



To: Tree City USA Communities
From: DCR Urban Forestry staff (Eric Seaborn, Alan Snow)
Date: November 29, 2010

RE: Tree City USA 2010 Applications (new and recertification) – DUE DEC. 31, 2010

Thank you for your interest in applying or becoming recertified as a Tree City USA. Tree City USA is a national honor given by the National Arbor Day Foundation (NADF). Each state is responsible for reviewing the applications and forwarding them to NADF. MA DCR Urban and Community Forestry staff reviews each application to make sure they are complete, accurately reflect your program, and have current information. We are all proud of what our Tree City USA communities accomplish. We appreciate the work you do to earn this special recognition and appreciate your additional efforts to maintain such high standards.

In order to assist you in submitting your' [Online Web Portal](#) or [Paper Application](#), please use the following checklist to help you compile the needed information to complete the application.

- Your application **MUST** be submitted by **December 31, 2010**. Early applications are welcome - *and will help us help you if there is missing information.*

Please mail if using paper **TWO COPIES one must be original** of your application to:

**Alan Snow,
Community Action Forester
P.O. Box 484
Amherst MA 01004**

- Please submit **TWO COPIES** (original plus one copy) of your complete application.
- Your re-certification application and online login information should have been mailed to you directly by the National Arbor Day Foundation. Web portal and paper recertification, Growth Award and first time applications are available at:
www.mass.gov/dcr/stewardship/forestry/urban/urbanFAQs.htm#treeCity
- The **actual signed application should be the cover sheet on the top of the application**, do not use binders/plastic covers in submitting your application, just simply staple or use a binder clip to secure the application together.

Please find below some detailed information on how to meet the **FOUR STANDARDS**:

COMMONWEALTH OF MASSACHUSETTS · EXECUTIVE OFFICE OF ENERGY & ENVIRONMENTAL AFFAIRS

Department of Conservation and Recreation
251 Causeway Street, Suite 600
Boston MA 02114-2119
617-626-1250 617-626-1351 Fax
www.mass.gov/dcr



Deval L. Patrick
Governor

Timothy P. Murray
Lt. Governor

Ian A. Bowles, Secretary, Executive
Office of Energy & Environmental Affairs

Richard K. Sullivan, Jr., Commissioner
Department of Conservation & Recreation

STANDARD 1: Tree Board or Department

- If you have a *department*, please enclose a description from a municipal annual report, budget justification or other existing description. If none of these exist, please describe where your department sits in municipal government, who staffs it, and what your responsibilities are.
- If you have a *tree board or committee*, please include the names of all members (including addresses/e-mails) and other documentation (if new: bylaws, brochure, mission statement, articles of incorporation, or minutes from adoption by town meeting or city council).
- For communities that share responsibilities with a non-profit partner, this application needs to be formally presented by the municipality with budget and program information representing both. Please be sure each partner is aware of the application's submittal.
- A narrative description of your program is always helpful.

STANDARD 2: Community Tree Ordinance: Massachusetts' communities are automatically qualified for this criteria, as long as you include one of the following documentations:

- If you operate under the guidance of *M.G.L. Chapter 87*, please include **evidence that you enforce MGL Ch. 87** [a sample hearing notices (dated), correspondence] or that your city council or town meeting has adopted this law.
- If you have adopted a new ordinance, subdivision regulation, or other forestry policy, please include it with your application. Your ordinance should mention Chapter 87. You may also provide a **web link** to where it can be downloaded. (We are in the process of collecting digital copies of all state tree related ordinances.)

STANDARD 3: Community Forestry Program

- **BUDGET:** Please include documentation for your total budget. **The budget must either be FY'2010 or a budget for the calendar year of 2010.** Because you are applying for an award for 2010, we cannot accept FY'11 budgets. Please be sure that the budget clearly shows budget numbers for the tree program (not the entire DPW, for example). Make notes to link this budget to the budget worksheet.

- **Fill out the REQUIRED attached two-page budget worksheet.** This is important in evaluating the overall performance of the Tree City program and helps us demonstrate where funding is needed.
- **WORKPLAN:** As a Tree City USA you are **required to submit an annual work plan.** This demonstrates that your community looks forward in planning for the year and that you have a systematic approach to your urban forestry program. A work plan that is updated frequently qualifies for this standard. Sample work plans can be found at:
<http://www.mass.gov/dcr/stewardship/forestry/urban/urbanFAQs.htm#treeCity>
- If you are applying for a **Growth Award**, please note this section must demonstrate a **budget increase.**

STANDARD 4: Arbor Day celebration and proclamation of Arbor Day. *To meet this standard, your application must include:*

- Evidence of an Arbor Day celebration occurring in 2010. This could be a dated clipping from the newspaper or a press release if the newspaper didn't cover the event; invitations; a program detailing speakers and entertainment for the event; thank you letters; speeches or speaking points or photographs. Photographs alone will not suffice.
- Likewise, the proclamation of Arbor Day, **signed** by your Mayor/Manager or Selectmen, must be dated in 2010. The proclamation does not have to proclaim the last Friday in April as Arbor Day. You may proclaim any day Arbor Day but you must give the date of *your* Arbor Day. You do not need to include the original proclamation with your application.
- Please be cautious about combined Arbor Day and Earth Day observances. If you choose one celebration for these two holidays, please explicitly document the Arbor Day portion of the celebration as stated above.
- **Do not assume that Earth Day = Arbor Day.** Tree City USA applications are sent the National Arbor Day Foundation, thus this emphasis.

APPLICATION SIGNATURE - Finally, **the application MUST be signed by the Mayor, City/Town Manager, or Board of Selectmen.** Applications signed only by the tree program manager are not acceptable. This is because we have had trouble in the past with program managers submitting applications without knowledge of the municipality.

Growth Award applicants:

This award is intended to recognize special accomplishments of Tree City USA communities. The basis of the award is *growth* in the program, documented by a budget increase (could be in the form of a non-governmental grant, a new budget line item, a new piece of equipment, or new position). Then, special efforts and projects, described in the application, will qualify an applicant for the award. Annual programs, even if they are extraordinary, will not alone qualify for the award. Unfortunately, the intent of the award is not to be a higher tier of Tree City USA awards for well-established and well-funded programs to earn each year. **Please document your special program or growth area with attachments.**

QUESTIONS??

Please contact us at:

Eric Seaborn 617-626-1468 eric.seaborn@state.ma.us

Alan Snow 413-577-2966 alan.snow@state.ma.us

Checklist Summary

- Application postmarked/delivered by December 31, 2010.
- Submit original **plus one copy** of the entire application (not just the cover sheet).
- Standard 1: Provide documentation of department and/or tree board/committee.
- Standard 2:
 - o Attach documentation that the municipality has adopted Chapter 87 or evidence of enforcement of Chapter 87 (e.g., a tree hearing notice dated in 2010).
 - o Attach copy of municipal tree ordinance, if you have one (or provide a web link).
- Standard 3:
 - o Provide municipal budget documentation to back up your \$2/capita budget figure (must be FY'10).

- o Fill out the attached two-page budget worksheet.
- o Attach municipal work plan with FY 2010 accomplishments.
- Standard 4:
 - o Attach 2010 (dated and signed) Arbor Day Proclamation - don't send original.
 - o Attach evidence of 2010 Arbor Day celebration (dated).
- Application Signature
 - o **Signed by the Mayor, City/Town Manager, or Board of Selectmen.**

PLEASE DO NOT SUBMIT UNNECESSARY AMOUNTS OF INFORMATION, OR INFORMATION THAT IS NOT REQUESTED ABOVE. ADDITIONAL MATERIALS WILL BE RETURNED TO YOU.

SUPPORT LETTERS ARE NOT NEEDED FOR THIS APPLICATION.