



**Request for Proposals: Tree Canopy  
Enhancement in Urban Areas**  
Due: February 27, 2019



**Contact:** Hannah Kett, Puget Sound Cities Program Manager, [hannah.kett@tnc.org](mailto:hannah.kett@tnc.org)

[The Nature Conservancy in Washington](#) and [City Habitats](#) are accepting proposals from organizations to support the development, design, and implementation of tree canopy enhancement projects in the Puget Sound urban areas. Grants will be awarded to projects that enhance the urban forest canopy through the planting of trees, contributing to positive stormwater management, human well-being and other benefits. This funding is part of the Planting Trees for Thriving Communities project.

The goal of this Request for Proposals is to support the capacity of organizations to implement tree planting projects throughout the urban space, including on public and private property. Additional eligibility requirements are detailed below.

In conjunction with these projects, The Nature Conservancy will be developing communications material focused on the benefits of trees for use by partners and grant recipients. Based on interest, we will also collaborate with grant recipients to ensure successful tree planting projects from planning through implementation and maintenance that promote healthy communities and thriving nature.

#### **Background / Purpose & Description**

The Puget Sound Cities program at The Nature Conservancy in Washington is focused on building more resilient cities for healthy people and thriving nature. We work collaboratively across Puget Sound to address stormwater through on-the-ground, innovative projects; regional coalition building; policies and funding at the State and Federal level; and science to more effectively prioritize and design efforts and evaluate outcomes.

A core part of this work is investing in on-the-ground projects to ensure sufficient capacity to realize a project's vision. These grants will provide additional capacity for projects with a focus on tree planting. This funding is part of [a larger effort](#) by The Nature Conservancy in Washington and Oregon to engage residents and volunteers through tree planting that promotes cleaner water and air, carbon storage, and supports human and community wellness. This funding is made possible through a partnership with The Boeing Company.

#### **Eligibility and Project Types**

- Organizations and projects led by and serving traditionally underserved communities, particularly communities of color, are strongly encouraged to apply.
- Proposals will be accepted from non-profits and others. Government agencies are not eligible to receive funds; however, projects that occur on public lands are eligible to receive funds.
  - o Government agencies and programs are eligible and encouraged to serve as collaborators on proposed projects.
  - o Unincorporated entities are eligible in partnership with a fiscal sponsorship. (Contact Hannah Kett for additional information)
- Collaboration between multiple groups is encouraged
  - o If you are interested in collaborating with others on the proposed project but have not yet identified partners, TNC can help facilitate connections on a case by case basis.

- Two types of requests will be accepted:
  - o Planning proposals: Designed to support entities seeking additional capacity support to fully develop their project. A limited number of these proposals will receive three to six months of capacity funding and will later be eligible for full funding. Entities are eligible to receive up to \$5,000 to support planning.
  - o Full proposals: Designed to support entities with fully developed project proposals. Projects are eligible to receive between \$15,000 and \$75,000.
- For Full Proposals, funding can be used to support project development, ground prep, planting, stewardship and monitoring, and other expenses related to a successful project.
  - o Projects must include an element of tree planting during the grant period
  - o Projects will be evaluated on their impact on stormwater (see resources below)
  - o Projects will be evaluated on their consideration of environmental justice concerns related to project site and community served (see resources below)
  - o Projects will be evaluated on their partnerships and collaboration (Contact TNC for additional support)
  - o Fruit trees and shrubs are eligible for funding; however, impact on stormwater and canopy cover impact will be prioritized
  - o Project proposals should include a maintenance strategy, including funding designated for watering
  - o Projects spanning two years are eligible for funding; please provide additional timeline information in the proposal
- Project Examples (However, projects are not limited to these):
  - o Targeted Neighborhood Tree Giveaway in an area with low tree canopy
  - o Collaborating with a government partner to implement a community outreach and tree planting project
  - o Transforming an urban site through tree planting and other green features
  - o Training youth and neighborhood residents on how to effectively plant and maintain trees
  - o Planting trees on an urban restoration site
  - o [Previously funded projects](#)
- **Additional Note:** As part of the Planting Trees for Thriving Communities project, The Nature Conservancy will be implementing a Communications Campaign in 2019 that will include written collateral and events. Grant recipients and others will be invited to participate.

#### **Planning Capacity Support Proposal Structure:**

Please submit one to two pages detailing the following:

- Contact Name & Info
- Organization and Type; Website
- Project idea (Include how idea and/or site was selected as well as other relevant environmental details)
- Location of Potential Project
- Budget Request
- Non-financial support request (for example partner or technical needs)

#### **Full Project Request for Proposals Structure**

Please submit one to three pages detailing the following:

- Contact Name & Info
- Organization and type; Website

- Use the following questions to guide the development of a proposal as they might apply to your project:
  - Provide a brief overview of the project, including the number and general type of trees to be planted, who will be planting the trees, and goal of the project.
  - How was the site selected? Briefly describe its current condition, including impervious surface, tree canopy cover and other relevant environmental context.
  - What are the specific environmental benefits to the project? Briefly describe the intended impacts to stormwater, air quality, carbon sequestration, etc.
  - Who will be served by this project? Will the project address specific environmental justice concerns? (i.e. air quality, lack of tree canopy, high impervious surfaces)
    - How is the impacted community considered and engaged in the design and implementation of the proposed project?
    - Are there other related projects ongoing in the community, led by your organization or others?
  - What organizations, entities or community groups will you collaborate with to achieve the outcomes of the project? Please include any urban forest related experience of your organization and / or project partners.
  - What are the volunteer engagement opportunities related to this project?
- Location of project (Specific project sites can be identified through an attached map)
- Project timeline (up to two years)
- Outline of budget request

#### **Timeline:**

January 31, 2019 – RFP Released

February 27, 2019 – Planning proposals and full proposals due to The Nature Conservancy

February 28 to March 10 – Applications reviewed by grants committee

- Grants committee includes representatives from TNC and City Habitats partners

March 12 – Grantees notified of funding and contracting begins

- The Nature Conservancy will work with grant recipients throughout projects to ensure resource support and effective storytelling throughout the project.
- Additional information about next steps for recipients of planning funding provided at this time.

**Criteria:** Projects will be selected based on the following criteria. Percentages indicate the approximate weight of each criteria for overall score)

- Overall impact on stormwater quality, with an additional emphasis on air quality, carbon storage, mitigating heat impacts and urban habitat. This includes areas with low tree cover canopy, in high traffic areas, and close to salmon bearing streams and estuaries. (35%)
- Partnership with the community related to decision-making, project implementation and monitoring (30%)
- Project contribution to human health and well-being (15%)
- Capacity building impact (i.e. includes workforce development, skills building, etc.) (10%)
- Opportunities for volunteers to participate, including veterans and corporate partner employees (10%)
- Geographic location

**Submission Instructions:** Submit your application to Hannah Kett, Cities Program Manager, hannah.kett@tnc.org by February 27, 2019

If you have any feedback or questions related to this application or process, please contact Hannah.

### **Additional Resources for Project Development**

- Identifying a Fiscal Sponsor: Please contact Hannah if you have a specific question or concern about eligible fiscal sponsors
- Identifying high priority areas for stormwater mitigation:
  - o [Stormwater Heatmap](#): Identifying areas with significant pollution contribution
  - o [Areas in close proximity to salmon-bearing streams](#)
  - o [Areas in close proximity to estuaries](#)
  - o Trees that would overhang impervious surfaces
- [Environmental Justice Screen](#): This mapping tool provides additional information related to existing environmental conditions and demographic information. It was developed by the Environmental Protection Agency.
- [Washington Environmental Health Disparities Map](#): This map estimates a cumulative environmental health impact ranking for each census tract that reflects pollutant exposures and factors that affect people's vulnerability to environmental hazards. It was developed by the University of Washington Department of Environmental and Occupational Health in partnership with the Washington State Department of Health, the Washington State Department of Ecology, and Front and Centered.