

Agenda Item Form

Agenda Date: July 13, 2004

Districts Affected: All

Dept. Head/Contact Information: Norman C. Merrifield (541-4331) ARBUMENT

Type of Agenda Item:

- 4:01 PM 8 PM 1 58
- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Resolution | <input type="checkbox"/> Staffing Table Changes | <input type="checkbox"/> Board Appointments |
| <input type="checkbox"/> Tax Installment Agreements | <input type="checkbox"/> Tax Refunds | <input type="checkbox"/> Donations |
| <input type="checkbox"/> RFP/ BID/ Best Value Procurement | <input type="checkbox"/> Budget Transfer | <input type="checkbox"/> Item Placed by Citizen |
| <input type="checkbox"/> Application for Facility Use | <input type="checkbox"/> Bldg. Permits/Inspection | <input type="checkbox"/> Introduction of Ordinance |
| <input type="checkbox"/> Interlocal Agreements | <input type="checkbox"/> Contract/Lease Agreement | <input type="checkbox"/> Grant Application |
| <input type="checkbox"/> Other _____ | | |

Funding Source:

- General Fund
 Grant (duration of funds: 12 Months)
 Other Source: 10K match from Parks User Fees.

Legal:

- Legal Review Required Attorney Assigned (please scroll down): Lee Ann Koehler Approved Denied

Timeline Priority: High Medium Low # of days: _____

Why is this item necessary:

Grant funding to establish Memorial Tree Program..

Explain Costs, including ongoing maintenance and operating expenditures, or Cost Savings:

\$10K match from Parks User Fees.

Statutory or Citizen Concerns:

None anticipated.

Departmental Concerns:

None

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign and submit a Grant Application to the Texas Forest Service on behalf of the City of El Paso in the amount of \$10,000.00 for the Memorial Tree Program; and

That the Parks and Recreation Department be authorized to furnish additional information that may be required by the Texas Forest Service in connection with the Grant Application for this Project; and

That the Mayor be authorized to execute, on behalf of the City of El Paso, any Grant Agreement and related documents, and any amendments to the initial Grant Agreement which increases or decreases funds, provided that no additional City funds are required, upon approval by the Texas Forest Service.

[In-kind matching funds in the amount of \$10,000 and Pledged Donations in the amount of \$2,500]

APPROVED this 13th day of July, 2004.

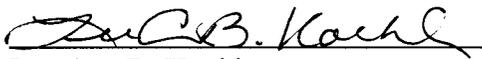
THE CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

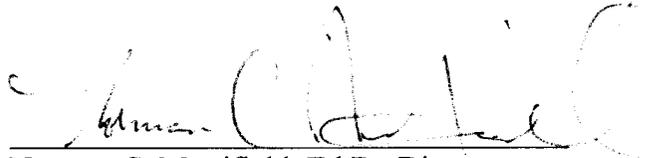
Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Lee Ann B. Koehler
Assistant City Attorney

APPROVED AS TO CONTENT:



Norman C. Merrifield, Ed.D., Director
Parks & Recreation Department

GRANT APPLICATION REVIEW

DEPARTMENT
Parks and Recreation

TYPE OF GRANT
State Urban Forestry Partnership Grant

CONTROL #
804

GRANTOR
Texas Forest Service

EFFECTIVE DATE
July 15th , 2004

MATCHING FUND REQ
 YES NO

SOURCE OF FUNDS (GRANT AMOUNT, MATCHING, IN-KIND, INTERGOVERN.)

The City of El Paso Parks & Recreation Department will provide in-kind match primarily in salaries and benefits of personnel assigned to administer this grant, as well as in-house printing of materials and supplies totaling \$10,000 for a 50/50 cost-share.

PERSONNEL FUNDED BY GRANT

N/A **JUL 7'04 AM 10:29**

BRIEFLY DESCRIBE HOW GRANT WILL BE USED AND ANY SPECIAL CONDITIONS FOR GRANT:
Grant will be used for publicizing new Memorial Tree program for the Parks and Recreation Department. Funds will specifically be used for promotional services (hire a professional to produce and coordinate all publicity - \$5,000) and for Advertising (appropriate advertising primarily in local print media - \$5,000).

REVIEWED BY:	OMB <i>7/7/04</i>
CHIEF FINANCIAL OFFICER <i>[Signature]</i>	GRANTS ACCOUNTING MANAGER <i>David Amato 7-7-04</i>
CHIEF ADMINISTRATIVE OFFICER <i>[Signature]</i>	GRANTS COORDINATOR <i>Thomas M. Doyle 7/7/04</i>
COMMENTS CASH PORTION OF MATCH (\$2,500) COMING FROM ADMIN USER FEE AS PER PETE DUQUANT, 7-7-04. <i>[Signature]</i>	



TEXAS FOREST SERVICE

The Texas A&M University System



Urban Forestry **Partnership** Grant Program 2004 Grant Application Form

Part I: Applicant Information

Project Title: El Paso Memorial Tree Program	For Official Use Only Grant No. _____ Statewide: <input type="checkbox"/> Local: <input type="checkbox"/>	
Organization: City of El Paso Parks and Recreation Department		
Mailing Address: 2 Civic Center Plaza - 6th Floor		
City: El Paso	State: TX	ZIP: 79901
Contact Person/Title: Pete Dunavant		
Daytime Telephone: (915)541-4335	E-mail Address: dunavantpp@ci.el-paso.tx.us	
Is your organization tax exempt? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Federal Employer ID Number: 74-6000749		

Part II: Executive Summary

A narrative of no more than three (3) typed pages must accompany each grant application form. The first part of this narrative should be in the form of a one-paragraph *Executive Summary* that briefly describes the project.

Part III: Organizational Goals

The second part of the narrative should clearly state how the project fits within the mission and goals of the organization by answering most or all of the following questions:

What is the overall mission of your organization? Who are your members or constituents? What is the role of the organization in promoting urban forestry in the community? How does the project help your group achieve its mission? What problem will it help solve? What will the long-term benefits to your organization and the community be? How will these be measured?

Part IV: Section A -- Project Work Plan

The third part of the narrative should address the following areas:

1. **Project Execution:** describe all planned activities for the project, the timetable for its completion, and the end result or product. A task/timeline chart may be included to summarize the activities.
2. **Participants:** name all the groups that will be involved and what their roles will be.
3. **Use of Federal Funds:** state how grant funds will be spent, along with any local cash contributions.
4. **In-Kind Contributions:** provide the sources and values for all in-kind contributions listed in the project budget.
5. **Project Communication:** describe any publicity for the project or how the results or product will be distributed in the community.

Part IV: Section B -- Project Budget

Expense Category	(1) Grant Funds (\$)	(2) Local Cash (\$)	(3) Local In-Kind (\$)
Personnel:			3,000.00
Office Expenses:			3,000.00
Travel:			
Supplies and Materials:			2,000.00
Equipment:			
Professional Services:	5,000.00		
Contractual:	5,000.00		2,000.00
Other (Memorial Donors):		2,500.00	
*Column Totals:	(a) \$10,000.00	(b) \$2,500.00	(c) 10,000.00
*(a)=Grant Request, and Local Match Total (d)=(b)+(c)		*Local Match Total:	(d) 12,500.00

Part V: Forester Certification (worth 10 pts.)

I hereby certify that I have met with the applicant to review this proposal and the program requirements, and have recommended any changes that would help the project achieve the goals of the Urban Forestry **Partnership** Grant Program.



Signature of TFS Forester

7-7-04

Date

Part VI: Grant Application Authorization

As a duly authorized representative of the organization making this application, I hereby certify that all the information provided herein is true and represents the desires of this organization. I further certify that I understand the purpose and rules of the program, as set out in the Application Guide.

 Joe Wardy, Mayor, City of El Paso
Name and Title of Authorized Representative

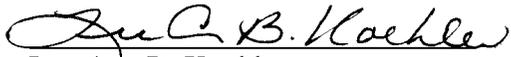
 Signature of Authorized Representative

 Date

ATTEST:

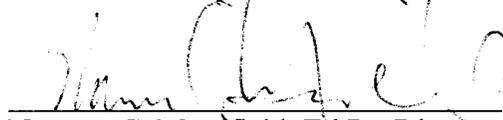
 Richarda Duffy Momsen
 City Clerk

APPROVED AS TO FORM:



Lee Ann B. Koehler
Assistant City Attorney

APPROVED AS TO CONTENT:



Norman C. Merrifield, Ed.D., Director
Parks & Recreation Department

EL PASO PARKS AND RECREATION MEMORIAL TREE PROGRAM

(Part II) Executive Summary

The City of El Paso Parks and Recreation Department (EPPARD) is launching a **new initiative** under the “**Program Development**”-type of eligible projects called the *Memorial Tree Program*. The program is proposed as an “**Establishment of a community tree planting program**”-type of project. The project will utilize Public Service Announcements (PSA’s), Arbor Day Programs, the city website, and various other forms of media to educate the public about the program.

In order to effectively promote and sustain this innovative program, EPPARD is requesting \$10,000 to assist in the inaugural year introduction of the program to the community of El Paso. The program will be self-sustaining after the first year, but will continue to be bolstered by grants to build capacity.

The City of El Paso complies with non-discrimination practices and laws as stated in City Charter, Section 6.1-16: NON-DISCRIMINATION: “All personnel actions must be free of discrimination based on race, religion, color, national origin, age, sex or handicap”. A non-discrimination statement will be included on all printed material, complying with TFS and federal requirements.

(Part III) Organizational Goals

What is the overall mission of your organization? City of El Paso Mission Statement: **”To create a more vibrant, harmonious and sustainable city by building on existing strengths, exploring new opportunities, fostering regional partnerships and responding to change.”**

Who are your members or constituents? According to the 2000 Census, the City of El Paso’s population is currently 563,662. El Paso has an unemployment rate (9.1%), nearly double the rest of the state of Texas, and a per capita personal income that is 30% below the rest of the state. What is the role of the organization in promoting urban forestry in the community? The city has undertaken numerous measures to address the citywide deficiency in tree canopy, including: hiring a city arborist, providing training to numerous maintenance staff in proper forestry techniques, collaborating with the nonprofit group El Paso Green Sweep, and working with the West Texas Urban Forestry Council to create a city tree farm. How does the project help your group achieve its mission? This project is an important facet of the city’s effort to create a diverse set of programs to engage the community in urban forestry. It will provide an opportunity for buy-in from the community in expanding the tree canopy as well. What problem will it help solve? The Memorial Tree program will address the lack of knowledge about urban forestry in El Paso. It will engage a currently uninformed public about the many benefits involved in the mission of expanding tree-related programs in the city. What will the long-term benefits to your organization and the community be? By providing a high profile to the launch of this program, the community and the City of El Paso can ensure a successful future for the program. How will these be measured? The measure of success for this

will be tracked by the numbers of inquiries, donations, and trees put in place. All updated information will be included in print material and posted to the city website.

(Part IV) Project Work Plan

Timeline for Memorial Tree Program Grant:

July 13, 2004	Grant application approved by City Council
July 15, 2004	Grant application submitted
September 1, 2004	Receive notice of funding
September 15, 2004	Complete interviews of and select professional consultant.
September 30, 2004	Budget appropriation established by City Council
October 1, 2004	Establish Purchase Order to allow Professional consultant to begin work
October 15, 2004	Review recommendations of consultant for media advertising
October 25, 2004	Announce program as part of El Paso Arbor Day celebration
October 31, 2004	Establish Purchase Order (s) for media advertising
November 2, 2004	Present program to Parks Board at regular monthly meeting
November 8, 2004	Present program to Tree Board at regular monthly meeting
April 1, 2005	Complete media advertising campaign
April 30, 2005	Announce program results and success as part of National and Texas Arbor Day
May 3, 2005	Review program results at regularly scheduled Parks Board meeting
May 9, 2005	Review program results at regularly scheduled Tree Board meeting
June 30, 2005	File final report, cost summary and supporting documentation with TFS Grants Administrator
July 15, 2005	Submit application for 2006 grant

Participants: "This public/private partnership will help increase our urban forest and provide much-needed tree canopy cover," said Charlotte Johnson, chair of the Tree Board. "At the same time, this program will instill a sense of pride and ownership in the citizens of El Paso for their environment."

Desert Hills Garden Club and Desert Pines Landscaping donated the first twenty Memorial Trees. The trees were planted in Memorial Park on Arbor Day, May 1, 2004 and dedicated by the City to the El Paso military personnel killed in action during Operation Iraqi Freedom.

The City of El Paso has adopted the Memorial Tree Program designed by the El Paso Tree Board to encourage citizens to "give the gift that keeps on growing" by donating from \$50 to \$500 to the Tree Fund used for expanding the green canopy of our city. The program provides a unique way to celebrate a special occasion or to honor or memorialize an extraordinary person. Memorial trees will be planted in a public park or other public area and will be recorded on the City's website and in a virtual memorial database. A certificate suitable for framing will be sent to the honoree or their family.

other public area and will be recorded on the City's website and in a virtual memorial database. A certificate suitable for framing will be sent to the honoree or their family.

Use of Funds: This program will be administered for the City of El Paso through the Parks & Recreation Department. Even though the program includes provision for the Parks & Recreation Department to collect administrative and promotional expenses, we prefer to seek other funding to allow all funds donated to be used for the planting and maintenance of trees.

To this end, we propose the following as a budget for this grant:

Promotional services (hire a professional to produce and coordinate all publicity)	\$5,000
Advertising (local print advertising)	\$5,000

The City of El Paso Parks & Recreation Department will provide in-kind match primarily in salaries and benefits of personnel assigned to administer this grant, as well as in-house printing brochures, newsletters, correspondence (including solicitations and "Thank You" letters) and supplies (to be used towards planting trees and office supplies dedicated for use to this program) totaling \$10,000. The City of El Paso also pledges at least \$2,500 in cash received from future donations from the program.

Memorial Trees will be selected from a list of drought-tolerant species and planted on public property throughout the city during optimum planting season under the direction of the Parks and Recreation Department and the City of El Paso Arborist, Brent Pearson. The City will guarantee the trees for one year, and thereafter maintain the trees throughout their lifetime.

Current year Memorial Tree donors and recipients will receive invitations to the annual City-sponsored Arbor Day Celebration and honored at the ceremony. In order to preserve the natural beauty of our facilities, individual trees will not be marked or identified at the tree site as part of this program.

The three basic levels of participation include:

Seedling: \$50 donation; receive a certificate for program support.

Tree: \$175 donation - receive one 1 ½" caliper tree planted and a certificate.

Specimen Tree: \$300 donation; receive one 2" caliper or larger tree planted and a certificate.

Grove: \$500 donation - receive three 1 ½" caliper trees planted and three certificates.

The Memorial Tree Program will operate in conjunction with other initiatives recently adopted by the City of El Paso, including the grant funded Urban Tree Farm.