



## Urban & Community Forestry Technology Transfer Projects *Request for Pre-proposals*

### Background

The Midwest Center is one of three regional Centers that supports the technology transfer component of the Forest Service’s Urban and Community Forestry Program within the Northeastern Area. The Center’s purpose is to develop and deliver informational resources and state-of-the-art technologies that address the most critical urban & community forestry issues in the Midwest.

To carry out this mission, the Forest Service provides funds for focused initiatives that address urban forestry technology and **information needs** within the Midwest States. The purpose is to facilitate the creative exchange of urban forestry information among researchers, professionals, public officials, volunteers, educators, community leaders, and citizens. Projects can take the form of (but are not limited to): publications, web-based applications, training sessions, manuals, books, technical symposiums, expert workshops, conference proceedings, visual aids, television programs, videos, slide presentations, posters, computer software, etc.

### Urban & Community Forestry Technology Transfer Projects

The Midwest Center typically receives \$50,000 in funding each year for Technology Transfer Projects. Funds for individual projects are limited to \$10,000. However, more funds may become available throughout the year, and there may be an opportunity to request additional dollars for larger projects when solid proposals are already in-hand. Therefore, the Midwest Center, this year, is soliciting ideas for projects that fall into 2 categories: (1) those that require less than \$10,000 in federal funds and (2) those more costly projects (\$10,000-\$50,000).

This Request for Pre-proposals is intended to generate a list of projects in both categories that helps satisfy Technology Transfer needs in the Midwest, and to identify organizations that are interested and able to complete these projects. Once compiled, this list will be prioritized, and as funding becomes available, projects will be selected for completion. The projects list will be reviewed and amended annually, via future requests for pre-proposals.

#### Who Can Submit a Project Idea / Pre-proposal?

- ✓ State and Local Governments
- ✓ Educational Institutions
- ✓ Non-profit Organizations
- ✓ Consultants



...in Illinois,  
Indiana, Iowa,  
Michigan,  
Minnesota,  
Missouri, and  
Wisconsin

NOTE: Other individuals or organizations in the United States are eligible to partner with one of the above organizations in the Midwest to develop a pre-proposal.

## Technology Transfer Project Requirements

- Projects must benefit the Midwest.
- Projects require a 50:50 match from non-federal funding sources. Matching funds can include in-kind services.
- Projects must be completed within a 2-year timeframe.
- Open access to all data, records, financial information and other materials generated by or associated with the project is required.
- When products are such that others could benefit from being able to customize them for local/regional application, products should be provided in a generic format.
- Results must be disseminated in a manner that assures accessibility by others.

## Selection Criteria

- Strength of the educational component
- Addresses an information need relating to urban forestry and/or how urban forests play a role in the environmental, social and economic health of communities
- Does not duplicate, but enhances existing activities
- Emphasis on Midwest issues
- Ability of information/resource to be transferred among the Midwestern states
- Target audience is defined and appropriate to the project
- The benefit received versus the cost of the project
- Type, source, and amount of non-federal match
- Final product and distribution defined
- Associated spin-off activities
- Is a multi-state or regional project

### FOR LARGER PROJECTS:

- Ability of information/resource to be transferred outside of the Midwest

## Preparing a Pre-proposal

Completing a pre-proposal is the first step to being considered for development of a full proposal. Pre-proposals should include a Cover Page and Project Synopsis, included on pages 3 and 4 of this packet, as well as a 1-2 page Project Description. Guidelines for developing the Project Description can be found on page 5. The submittal should be on 8.5" x 11" paper with font size no smaller than 11 and normal spacing.

Electronic versions (PDF and Microsoft Word) of the Cover Page and Project Synopsis can be downloaded from: [www.na.fs.fed.us/spfo/urbanforestry/ucf.htm](http://www.na.fs.fed.us/spfo/urbanforestry/ucf.htm)

...or can be obtained by contacting Jill Mahon at 651-649-5253 or [jmahon@fs.fed.us](mailto:jmahon@fs.fed.us).

Applicants should focus on the selection criteria in the development of the proposal for funding. Pre-proposals must be received by **December 1, 2003**.

Feel free to contact the Midwest Center Coordinator (Jill Mahon) for assistance in developing project ideas and pre-proposals.

## Timeline

**October 27, 2003**  
Request for Pre-proposals issued

**December 1, 2003**  
Pre-proposals due

**January 1, 2004**  
Applicants notified

**March 1, 2004**  
Full proposals due

**Summer 2004**  
Final proposals accepted,  
Project begins

**Summer 2006**  
Project complete



**Midwest Center for Urban & Community Forestry**  
USDA Forest Service Northeastern Area

Urban & Community Forestry Technology Transfer Projects  
**2004 Request for Pre-proposals**

**COVER SHEET**

<b>Project Title:</b>	_____
<b>Applicant:</b>	_____
<b>Funding Category:</b>	<input type="checkbox"/> <\$10,000 (suggested range = \$1,500 to \$10,000) <input type="checkbox"/> Other Technology Transfer Projects (\$10,000-\$50,000)
<b>Amount Needed:</b>	_____
<b>Amount of Match Provided:</b>	_____

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

<b>Abstract</b>	A short summary of the project, limited to 100 words.
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## Project Synopsis

**Topic(s) Being Addressed**

Check all that apply.

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Benefits of Trees</li> <li><input type="checkbox"/> Citizen Involvement</li> <li><input type="checkbox"/> Design and Planning</li> <li><input type="checkbox"/> Education</li> <li><input type="checkbox"/> Tree/Forest Health</li> <li><input type="checkbox"/> Invasive Species</li> <li><input type="checkbox"/> Open Space/Greenspace</li> <li><input type="checkbox"/> Species Selection</li> <li><input type="checkbox"/> Storm Preparedness/Response</li> <li><input type="checkbox"/> Technology</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Tree Planting</li> <li><input type="checkbox"/> Tree Maintenance</li> <li><input type="checkbox"/> Tree Risk</li> <li><input type="checkbox"/> Tree Preservation</li> <li><input type="checkbox"/> Urban Forest Management (municipal)</li> <li><input type="checkbox"/> Urban Forestry (public &amp; private)</li> <li><input type="checkbox"/> Urban Interface</li> <li><input type="checkbox"/> Urban Wood Utilization</li> <li><input type="checkbox"/> Other _____</li> <li>_____</li> </ul> |
|---|---|

**Type of Resource**

What is being produced? Check all that apply.

Audio-visual Media

- Audio Tape
- CD-ROM
- Instructional TV Series
- Power Point
- Slide Show
- Video
- Web Resource/Internet Tool

Media-related

- Campaign
- Public Service Announcement
- Series of Newspaper/Magazine Articles

Model/Demonstration

- Project
- Program

Computer Tool

- Software

Other

- Poster
- Toolkit
- Workshop
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Document

- Book
- Conference Proceedings
- Curriculum/Lesson Plan
- Factsheet
- Guidebook
- Manual
- Newsletter
- Pamphlet/Brochure/Booklet
- Periodical
- Report
- Research Summary

**Targeted Audience**

Check all that apply (be specific – target).

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Builders/Developers</li> <li><input type="checkbox"/> City Foresters</li> <li><input type="checkbox"/> Community Leaders</li> <li><input type="checkbox"/> Educators – Elementary</li> <li><input type="checkbox"/> Educators – High School</li> <li><input type="checkbox"/> Educators – College/University</li> <li><input type="checkbox"/> Homeowners/Community Residents/General Public</li> <li><input type="checkbox"/> Planners - Municipal</li> <li><input type="checkbox"/> Planners - Regional</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Public officials</li> <li><input type="checkbox"/> Public Works Departments</li> <li><input type="checkbox"/> State U&amp;CF Coordinators</li> <li><input type="checkbox"/> Urban Forestry Practitioners</li> <li><input type="checkbox"/> Utility Companies</li> <li><input type="checkbox"/> Volunteers</li> <li><input type="checkbox"/> Volunteer Coordinators – Community</li> <li><input type="checkbox"/> Volunteer Coordinators – State</li> <li><input type="checkbox"/> Youth</li> <li><input type="checkbox"/> Other _____</li> </ul> |
|--|--|

## Project Description

Please use the following format for developing a 1-2 page pre-proposal Project Description:

- Purpose:**
- Describe the project clearly, and describe how it addresses urban forestry needs and/or the role that urban forests play in the environmental, social and economic health of communities.
  - Clearly state the reason why this project is necessary, and what goals the project will accomplish.
- Need:**
- What information need is being addressed?
  - What other information sources exist on this subject matter?
  - How will this project be different from those materials, or if your project is complimentary -- how will you partner with these other efforts?
- Delivery:**
- Identify the target audience for this project.
  - What effort will you make to reach this target audience?
  - What form will the final product take?
  - Describe clearly how the final product will be marketed and distributed to the target audience. How many copies (or sessions) of the final product will be made available? Who will bear the cost of the final copies and distribution?
  - Explain how this project applies to other States or regions.
- Scope:** Identify the geographic scope of the project (city, state, multi-state, Midwest, National, e.g.) and how it can be useful and/or applied throughout the Midwest.
- Expertise:** Briefly describe your background/expertise as it relates to this project.
- Partners:** List and/or describe any significant partners who will be involved and their level of commitment.
- Timeline:** Provide a brief, approximate schedule showing intermediate steps and major milestones. Please indicate if a specific start date (or season) is critical.
- Evaluation:** Describe specific measures or indicators that will be used to determine project success and how formal monitoring will be conducted after project completion.

## Submitting a Pre-proposal

<p><b>Please include the following in your pre-proposal package:</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Cover Sheet (page 3)</li><li><input type="checkbox"/> Project Synopsis (page 4)</li><li><input type="checkbox"/> Project Description (2-page maximum)</li></ul>
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<p><b>DEADLINE:</b> December 1, 2003</p> <p><b>Submit to:</b> Jill Mahon USDA Forest Service 1992 Folwell Ave. St. Paul, MN 55108 Fax: 651-649-5238</p> <p><b>Any questions, do not hesitate to contact Jill Mahon at:</b> 651-649-5253 jmahon@fs.fed.us</p>
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## Past Projects

Examples of some of the successful projects the Center has funded in the past include:

- The Forest Where Ashley Lives (Children's Book and Interactive CD)
- Practitioner's Guide to Stem Girdling Roots (Converted Research Findings to a Publication)
- Tree Pests of the Midwest (Poster)
- Web-based Curriculum on Gypsy Moth (Web Curriculum and Teacher Training)
- Ecosystem-Based Tools for Planning and Development (Workshop)
- Trees & Building Sites (Conference and Proceedings)
- Building with Nature (Video and Pamphlet)
- Trees and Ice Storms (Publication)
- Planting for the Future: Tree Trust Community Outreach Manual
- Creating Community-Forestry Partnerships (Publication)
- The Landscape Below Ground (Conference and Proceedings)
- Working With Your City Council (Video Set)

## Project Ideas

The following project ideas have already been generated, and we are looking for individuals/organizations who would be willing and able to complete them. If you are interested in working on one or more of these projects, please submit a pre-proposal.

- Write a document "When the Bug Comes to Town" that outlines the necessary steps in the event that a new invasive exotic insect is discovered in a community
- Create a publication or interactive CD on Community Tree Nurseries – detailing what's involved, how to organize, level of commitment in short and long term, and technical details related to irrigation, planting stock, etc.
- Develop a Tree Owners' Manual to be distributed by realtors (to new homeowners)
- Create publications/presentations that promote how:
  - trees are part of the city's infrastructure.
  - trees can increase tax revenue.
- Develop a publication on the use of trees for phytoremediation.
- Demonstrate and document the steps to successfully work with neighborhood issue-based coalitions (like "Neighbors for Peace") who may be interested in working on urban & community forestry projects/campaigns
- Write a series of newspaper articles that could be distributed for publishing in weekly newspapers or to serve as a weekly column (seasonal, timely information).

## Other Ideas

- Design publications targeted to a non-forestry audience, such as engineers, urban planners, and public works officials. Work with the target audience to develop the materials so the message is clear and effective. Develop an effective method to distribute the publications to this audience.
- Partner with a non-forestry organization (such as municipal engineers, urban planners, council of mayors, landscape architects, public works officials) to arrange urban forestry sessions during the general session of their State or regional conference.
- Take advantage of training opportunities offered by national organizations and contract with them to bring the training to the Midwest region or develop a training or educational conference of your own.
- Gather existing research information on urban forestry, tree health, or tree care; compile it into a useable format, and publish and distribute the re-packaged information.



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## Technology Transfer Committee Members

**Lisa Allen**

Assistant State Forester  
Missouri Department of Conservation  
Missouri

**John Dwyer**

Project Leader and Research Forester  
USDA Forest Service  
Illinois

**Burney Fisher**

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**Lee Huss**

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Associate Professor & Chair, Horticulture  
Iowa State University  
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**Gary Johnson**

Professor of Urban & Community Forestry  
University of Minnesota  
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**Skip Kincaid**

Urban Forestry Consultant  
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**Suzanne Malec**

Deputy Commissioner  
City of Chicago - Dept of Environment  
Illinois

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Forest Sociology & Social Forestry Professor  
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**Patty Petersen**

Community Programs Team Leader/Field Coord  
Trees Forever  
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**Dick Rideout**

State Urban & Community Forestry Coordinator  
Wisconsin Department of Natural Resources  
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**Les Werner**

Urban Forestry Senior Lecturer  
University of Wisconsin-Stevens Point  
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**Vacant**

Green Industry, Non-profit, or Utility  
Michigan