

2015 Urban Forestry Grant: Important Changes for the Applicant Friday, August 22 – 9:00-10:00am

Notes:

- All web participants will be muted initially 
- Phone-only participants please mute your phone (*6)
- Please hold question and discussion items until the end
- Please do not select "Request Control"
- The 2015 grant application and application guide are available as attachments to this meeting.
Click  This PowerPoint presentation is also attached.

Why a webinar?

- Connect with DNR staff early
- Major changes in 2015 regular grant that impact the applicants (start-up grants remain the same as last year)

New in 2015

Multiple funding priorities :

- DNR Urban Forestry program goal alignment
 - Enhances private property tree canopy
 - Increases local funding capacity
 - Benefits multiple communities
 - Utilizes existing tree inventories
 - Increases education capacity



New in 2015

Multiple funding priorities continued :

- Priority emerald ash borer preparation & response
- Long-term effect on canopy and its benefits
- Community urban forestry program development
- Model capacity

New in 2015

Outcome-based evaluation

- Outcome = expected result of each project component
- Described by narratives and units of measure
- Evaluation = how well the outcomes align with the funding priorities

New in 2015

Partner verification (last page of application)

- Not a legal contract
- Verifies partner's role



Project Component Example

B. Project Components Choose from the dropdown boxes below. Use the "OTHER" choice to type in alternatives. (See a list of eligible project activities in the application guide)	<ul style="list-style-type: none"> • What are you doing? • What are the expected outcomes? • How will expected outcomes be measured, evaluated or shared? (Click the Add box button as necessary for additional project components) Note: Complete a separate Cost Estimate Worksheet (CEW) for each project component listed below. Use the CEW to itemize the cost of the component and transfer the total from the CEW to the right-hand column below.			Estimated Cost (total \$ amount)
Tree Planting and Maintenance *B	Measure (unit): 1 tree	Target Measure (# of units): 50	Expected Outcome (narrative) increase % canopy; increase % canopy diversity	
Description: Village staff will strategically plant 50 trees of varying species along Main Street and in Fireman's Park increasing tree canopy overall. Existing tree canopy is measured at 25% according to our tree inventory completed as part of our start-up grant. Diversity of tree species selection will improve the current diversity ratios. A more diverse urban forest reduces the risk of future canopy loss due to insect or disease.				\$3,000.00
* A Information (e.g., news media, print material development), Education (e.g., classes, tree walks, seminars), Outreach (e.g., citizen involvement in planning or implementation). * B Tree Planting, pruning, removals, fertilization, storm damage mitigation, pest control, etc. * C Plan Development (Emerald Ash Borer, management, strategic, storm response, pest response, planting).				

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Information / Education /Outreach *A	Measure (unit): 1 household reached	Target Measure (# of units): 250 within neighborhood	Expected Outcome (narrative) Ongoing local financial support; maintain Ash presence in canopy; model for neighboring communities	
Description: Healthy Forest Friends will start a neighborhood fund for Emerald Ash Borer mitigation. This project will develop a method for sustain-ably managing the fund. HFF will develop educational materials for each homeowner in the neighborhood. Joint tree walks and community meetings will be held to help homeowners understand the importance of maintaining our neighborhood canopy and its benefits. Local tree care experts and municipal tree managers have agreed to participate as advisors.				\$10,000.00
<p>* A Information (e.g., news media, print material development), Education (e.g., classes, tree walks, seminars), Outreach (e.g., citizen involvement in planning or implementation).</p> <p>* B Tree Planting, pruning, removals, fertilization, storm damage mitigation, pest control, etc.</p> <p>* C Plan Development (Emerald Ash Borer, management, strategic, storm response, pest response, planting).</p>				

Questions?

- Phone: Unmute yourself, ask your question, then re-mute to reduce background noise
- Instant Message: Click the first icon on the lower left  to open the message feed. Type your question. Your message will be sent to the presenter when you hit ENTER, and will be visible to all attendees.

Meeting Follow-up

- Send additional questions, or suggestions for our September 22nd Lync meeting to:

DNRUrbanForestryGrants@wi.gov

- Common questions may be answered generally and posted to the web page and/or shared at the next Lync meeting. Project-specific questions will be answered individually.

