



## **U. S. FOREST SERVICE: URBAN AND COMMUNITY FORESTRY NATIONAL CHALLENGE COST-SHARE GRANT PROGRAM**

### **2009 Special Focus Grant: Outreach- Urban Forest Conference Scholarship Grants Funding Opportunity**

#### **Request for Proposals**

**Proposals are due by 11:59 PM Eastern Time, June 5, 2009**

#### **INTRODUCTION:**

The National Urban and Community Forestry Advisory Council (Council) serves to advise the Secretary of Agriculture on the status of the nation's urban and community forests. The Council seeks to establish sustainable urban and community forests, by encouraging communities of all sizes to manage and protect their natural resources. Well managed urban forests provide critical environmental services that can improve the public's health, and well being; economic viability and restore functioning environmental systems for people today and future generations.

Through the U.S. Forest Service's Urban and Community Forestry competitive Challenge Cost-Share Grant Program, the Council only supports urban and community forestry projects that have national or multi-state, significance in their impact or application. A listing of the previously funded projects can be viewed at <http://www.treelink.org/nucfac/> OR [www.fs.fed.us/ucf/nucfac](http://www.fs.fed.us/ucf/nucfac)

**Definition of Urban and Community Forestry:** The art, science, and technology of managing trees, forests, and natural systems in and around cities, suburbs, and towns for the health and well-being of all people.

## **GRANT PROGRAM OVERVIEW**

**Outreach Grant Category:** This special focus grant will focus on funding up to \$100,000 for projects that provide scholarships to non traditional / underserved participants and that meet the criteria noted below.

**Funding Authority:** The U.S. Forest Service derives their authority for the National Urban and Community Forestry Challenge Cost Share Grant Program from the Cooperative Forestry Assistance Act, (Section 9). Funds are to support urban and community forestry projects that have a national or widespread impact and application. All awards are based on the availability of funding, which may be subject to change.

**Eligible Applicants:** Any non-Federal organization, operating within the United States or its territories, may apply for the Challenge Cost-Share grant. Collaboration with Federal agencies is encouraged; however, a Federal agency may not receive funding through this grant program. (Conflict of interest issues will be addressed appropriately.) Individuals are not eligible.

**Note:** Projects that have only a local impact and applicability will not be considered for funding. Urban and community forestry projects with a local scope of work should contact their State Urban and Community Forestry Coordinator for assistance in identifying funding alternatives at the local level. The list of State Coordinators may be found at the following website: [http://www.fs.fed.us/ucf/Related\\_Links/UCF\\_State\\_coordinators.htm](http://www.fs.fed.us/ucf/Related_Links/UCF_State_coordinators.htm).

**Matching Requirements:** All grant funds must be matched at least equally (dollar for dollar) with non-Federal source funds. This match may include in-kind donations, volunteer assistance, and private and public (non-Federal) monetary contributions. All matching funds must be specifically related to the proposed project. The source of matching funds must be identified and grantees must comply with all applicable Federal regulations.

**Administration:** Upon Forest Service review of the Council's recommendations for funding, the selected projects will be awarded as Federal Financial Assistance grants by the USDA Forest Service Urban and Community Forestry Program and as such will be subject to the appropriate federal rules, regulations, and reporting requirements.

**Application Deadlines:** Proposals must be **posted to [www.grants.gov](http://www.grants.gov) or FedEx hard copies and CD** received by 11:59 PM Eastern Standard Time, **June 5, 2009**. The U.S. Forest Service will award the successful projects as Federal Financial Assistance grants no later than **September 30, 2009**. **NOTE:** Successful applicants will receive formal notice of their grant award from the USDA Forest Service late in the Federal fiscal year (June 3 - September 30, 2009). Consequently, grantees **may not** begin their projects prior to official grant award notification.

**Grant Period:** Grantees will be given up to three years to complete their projects, but can be negotiated for longer periods as applicable. The grant period begins when grant award letters are issued by the U.S. Forest Service.

**Grant Writing Assistance:** There are various internet sites that provide valuable grant writing tips and guidance for developing competitive grant proposals. Two in particular are the Catalog of Federal Domestic Assistance website at <http://www.cfda.gov>, select “Writing Grant Proposals”; and the TreeLink website at <http://www.treelink.org/grants/>.

**Inquiries:** All questions regarding the program should be directed to Nancy Stremple, Executive Staff to the Council, at (202) 205-1054 from 9:00 a.m. to 3:00 p.m. (Eastern Standard Time).

### **GRANT CATEGORY: OUTREACH**

**Goal:** Support and encourage the expansion of partnerships with non-traditional partners by providing broad, sustained educational opportunities with urban and community forestry issues.

**Priority:** Increase and strengthen urban forestry collaboration and partnerships by engaging non-traditional partners, individuals and organizations that have an important stake in urban forestry, but may not be involved in day-to-day community forest management. This is to be a sustained educational experience that will broaden their investment and participation in urban and community forestry beyond the scholarship sponsored event.

**Description:** NUCFAC recognizes the importance of engaging a broader, larger and more diverse group of constituencies in urban and community forestry programs and education. For the purposes of this Request for Proposals (RFP), the Council is interpreting non-traditional partners as minority and underserved populations, representatives of professional perspectives whose work impacts urban and community forestry, but may not be consistently represented in urban and community forestry educational opportunities and policy discussions.

**Eligible Applicant Examples Include But Are Not Limited To:** Educators, green industry professionals outside of arboriculture and forestry, public health professionals, public works professionals, local government representatives and other professions that have an impact on urban and community forestry. Conference hosts organizations may apply for scholarships for non-traditional partners to attend urban forestry conferences or other appropriate training opportunities. Organizations are also encouraged to apply for funding to engage non-traditional partners in educational opportunities presented by other organizations.

**Time Period:** Projects should seek to engage participants over a sustained period of time before, during and several years after the event to follow up and document the impact of

the experience. Applicants selected will have up to three years after the date of the signed award to complete the project.

**Results:**

Projects are encouraged to detail how they plan to measure the increase in involvement and sustained interest in urban and community forestry issues and opportunities with new constituencies.

**THE PROCESS**

**Match:** As 50 percent dollar- for-dollar match of the Federal dollars requested is required from all successful applicants. Match may be any non-federal: dollars, volunteer services, and / or materials. (For example: If the applicant requested \$50,000 in Federal funds, they would be required to match those funds with \$50,000 Non Federal dollars for a total project value of \$100,000.)

**Proposal Review:** Applicants are invited to submit a single proposal. A Review Panel will review all proposals, and submit comments and priority rankings to the NUCFAC Council. The Council will select finalist grantees and recommend them for approval to the Forest Service.

**Award and Reporting:**

Within one year of the award, selected grantees will be required to submit a written report on outcomes, including activities undertaken to disseminate/extend their work to others.

**APPLICATION PROCEDURE:**

All application information is available on [www.grants.gov](http://www.grants.gov) (CFDA 10.675), and on the [Forest Service National Urban Forestry Website www.fs.fed.us/ucf/nucfac](http://www.fs.fed.us/ucf/nucfac).

All applications are to be submitted to grants.gov. If the applicant does not have the capacity or availability of a computer and needs to submit a hardcopy application, please contact Nancy Stremple, [nstremple@fs.fed.us](mailto:nstremple@fs.fed.us), 202-205-7829, and she will mail a hardcopy to them.

**To Apply (HARD COPY OR ELECTRONICALLY)**

Electronic submission is preferred to [www.grants.gov](http://www.grants.gov). Please do not wait until the last day to submit an application, due to high volume activity on grants.gov can slow or lock up the system during work hours. If one has problems with the grant.gov system, please call their help desk, Open Monday - Friday, to help you with issues regarding Grants.gov. From 7:00 a.m. to 9:00 p.m., Eastern Time email [support@grants.gov](mailto:support@grants.gov) or call 1-800-518-4726.

## HARD COPY SUBMISSIONS

**Hard Copy:** For those that do not have computer access, hardcopy applicants will be required to FedEx their application to Nancy Stremple.

Hardcopy applications should be submitted on white 8.5" x 11" paper, plus CD. **Please do not enclose proposals in folders or binders** (staple in the top, left hand corner of each copy) and do not include unsolicited material as it will be removed and destroyed.

Proposal descriptions are restricted to a proposal cover sheet (*on grants.gov the cover sheet is a separate document located under supplemental information*), that includes: Contact information, project title, project category selected, amount requested and funding match, a project abstract summary not to exceed 200 words and the narratives. Proposals are limited to five pages. All narratives are to be **single spaced, Times New Roman font, 12-point type, 1" margins**. Plus the completed 424 and 424 (a) example of a filled 424 (a) is provided below.

**To apply hardcopy,**

**Federal Express**

**Ten (10) copies and CD to:**

Nancy Stremple, Executive Staff to NUCFAC  
USDA Forest Service  
Sidney Yates Building (1- Central)  
201 14<sup>th</sup> Street S.W., MS-1151  
Washington, DC 20250-1151

*\*Note: To ensure delivery, include both the mail stop (MS) number and the street address when addressing your package for shipment.*

### **DUE DATE:**

Applications must be received, **(NOT POSTMARKED) BY 11:59 P.M. EASTERN TIME ON June 5, 2009**. Proposals received after the due date, will be returned without consideration. *No facsimiles submissions will be accepted.*

**TO APPLY ELECTRONICALLY TO [www.grants.gov](http://www.grants.gov):**

**To view on [www.grants.gov](http://www.grants.gov):** Users do not need to be registered in the Grants.gov system to **view** grant opportunities. To search available opportunities go to [www.Grants.gov](http://www.Grants.gov) and click Find Grant Opportunities from the navigation bar on the left side of the screen. Once the Search Opportunities page opens you can conduct a basic search, browse by category, browse by agency, or conduct an advanced search

**To Pre-register on [www.grants.gov](http://www.grants.gov):** applicant organizations need to complete a one-time only registration process for Grants.gov that includes obtaining a Data Universal Numbering System (DUNS) number, registering in Central Contractor Registry (CCR) and registering in Grants.gov. Details for Grants.gov registration can be found at the Grants.gov Get started web page ([http://www.grants.gov/applicants/get\\_registered.jsp](http://www.grants.gov/applicants/get_registered.jsp)). Please note that this is a one-time only registration for all Federal agencies using Grants.gov. If your organization has already completed the Grants.gov registration process to submit electronically for another Federal agency, a separate Grant.gov registration is **not** necessary for NUCFAC submissions. For more details please consult the Grants.gov Applicant User Guide: <http://www07.grants.gov/assets/ApplicantUserGuide.pdf>), which provides a step-by-step explanation, with screen shots, of searching for grant opportunities and getting registered in the Grants.gov system.

**To Locate the Outreach RFP on [www.grants.gov](http://www.grants.gov)**

Go to [www.grants.gov](http://www.grants.gov) and on the left side of the home page Click on **“For Applicants”**, then **“Browse by Agency”**  
Click on the second to last item **“[United States Department of Agriculture](#)”**  
The agency is Forest Service and  
The title will be: **2009 Urban and Community Forestry Outreach Conference Scholarships Challenge Cost Share Grant, CFDA Number is: 10:675**

Applicants will need to use Adobe Acrobat 8 Reader to access the application, fill it out and save it. **Adobe Acrobat 8 Reader is available free on [grants.gov](http://www.grants.gov)**  
The software is located under 1. Download an application package.

**The Application Cover Sheet and Narrative Form is located next to the “Synopsis” Tab under the “Full Announcement” Tab.** Scroll down and download and save the form to your files. When you are finished working on the cover sheet and narrative, upload it as an attachment to your application package.

**\*Grants.gov Help Contact Center**

Open Monday - Friday, to help you with issues regarding Grants.gov. From 7:00 a.m. to 9:00 p.m., Eastern Time email [support@grants.gov](mailto:support@grants.gov) or call 1-800-518-4726. \*Please contact the help center immediately, if you experience any problems with grant.gov. The system may be slow during peak daytime hours due to high volume usage.

**DUE DATE:**

Applications must be received, **(NOT POSTMARKED) BY 11:59 P.M. EASTERN TIME ON June 5, 2009.** Proposals received after the due date, will be returned without consideration. *No facsimiles submissions will be accepted.*

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### **SELECTION CRITERIA**

Proposals will be evaluated on how well they address each of the following criteria and the priority of each category. Arrange your narrative to correspond with the numbered items listed below. Note: Proposals that do not include all of the requested information will not score well in the evaluation process.

#### **1. Scope and Applicability/Justification – 10 points**

**Describe how your project addresses the intent of the category. Identify the project’s objective(s). Identify your national target audience. Identify what specific types of other national organizations may benefit from your project (level of government, non-profits, the green industry, and/or educational institutions.**

- Does the educational experience provide broad exposure to urban and community forestry issues or is it narrowly focused (preference is given to a broad educational experience as opposed to focusing on one issue or concern)?
- Does the educational objective target audience lend itself to engaging non-traditional audiences?
- Will the non-traditional audiences engaged be well-positioned to make an impact on community forestry efforts?

## **2. Type of Educational Program – 10 Points**

**The primary focus of the event must be urban and community forestry. Describe in detail the educational program(s) for which you are seeking scholarship funding. What is/are the current attendance in terms of number and mix of professional perspectives? When is/are the event(s) scheduled for which you are seeking scholarship funding? Is the event held on an ongoing basis? (I.e. national conferences, regional seminars, webinars, etc...)**

- Is the program already established? (This initiative is not designed to support the creation of a new program.)
- Is the primary focus of the conference/workshop on urban forestry and related issues?
- How large is the existing audience for this program?
- Does the existing program have a record of success in reaching out to new, non-traditional and related audiences in obtaining speakers? In obtaining attendees?
- Has the event demonstrated sustainability through longevity and/or strong attendance and/or stable funding?
- Does the organization providing the training have a track record for providing quality training?
- Do the event dates fall within the time period this grant focuses on?

## **3. Outreach Strategy – 10 Points**

**Who and how are you going to reach out to new diverse audiences to increase exposure and engagement in urban forestry? What non-traditional audience(s) are you trying to engage? Why does the audience(s) you are targeting represent a new/different audience for urban and community forestry issues? What is the benefit of engaging this/these audience(s) for the future of urban and community forestry?**

- Does the organization have the capacity to effectively reach non-traditional audiences?
- Does the organization have existing relationships that will help them reach non-traditional audiences?
- Rate the plan for outreach to non-traditional audiences.
- How many non-traditional audiences are being targeted?
- How do the targeted non-traditional audiences benefit urban and community forestry efforts?
- How will the program engage the non-traditional audience to make the content relevant to them?

## **4. Awarding the Scholarships – 10 Points**

**What application procedure will you use to award the scholarships? What criteria will you use to decide between competing applicants?**

- Does the organization have the capacity to award the scholarships?
- Will the organization involve others to help award the scholarships?

**5. Ongoing engagement/Follow-up/Impact – 20 Points**

**How will this scholarship engage the recipient over an extended period of time in urban and community forestry issues and activities? How will you follow up with the scholarship recipients? How will they report on their ongoing engagement? What are your evaluation procedures?**

- Over what period of time will the non-traditional audiences be engaged?
- Has the organization developed a strategy to continue the involvement of the non-traditional audiences beyond the dates of formal training?
- Has the organization developed a strategy to ascertain how the non-traditional audiences are implementing what they are learning?
- Has the organization developed a plan for evaluating the involvement and experience of the non-traditional audiences?
- Is there an effective method of linking the non-traditional attendees with each other?

**6. Budget and funding – 10 Points**

**Please use the required downloadable SF 424 and 424 (a) forms provided on [www.grants.gov](http://www.grants.gov). In addition to these required forms, create a detailed budget in your narrative to show how you plan to allocate the money requested. This request can include broad costs of conference attendance including registration costs, travel, and lodging. How appropriate is the budget for the scope of the proposal? Are you meeting your mandatory financial match for the grant dollars? Please confirm that your math is accurate.**

- What is the scope of the experience for the non-traditional attendee (longer period of engagement, more diverse experience justifies a higher award.)?
- Does the budget show a reasonable plan for securing the financial match?
- Is the training dependent upon receiving this funding (The event should be sustainable.)?

See the Budget Sample (below) to create your budget sheet.

**NOTE:** *The Federal dollars requested may not be used to purchase trees, plant materials, food, and equipment, with a cost of \$5,000 or greater or capital improvements to property of any ownership.*

**Include a copy of the negotiated Indirect Cost Rate Agreement,** if indirect costs are included in the budget or a copy of the submitted application to the primary funding federal agency budget or a copy of the submitted application to the primary funding federal agency.

**NOTE: Regarding Indirect Costs**

Although indirect costs are allowable in Federal Financial Assistance Grants, the Council prefers that indirect costs are shared or covered by matching funds.

**Budget Forms: SF 424 and SF 424 (a)**

**Please download the writable SF 424 and 424 (a). Fields highlighted in yellow are mandatory. An example of the SF424 (a) detailed sheet is filled out below**

**BUDGET INFORMATION - Non-Construction Programs**

OMB Approval No. 4040-0006  
Expiration Date 07/30/2010

**SECTION A - BUDGET SUMMARY**

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. U.S Forest Service Urban and Community Forestry Assistance	10.675	\$ 75,000.00		\$ 75,000.00	\$ 75,000.00	\$ 150,000.00
2.						
3.						
4.						
5. Totals		\$ 75,000.00		\$ 75,000.00	\$ 75,000.00	\$ 150,000.00

Standard Form 424A (Rev. 7-97)  
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**SECTION B - BUDGET CATEGORIES**

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	U.S Forest Service Urban and Community Forestry Assistance				
a. Personnel	\$ 35,000.00	\$ 68,000.00	\$	\$	\$ 103,000.00
b. Fringe Benefits					
c. Travel	8,400.00				8,400.00
d. Equipment					
e. Supplies	100.00	500.00			600.00
f. Contractual	12,000.00				12,000.00
g. Construction					
h. Other	18,000.00	4,000.00			22,000.00
i. Total Direct Charges (sum of 6a-6h)	73,500.00	72,500.00			\$ 146,000.00
j. Indirect Charges	1,500.00	2,500.00			\$ 4,000.00
k. TOTALS (sum of 6i and 6j)	\$ 75,000.00	\$ 75,000.00	\$	\$	\$ 150,000.00
7. Program Income	\$	\$	\$	\$	\$

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Make sure a break down of hours is noted: Example  
 Personnel: Primary 300 hours @ \$14 per hour = \$4,200  
           Intern: 100 hours @ \$10 per hour = \$1,000

Printing: 20,000 copies, 8-pages each, 4 colors, and/ or associated costs of internets maintenance.

Distribution: copies will be sent to federal, APA, ASLA, Conference of Mayors, universities and state urban forestry coordinators. Additional copies will be available on request to all callers for at least two years from date of completion.

SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. U.S Forest Service	\$ 71,000.00	\$	\$ 4,000.00	\$ 75,000.00	
9.					
10.					
11.					
12. TOTAL (sum of lines 8-11)	\$ 71,000.00	\$	\$ 4,000.00	\$ 75,000.00	
SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 75,000.00	\$ 20,500.00	\$ 52,000.00	\$ 0.00	\$ 2,500.00
14. Non-Federal	\$ 75,000.00	\$ 21,000.00	\$ 48,000.00	\$ 3,500.00	\$ 2,500.00
15. TOTAL (sum of lines 13 and 14)	\$ 150,000.00	\$ 41,500.00	\$ 100,000.00	\$ 3,500.00	\$ 5,000.00
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. U.S Forest Service	\$	\$	\$	\$ 0.00	
17.					
18.					
19.					
20. TOTAL (sum of lines 16 - 19)	\$	\$	\$	\$	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges: 73,500.00	22. Indirect Charges: 1,500.00				
23. Remarks: 00% indirect costs. See attachments for negotiated rates with cognizant agency					

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### ELECTRONIC AND HARD COPY APPLICATION PROCEDURE CHECK-OFF LIST

- Is your pre-proposal:
  - In Times New Roman font?
  - In 12-point pitch?
  - In a format with empty 1-inch margins on the top and bottom of the document and in the left and right margins?
- Have you formatted your narrative to match the numbered Selection Criteria? Have you addressed all the criteria in your narrative and labeled each selection criteria accordingly?
- Does your budget reflect, as a minimum, a non-Federal match dollar-for-dollar?
- Does your proposal contain the Proposal Cover Sheet, Grant proposal –

5 page maximum narrative addressing all the Selection Criteria and the completed SF 424 and 424 (a) forms?

**Do not attach unsolicited documentation to your pre-proposal as it will be Removed and destroyed.**

- ❑ If, hard copy, did you staple each copy of your proposal in the top, left-hand corner?

**Do not enclose your proposal in any bindings or folders.**

- ❑ If hardcopy, did you include ten copies of your proposal?  
Have you arranged for the proper delivery service to ensure that your pre-proposal will be received, (not postmarked) by 11:59 p.m. Eastern Time on **June 5, 2009.**
- ❑ Have you included all your attachments to grants.gov? Including you're application coversheet and narrative?
- ❑ If you are working with partners, have you included your partner letters? (as applicable)
- ❑ Did you include your DUNS number on your SF 424,
- ❑ Did you include a copy of your indirect cost rate?

NUCFAC use only.

Control Number:

## U. S. FOREST SERVICE: URBAN AND COMMUNITY FORESTRY

### *2009 Special Focus Challenge Cost-Share Program: Outreach Urban Forest Conference Scholarship Grants*

**Proposals are due by 11:59 PM Eastern Time, June 5, 2009**

(Amount available: up to \$100,000)

Note: This Cover Sheet is to be included as an attachment when submitting to  
www.grants.gov

**PROJECT CONTACT INFORMATION-** (Name, Name of Organization, full address,  
phone number, Fax number and email address)

Is this project being developed to reach a minority or underserved population?

Yes  No

Is this pre-proposal being submitted by a minority or underserved population  
(owned/operated/directed) business, organization or college/university?

Yes  No

**PROJECT TITLE:**

**FUNDING REQUEST:** Must be a dollar for dollar match of funds requested.  
(*I.e. Requested \$40,000 + Matching: \$ 40,000 = Total Project: \$ \$80,000*)

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REQUESTED: \$ \_\_\_\_\_ + MATCHING: \$ \_\_\_\_\_ = TOTAL PROJECT: \$ \_\_\_\_\_

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**PARTNERS:** (List Partners Name, Organization, Address, Phone, Fax and if a Letter  
of Support / Partnership is included)

### **PROPOSAL NARRATIVE:**

(The proposal is not to be more than 5 single spaced pages.) Please make sure each page is numbered and has the project title.

Proposal narrative and cover sheet will be submitted with a SF 424 and 424a.

**REMINDER: If hard copy, submit A CD and ten copies of your proposal via Federal Express to: Nancy Stremple, Executive Staff to NUCFAC, USDA Forest Service, Sidney Yates Building (1- Central), 201 14<sup>th</sup> Street S.W., MS-1151, Washington, DC 20250-1151**

**ABSTRACT:** Summarize the proposed project in 200 words or less.

### **SELECTION CRITERIA**

Proposals will be evaluated on how well they address each of the criteria noted in the instructions and the priority of each category. Arrange your narrative to correspond with the numbered items listed below. Proposals that do not include all of the requested information will not score well in the evaluation process.

1. Scope and Applicability/Justification
2. Type of Educational Program
3. Type of Scholarship Outreach
4. Awarding the Scholarships
5. **Ongoing engagement/Follow-up/Impact**
6. Budget and funding

### **APPLICATION PACKAGE CHECKLIST:**

- **Cover Sheet with Amount requested and Abstract**
- **Narrative that is formatted in order of the above selection criteria numbers 1-6**
- **SF 424 and SF 424 (a). (Make sure DUNS number is on SF424 form)**
- **Copy of indirect cost rate or negotiated rate with cognizant or primary funding Federal agency**
- **List of Literature reviewed and cited**
- **Letters of Support from Partners**