



# Wisconsin Urban Forestry Grant

**APPLICATION DEADLINE: OCTOBER 1, 2012**

## 2013 Guidelines



**State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES**

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To: Urban Forestry and Community Tree Managers

Each year the Wisconsin Urban Forestry Grant Program provides funding to communities across the state for projects that stimulate and support the development of urban forest management programs. The grant funds assist communities with tree inventories, management plans, emerald ash borer preparedness plans, ordinances, staff training, public awareness, and much more. For 2013, emphasis will continue to be on emerald ash borer preparedness projects. In keeping with this, any tree planting project will need to focus on increasing species diversity to help reduce the impact of EAB and future invasive species. Emphasis will also be placed on projects that develop and enhance capacity for sustained urban and community forest management. Applicants are encouraged to consider projects that could improve their entire urban forest canopy, both public and private, or projects that could act as a model for others to adopt.

In total, approximately \$460,000 is available to Wisconsin cities, villages, towns, counties, tribal governments, and 501(c)(3) nonprofit organizations. Applicants may request from \$1,000 to \$25,000 with a 50/50 match. To be eligible for consideration, projects must relate to urban forestry and a grant application must be completed and returned along with all required attachments ***no later than October 1, 2012***. The attached application guidelines explain the Urban Forestry Grant Program in more detail.

For the 2013 grant year, the simplified Startup Grant is also available for communities that want to start or restart an urban forestry program. Projects are limited to a few project types and have a maximum grant award of \$5,000. Information and application materials for the startup grant are available at: <http://dnr.wi.gov/topic/UrbanForests/grants.html>

Further information on the Urban Forestry Grant Program is available on the WDNR website at: <http://dnr.wi.gov/topic/UrbanForests/grants.html> or contact your DNR regional urban forestry coordinator. Contact information for urban forestry staff can be found on page 16.

We look forward to your participation in this program and we appreciate your efforts to support urban forestry in Wisconsin.

Sincerely,

Paul DeLong, Administrator  
Division of Forestry

# Table of Contents

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## 2013 URBAN FORESTRY GRANT PROGRAM GUIDELINES

PURPOSE .....	3
2013 PROGRAM HIGHLIGHTS .....	3
GENERAL INFORMATION .....	3
DATES .....	4
ELIGIBLE PROJECTS .....	5
INELIGIBLE PROJECTS .....	5
PROJECT COSTS .....	6
PROJECT REVENUE .....	8
AWARD AND EXECUTION OF CONTRACT .....	8
PAYMENT .....	8
COST ESTIMATE WORKSHEET INSTRUCTIONS .....	9
ELIGIBLE COSTS OF EQUIPMENT AND SUPPLIES .....	10
Commonly Used DOT Equipment Rates .....	11
SAMPLE COST ESTIMATE WORKSHEET .....	12
HOW TO SUBMIT A BETTER PROPOSAL.....	14
Improving Your Project.....	14
Improving Your Application .....	14
Improving Your Cost Estimates .....	14
COMMON QUESTIONS & ANSWERS.....	15
APPENDICES	
APPENDIX A – URBAN FORESTRY GRANT CONTACTS .....	16
APPENDIX B – GLOSSARY OF TERMS.....	17
APPENDIX C – DONATIONS .....	18
APPENDIX D – GUIDELINES FOR WORKING WITH CONSULTANTS .....	21
2013 URBAN FORESTRY GRANT APPLICATION FORM.....	26
SAMPLE RESOLUTION .....	26
APPLICATION CHECKLIST .....	27
HOW TO SUBMIT YOUR APPLICATION .....	27

# 2013 Urban Forestry Grant Guidelines



## 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 primarily 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 considered. The grants are intended to support new projects. The grants are not intended to subsidize current, ongoing operations or replace existing funds.

## 2013 PROGRAM HIGHLIGHTS, FUNDING PRIORITIES AND WHAT'S NEW

1. Applicants are encouraged to consider projects that could improve their entire urban forest canopy, both public and private, projects that could act as a model for others to adopt or projects that involve multiple communities.
2. Emphasis will continue to be on emerald ash borer (EAB) projects, especially development and implementation of EAB readiness and response plans. Emphasis will also be placed on projects that develop and enhance capacity for sustained urban and community forest management. In addition, any tree planting project must focus on increasing species diversity to help reduce the impact of EAB and future invasive species. Grants for tree planting may only be used to purchase and plant tree genera (e.g. oak, elm, ginkgo, etc.) that represent 10% or less of your community's trees and vacant planting spaces based on your inventory. If you don't have an inventory, you can use the DNR's statewide average community inventory.
3. For applicants conducting an inventory: Inventory data must be submitted with the final project report. This data will be shared with the US Forest Service and must be in an electronic spreadsheet or database format.
4. 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 material are available at: <http://dnr.wi.gov/topic/UrbanForests/grants.html>

## GENERAL INFORMATION

1. Eligible applicants may be a Wisconsin city, village, town, county or tribal government, and 501(c)(3) nonprofit organizations either residing or 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 50/50 matching grant program. The applicant must match grant funds dollar for dollar with cash, or with labor, services, equipment or supplies furnished by the applicant or donated by a third party. Grant requests must be between \$1,000 and \$25,000. The minimum total project size is \$2,000. There is no maximum project size, however reimbursement is

limited to \$25,000. About \$460,000 is expected to be available from state funds for the 2013 grant year.

3. **Grant funds are not provided up front.** The applicant must complete and pay for the entire project and then request reimbursement. The exception is 501(c)(3) nonprofit organizations, which may apply for an advance of up to 50% of their grant when awarded.
4. Proposals will be rated according to how well they:
  - develop the applicant's urban forest management capacity
  - address the applicant's urban forestry needs
  - benefit the urban forest resource
  - benefit the public
  - involve the community in the development or implementation of the project
  - develop partnerships or otherwise leverage funds

In addition, priority may be given to:

- proposals for activities that are not currently funded
- applicants that have not received an Urban Forestry Grant in the past
- small communities (Grants are awarded according to need, not how big a program is. Extra points are given to communities with populations less than 5,000 to help stimulate small community involvement.)

Rating criteria are available from your regional urban forestry coordinator upon request.

5. **The DNR's regional 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. Complete rules (Wisconsin Administrative Code) governing the grant program are available at:  
<http://www.legis.state.wi.us/rsb/stats.html>

## DATES

1. **October 1, 2012:** Grant application deadline.  
**An original of all application materials** must be sent to your regional urban forestry coordinator no later than October 1, 2012. Applications may be e-mailed, mailed or hand delivered. An application checklist with submission instructions is included on page 27 for your convenience. **If a resolution is not on file and one cannot be signed by the deadline, enclose an explanation noting the date when it will be submitted. Your application will be accepted without a resolution, but grant funds cannot be awarded without one.**
2. **December 2012:** Applicants will be notified of application status prior to December 31.
3. **January 2013:** Grants are normally in effect from January 1 through December 31. The grant agreement will specify the effective dates for reimbursable project costs.
4. **December 31, 2013:** Urban Forestry Grants expiration date. Grant extensions may be approved only at the discretion of the department and only if requested at least 10 days prior to the grant expiration date.

## ELIGIBLE PROJECTS

**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. Examples of eligible project components include, but are not limited to:

1. develop a strategic urban forestry plan (defined in appendix B, page 17)
2. develop an urban forest management plan or its components (defined in appendix B, page 17)
3. develop or revise a tree ordinance
4. send staff to the Wisconsin Community Tree Management Institute
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.

(Two or more of the above components may be combined into one project.)

## 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, 2013, unless a project extension is agreed to by the department and the grantee.

1. **Eligible 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:
  - a. Salaries and fringe benefit costs of personnel engaged in the project
  - b. The cost of necessary supplies and equipment. Equipment costing more than \$5,000 per unit is not eligible. To be fully eligible project costs under the grant, purchased equipment shall be used exclusively for project-related purposes over its useful life. Nonexclusive equipment may be charged as project costs only for that portion of depreciation equitably related to use in project activities. See the Cost Estimate Worksheet instructions on page 9
  - c. The costs of leased equipment and facilities for the length of the project
  - d. The reasonable value of in-kind contributions by the applicant 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 46.92% 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.
  - e. 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.**
2. **Eligible, non-reimbursable costs:** Reasonable, documented value of donated labor, equipment, supplies, facilities or services is an eligible project cost for the purposes of match, but is not eligible for reimbursement. (See appendix B, page 17 for a definition of donated.) Examples of donations include:
  - a. project tasks performed by volunteers such as tree board or service club members or the general public
  - b. services such as free printing of a project publication by a local business or a project landscape plan contributed by a landscape architect
  - c. cash receipts from a fund-raiser held specifically to defray project costs, and spent on the project
  - d. free use of a local business's cold storage facility to store nursery stock for project tree planting

- e. free use of a tree board member’s pick-up truck to transport project workers
- f. free seedlings from a local nursery 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 are considering using ANY donations of cash, labor, services, facilities, equipment or supplies on an Urban Forestry Grant project, please see appendix C – Donations, on page 18.** If you need additional assistance, contact the urban forestry coordinator serving your region (see appendix A, page 16).

3. **Ineligible costs:** Costs not directly associated with or necessary for the implementation of the project as determined by the department are ineligible for grant funding. Ineligible costs include, but are not limited to:
  - a. Fines and penalties due to violations of, or failure to comply with, federal, state or local laws or regulations
  - b. Ordinary operating expenses of local government applicants, also known as indirect costs, such as salaries and expenses of a mayor or city council members, that are not directly related to the project
  - c. 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 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
  - d. 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 grantee 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.
  - e. Program costs incurred before or after the project period
  - f. Undocumented or improperly documented project costs
  - g. Equipment purchases that exceed \$5,000 per unit
  - h. No part of the grant may be used to pay 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 project costs that match the grant. 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, must be subtracted from the total project cost.

## AWARD AND EXECUTION OF CONTRACT

1. Project rating will be based on answers given to the application questions and the cost estimate worksheet. Grant contracts will be awarded to the highest-rated proposals. Following the rating, each applicant will be notified of their funding status. Rating criteria are available from your regional urban forestry coordinator.
2. Projects meriting funding consideration, but not at the requested amount, may be offered reduced awards.
3. The contract, along with associated certifications and assurances, 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 grantee must complete and pay for all phases of the project and then request 50% reimbursement. 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 grantee. **Only one reimbursement payment will be made to the contracted grantee 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.

**COST ESTIMATE WORKSHEET INSTRUCTIONS**

The cost estimate worksheet is used in application rating and determining the grant amount for funded projects. **To the extent possible, the cost estimate worksheet should accurately reflect all anticipated project costs.** 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 12–13). Use one sheet to estimate the cost of each project component, and the “Grant Calculations” sheet to calculate the total project costs, your grant request and required match.

Separately itemize costs for each component included in the project description, (e.g., management plan, inventory, tree planting, etc.) For each component, group anticipated costs according to the categories shown (e.g., personnel, consultant services, equipment, etc.) Include a cost basis as necessary (e.g., supervisor – 28 hours @ \$24). Estimated labor costs for the applicant’s employees may include actual fringe benefits up to the DOA rate (the current rate is 46.92%).

- To determine eligible costs for use of the applicant’s or third party donated heavy equipment, refer to the Wisconsin Department of Transportation’s “State Highway Maintenance Manual.” (Contact your regional urban forestry coordinator for current rates or see page 11 for commonly used rates.)
- To determine eligible costs of purchased equipment and supplies, or use of 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 10.
- To determine the value of labor by a third party, see appendix C, page 19.

Enter estimated project costs in either the Estimated Cost column or the Donation Value column. Third party donations of labor, services, supplies and equipment may be used as part of the total match for the grant, but the value of the donations cannot be reimbursed. For instance, your total project cost is expected to be \$20,000—you expect to spend \$9,000 in cash, labor and equipment, and expect \$11,000 in donations. You would be reimbursed \$9,000, not \$10,000. (This example is to illustrate **projected, not actual** costs.) See “Improving Your Cost Estimates” on page 14 for further information and guidance.

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**ELIGIBLE COST OF EQUIPMENT AND SUPPLIES**

The purchase of equipment valued over \$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 regional urban forestry coordinator for guidance.

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

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

**Commonly Used DOT Equipment Rates for the 2012 Grant Cycle\***

CLASS	EQUIPMENT	RATE PER HOUR	RATE PER MILE
204	Tractors/skidsters/end loaders- heel-type, 50–64 hp	\$29.56/hr	
103	Trucks — rear drive, 12,000–17,999 lbs.	\$19.50/hr	
114	Vehicles — auto		\$ 0.74/mile
902	Brush chipper	\$32.62/hr	
914	Portable power saw	\$ 7.78/hr	
926	Water tank — portable w/pump and spray bar	\$22.72/hr	
944	Water tank — no spray bar	\$23.70/day	
948	Aerial platform	\$22.34/hr	
9172	Tree mover	\$67.66/hr	
9174	Tree planter	\$18.46/hr	

*\*Note: Rates provided are based on the most recent information available.  
Rates may change as of 1/1/2013.*



**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 plan to contract with a consultant to do 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. (Donated labor values are found on page 19.) According to the Eligible Costs of Equipment and Supplies (page 10) 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>Labor &amp; Services</b> (specify project tasks on lines below, as appropriate)		
Applicant's staff: John Doe, Supervisor: 28 hrs. @ \$24.00	\$ 672	
Fringe benefits: 46.92 %	\$ 315	
Laborers: 320 hrs. @ \$16.00	\$ 5,120	
Fringe benefits @ 46.92 %	\$ 2,402	
Consultants/Contractors/other hired project labor:		
Volunteers/donated services:		
Laborer (\$8.00/hr): 160 hrs.		\$ 1,280
Other project workers (\$16.00/hr):		
<b>Equipment</b> (specify type of equipment and DOT class code on lines below, as appropriate) See page 11 of application guidelines for a list of commonly used equipment codes.		
Purchased: Computer: \$1,200 ÷ 4 x .25	\$ 75	
Rented or contracted: Automobile – (DOT class # 114): .68/mile x 206 miles	\$ 140	
Provided by applicant:		
Donated by third parties:		
<b>Supplies</b> (specify items on lines below, as appropriate)		
Purchased: Inventory software	\$ 2,400	
Provided by applicant:		
Donated by third parties:		
<b>Other</b> (specify):		
<b>Estimated Cost/Donation Value for THIS component:</b>	<b>1. \$ 11,124</b>	<b>2. \$ 1,280</b>
<b>SUBTOTAL — Add Box 1 and Box 2:</b>	<b>3. \$ 12,404</b>	

S A M P L E

COMPONENT PAGE

PROJECT COMPONENT: Management Plan	Estimated Cost	Donation Value
<b>Labor &amp; Services</b> (specify project tasks on lines below, as appropriate)		
Applicant's staff: John Doe, Supervisor: 48 hrs @ \$24.00	\$ 1,152	
Fringe benefits: 46.92 %	\$ 540	
Consultants/Contractors/other hired project labor: ABC Consultants, Inc	\$ 12,000	
Volunteers/donated services:		
Laborer (\$8.00/hr):		
Other project workers (\$16.0/hr):		
<b>Equipment</b>		
Purchased:		
Rented or contracted:		
Provided by applicant:		
Donated by third parties:		
<b>Supplies</b> (specify items on lines below, as appropriate)		
Purchased:		
Provided by applicant:		
Donated by third parties:		
<b>Other</b> (specify):		
<b>Estimated Cost/Donation Value for THIS component:</b>	<b>1. \$ 13,692</b>	<b>2. \$ 0</b>
<b>SUBTOTAL — Add Box 1 and Box 2:</b>	<b>3. \$ 13,692</b>	

S A M P L E

CALCULATIONS

GRANT CALCULATION	Estimated Cost
A. Add the Subtotals in Box 3 for ALL PROJECT COMPONENTS. <b>This is your TOTAL Project Cost.</b> Enter this amount at the top of page 2 of this grant application.	\$ 26,096
B. Add the estimated donation value from Box 2 for ALL PROJECT COMPONENTS:	\$1,280
C. Subtract Line B from Line A:	\$ 24,816
D. Multiply the amount on Line A x 50% (Don't enter more than \$25,000):	\$ 13,048
E. Enter the smaller of Line C or Line D above. This is your <b>GRANT REQUEST</b> . (Must be between \$1,000 and \$25,000.) Enter this amount at top of page 2 of the grant application.	<b>\$ 13,048</b>
F. Subtract the amount on Line E from the amount on Line A. This is your <b>MATCH</b> .	<b>\$ 13,048</b>

## 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 before filling out the application. Adequate pre-planning is reflected in better project proposals.
- **Get input from others** who 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 regional urban forestry coordinator** for advice and assistance. S/he 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

- **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 the documentation specified in the checklist on page 27, followed instructions for the cost estimate worksheet, etc.?

### 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 regional urban forestry coordinator can also help you decide what's best.
- **Include labor, services, supplies, equipment and facilities donated by a third party.** Your proposal may lose points and/or you may be awarded a smaller grant by not estimating and including the value of project donations. Examples of contributions to include are anticipated volunteer tree board member time overseeing the project, free printing services promised by a local business to produce project materials, etc. See Donations, appendix C, on page 18.
- **Double-check your math.** Math errors are common on the cost estimate worksheet. Also, be sure the total project and grant amounts shown at the bottom of the cost estimate worksheet match your responses on the top of page 2 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?



**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. What can grant funds be used for?**
  - A. Funds can be used to hire a consultant, contractor or seasonal employ to perform project tasks; purchase materials or services; or reimburse your agency for expenses or staff time spent on the project. See page 6 for more on project costs.
- Q. What is the focus for this year's grant program?**
  - A. Projects that help communities prepare for emerald ash borer will receive highest priority. Applicants are encouraged to consider projects that could improve their entire urban forest canopy, both public and private, or projects that could act as a model for others to adopt. Routine tree maintenance and removal projects are lower priority. See page 5 for a partial list of eligible projects.
- Q. How big are the grants?**
  - A. Grants range in size from \$1,000 to \$25,000 and require a dollar-for-dollar match.
- Q. What kind of local match is required?**
  - A. This is a 50–50 match program. Your local match can come from a variety of sources including cash expenditures, direct administrative costs, staff time, and use of applicant’s equipment and supplies, as well as labor, services, supplies, equipment or facilities donated by third parties.
- 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 2013 grant year available funding for the grant program is about \$460,000.
- Q. We are a small, rural community. How can we compete against large urban communities?**
  - A. Grants are awarded according to need, not how big a program is. In addition, extra points are given to communities with populations less than 5,000 to help stimulate small community involvement. On average more than half of the grants awarded to communities go to those with populations less than 5,000.
- Q. I need help completing this application. Can someone review it before I submit it? Who do I call?**
  - A. Call your regional urban forestry coordinator listed in appendix A, page 16. S/he can help you improve your application!
- Q. May we include indirect charges in the project cost estimate?**
  - A. No. Indirect charges are not an eligible project cost.

- 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. See the Cost Estimate Worksheet instructions on page 9 for information on calculating eligible costs.
- Q. I'd like to match part of the grant with volunteer labor. What's the dollar value of volunteers?**
  - A. See Donations, appendix C, page 19 for value standards for donated labor.
- Q. Can the biology class from our local high school work on our grant project?**
  - A. Yes, however time spent on the project by public schoolteachers and students during the normal school day cannot be counted as a donation (see Donations, appendix C, p. 18).
- Q. Can jail inmates provide volunteer labor?**
  - A. Maybe. Check with your regional 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 grantee are eligible project costs. The hours may be reimbursed or used as match.
- Q. If we provide more than 50% match does it improve the chances of getting a grant?**
  - A. No. In fact, applicants are encouraged not to overmatch their grant request unless the total project cost will exceed \$50,000 or the value of all project donations will exceed 50% of the total project cost.
- Q. Will my proposal be docked points if a department in my community received a grant last year?**
  - A. Not necessarily. If you are a separate department or agency within the community government, you are considered a separate applicant and are not affected by the history of the other departments.
- Q. When must the grant applications be returned?**
  - A. They must be received by your DNR regional urban forestry coordinator (see grant checklist, page 27) or be post-marked no later than October 1, 2012.
- Q. When will I be notified of the status of my application?**
  - A. We hope to notify applicants in mid-December about the status of their applications. 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. The grant agreement will specify the effective dates for reimbursable project costs.



## GLOSSARY OF TERMS

### **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 person 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.”)

### **Department**

The Wisconsin Department of Natural Resources.

### **Donated**

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

### **Grantee**

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 as donated or in-kind match for the grant.

### **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 grantee 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.

### **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 time lines 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 have broad interpretation. For specific details contact your regional 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 this grant program, is considered to be tree management, operations, and education within cities, villages and other areas of concentrated development.

# DONATIONS

## APPENDIX C

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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. All or part of the required applicant match for an Urban Forestry grant project may be donated by third parties. Third-party donations are not eligible for reimbursement.

### 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. Examples include:

- project tasks performed by volunteers such as tree board or service club members, or ordinary citizens
- services such as free printing of a project publication by a local business, or the hours spent by a landscape architect creating a project landscape plan for an applicant
- cash receipts from a fund-raiser held specifically to defray project costs and spent on the project
- free use of a local business’s cold storage facility to store nursery stock for project tree planting
- free use of a tree board member’s pick-up truck to transport project workers
- free seedlings from a local nursery for a project related Arbor Day event

To be eligible as a project cost, a third-party donation must have value and must directly relate to the project.

- 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, that 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 8).

**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. There are some important restrictions on donations of labor, however (see below and page 20).

For purposes of the Urban Forestry Grant Program, time donated to a project by third parties is valued as follows:

- **laborer** (age 12 and above) – \$8.00 /hr.  
Provides unskilled, manual labor such as site preparation, planting, watering, mulching, data gathering or entry, surveying for insects and diseases, pruning, bookkeeping and clerical work, etc.
- **other project workers** – \$16.00/hr  
Includes any other skilled management or administrative labor donated to the project, such as project planning, recruiting and training workers, arranging for supplies or facilities, scheduling workers or activities, or tree board members acting in their advisory capacity.

**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 project applicant 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 project applicant “volunteers” time to the project on a Saturday, that time is not eligible as match. Time spent on the project by an employee of the project applicant 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 applicant’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. Public school students’ time spent on an Urban Forestry Grant project during the normal school day **cannot** be claimed as a donation.
6. 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 project applicant’s reimbursement request.

**APPENDIX C: DONATIONS**

7. 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 or in some other way.

**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 page 9, Urban Forestry Grant 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 project applicant 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 are considered donations, provided a product or service is not contingent on the contribution. If a product or service is contingent on the gift or private grant, the money is considered revenue and is subtracted from the total project cost (see page 8).

Cash donations and private grants spent on the Urban Forestry Grant project can be used as match, i.e., can directly offset the applicant’s share of project costs, up to a maximum of 50 percent of total eligible project costs, not to exceed the grant award. **No portion of project costs paid from a private grant, cash gift or resulting from any other third-party donation can be reimbursed by the Urban Forestry Grant.**

## **GUIDELINES FOR WORKING WITH CONSULTANTS**

### **GUIDELINES FOR WORKING WITH CONSULTANTS 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 &/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, these guidelines are generally applicable 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 made contingent upon receiving 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 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.*

**For grant projects, DNR approval of completed products is REQUIRED prior to reimbursement.**

## APPENDIX D: GUIDELINES FOR WORKING WITH CONSULTANTS

**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 will the consultant be required to provide? What will you provide?

*Context and Time Frame*—What background information does the consultant need to know about your project? your community? What project constraints are there? When will the project begin? 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 down into tasks and indicate which ones the consultant is to perform, which you will perform. 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 samples be recent, similar to your project, and include sufficient information to evaluate 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 successful bidder will be notified. If appropriate, specify that awarding of 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.

## APPENDIX D: GUIDELINES FOR WORKING WITH CONSULTANTS

**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 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** (to include: 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.**

## APPENDIX D: GUIDELINES FOR WORKING WITH CONSULTANTS

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

The project begins when both the DNR grant contract and the consultant agreement are signed. 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, 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.
- Periodically brief DNR on project status. Inform immediately of problems or any proposed changes to project. **CHANGES MUST BE APPROVED BY DNR PRIOR TO IMPLEMENTATION.**

APPENDIX D: GUIDELINES FOR WORKING WITH CONSULTANTS

**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.



## SUBMITTING AN APPLICATION

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### 2013 APPLICATION FORM

The application for the 2013 Urban Forestry Grant Program is now a fillable PDF form which can be found at:<http://dnr.wi.gov/topic/UrbanForests/documents/WI-UF-RegGrant-2013App8700-298.pdf>

You should fill in the application on-line and save a copy to your computer. You will need to print the application and hand sign it. You can also print a blank form and fill it in by hand.

### SAMPLE RESOLUTION FOR URBAN FORESTRY GRANT

A signed resolution must be included with your Urban Forestry Grant application. A sample resolution with instructions can be found at:  
<http://dnr.wi.gov/topic/UrbanForests/documents/UFGrantsCombinedResolution.pdf>

If you need a paper copy of the application form or the sample resolution, contact your regional urban forestry coordinator (see Appendix A on page 16).

## 2013 URBAN FORESTRY GRANT APPLICATION CHECK LIST

An application is complete when an original of all information that applies is provided:

- ❑ A **signed** Urban Forestry Grant application (all applicants)
- ❑ A **signed** resolution (all applicants.) If a resolution is not on file and one cannot be signed by the deadline, enclose an explanation noting the date when it will be submitted. Grant funds cannot be awarded without a signed resolution.
- ❑ Urban forest strategic plan and/or management plan (all applicants that have one), unless already on file with the department's urban forestry program
- ❑ Constitution, bylaws or articles of incorporation (nonprofits), unless already on file with the department's urban forestry program

### HOW TO SUBMIT YOUR APPLICATION

You have three choices – e-mail, mail or hand delivery.

#### To e-mail your application:

Sign and date the completed application form and resolution. Scan the forms as .pdf documents. Email the application, resolution and any other required documents as attachments to your regional urban forestry coordinator. The e-mail must be **sent no later than October 1, 2012.**

#### To mail your application:

Sign and date the completed application form and resolution, enclose any other required documents and mail to your regional urban forestry coordinator. The application **must be postmarked no later than October 1, 2012.**

#### To hand deliver your application:

Sign and date the completed application form and resolution, enclose any other required documents and deliver to the office of your regional urban forestry coordinator **no later than close of business on October 1, 2012.** You must deliver the application when the office is open and staffed. **Note: Not all offices are open every day.**

E-mail address, mailing address and phone number for your regional urban forestry coordinator can be found in appendix A on page 16 or at: <http://dnr.wi.gov/topic/UrbanForests/contact.html>

**Applications will not be accepted past the deadline date.** The Department is not responsible for e-mail delivery that fails, mail not postmarked on the day of mailing or hand delivery made after office hours.