



AMERICAN FORESTS

New Community ReLeaf Cities Request for Proposals

American Forests, a leading national conservation organization, has long been on the forefront of providing scientifically-based resources to help cities of all sizes restore and maintain their urban tree canopy. Our Community ReLeaf initiative, launched in 2013, builds on that tradition through a 3-phase process that **provides selected cities with an average of \$100,000 in initial financial and technical resources**, which include:

1. Assessment: A comprehensive urban tree canopy assessment using i-Tree software;
2. Restoration: Funding to implement tree planting and other forest restoration work;
3. Management: Outreach, policy and best practice resources to engage the public and local officials with the goal of improving long-term management of the area's urban forest.

More than a single infusion of resources, American Forests' goal for this program is to partner over multiple years with 20 cities or metro areas by 2020. We have already begun working in seven cities nationwide thanks primarily to the Bank of America Charitable Foundation and the US Forest Service. These seven cities are Asbury Park, New Jersey; Atlanta, Georgia; Austin, Texas; Detroit, Michigan; Miami, Florida; Nashville, Tennessee; and Pasadena, California.

This request for proposals (RFP) seeks to select three additional cities or metro areas to participate in the Community ReLeaf initiative, thanks to continuing support from Bank of America. Criteria used to assess the selected jurisdictions are:

1. Current capacities and needs in local urban forest policy and management;
2. State of existing collaboration between local nonprofit organizations involved in urban forestry and city, county and state governments;
3. How a strategic investment of American Forests' financial and technical resources could tangibly improve long-term management of the local urban forest.

Timeline

July 31, 2014:	Community ReLeaf Partnership proposals due to American Forests
August 30, 2014:	3 new Community ReLeaf cities selected
January, 23, 2015:	Urban tree canopy assessments delivered to each selected city
February 20, 2015:	Proposals due for local restoration project based on assessment findings
February 27, 2015:	Restoration projects selected and processing of funding begins



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Narrative

American Forests is not necessarily looking for the most impressive local urban forestry operations, but rather seeks to partner with communities that believe our strategic investments can provide quantifiable, long-term improvements to both the health of the local urban forest and the way in which it is managed into the future. Our goal, therefore, is to build a multi-year partnership with local public and private entities to effectively utilize the initial infusion of resources American Forests provides and collaborate on attracting additional resources. This proposal is your opportunity to tell the story of your urban forest, from current capacities and limitations to the goals you wish to achieve by becoming a Community ReLeaf city. There are no bad answers.

This proposal should be submitted in partnership between a government agency responsible in some way for managing trees in your city or metro area and at least one local or regional nonprofit that can implement tree planting projects. If no such municipal agency or nonprofit exists in your community, please explain that situation in your proposal and submit independently. This opportunity is currently open to the United States and its territories.

Funding is not directly connected to this proposal. If accepted into the Community ReLeaf initiative through your proposal, American Forests will conduct a free urban tree canopy assessment if one is needed. Once that is delivered, a local government agency or nonprofit in your partnership will then be able to submit a separate project proposal to receive funding for forest restoration work that addresses assessment findings.

If an up-to-date urban tree canopy assessment already exists for your area, either additional factors can be analyzed from its data or resources can be shifted to complete more restoration work or policy / outreach efforts, depending on what needs exist.

Please briefly address each question / item below in a separate document:

City or Jurisdictional Area
Lead local government agency
Lead restoration project nonprofit
Other partnering agencies / organizations
Project contact and title
Telephone
Fax
Email
Street address



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Governmental Urban Forestry Capacity

Since each local government is structured differently, please adapt the following items as necessary to convey the situation in your particular project area. If multiple cities are involved in your project, please provide information for a few representative ones.

Names of all local government agencies involved in tree management.

Primary municipal budget(s) that fund(s) tree work and approximate amount.

Number of municipal staff responsible for managing urban trees.

Number of Certified Arborists and Municipal Specialists on staff for the city and number of companies contracted by the city for tree work.

Which properties fall under the scope of the city's regular tree management?

What, if any, tree services does local government provide on private property?

Does an urban forest master plan or canopy goal(s) exist? Is there a local tree board or similar entity that oversees urban tree canopy objectives?

Please describe any citywide tree protection policies / zoning restrictions.

How many trees has the city government planted in each of the past 3 years?
How are these new trees maintained?

How many years is the cycle between routine inspection / pruning for trees?

What software, if any, is used to track tree inventory and work orders?

Are residents and businesses able to request tree services? If so, how? What outreach / education does the city government provide regarding trees?

Is there active monitoring or management for disease, pests / invasive species?

On what types of properties would non-local funds for tree planting be most effective (private property, parks, streets, all, etc.)?



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Nonprofit Urban Forestry Capacity

This information should be provided for each nonprofit in this partnership. If no nonprofit exists in the local area to plant trees, please note that and skip this section.

Year the nonprofit was founded

Number of full and part-time staff of the nonprofit

How many trees did the nonprofit plant in each of the last 3 fiscal years?

Most recent 990 budget form of the nonprofit

Does the nonprofit provide pruning and tree removal services in addition to planting?

What educational and/or outreach efforts does the nonprofit provide? Please give details about sample events, publications, media products, etc.

Collaboration

How often do local government agencies and nonprofit(s) collaborate on tree projects? Does the city rely on any nonprofit to fulfill any of its objectives?

Would the working relationship between tree management agencies and nonprofit organizations in your jurisdiction be considered overall productive and collaborative? If not, what opportunities exist for better collaboration?

In what ways, if any, have urban forestry efforts been integrated into other disciplines, such as public health, human services, energy, agriculture or transportation, in your project area?

Where do you see the greatest potential for future collaboration with non-forestry partners in your project area?

Workforce Development

What, if any, local job training or other workforce development programs exist in your community that involve tree care?



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Focus of the Project

While urban trees provide a range of services, what, if any, is the primary issue(s) your partnership wishes to address through Community ReLeaf?

- Water quality / stormwater mitigation
- Air quality
- Storm resilience
- Drought resilience
- Environmental justice
- Heat island effect
- Streetscape reforestation
- Open space reforestation
- Vacant land reclamation
- Pest / disease abatement
- Public health
- Other _____
- No particular focus / all of the above benefits

Urban Tree Canopy (UTC) Assessment

Has a UTC assessment been completed in the proposed project area within the past 3 years? If so, what technology was used to complete it? Please provide a link if it is published online.

How would a new urban tree canopy assessment help meet your objectives?

What is your ideal scope of a new assessment, such as countywide, city and surrounding suburbs, only the city, one park or neighborhood, vacant properties scattered throughout, etc.?

Submission

Please include any additional information you feel would be pertinent and **submit your completed proposal by 11:59pm Pacific Time on July 31, 2014** to Ian Leahy, Director of Urban Forest Programs: ileahy@americanforests.org

Mailed proposals must also arrive by July 31, attention Ian Leahy, at:
1220 L Street, NW Suite 750 Washington, DC 20005-4079