one or more of the following:

DNR Urban Forestry program goals (derived from WI DNR Division of Forestry Strategic Direction)

- Impacting the tree canopy on private property
- Developing or updating a tree inventory
- Working with partners to develop professional workshops or educational events

Other 2022 funding priorities

- Responding to Emerald Ash Borer
- Developing or updating a management plan
- Developing or updating tree ordinances

- Tree planting
- Maintenance of trees on public land
- Developing a citizen tree board
- Furthering staff training

## GENERAL INFORMATION

1. Eligible applicants may be a Wisconsin city, village, town, county or tribal government, and 501(c)(3) nonprofit organizations residing and performing projects in Wisconsin. Partnerships with other eligible applicants are encouraged. Individuals, businesses, schools, school districts and state agencies are not eligible to apply.
2. This is a 50% reimbursement program. **Grant funds are not provided up front.** The applicant must initially fund 100% of project costs with a combination of cash, in-kind contributions and/or donations (donations can only count towards the applicant's share, they cannot be reimbursed). Upon completion, the grant recipient would request reimbursement for 50% of eligible costs. *(501[c][3] nonprofit organizations may request an advance of no more than 50% of the grant when a grant is awarded.)*
3. The minimum total project cost is \$2,000. Grant requests must be between \$1,000 and \$25,000. There is no maximum project size; however, a grant award, and therefore reimbursement, is limited to \$25,000 for regular Urban Forestry grants, and \$5,000 for Startup grants. Approximately **\$624,600** is expected to be available from state funds for the 2022 grant year.
4. Proposals will be ranked by a core team of DNR Urban Forestry staff. Other appropriate program staff may be included as available. Ranking criteria are available in Appendix F, page 30 of this document.
5. **The DNR's urban forestry coordinators are available to assist you with your grant application.** Coordinators cannot write your grant application, but they can help you define your project, provide samples of previous applications and review your application prior to submission. For mailing addresses and telephone numbers see Appendix A, page 16.
6. Answers to commonly asked questions are found on page 15. The statute and administrative rules governing the program are at: <http://docs.legis.wisconsin.gov/statutes/statutes/23/097> and [http://docs.legis.wi.gov/code/admin\\_code/nr/001/47/v/50](http://docs.legis.wi.gov/code/admin_code/nr/001/47/v/50)
7. In addition to our regular Urban Forestry Grant, the simplified Startup Grant is once again available for communities that want to start a tree management program or restart a program they once had. The Startup Grant has a maximum award of \$5,000 and is targeted for small projects that can encourage or inspire a community to begin to manage its trees. Information and application materials for both grants are available at: <http://dnr.wi.gov/topic/UrbanForests/grants/index.html>

## IMPORTANT DATES

**July 1, 2021** – Opening of 2022 Urban Forestry Grants application period. Check out our webpage: <http://dnr.wi.gov/topic/UrbanForests/grants/index.html>

**October 1, 2021:** Grant **APPLICATION DEADLINE**. All application materials, **including the authorizing resolution**, must be sent no later than 11:59 p.m., **October 1, 2021**. Applications must be e-mailed to the program mailbox [DNURUrbanForestryGrants@wi.gov](mailto:DNURUrbanForestryGrants@wi.gov). An application checklist with submission instructions is included on page 31 for your convenience.

**November 15, 2021:** Applicants will be notified of funding status. The notification timeline is subject to change and dependent on the volume of applications and other factors.

**December 2021:** Successful applicants will receive a grant agreement no later than December 31, 2021.

**January 2022:** Grants are normally in effect from January 1 through December 31. The grant agreement will specify the effective dates for reimbursable project costs.

**June 30, 2022:** Interim Progress Reports are due. It is strongly recommended that you use our form (linked below), and submit it electronically to [DNURUrbanForestryGrants@wi.gov](mailto:DNURUrbanForestryGrants@wi.gov). Form link: <http://dnr.wi.gov/files/pdf/forms/8700/8700-345.pdf>

**December 15, 2022:** Deadline for Urban Forestry Grant extension request. Extension requests may be approved at the discretion of the department only if emailed or postmarked no later than 11:59 p.m., on December 15.

**December 31, 2022:** 2022 Urban Forestry Grant expiration date.

**March 31, 2023:** Deadline to submit reimbursement request for grants that expired December 31, 2022. Reimbursement request packet, with all supporting documentation and appropriate signatures, must be sent by e-mail, mail, or fax by 11:59 p.m. Late submittal could result in loss of grant funding.

## HOW TO SUBMIT A BETTER PROPOSAL

Here are some tips to help your proposal rate higher, receive sufficient grant funds and avoid delays in awarding of contracts.

### Improving your project

- **Plan ahead** - Spend time thinking about and planning for your project long before filling out the application. Pre-planning is reflected in better project proposals.
- **Get input from others** that will be involved in the project or communities who have done similar projects. If your project will entail the use of a consultant, issue a request for proposals (RFP) and tentatively select the consultant prior to submitting your application.
- **Contact your urban forestry coordinator** for advice and assistance. They will review your project with you, provide assistance on how to complete the application and make recommendations on how to improve it. Don't wait until the last minute!

### Improving your application

- **Plan ahead** – Start the process to obtain a resolution from your governing body right away. Their process could be lengthy, and the resolution is required when you submit the application.
- **Make sure the person who completes the application is familiar with the proposed project** and able to articulate it well.
- **Answer each question clearly, succinctly and completely.** Make sure your responses fully address all parts of every question asked. Have someone unfamiliar with your project read over your proposal. Do your responses give them a good understanding of what your project is about? Avoid leaving questions unanswered or simply saying yes or no.
- **Avoid irrelevant information.** Answers should be specific to the proposed project. Unless specifically asked, don't include information beyond the scope of the project.
- **Follow application instructions.** Have you submitted everything required for a complete application?

### Improving your cost estimates

- Because grant awards are based on the applicant's cost estimate, careful cost estimating will assure that you have enough funds to complete the project and can possibly reduce your out-of-pocket costs.
- **Get estimates from vendors and consultants before you apply.** The cost of an inventory, for example, can vary greatly depending on what you want. There can be thousands of dollars difference between a quick snapshot tree count and a comprehensive assessment using computerized databases, aerial photography and geographic information systems. Your urban forestry coordinator can also help you decide what's best.
- **Round up to the nearest dollar** in the individual component sections.
- **Double-check your math.** In an effort to make the application more user friendly, built-in calculations have been added to the electronically fillable form.
- Regardless of the application format you choose, check the math. Also, be sure the total project and grant amounts shown at the bottom of the cost estimate worksheet match the figures on page 1 of the grant application form.
- **Make sure the cost estimate worksheet includes all anticipated project costs.** Review your responses to all of the questions. Have you mentioned any project components or aspects that are not included on the cost estimate worksheet?



## ABOUT STARTUP GRANTS

The Startup Grant is for small projects focused on initial steps in community urban forest management. The application is designed to determine if you are at this level or beyond (only eligible for Regular grants). A long-term goal for applicants should be development of an ongoing urban forestry program.

- Grants are awarded on a competitive basis.  
Grants range from \$1,000–\$5,000 and provide a 50% reimbursement of eligible project costs up to the grant award. (*Minimum project cost is \$2,000; there is no maximum.*)
- The applicant must initially fund 100% of project costs with a combination of cash, in-kind contributions and/or donations (donations can only count towards applicant's share, they cannot be reimbursed). Upon completion, the grant recipient would request reimbursement for 50% of eligible costs. (*501[c][3] nonprofit organizations may request an advance when a grant is awarded.*)
- Only one Startup Grant may be awarded to an applicant per year.
- Projects begin January 1 and must be completed within one calendar year.

A maximum of three Startup Grants may be awarded to an applicant within the lifetime of this Startup Grant program. To be eligible for a third Startup Grant, an applicant must either: a) have an existing tree inventory; or b) use the grant process to complete one.

**Who may apply for a Startup grant?** Cities, villages, towns, counties, tribes and 501(c)(3) nonprofit organizations\* who meet two or more of the following conditions may apply for a Startup Grant:

- starting, recently started, or resuming a community-wide urban forestry program
- involvement and support for urban forests by boards/committees, elected officials, organizations and/or residents is low to non-existent
- there are no trained staff, contractors or volunteers authorized to handle, advise or oversee community tree care and management
- community urban forestry operations (planting, pruning, removal) is infrequently performed by staff or contractors

If this describes your organization, please select Startup in Section I of the Urban Forestry Grant Application, [form 8700-298](#). If your program has grown beyond the requirements for a Startup grant, a note to that effect will appear at the bottom of application Section III.

Startup grants are reviewed separately from regular Urban Forestry grants.

*(Prospective applicants are encouraged to contact their DNR urban forestry coordinator for guidance in assessing eligibility)*

*(\*501[c][3] organizations must assess eligibility of the community their project serves, not their own organization.)*

## ELIGIBLE PROJECTS

### Regular Grants

**Projects must relate to urban forestry**, which for the purposes of this grant program is considered to be tree management, operations, and education within cities, villages and other areas of concentrated development. Two or more project components can be combined into a single project. Examples of eligible project components include, but are not limited to:

1. Develop a strategic urban forestry plan
2. Develop an urban forest management plan or its components
3. Develop or revise a tree ordinance
4. Send staff to the Wisconsin Community Tree Management Institute (CTMI)
5. Form a community tree board or volunteer tree action group
6. Plan, perform, update and/or computerize a community tree inventory
7. Develop storm or pest emergency response plan
8. Develop/conduct urban forestry staff training, for example, Electrical Hazards Awareness Program (to comply with OSHA and ANSI standards), chain saw safety or body mechanics training
9. Develop urban forestry public awareness program/materials, for example, a tree selection and planting guide for community residents or an urban forestry display for use at various local events
10. Hold an Arbor Day observance
11. Develop/conduct an urban forestry volunteer or neighborhood involvement/management program
12. Conduct a tree risk survey
13. Develop urban forestry tree work specifications for contracts
14. Develop a street tree planting plan
15. Send staff or tree board members to urban forestry conferences, workshops, etc.

### Startup Grants

Eligible projects are a subset of those available for regular grants, listed above. Projects by 501(c)(3) organizations must focus on their community's trees.

Each project may consist of no more than three of the following eight components:

- Tree planting
- Tree pruning
- Tree removal
- Tree inventory
- Insect and disease treatment
- Urban forestry management plan

- information/education/outreach (may include forming a tree board, writing a tree ordinance, staff and/or volunteer training, or improving awareness of the importance of community trees and their management)
- Staff training

## INELIGIBLE PROJECTS

Projects that are ineligible include, but are not limited to:

1. projects not related to urban forestry
2. construction projects: trails, fences, shelters, buildings, site grading unrelated to planting, etc.
3. stump removal projects – stump removal is ineligible as a stand-alone project, however stump removal is eligible as a component of a tree planting or removal project
4. land or boundary surveys or title search
5. appraisals, sale or exchange of real property

## PROJECT COSTS

Project costs must be incurred between the starting date shown on the project agreement and December 31, 2022, unless a project extension is agreed to by the department and the grant recipient.

### Eligible Costs

**Reimbursable costs:** Reasonable and necessary project costs which are consistent with the approved project scope and incurred during the project period are eligible for grant funding. Eligible costs may include, but are not limited to:

**NOTE:** The costs listed below refer to those paid by the grant recipient, unless the grant recipient enters into a Cooperative Agreement with a municipal partner in order to exchange services. Under a Cooperative Agreement, the partner's costs can be treated as in-kind. *Please contact your Urban Forestry Coordinator, Urban Forestry Financing Specialist, or Urban Forestry Grant Manager before you apply to discuss this option.*

1. Salaries and fringe benefit costs of personnel engaged in the project
2. The cost of necessary supplies and equipment. (Equipment costing more than \$5,000 per unit is not eligible.) To be fully eligible under the grant, purchased equipment shall be used exclusively for project-related purposes over its useful life. Nonexclusive equipment use may be charged as project costs only for that portion of depreciation specifically related to use in project activities.

3. The costs of leased equipment and facilities, leased specifically for this project, and only for the length of the project.
4. The reasonable value of in-kind contributions by the grant recipient of labor, equipment or facilities. Direct costs shall be supported by time sheets, vouchers or similar documentation reflecting specific assignment to the project. Actual fringe benefits may not exceed the DOA rate at the time of award. The current rate is **47.66%** of the direct labor costs claimed. Equipment use rates may not exceed the rates established annually by the Wisconsin Department of Transportation and published in chapter 5 of the State Highway Maintenance Manual. These rates will be sent to successful applicants with their project agreement and are available from the DNR urban forestry coordinators.
5. The contract costs of qualified vendors to perform project activities. **There are various requirements for competitive procurement depending on the source of project funding. Guidance for competitive procurement will be sent to successful applicants with their project agreement.**

**Eligible non-reimbursable costs:** Reasonable, documented value of donated labor, equipment, supplies, facilities or services is an eligible project cost, but is not eligible for reimbursement. Examples of donations include:

1. project tasks performed by volunteers such as tree board or service club members or the general public
2. services such as free printing of a project publication by a local business or a project landscape plan contributed by a landscape architect
3. cash receipts from a fund-raiser held specifically to defray project costs, and spent on the project
4. use of a local business's cold storage facility without charge to store nursery stock for project tree planting
5. free use of a tree board member's pick-up truck to transport project workers
6. seedlings provided by a local nursery at no cost for a project related Arbor Day event

There are a number of restrictions and requirements that can influence whether donations are eligible as project costs. There are also specific documentation requirements for donations. If you need additional assistance, contact Urban Forestry grant staff.

**Ineligible costs:** Costs not directly associated with or necessary to implement the project as determined by the department are ineligible for grant funding. Ineligible costs include but are not limited to:

1. Fines and penalties due to violations of, or failure to comply with, federal, state or local laws or regulations

2. Ordinary operating expenses (indirect costs) of a grant recipient that are not directly related to the project, such as salaries and expenses of a mayor or city council members
3. Costs for which payment has been or will be received under another federal or state financial assistance program, except that Community Development Block Grants may be applied toward the applicant's share of Urban Forestry Grants only when it can be demonstrated to the department's satisfaction that there is a local commitment to, and involvement in, the project
4. Costs incurred in a contract which creates a real or apparent conflict of interest. An apparent conflict of interest arises when an official or employee of a grant recipient participates in the selection, awarding or administration of a contract supported by this project and the official or employee, or his or her spouse or partner, has an ownership interest in the firm selected for the contract or receives a contract, gratuity or favor from the award of the contract.
5. Program costs paid before or after the project period
6. Undocumented or improperly documented project costs
7. Equipment purchases that exceed \$5,000 per unit
8. Payment for land or land exchanges

## **PROJECT REVENUE**

If a grant project includes holding an educational workshop, workshop registration fees may be used to pay for other project costs. Any other revenue generated by the project during the grant period, for example sales of a grant funded video or tree planting costs paid by residents, are considered project revenue and must be subtracted from the total project cost.

## **AWARD AND EXECUTION OF CONTRACT**

1. Project ranking will be based on answers given to the application questions and the associated cost estimate worksheets. Grant contracts will be awarded to the highest ranked proposals. Following the ranking, each applicant will be notified of their funding status.
2. Projects meriting funding consideration, but not at the requested amount, may be offered reduced awards.
3. The agreement, along with associated certifications and assurances (award checklist included with the contract), must be signed by the successful grant recipient and **returned within ten working days** after receiving the contract.

## **PAYMENT**

**Cities, villages, counties, towns, and tribes – Grants are not provided up front.** The grant recipient must complete and pay for all phases of the project and then request 50%

reimbursement up to the award amount. A reimbursement request should be made as soon as possible after project completion, but **no later than 90 days after the project expiration date**. Reimbursement is contingent on DNR approval of the completed project and expenses. Payment will normally be made within 60 days of receipt of a completed reimbursement statement and valid invoice(s). Payment shall be made only to the contracted grant recipient. **Only one reimbursement payment will be made to the contracted grant recipient upon completion of all phases of the project.**

**501(c)(3) nonprofit organizations** may request an advance of 50% of their grant at the time the grant is awarded. Final payment is made following DNR approval of the completed project and reimbursement request as above.

## APPLICATION OVERVIEW

While entering data in the Urban Forestry Grants Application, [form 8700-298](#), use the tab key to navigate from field to field. Click N/A for any question that does not apply to your project.

1. In Section I, select the appropriate Grant Type – Regular or Startup. The form will modify based on your selection. Should you need to convert to the other grant type, data already entered will be maintained. Even so, check to be sure all fields in the current version of the application are completed.

### Section I: Grant Type

Select the appropriate grant type. Click the link for more information related to each grant type.

[Regular Grant](#)       [Start-up Grant](#)

2. Complete Section II starting with your organization name, organization type and county, and following by the appropriate contact information.
3. Complete Section III, choosing the most appropriate answer in each category.
  - Based on your answers, a red advice box may appear below the table indicating if a change in application type is required or advised. Make changes as appropriate.
4. Complete Section IV, starting with the Project Overview (title and description). Add components as needed and provide the target number for that measure and what you expect will happen as a result.
  - The list of components for Startup grant applications is a subset of those for regular grants. Startup grants applicants can choose up to three components.
  - Provide a description that ties the component to a funding priority from page 3 of this guide.
  - Select all land ownership options affected by the project
  - Finally, if partners will be involved in the project, list them along with the specific service, product or role they will contribute to the project. A Partner Verification form will need to be completed for each partner listed here. Copy it as needed. Partners need to sign and date their forms, acknowledging participation in the project.

5. Complete Section V if you are applying for a regular grant.
  - This section is based on the 2022 funding priorities (see page 3). Answers should tie your project to one or more of these priorities.
6. Complete Section VI if you are applying for a regular grant
  - The training question that follows is limited to urban forestry related training received within the last three years.
  - You have the opportunity to provide additional information about your project you feel would be beneficial for the application ranking team to know.
7. Complete Section VII –
  - Create a Cost Estimate Worksheet to correspond to each component selection in application Section IV. B. This should include both estimated Applicant Costs and expected Donation Value for labor, equipment, supplies, or other cash expenditures.

**Section VI: Cost Estimate Worksheets**

**USE A SEPARATE WORKSHEET FOR EACH COMPONENT CHOSEN IN SECTION IV. B.**  
 If more space is needed, use the "Add Page" button and title the subsequent page with the project component name plus "continued".

Project Component:	Select Component	Estimated Cost	Donation Value
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- Totals from these pages automatically forward to Section VII, calculating the Total Project Cost, Grant Share and Applicant’s Share values needed for Section II. D. Detailed instructions on the Cost Estimate Worksheets can be found on page 18 of this guide.

8. Section VII – Certification and Submission

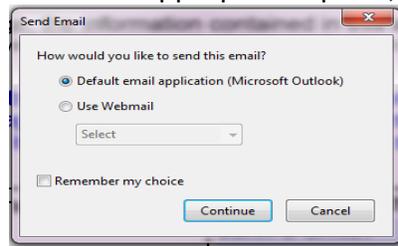
**Attachments**

Provide a signed resolution that has been adopted by the applicant's governing body which gives the name of the applicant, authorizes funding for the project, designates an authorized representative (position title) to act on behalf of the applicant and states that the applicant will provide documentation of work done and follow all relevant state and federal rules. A sample resolution is provided at: <http://dnr.wi.gov/topic/UrbanForests/grants/documents/UFGrantsCombinedResolution.doc>  
 Check all items you plan to attach.

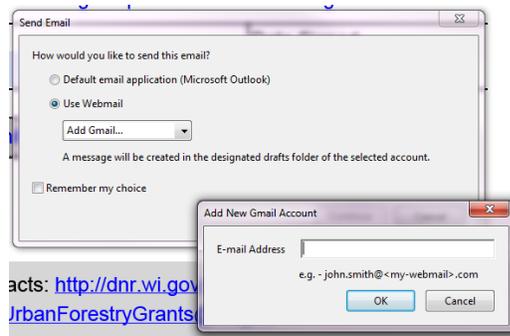
- Authorizing Resolution attached
- By-laws & articles of incorporation (501[c]3 applicants only)
- Green Tier Charter Strategy Options (GTLCs only)
- Partner Verification Attached

- Indicate which attachments will be included with your application
- If you indicated the use of partners in Section IV. D. Complete the Urban Forestry Grant Partner Verification form for each contributing partner. Print each attachment separately and forward to the partner for their review and signature. Include their returned, signed form with your application submittal; a scanned version is fine. This form can be found on our website
- Save your application file – change to name to reflect your organization and the application year.
- Print and review; edit and save again as needed.
- All applications must be submitted electronically.
  - If you have Microsoft Outlook, Yahoo or Gmail you can use the “Submit by E-mail” button. If you don’t have these e-mail applications, you can submit a copy of your application as an attachment in whichever e-mail application you normally use.
  - We are now accepting electronic signatures for grant applications and we prefer that you use the “Submit by E-mail” button.
    - Once satisfied with the completeness of your application, save the latest version. Then click the “Submit by E-mail” button.

If you do not have a default e-mail application set up on your computer, you may get the following message. If you use a Yahoo for your e-mail, click Use Webmail, select the appropriate option,



enter your e-mail address and click OK.



An e-mail message will appear and you will have the ability to enter text, or include attachments as needed, before sending.

- If you do not use Microsoft Outlook, Yahoo or Gmail, please send the application as an attached file to [DNRUrbanForestryGrants@wi.gov](mailto:DNRUrbanForestryGrants@wi.gov).

## COMMON QUESTIONS AND ANSWERS

Following is a list of common questions and answers about the Urban Forestry Grant Program.

Q. **Who can receive a grant?**

A. Wisconsin city, village, town, county and tribal governments and 501(c)(3) organizations either residing or performing projects in Wisconsin. Individuals, businesses, schools, school districts and state agencies are not eligible to apply.

Q. **Do I need approval to apply for a grant?**

A. Yes. A resolution from your governing body authorizing you to apply for and manage an Urban Forestry grant in its behalf is required at the time of application.

Q. **What can grant funds be used for?**

A. Funds can be used to hire a consultant, contractor or seasonal employee to perform project tasks; purchase materials or services; or reimburse your agency for expenses or staff time spent on the project.

Q. **What are the priorities for this year's grant program?**

A. See page 3 for a list of 2022 program highlights, funding priorities.

Q. **How big are the grants?**

A. Grants range in size from \$1,000 to \$25,000 for Regular and \$1,000 to \$5,000 for Startup grants; each are reimbursed **at the end of the project** and require a dollar-for-dollar match.

Q. **What kind of local match is required?**

A. The remaining (unreimbursed) project costs could be costs that were paid out of pocket, provided in kind, or donated by a third party. No funds from other state or federal sources may be used to match this grant except that community development block grants may be used to match urban forestry grants only when it can be demonstrated to the Department's

satisfaction that there is a local commitment to, and involvement in, the project.

- Q. **How likely is it that I will get a grant?**
- A. This depends on the quality of your proposal and on the number of grant applications received. For the 2022 grant year, available funding for the grant program is about **\$624,600**.
- Q. **We are a small, rural community. How can we compete against large urban communities?**
- A. Grants are awarded according to expected outcomes, not how big a program is. Be sure to articulate how the expected outcomes relate to this year's DNR urban forestry goals.
- Q. **May we include indirect charges in the project cost estimate?**
- A. No. Indirect charges are not eligible project costs.
- Q. **I need help completing this application. Can someone review it before I submit it? Who do I call?**
- A. Call your urban forestry coordinator. They can help you improve your application!
- Q. **Are a computer and urban forestry software eligible costs for an inventory project?**
- A. A portion of equipment cost is eligible. Urban forestry software specific to the project is fully eligible.
- Q. **I'd like to use some volunteer labor. What's the dollar value of volunteers?**
- A. Donated labor is \$15 per hour.

- Q. **Can the biology class from our local high school work on our grant project?**
- A. Yes, but time spent on the project during normal school hours by public schoolteachers and students cannot be counted as a donation.
- Q. **Can jail inmates provide volunteer labor?**
- A. Maybe. Check with your urban forestry coordinator for more details.
- Q. **Can I claim staff time on this project?**
- A. Paid working hours spent on the project by employees of the grant recipient are eligible project costs and as such considered reimbursable.
- Q. **Will my proposal be impacted if a department in my community received a grant last year?**
- A. No. Projects are ranked according to the alignment of expected outcomes with current funding priorities.
- Q. **When are grant applications due?**
- A. They must be emailed to [DNRUrbanForestryGrants@wi.gov](mailto:DNRUrbanForestryGrants@wi.gov) or postmarked by 11:59 p.m., October 1, 2021.
- Q. **When will I be notified of the status of my application?**
- A. The notification timeline is subject to change depending on the volume of applications and other factors. Applicants will be notified in November. Successful applicants will be sent a grant agreement shortly thereafter.
- Q. **When can I start my project?**
- A. Grants are normally in effect from January 1 through December 31. Reimbursable project costs must be paid between those dates.



# GLOSSARY OF TERMS

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## **Applicant**

The Wisconsin town, village, city, county, tribal government or 501(c)(3) nonprofit organization that submits an application for an Urban Forestry Grant.

## **Applicant Authorized Representative**

The position authorized by the applicant(s) to submit a grant application, sign documents and take necessary actions to undertake, direct and complete the approved project. This is also the person to whom DNR will direct grant correspondence. (See also “project manager.”)

## **Applicant’s Share**

The portion of the total project costs not reimbursed by the grant; this will be 50% or more of the total.

## **Department**

The Wisconsin Department of Natural Resources.

## **Donated**

Labor, services, equipment, and/or supplies, given to the grant recipient without charge by a third party. Examples include the hours a landscape architect works creating a planting design for a grant recipient, a service club providing volunteers to do an inventory, a landscaper providing free mulch.

## **Grant Recipient**

The recipient of an Urban Forestry Grant.

## **Indirect charges or costs**

Everyday operating expenses that are not specifically related to the project such as rental of office space, expenses for heat, telephone and computer use. These expenses are not eligible project costs.

## **In-kind**

Project costs in the form of goods or services as incurred by the grant recipient.

## **Nonprofit**

Includes organizations that meet the requirements of section 501(c)(3) of the United States Internal Revenue Code of 1986.

## **Project Agreement**

A contract between the grant recipient and department setting forth the mutual obligations with regard to a portion or all of a specific project.

## **Project Manager**

The person delegated by the applicant to oversee day-to-day implementation of the project.

## **Project Period**

The period of time specified in the project agreement during which all work shall be accomplished; generally, January 1 to December 31 of a given year.

## **Strategic Urban Forestry Plan**

A plan that establishes the long-term goals and objectives of the organization’s urban forestry efforts, and recommends actions, priorities and timelines for accomplishing them.

## **Third Party**

Not employed by or belonging to the applicant.

## **Tree Board**

A group of citizens—usually volunteer—charged by ordinance to develop, administer, advise, or set policy for a comprehensive urban forest management program.

## **Tree City USA**

A program sponsored by The National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters. The program has four standards 1) a tree board or department; 2) a community tree ordinance; 3) a community forestry program with an annual budget of at least \$2 per capita; 4) an Arbor Day observance and proclamation. Some of these standards are broadly interpreted. For specific details contact your urban forestry coordinator.

## **Urban Forest Management Plan**

A plan typically based on the results of a community tree inventory, delineating all aspects of community forestry field operations (planting, maintenance, removal) on a priority basis for a minimum of 5 years and includes estimated annual budgets for these activities.

## **Urban Forestry**

For the purpose of the urban forestry grant program, is considered to be tree management, operations, and education within cities, villages and other areas of concentrated development.



## COST ESTIMATE WORKSHEET INSTRUCTIONS

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The cost estimate worksheets are used both in application ranking and to determine the grant amount for funded projects. **To the extent possible, the cost estimate worksheet should accurately reflect all anticipated project costs.** Over-estimating leads to underspent situations where the ability to use those dollars for urban forestry needs is lost. All project expenditures, activities, products or services should be included.

Review your responses to all application questions to make sure all project components and aspects are included on the cost estimate worksheet (see sample on pages 20–21). Use at least one sheet per project component to estimate the cost. The “Grant Calculations” sheet will auto-calculate the total project costs, your grant request and required applicant’s share. While the electronic form, 8700-298, has some automatic calculations, be sure to double check **all** calculations.

Separately itemize costs **for each component** included in the project description, Section IV. B. (e.g., management plan, inventory, tree planting, etc.). For each component, group anticipated costs according to the categories shown (e.g., labor, consultant services, equipment, etc.). Include a cost basis as necessary (e.g., supervisor – 28 hours @ \$24). Estimated labor costs for the applicant’s employees should estimate **actual** fringe benefits **up to the current DOA rate of 47.66%**.

- To determine eligible costs for purchased equipment and supplies or for use of the applicant's or a third party's donated equipment and supplies that are not listed in the "State Highway Maintenance Manual," see Eligible Cost of Equipment and Supplies on page 19. (View the “State Highway Maintenance Manual” on the Urban Forestry Grants webpage for current rates: [http://dnr.wi.gov/topic/UrbanForests/grants/.](http://dnr.wi.gov/topic/UrbanForests/grants/))
- To determine eligible costs of purchased equipment and supplies or use the applicant’s or donated equipment and supplies not listed in the “State Highway Maintenance Manual”, see Eligible Cost of Equipment and Supplies on page 19.
- To determine the value of third-party labor, see page 22.

Enter **estimated** project costs in either the Estimated Cost column or the Donation Value column (**round up to the nearest dollar**).



**ELIGIBLE COST OF EQUIPMENT AND SUPPLIES**

Equipment that is purchased for more than \$5,000 is not an eligible cost and cannot be charged to the project.

To calculate eligible equipment costs, determine the useful life of the item using the table below. If a “partial cost eligible” item will also be used for non-project work during the grant year (e.g., a computer used for everyday program activities), estimate what percent the item will be used for project activities. Then divide the item’s cost by its useful life and multiply by the percent use.

For example: The applicant’s \$1,200 computer will be used approximately 25 percent of the time for project work during the grant year. The computer has a useful life of four years.  $(\$1,200) \div (4) \times (.25) = \$75$ . The eligible pro rata project cost is \$75.

If an item is not listed below or on the next page, check the “State Highway Maintenance Manual” or contact your urban forestry coordinator for guidance.

<b>Full Cost Eligible</b>
• cabling and bracing supplies
• climbing gear: ropes, saddles, carabineers, etc.
• computer software
• diagnostic tools and equipment: soil probes, increment borers, etc.
• diameter tape, pH meters, etc.
• educational resources (urban forestry books, videos, etc.)
• hand tools: pruners, loppers, pole saws, etc.
• lightning protection apparatus
• macro-infusion equipment: chemicals, tubing, t-caps, pumps
• planting supplies: stakes, straps, irrigation bags, mulch
• nursery supplies: grow tubes, irrigation apparatus, fencing
• safety equipment: hard hats, steel-toed boots, chaps, eye protection
• signage and educational markers specific to urban forestry
• sprayers (hand or backpack)

<b>Partial Cost Eligible</b>	<u>USEFUL LIFE</u>
• aerial platform (tow-behind) .....	12 yrs
• air spade .....	10 yrs
• A-V equipment: overhead and slide projector, etc. ....	10 yrs
• brush chipper .....	8 yrs
• chain saw .....	3 yrs
• compressor .....	10 yrs
• computer hardware, including PDAs .... digital camera, LCD projector, camcorder, etc. ....	4 yrs 4 yrs
• directional borer or tunneling device ....	5 yrs
• display board .....	5 yrs
• Global Positioning System unit .....	4 yrs
• hydraulic pruner/pole lopper .....	3 yrs
• resistograph (decay detection probe) .....	4 yrs
• stump cutter/grinder .....	10 yrs
• tree spade/planter .....	12 yrs
• trencher .....	10 yrs
• tiller (walk-behind) .....	8 yrs
• water tank .....	12 yrs

**APPENDIX C: COST ESTIMATE WORKSHEET INSTRUCTIONS**

**SAMPLE COST ESTIMATE WORKSHEET**

The City of Beautiful is applying for a grant to do an urban forestry inventory and management plan. They plan to buy a computer and inventory software and do the inventory with in-house staff and help from their volunteer tree board members. They intend to contract for the management plan.

The inventory and management plan components are shown separately. For the inventory component, costs of personnel (wage plus fringe) are shown for supervision, crew and donated tree board member time. According to the Eligible Costs of Equipment and Supplies a maximum of one-fourth (.25) of the cost of the computer is eligible for funding. Because the City of Beautiful expects to use the computer only 25 percent of the time for project activities, eligible computer costs are further reduced by 75%. Use of a car for the project and the cost of software are shown. For the management plan component, supervision and the contract costs are shown.

**COMPONENT PAGE**

<b>PROJECT COMPONENT: Inventory</b>	<b>Estimated Cost</b>	<b>Donation Value</b>
<b>In-Kind Labor &amp; Services</b> (specify project tasks on lines below, as appropriate)		
Applicant's Staff Labor (hours and hourly rate): Supervisor: 28 hrs. @ \$24.00	\$ 672.00	
Laborers: 320 hrs. @ \$20.00	\$ 6,400.00	
Fringe benefits (estimate not to exceed DOA maximum of 47.66%): 47.66%	\$ 2,908.00	
Other:		
Donated Consultants/Contractors/Services (professional rate)		
Volunteer Labor (labor: \$15.00/hr.): 85 hrs. of labor		\$ 1,275.00
Municipal Partner Labor Expense (Cooperative Agreement will be required):		
<b>Equipment</b> (specify type of equipment and DOT class code on lines below, as appropriate) See page 11 of application guide for a list of commonly used equipment codes.		
Provided by applicant:		
Donated by third parties:		
<b>Supplies</b> (specify items on lines below, as appropriate)		
Provided by applicant:		
Donated by third parties:		
<b>Cash Expenditures</b> (specify out of pocket payments as appropriate):		
Hires Consultants/Contractors/Services (professional rate):		
Purchased Equipment (not to exceed \$5,000): Computer: (\$1,200 ÷ 4) x .25	\$ 75.00	
Rented or Contracted Equipment: Automobile – (DOT class # 114): .72/mile x 225	\$ 162.00	
Other Project Purchases: Inventory software	\$ 2,400.00	
Estimated Sub-total Cost/Donation Value for THIS component:	1. \$12,617.00	2. \$ 1,275.00
Estimated Component Total	3. \$13,892.00	

S A M P L E

**APPENDIX C: COST ESTIMATE WORKSHEET INSTRUCTIONS**

**COMPONENT PAGE**

<b>PROJECT COMPONENT: Management Plan</b>	<b>Estimated Cost</b>	<b>Donation Value</b>
<b>In-Kind Labor &amp; Services</b> (specify project tasks on lines below, as appropriate)		
Applicant's Staff Labor: Supervisor: 48 hrs. @ \$24.00	\$ 1,152.00	
Fringe benefits: 47.66 %	\$ 523.00	
Other:		
Donated Consultants/Contractors/Services (professional rate)		
Volunteer Labor (labor: \$15.00/hr.):		
Municipal Partner Labor Expense (Cooperative Agreement will be required):		
<b>Equipment</b> (specify type of equipment and DOT class code on lines below, as appropriate) See page 11 of application guide for a list of commonly used equipment codes.		
Provided by applicant:		
Donated by third parties:		
<b>Supplies</b> (specify items on lines below, as appropriate)		
Provided by applicant:		
Donated by third parties:		
<b>Cash Expenditures</b> (specify out of pocket payments as appropriate):		
Hires Consultants/Contractors/Services (professional rate): ABC Consultants, Inc	\$12,000.00	
Purchased Equipment (not to exceed \$5,000):		
Rented or Contracted Equipment:		
Other Project Purchases:		
Estimated Sub-total Cost/Donation Value for THIS component:	1. \$ 13,675.00	2. \$ 0.00
Estimated Component Total	3. \$ 13,675.00	

**CALCULATIONS**

<b>GRANT CALCULATION</b>	<b>Estimated Cost</b>
A. Estimated Project Total: Box 3 for ALL Project Components. This amount is the total Project Cost in Section II.D.	\$ 27,567.00
B. Estimated Donation Value: Box 2 for ALL Project Components:	\$ 1,275.00
C. Estimated Cost: Box 1 for ALL Project Components:	\$ 26,292.00
D. 50% of Line A (Cannot be > \$25,000 for Regular, or \$5,000 for Startup):	\$ 13,784.00
E. The smaller of Line C or Line D above. This is your GRANT REQUEST. (Must be between \$1,000 and \$25,000 for Regular, or \$5,000 for Startup.) This amount is the Grant Request in Section II.D.	\$ 13,784.00
F. Line A minus Line E. This is YOUR SHARE. This amount is the Applicant's Share in Section II.D.	\$ 13,783.00

## DONATIONS

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Donations of cash, labor, services, facilities, equipment and supplies to your project are encouraged as a way to be cost effective as well as to build project awareness and support. Third-party donations are not eligible for reimbursement.

Only grant recipient costs of labor, equipment, supplies, or cash expenditures are eligible for reimbursement and therefore must at least match the grant award. Third party donations of labor, equipment, services, and supplies can make up the remainder of the grant recipient's total project costs. Two examples are provided below.

Example 1: Your total eligible project costs are expected to be \$20,000. You expect to spend \$9,000 on cash expenditures, labor and equipment, and expect \$11,000 in donations. You would be awarded \$9,000, not \$10,000, as reimbursement cannot exceed the grant recipient's expenditure.

Example 2: Your total eligible project costs are estimated to be \$80,000. You expect to spend \$50,000 on cash expenditures, labor and equipment, with the remaining \$30,000 in donated labor, services, equipment or supplies. Your grant award would be the maximum of \$25,000, as you expect to **expend** at least that amount.

### WHAT IS A DONATION?

For purposes of the Urban Forestry Grant Program, a donation is anything of value provided by a third party to the grant project without charge and without reciprocal benefit.

To be eligible as a project cost, a third-party donation must have value and must directly relate to the project. See below for examples that would not be eligible.

- A product or service that a vendor or contractor provides free of charge to all customers has no value as a project donation. For example, if the local electric company customarily removes trees interfering with its facilities at no cost, the same service provided in conjunction with a grant project is not considered a donation. The service cannot be counted as a project cost.
- Time spent by third parties attending a project-related workshop or listening session is not valuable service or labor and cannot be counted as a donation.
- Indirect costs (also called "overhead") and similar expenses not specifically related to the project cannot be included in the value of donations.
- Proceeds from third-party payments in exchange for project goods or services (e.g., a memorial tree program, sale of project publications, etc.) cannot be counted as a donation. Such fees constitute project revenue, not costs (see page 11).

**WHAT IS DONATED LABOR WORTH?**

Labor donated by third parties has fundamental value, regardless of whether the labor could otherwise be billed to the project. For purposes of the Urban Forestry Grant Program, time donated to a project by third parties is valued at **\$15.00 per hour**.

**VOLUNTEER LABOR AND SERVICES ARE SUBJECT TO THE FOLLOWING RESTRICTIONS:**

1. Time spent by Department of Natural Resources employees on an Urban Forestry Grant project is **an ineligible cost**, whether or not the employee is in pay status.
2. Unpaid (personal) time spent on an Urban Forestry Grant project by other government employees—including those employed by other state agencies—can be claimed as a donation, provided the grant recipient is not that person’s employer.
3. Unpaid (personal) time spent by **government employees** on an Urban Forestry Grant project sponsored by their own employer **cannot** be claimed as a donation. For example, if an employee of the grant recipient “volunteers” time to the project on a Saturday, that time is not an eligible project cost. Time spent on the project by an employee of the grant recipient during paid work hours is eligible as an in-kind expense, not a donation, and is valued at the employee’s normal pay rate, plus benefits.
4. Unpaid (personal) time spent by **employees of a nonprofit organization** on an Urban Forestry Grant project sponsored by their own employer **can** be claimed as a donation, provided that the nature of the volunteer work is **clearly distinguishable** from that when in pay status.
5. Time spent by local, state, federal or tribal government employees and public school teachers in pay status (normal work hours) on another grant recipient’s Urban Forestry Grant project cannot be claimed as a donation. For example, if a city forestry department plants trees for a nonprofit organization’s grant project, no value/cost can be claimed for that service. However, if the grant recipient enters into a Cooperative Agreement with a local government partner, the government employees’ time would be an eligible reimbursable project cost, not a donation. Contact the urban forestry staff as soon as possible if you intend to apply for this type of project.
6. Public school students’ time spent on an Urban Forestry Grant project during the normal school day **cannot** be claimed as a donation.
7. Persons who donate time to a project **while in pay status** (by a non-government employer) must have written permission from that employer authorizing their work on behalf of the employer. The letter of authorization must include the names of employees authorized to donate time and an estimate of the number of hours each employee will donate to the project. The letter must be submitted with the grant recipient’s reimbursement request.
8. Labor supplied by public offenders sentenced to community service may be considered as volunteer time if the community justice program provides written documentation that the

individual worker chooses whether to fulfill his or her community service commitment on the grant project.

### WHAT ARE DONATED EQUIPMENT, FACILITIES AND SUPPLIES WORTH?

The value of equipment, facilities and supplies donated by third parties is the normal charge for those items or as otherwise appropriate for the area; however, such costs, in some cases, may not be fully chargeable to the project. See the Cost Estimate Worksheet Instructions for determining eligible costs of donated equipment and supplies. Note also:

- Costs claimed for use of donated equipment may not exceed the rates established annually in the Wisconsin Department of Transportation’s “State Highway Maintenance Manual.”
- If equipment, supplies or facilities are provided to the grant recipient at reduced cost, the value of the donation is the difference between the cost normally charged for the item and the cost actually charged for project use.
- Supplies donated in used condition must be valued accordingly.
- Equipment and supplies purchased with federal or state funds and donated to the grant project **cannot** be counted as project costs. Examples include free use of a school bus or school computer.

### CASH DONATIONS AND PRIVATE (NON-GOVERNMENT) GRANTS

Third-party monetary gifts and private grants given specifically for **and spent on** the Urban Forestry Grant project expenses are considered donations, provided a product or service is not contingent on the contribution. If the gift or private grant is contingent on a product or service provided by the grant recipient, the money is considered revenue and is subtracted from the total project cost.

In summary, the 50% grant **reimbursement** can only cover grant recipient costs (out-of-pocket or in-kind), not donations. The grant recipient cannot be reimbursed for project costs that they did not incur.

## WORKING WITH CONSULTANTS

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### . . . ON URBAN FORESTRY GRANT PROJECTS

The Department of Natural Resources Urban Forestry Grant Program provides funds for projects that improve a community's ability to manage its trees. Potential grant projects that include urban forestry strategic and management plans, tree inventories, or staff training require a certain degree of technical proficiency and a considerable time investment. A community interested in undertaking such a project, but lacking the necessary time and/or expertise, might consider hiring an urban forestry consultant for all or part of the project. Although intended for use with Urban Forestry Grant projects, this guide generally applies to any urban forestry project where consultants are involved.

For grant projects involving consultant services, the following steps are recommended prior to project implementation:

1. identify and flesh out project goals
2. issue request for proposals (RFP) for consulting services
3. select consultant
4. award contract contingent upon receiving the grant
5. apply for Urban Forestry Grant (don't incur any project costs prior to signing grant contract)

Consultants may also be used to write the urban forestry grant application for you, however, since this service will be provided before the grant is awarded, the cost of this service cannot be charged to the grant, should you be awarded one.

The Department of Natural Resources can assist communities in working with urban forestry consultants. DNR urban forestry coordinators can:

- help identify projects and suggest appropriate areas for consultant involvement
- supply a list of available consultants\*
- review and comment on RFPs and consultant service agreements/contracts
- review and comment on a consultant's draft plans, management recommendations, inventory analyses, training outlines, etc.

*\* The Department of Natural Resources cannot recommend particular consultants, enforce consultant contracts or mediate disputes. Consult your attorney for additional requirements and procedures regarding contractual services.*

## REQUEST FOR PROPOSALS (RFP)

The purpose of a Request For Proposals (RFP) is to elicit bids/proposals from suitable candidates. The RFP should be brief, but must describe the project in sufficient detail that bidders have a good understanding of the project and can respond with precise proposals and realistic cost estimates. The RFP should include:

### A. Description of project

*Nature and Purpose* — What is the project about? Why are you doing it? How do you plan to use the completed product(s)? Are there unique aspects?

*Components* — What are the various parts of the project? What products is the consultant required to provide? What will you provide?

*Context and Time Frame* — What background information does the consultant need to know about your project and your community? What project constraints are there? When will the project begin and end? If draft documents are required, when is the first draft due? When are completed documents due?

### B. Description of services

*Who Does What?* — What, specifically, do you want the consultant to do? Break the project into tasks and identify who will do each task - the consultant or you. Specify any additional personnel who will be working on the project and what tasks they will perform. Specify whether briefings, presentations, or other meetings will be required. Indicate whether facilities, equipment, or other support will be provided.

*Compensation*—How and when will you pay the consultant? Is this negotiable? Depending on the project and your needs, consider flat fee, fixed fee plus expenses, per diem, or other payment basis. Indicate payment schedule, such as periodic payments, down payment with balance upon completion, or lump sum upon completion. For grant projects, specify final payment contingent on DNR approval of completed product(s). Regardless of payment method or schedule, specify that proposals must itemize costs.

C. **Request for qualifications**—Ask for a summary of bidders' education, training, practical experience, certifications, professional memberships, etc. relevant to the project.

D. **Request for references and sample(s) of similar work**—Request telephone numbers for all references. Specify that samples must be recent, similar to your project, and include sufficient information to evaluate the bidder.

E. **Deadline and procedure for submitting proposals and awarding contract**—Allow 3 to 4 weeks for bidders to respond. Indicate what criteria will be used to evaluate bidders. Indicate how and when the successful bidder will be notified. If appropriate, specify that awarding of the contract will be contingent on grant funding.

F. **Name and telephone number of contact person**—Contact should be project manager or person best able to answer questions from prospective bidders.

G. **Miscellaneous**

*Definition of terms*—Terms such as “comprehensive,” “management,” “strategic,” are subject to interpretation. Define ambiguous terms according to your needs and expectations.

*Reference to industry standards*—Technical specifications and safety standards (Tree Care Industry Association, International Society of Arboriculture, American National Standards Institute) should be cited for projects with staff training and/or tree work components.

*Stipulations for specific equipment*—You may want to specify certain computer software &/or hardware systems you currently use or intend to use in the future to ensure compatibility with your department's system (particularly useful for a tree inventory, allowing you to update it after the project is completed).

**PRE-BID MEETING**

Host an informational meeting prior to the deadline for proposals. Interested consultants should have the opportunity to visit the client community, ask questions, and meet the project manager and any others who will have input on the project. Such a meeting also allows prospective bidders to size up the competition. These meetings are particularly useful if there are bid addendums or there is information all consultants should hear. Alternatively, you may simply want to meet one-on-one with prospective consultants.

**SELECTING A CONSULTANT**

Evaluate proposals and select a consultant based on criteria such as: proposal quality, consultant experience, samples of similar work, and recommendations of previous clients. Contact references and inquire as to consultant's ability to meet deadlines, accessibility during the project, working relationships with others, etc. Avoid selecting a consultant solely on the basis of cost.

**FORMAL AGREEMENT**

Upon notification of your grant award, formalize project requirements and responsibilities in a signed agreement with the consultant. The agreement must acknowledge all project requirements and clearly identify responsibilities of all parties. Many consultants provide a standard agreement for their services. Whether you accept the consultant's agreement or negotiate one specific to your project, the following elements should be included:

A. **Scope of Services** (including: definitions/terminology, applicable standards and specifications, description of work and who will do what, description of completed product[s], deadlines for completion of project components, penalties, limitations on

services, number of meetings and presentations, project monitoring and review, evaluation criteria and process). **Specify a completion date well before the December 31 grant deadline to allow for review and revision(s) as necessary.**

- B. **Compensation** (including: total compensation, method of payment). For grant projects, specify that final payment is contingent on DNR approval of completed product(s).

**APPENDIX E: WORKING WITH CONSULTANTS**

- C. **Client Ownership of Data, Drafts, and Completed Products** (Specify **CLIENT** will own copyright to consultant's written products and all project data.)

- D. **General Terms and Conditions** (standard provisions common to any contract, including: proof of insurance, liability disclaimer, modification of agreement, termination and remedies, settlement of disputes, compliance with applicable laws, record keeping, conflict of interest, equal opportunity, etc.)

## **MANAGING THE PROJECT**

Successful projects depend on effective communications between the client and the consultant and between the client and the DNR. The client is primarily responsible for maintaining these relationships.

- Brief the consultant on political realities, public attitudes, important issues, program limitations and other influencing factors.
- Designate a single project manager with whom the consultant will communicate throughout the project.
- Provide frequent input and active direction to the project. Avoid making assumptions.
- Initiate telephone communications regularly. Hold project meetings/briefings when necessary as specified in your agreement.
- Address problems as soon as they are perceived. Be direct about any concerns.
- Thoroughly evaluate draft documents for clarity, feasibility, responsiveness to needs, etc. Supply copies to DNR for review and comment.
- Keep on top of the project by thinking ahead, allowing adequate time for review and comment, maintaining familiarity with status of all project components, etc. Periodically review both grant contract and consultant agreement.
- Inform DNR immediately of problems or any proposed changes to project. **CHANGES MUST BE APPROVED BY DNR PRIOR TO IMPLEMENTATION.**
- Follow specific reporting and approval requirements as outlined in the grant agreement.
- DNR approval of completed grant-funded products is **REQUIRED** prior to reimbursement.

## A WORD ABOUT CONSULTANTS

Consultants are professionals who take pride in their work. They want the products and services they provide to showcase their efforts and talents. They need your active input and direction to achieve a customized product that will be useful to you and a sample to solicit future clients.

Most will meet initially with prospective clients free of charge. Expect to pay for repeat visits.

Begin the consultant selection process early and be aware of the time it takes your community to make decisions. Consultants may have many jobs planned at any one time and cannot wait several months for a contract and then be expected to drop everything and do your project. The sooner you get on their schedule, the more likely it will be done when you want it to be.

Expect a certain degree of generic material in your product. Format and style, and certain supporting information may be the same or similar to that contained within other products the consultant has prepared. Data and analyses, goals and objectives, management recommendations, budget projections, and similar information should be customized for your unique needs and circumstances.

The [Urban Forestry Consultants Directory](#) is a listing of companies and individuals who have informed the Wisconsin Department of Natural Resources that they provide urban forestry consulting services in Wisconsin. This directory is provided for your information and convenience only. The fact that a consultant is or is not listed is not an endorsement nor criticism of that consultant by the Department. Additional consultants who are available in Wisconsin but have not contacted the Department are not listed in the directory.



# APPLICATION RANKING CRITERIA

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## REGULAR URBAN FORESTRY GRANT APPLICATIONS

Alignment with DNR Urban Forestry Program Goals
The project directly impacts urban forest canopy <u>on private</u> property.
An existing urban forest inventory will be utilized during the project or will be created/updated.
The project results in a workshop which increases capacity and/or partnerships for those attending.
The project initiates or implements priority EAB preparation and/or response.
The project results in a community urban forestry program being more fully developed or enhanced. Specifically, the project will help them <b>obtain</b> one or more of the following four elements:
<ul style="list-style-type: none"> <li>◇ Management Plan                      ◇ Professional staff</li> <li>◇ Ordinance/Policy                      ◇ Advocacy Group</li> </ul>
The project results in a long-term positive impact on the urban forest canopy or on some of the benefits that the urban forest canopy provides.

Additional Applicant Information
Recent staff training improves applicant’s ability to manage the urban forest and/or achieve project outcomes.
If applicant received funding in the past, this project is significantly different than projects completed previously.
The project improves public awareness, engagement, and support for urban forest management.

Other Considerations
Community is a Green Tier Legacy Community
Community is a Tree City USA
Project involves multiple communities
Project serves as a model for others to implement

## URBAN FORESTRY STARTUP GRANT APPLICATIONS

Startup grant applications for 2022 will be selected based on:

- Number of previous Startup grants received
- Status of elements listed in the Community Urban Forestry Program Status table (Section III of the application)
- Alignment with DNR’s Urban Forestry mission (to encourage, enable, and enhance the sound management of Wisconsin’s urban forest ecosystems), and purpose (to help

communities start, or re-start, and develop a sustainable urban and community forest management program).

- Urban Forestry Coordinator approval

## SUBMITTING AN APPLICATION

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### APPLICATION CHECK LIST

An application is **complete** when all applicable information has been provided:

- An Urban Forestry Grants Application, form 8700-298, **submitted by the Authorized Representative** (all applicants).
- A **signed** resolution (all applicants).
- Constitution, bylaws or articles of incorporation (nonprofits).
- Partner Verification form(s), if utilizing partners.

### 2022 APPLICATION FORM

The 2022 Urban Forestry Grant Application, form 8700-298, is now a fillable, printable, and savable PDF form, with an electronic signature option. The application can be found at:

<http://dnr.wi.gov/files/pdf/forms/8700/8700-298.pdf>

### RESOLUTION

A signed resolution must accompany your Urban Forestry Grants Application and be received prior to the application deadline to be considered eligible for ranking. Resolutions may be mailed or faxed to the address below if not sent in an e-mail. A sample resolution is available as a Microsoft Word document at the following link:

<http://dnr.wi.gov/topic/UrbanForests/grants/documents/UFGrantsCombinedResolution.doc>

### WHERE TO SUBMIT YOUR APPLICATION

#### Electronic submittal (PREFERRED)

- Print – review, edit if needed, and file
- Type in your name
- Save – file name should represent organization name and UF grant year
- Submit by E-mail (Outlook, Yahoo, Gmail) – you will be given the opportunity to edit the message and provide attachments in an e-mail addressed to:

[DNRUrbanForestryGrants@wi.gov](mailto:DNRUrbanForestryGrants@wi.gov)

#### Resolutions may be mailed or faxed to:

Wisconsin Department of Natural Resources  
Urban Forestry Grants – FR/4  
PO Box 7921  
Madison, WI 53707-7921  
Fax: 608-266-8576

If you don't use Microsoft Outlook, Yahoo or Gmail please submit all application materials as an attachment in the e-mail application you normally use to this e-mail address:

[DNRUrbanForestryGrants@wi.gov](mailto:DNRUrbanForestryGrants@wi.gov)

- The **Authorized Representative** must submit, or be included in the e-mail submitting, the application.

**Electronic submissions must be received by 11:59 p.m., October 1, 2021. Hard copies of resolutions must also be received by this deadline.**