Department of Forestry & Fire Protection (CAL FIRE)
Urban and Community Forestry Program
2021- 2022 Grant Program

Advice for making a strong project
Program Overview

CAL FIRE Urban and Community Forestry Program

Program Funding 2021-2022:
• $10 million from general fund for 21/22 as part of early action
• Expecting $13 million more per Governor’s May budget revision. This is still subject to the budget process.

Program legal authority
  - CA Public Resources Code (PRC) Sections 4799.06-4799.12

Program makeup and activities
• Technical assistance and advice – 6 Regional Urban Foresters
• Public and professional education
• Promote research and technical transfer of information
• Public events – Tree City USA
• Regional & local advocacy
• Fostering partnerships & Connecting people
• Administer Grants
Grant Process Timeline

- July 14, 2021 – Concept proposals due by 3:00 PM PDT – per CAL FIRE email system clock.
- Mid August 2021 – Scoring completed. Project applications invited.
- Mid October 2021 – Project applications due (date will be in the invite letters).
- Mid to late November – Grants awarded.
- March 30, 2025 – end of grant period. All work must be completed.
Grant Eligibility

- Grant projects are focused on serving disadvantaged communities (DACs).
  - Disadvantaged community and low-income community status will be determined using the CalEnviroScreen 3.0 tool.
  - Maps showing DACs and Low-Income Communities (LICs) can be linked from the Urban and Community Forestry Grants webpage.
- For 2021/2022: 75% of the appropriation for this grant program will be expended within the ARB criteria for being located in disadvantaged communities. This is subject to change.
- Grant projects must be in an urban area or urban cluster as defined by the US Census Bureau. Generally, places of 2,500 people or more, but there are exceptions. Ask CAL FIRE staff for more information.
- Cities, counties, districts and 501C(3) non-profit organizations are eligible. No other types of organizations may apply, but other organizations can be partners and/or subcontractors or sub-grantees.
Important Notes

• All prospective concept proposal submitters should familiarize themselves with the new layout of the CAL FIRE website.
  - From the main page of www.fire.ca.gov, click the grants tab.
  - Then click on Urban and Community Forestry Grants.
  - It will have the Grant Guidelines, new online concept proposal form, and additional information about the grants.
  - There is also a link to the CAL FIRE Urban and Community Forestry main page.
  - You can sign up for our list serve on either page too.

• All concept proposals must be received no later than July 14, 2021 at 3:00 PM PST. No exceptions.

• Time of receipt will be determined by the time received in CAL FIRE’s email system. Submitters will receive an email receipt.

• The emphasis of the program is on the built urban environment. Projects requiring CEQA analysis beyond the level of an exemption will need to budget for such work and have CEQA approval within 1 year of grant award or the project will be ended.
Where to find Grant Guidelines

Urban and Community Forest Grant Webpage

Guidelines are found here (PDF), as is the link to the concept proposal form.

Sign up for our mail list here.

To get there: Just Google “CAL FIRE UCF”
Understand what is being offered

The 2021/2022 Grant cycle

The Three Urban and Community Forestry Project Types

1. Urban Forest Expansion and Improvement
   • Tree planting and associated costs.

2. Urban Forest Management Activities
   • Municipal tree inventories, urban forest management plans, urban forest mapping and analysis, and urban forest policy development or improvement.

3. Urban Forestry Education and Workforce Development
   • Development and implementation of education/training programs and associated costs.
Urban Forest Expansion and Improvement (UFEI)

(More information provided in Grant Guidelines)

Eligible practices & requirements

- Tree establishment & care
- Site preparation: concrete cutting, simple bio-swales, etc.
- Tree establishment care (maintenance) throughout the grant period
- Establishment of efficient irrigation for project trees and plants
- Orchards & community gardens
  - No synthetic fertilizers
- Job creation & job training
- Parcel purchase: urban forest related purposes
- Up to 12% of the budget can be for indirect costs
- Up to 20% for education and outreach
- GHG tracking and reporting costs are eligible
- 1-2 cycles of post-grant maintenance (*must be included in concept proposal*)
Urban Forest Management Activities (UFMP)

*(More information provided in Grant Guidelines)*

**Eligible practices:**
- Tree inventories and canopy assessments
- Develop or improve management plans, policies and ordinances
- Education and outreach promoting community engagement
- Up to 12% of the budget can be for indirect costs
- Up to 20% for education and outreach
- Job development, Job training, retaining qualified professional
- *Should* have an early action tree planting component

**Project requirements:**
- Must be a city, county, or qualifying district
- An urban forest inventory must be completed as part of management plan development unless applicant has an inventory already.
- Retain a qualified professional (*required through entire project*)
- Must have a tree-canopy cover increase goal (% tree canopy cover).
- Governing body must adopt the management plan.
- All grant products must be provided to CAL FIRE at conclusion of project (*In format specified by CAL FIRE*)
City of Atwater
Urban Forest Master Plan
2017

Urban Forestry Management Plan
Community Outreach

Wednesday, May 1st, 2019
6:00 pm to 7:30 pm
Tracy Transit Center
50 E. 6th St. – Room 105

Do you have questions & ideas about:
- What is an urban forest?
- Why are urban forests important?
- What programs are available for the care of the City's urban forest?
- What level of care does the urban forest receive?
- How and what urban forestry education should the City provide to the public?

ATTEND THE EVENT!
Want your ideas heard? Join the Public Works Department for a community outreach meeting to be a part of the future of the City’s urban forest!
Urban Forestry Education and Workforce Development (UFWD)

(More information provided in Grant Guidelines)

Eligible practices & requirements

- Development and Implementation of training and education programs
- Projects must provide knowledge/skills/abilities to assist people in making a career in urban forestry or a related discipline.
- Must adhere to Industry Standards and BMPs.
- Should have strong emphasis on servings residents in DACs or unemployed individuals.
- Tree component not required but desired.
- 12% of the budget can be for indirect costs.
Understand the Application Process

• Two stage competitive application process:
  
  • Concept Proposal stage – used for scoring and to determine which projects will be invited to submit additional information in the Project Application stage.

  Successful Concept Proposal applicants will be invited to submit:

  • Project Application – used to gather additional project information and prioritize projects for funding.
    - Specific greenhouse gas (GHG) quantification methodology at this phase
    - Specific Budget detail at this phase
    - Resolution from governing body (CAL FIRE provides format)
    - CEQA checklist prepared (CAL FIRE provides checklist)

NOTE: CAL FIRE generally invites about twice as many Concept Applicants to the Project Application stage than it will ultimately be able to fund.
It is recommended that applicants draft their answers to the proposal questions in a word processing (Word or similar) document so that they can save their content.

Applicants must answer all the questions with asterisks (*).

Other questions are either optional or may not apply to all grant types. Questions will indicate if they are optional or not in text.

A separate concept proposal form must be submitted for each project an applicant applies for.

Each applicant is limited to three total concept proposals.

Applicants must make sure they fill out all relevant sections for the grant type they are applying for. If applicants do not, their concept proposal will not be scored.

Narrative boxes will tell applicants what the character limits are.

Any process-oriented questions can be directed to CAL FIRE Urban and Community Forestry staff.
Urban and Community Forestry Grant Form

2021/2022 CAL FIRE URBAN AND COMMUNITY FORESTRY GRANTS - CONCEPT PROPOSAL FORM

Fill out all applicable parts of this form completely. There are 3 separate grant types in the CAL FIRE Urban and Community Forestry Grants (SEE GRANT GUIDELINES). You will need to complete a separate form for each project you are applying for, regardless of grant type. Each applying organization is limited to 3 total Urban and Community Forestry applications. Be sure you fill out the relevant section for the grant type you are applying for. You will need to complete the Concept Proposal in one session. For this reason it is suggested that you print a copy of the form and use it to create a word processing document so that you can cut and paste your answers into each applicable field in the form. Press SUBMIT when you have completed the form. If it does not work, look for the red highlighted boxes - they must be completed. Once successfully submitted, you will receive a confirmation email.

Please Read This Carefully

All applicants must answer questions with red stars. Other questions are optional, or do not apply to all types.

Submitter verification

Submitter Email *
This is the email address that will be used for ALL correspondence about this application. It should be an account that gets checked regularly and is assigned to somebody familiar with the application.

[Input field for Submitter Email]
Section 1: General Project Information

Grant type for which you are applying? *
See grant guidelines.

Project Name/Title *
The name you wish us to reference your project by. This will also be what is reported in public information.

Requested Grant Funding Amount ($): *
The amount of money you are asking for. This should match what you total in the budget below.

Matching Funding Amount ($): *
Can be $0.00 if project will serve disadvantaged communities (DACs) per Air Resources Board (ARB) guidance. This should match what you total in the budget below.

Total Project Funding Amount ($): *
The sum of the grant request amount and the matching funding amount ($). This should match what you total in the budget below.
General Competitive Considerations

Grant Guidelines contain more detailed scoring information for each project type.

• Meets the intent of the California Urban Forestry Act
• Cost effectiveness. Costs are reasonable for the scope of work.
  – We take our role as stewards of public funds seriously.
• Project benefits are well-documented, quantified and/or described.
  – Greenhouse gas, water quality, air quality, storm water capture, public health,
    working in underserved areas, energy savings, heat island reduction, green waste
    reduction, improved management, job opportunities, and anything else you can
    effectively describe.
• Technical soundness. Use of best management practices, qualified
  professional advice, etc.
• Disadvantaged community status and underserved areas.
• Probability of success based upon what you have conveyed to the
  reviewers in your concept proposal.
• Strength of community involvement and support.
What makes a strong project

Have a project that matches the goals and objectives of the Urban and Community Forestry Program (Urban Forestry Act and program strategic plan).

Be clear and concise in describing deliverables and work to be done.
- Don’t just fill up the entire space with text, get to the point.
- Enough information so reviewers can understand your project.
- Organize and list your deliverables.
- Detailed counts of items, rates, locations, and time-frames. Quantify deliverables whenever possible.

Use a bulleted or numbered list.
- Layout and organize your project actions.
- Make things easy to find.
- Justify any claims you make.
- If you use any assumptions, tell reviewers why.
Objective Examples: needs work

- Don’t just fill up the space.
  - Organize your objectives so they are easy to follow.
  - Briefly explain requirements met and desired outcomes.

6C. Project Objective - What are the objectives of the proposed project? Explain how they are in line with the requirements and desirable attributes for this grant type.

The project is designed to not only help serve one disadvantaged community and combat the tree mortality crisis and urban forest health issues, but also to serve as a replicable model, where sustainable biomass utilization for wood products and bioenergy is paired with education, workforce development, urban greening, and economic development in an innovative, but profitable way. These solutions are long term and are designed to be the fruit of intergenerational ecological education and collaborative work in the communities served. The project aims to create good jobs, training in STEM areas, plant trees to preserve the urban forest and improve the lives of disadvantaged residents, support community food gardens, and provides a variety of highly marketable wood products. Another objective of the project is to yield zero emissions from production operations. This will be achieved by using waste byproducts from the sawmill to fuel biomass gasification equipment which will provide all of the electricity required to operate and equipment in a net metered application. The project also expects to achieve and maintain a net reduction in GHG emissions over a 10-year period, based on partner agreements and planned project structure. The project will demonstrate a sustainable way to combine the operations of a sawmill providing lumber, cross-laminated timber, and other lumber products, with our teams using existing US design patents for furniture and structures into usable products. This is intended to help train and employ the people of the XX City community and through our various networks to individuals and entities around the world receive lasting benefits of structures and furniture at high quality and low costs. Our wood furniture and structures require no fasteners or metal connections in the structures themselves, making them more sustainable during production and eventual disposal. Specifically this means we can build carbon sequestration systems which are also useful, functional, and beautiful.
Objective Examples: easy to follow and understand

- Present clear and concise deliverables.
  - Organize your objectives so they are easy to follow
  - Briefly explain requirements met and desired outcomes.

6C. Project Objective - What are the objectives of the proposed project? Explain how they are in line with the requirements and desirable attributes for this grant type.

XXX organization will plant 2,000 trees in the southeastern region of XX City, hire 25 local residents per year from the city’s most underserved (DAC/low income) areas, and promote the benefits of tree planting through grassroots outreach, and recruiting hundreds of volunteers to assist with tree planting.

The 2,000 trees will be #15 size, planted over 2 years, involve the participation of local residents, businesses, city agencies, and volunteers throughout the XX City or Census tract areas. We will comply with all county ordinances and state and federal laws, including CEQA. Trees will be maintained and replaced if they fail to survive for a 3-year period by XXX Organization.

The 25 person workforce development crew (exclusively recruited from an AB 1550 Community or Low Income Household) will go through our training program in tree care and will help to plant and maintain the 2,000 trees for the first three years of establishment. We will provide training in best management practices related to urban forestry activities. This employment opportunity demonstrates ways to both earn an income, develop valuable skills, and become stewards of one’s community.

XXX organization will partner with the City and County of XXX, Public Works Department to perform long-term maintenance work on all trees planted.
What makes a strong project

Provide a budget that is researched and meets our program objectives.

- We are a steward of public funds.
- What is the State getting for the money?

Briefly explain:

- What the funding will be for.
- How you developed the rate or value.
- Why the funding is needed

NOTE: Though the concept proposal budget is simple, it must inform the more complex project application budget since the overall funding request may not go up.
7B. Explanation of Budget and Costs - In the space provided, describe the basis for the budget amounts listed above. Successful applicants will be asked for a more detailed line item budget. The total amount requested in this application can not be exceeded during the final proposal process. Any decreased request amount for a final proposal must maintain the same matching percentage as the concept proposal submitted for review.

280 Trees @ $200 per tree & $30 per accompanying "grow bag" = 64,400
280 Individual tree plantings @ $350 each = $98,000
1 Interpretive/Educational Sign = $1,000
City Personnel for Maintenance = $60,000
Water for tree until maturity = $4,500

TOTAL COST: $227,900
7B. Explanation of Budget and Costs - In the space provided, describe the basis for the budget amounts listed above. Successful applicants will be asked for a more detailed line item budget. The total amount requested in this application cannot be exceeded during the final proposal process. Any decreased request amount for a final proposal must maintain the same matching percentage as the concept proposal submitted for review.

CONTRACTUAL: (1) Director: 20 hr/wk@$50/hr/3yr = $144,000; Overtime is Match: $100/hr, 20 hrs/month/3yr = $99,000, Project Manager: 40hr/wk@$25/hr/3yr = $144,000; Overtime is Match: $50/hr/10 hrs/month/3ttrs = $27,000. Position part time(Director) full time (Manager). Responsible for overseeing projects, ensuring long term success. Cost high due to expertise. Urban Forestry program is new in region, right contractors must be hired. Cost takes into consideration that benefits are not included. Total = $288,000; Total Match = $81,000 (2) Arborist: 10 hr/wk @ $50/hr/3yrs = $72,000; Overtime is Match: $100/hr / 10 hrs / month / 3 years = $36,000. Position part time. Arborist responsible overseeing planting, ensuring success. (3) GHG: 5hr/month @$50/hr/3yrs supervise “Tree Steward” work = $9,000. Overtime is Match: $50/hr/10hrs/month/3yrs = $27,000. Manage GHG, train “Tree Stewards” (4) Tree Steward Stipends: 25 people, $2k/yr/3yrs = $150,000; Matched Funds avg/400hrs/intern(25)@$24/hr=$240k. Tree Stewards GHG track though program. (5) Tree Purchase/ Delivery: 1000trees @$80/tree = $80,000. (6) Tree Labor: 1000trees @$100/tree = $100k. Matched @planting events & Management time = $20k. (7) QA $20/tree, 1000 trees / 3y = $20k. (8) Event Planning 2 @ $2k = $4k; Match 200 volunteers (4hrs) @$24.14/hr/ event. Planting match @$60/hour/80hrs/5events.

TRAVEL: (1) Mileage to Sites: 2k/3yrs @ $0.54/mile = $1,080.

SUPPLIES: (1) Water: 1 tree = Matched 1 Unit water/yr, $3.75/unit, 1000 trees/10yrs = $37,500. (2) Tree Stakes: 2k @$4.00/tree = $8k. 1000 trees, 2 stakes/tree. (3) Tree Ties: 1k @ $0.67/tree = $670 (4) Mulch: 250 Yds. @ $15/Yd. = $3,750 (5) Irrigation Equipment: $10k total (6) 10 Tablets: $1500/tablet @ 10 = $15k (7) Shovels, Buckets, Gloves for Event(s): 50 shovels/City/$34+ $1k additional planting supplies for Event(s) = $2,700 (8) ArcGIS $2500/yr / 4yrs = $10,000

EDUCATION: (1) Event Outreach-Marketing Material: Creation (including Graphic & Digital Design) of Fliers, Event Brochures / Agendas,
What makes a strong project

- State the GHG methodology used and provide realistic results
  - prove you have read, understood, and followed the current ARB methodology (even though these are not CCI funds this year).
  - demonstrate your knowledge and ability to provide realistic results

- Include:
  - emissions created (equipment / vehicles)
  - how the values relate to the tree species or size proposed
GHG Examples: needs work

- More could be added to explain assumptions.
- Explain locations better.
- Explain co-benefits and emission estimates.
- Justify your experience. (knowledge and ability)

5E. GHG Explanation. Please show below what assumptions you made about tree species and locations. Also explain how you intend to track and report GHG benefits throughout the project. Explain why you feel these assumptions are the most appropriate for your project.

The assumptions made for the green house gas reductions were based upon the calculator provided as a part of this grant application and the species selected for this project. Tree locations were determined by finding the best locations that would provide the most benefits to the community, maximizing GHG uptake while not affecting the ability of XYZ City staff to successfully maintain the site over the long term. Tracking and reporting of GHG results shall be completed by sampling trees of every species in the project annually for overall height and DBH increase year over year. Those numbers can then be cross referenced with the calculator to determine its accuracy and annual GHG reduction.
GHG Examples: easy to follow and understand
- Clearly described required elements and assumptions.
- Justified the assumptions made.

5E. GHG Explanation. Please show below what assumptions you made about tree species and locations. Also explain how you intend to track and report GHG benefits throughout the project. Explain why you feel these assumptions are the most appropriate for your project.

ASSUMPTIONS: As directed, we used the latest iTree Planting Calculator to determine the numbers shown above. The calculations are based on planting 460 trees of the species and quantities referenced in Section 6A, below. In addition to carbon storage, of the 460 trees proposed, we estimate that 414 will be planted in locations that will contribute to future energy savings. Planting orientation and distance from buildings were factors that were used in the calculations. Most of the avoided emissions will come from the large, deciduous trees planted adjacent (0 - 20') to buildings at three XYZ City schools and two commercial building sites. LOCATION ASSUMED: In the case where we don’t currently know the exact planting location (for example, street tree plantings in XYZ City), we have assumed that there will be an even distribution of trees planted in the east, west, north, and south azimuths and have calculated the energy savings accordingly. LOCATION KNOWN ATTRIBUTES: Due to the small size of XYZ City residential lots, all street trees will be in the “Near” (20’ - 40’) category. EMISSIONS: We will also calculate expected emissions from vehicles and equipment. For now we assumed project emissions were calculated as 5% of the reductions as specified in the Cal Fire quantification methodology. BENEFIT PER TREE: Dividing the net GHG benefit shown above by the 360 trees proposed to be funded by Cal Fire results in a GHG benefit of 4.6 MT per funded tree. If the net GHG benefit is divided by the total project trees (460) then the benefit is 3.6 MT per tree. REPORTING: As specified in the RFP, we will report quarterly on project and GHG reduction progress. We have experienced staff familiar with providing this type of reporting for current Cal Fire GGRF grants. We expect to use the same technique to show the 40-year GHG reduction resulting from our plantings during the quarter. This technique involves identifying each tree planted during the quarter and using the iTree Planting Calculator to determine the results.
LETTERS OF COMMITMENT (project application stage only)

- What are we looking for?
  - Statements from entities that clearly commit to fulfill or complete some aspect of the project and function as a true “project partner” are considered during project scoring. Usually the provider is listed as a partner.

- What are we NOT looking for?
  - Statements that say it’s a great project, the project is really needed here, or the organization proposing the project is capable of delivering results are not considered during project scoring. This includes most letters from elected officials.
SUMMARY: What makes a strong project

• Describe your knowledge and ability to carry out a project using best management practices.

• Do not assume reviewers know you, your organization, or your project. Give enough detail without being overly verbose.

• Describe how the project addresses a community need. Help achieve a “next step” in your community.

• Partnerships: strength of community involvement and support.

• Describe any site specifics and challenges expected.

• Reading the grant guidelines and responding to what is in them.

• How will the project continue to be successful after the grant period?
Getting Assistance

• **Read the Grant Guidelines!**

• Partnerships. Partner with organizations that have expertise in some aspect of your project.

• Consult with people or organizations that have experience in:
  - grant administration
  - community organizing
  - technical expertise (GHG QM, urban foresters, arborists, etc)

• Visit the CAL FIRE website, and other urban forestry websites.

• **Program staff can only help you with process related questions and general technical advice, nothing that may give you a competitive advantage.**
Thank You!

CA Dept. of Forestry & Fire Protection (CAL FIRE)
Urban and Community Forestry Program
QUESTIONS & ANSWERS