



To: Tree City USA Communities

From: DCR Urban & Community Forestry staff

Date: March 1, 2018

RE: Tree City USA 2018 Applications (new and recertification) – DUE DEC. 31, 2018

Thank you for your interest in applying for or in becoming recertified as a Tree City USA. Tree City USA is a national honor given by the Arbor Day Foundation (ADF). Each state is responsible for reviewing the applications and forwarding them to ADF. DCR Urban and Community Forestry staff reviews each application to make sure each is complete, accurately reflects your program, and has 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.

We encourage you to apply online using the [Online Web Portal](#) (it will remember a portion of your information from year to year), but you may submit a [Paper Application](#) if you prefer.

If you use the web portal, please be sure there is a ***valid email address in the portal contact email field*** as this is how we will communicate with you regarding your application.

- Your application **MUST** be submitted by **December 31, 2018**. **Please note that the online portal will become active for 2018 applications in the fall of 2018.**

If using the paper version, please mail an ORIGINAL and one COPY of your application to:

**Mollie Freilicher
DCR Community Action Forester
P.O. Box 484
Amherst, MA 01004**

- Your re-certification application reminder and online login information should have been sent to you directly by the Arbor Day Foundation. Web portal and paper recertification, Growth Award, and first-time applications are available at: <http://www.arborday.org/programs/treeCityUSA/apply.cfm>.
- Please use the [checklist](#) (on page 4) to help you compile the needed information to complete the application (online or paper version).
- **Questions on Tree City USA or Growth Award Applications?**
Please contact: Mollie Freilicher, 413-577-2966, mollie.freilicher@state.ma.us

Please do not e-mail us a copy of your application.
If you wish to file electronically, please use the online portal: <https://portal.arborday.org/>

COMMONWEALTH OF MASSACHUSETTS · EXECUTIVE OFFICE OF ENERGY & ENVIRONMENTAL AFFAIRS

Department of Conservation and Recreation
40 Cold Storage Drive, PO Box 484
Amherst, MA 01004
413-545-5993 413-545-5995 Fax
www.mass.gov/dcr



Charles D. Baker
Governor

Karyn E. Polito
Lt. Governor

Matthew A. Beaton, Secretary, Executive
Office of Energy & Environmental Affairs

Leo Roy, Commissioner
Department of Conservation & Recreation

How to Meet the Tree City USA Standards

STANDARD 1: Tree Board or Department

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- 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.
- First time communities: a brief narrative description of your program is always helpful.

STANDARD 2: Community Tree Ordinance

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- **Communities in Massachusetts are automatically qualified for this criterion, as long as one of the following is included with the application:**
 - If you operate under the guidance of *M.G.L. Chapter 87*, please include **evidence that you enforce MGL Ch. 87** [a sample hearing notice (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.

STANDARD 3: Community Forestry Program

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- **2018 BUDGET:** Please include documentation for your total budget. **The budget must either be FY18 or a budget for the calendar year of 2018.**
 - Because you are applying for an award for 2018, we cannot accept FY19 budgets. Please be sure that the budget **clearly shows budget numbers for the tree program** (not the entire DPW, for example). Make notes to indicate the portion of the budget spent on the tree program.
- **Important:** Please include **supporting documentation** from your municipality for your 2018 budget. Supporting documentation may include a budget printout, budget printed on letterhead, or letter on letterhead stating the tree budget.
- **Other sources:** See [page 8](#) for items that you can include. Remember to include other funding such as **grant income**. You may also include other spending not already in the tree budget, **but note that you may only include 20% of the total cost for each of these:** leaf /brush pick-up, biomass recycling, utilities (pruning, removals).
- **For paper applications, fill out the REQUIRED [attached two-page worksheet](#) from the DCR Urban and Community Forestry Program.**
- **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. Please include a total of trees planted, removed, and pruned in 2018. A sample work plan can be found [at the end of this document](#).

STANDARD 4: Arbor Day celebration and proclamation of Arbor Day

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To meet this standard, your application must include:

- **Evidence of an Arbor Day celebration occurring in 2018.** 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. **Be sure event materials mention Arbor Day.**
- **A Signed and dated Arbor Day Proclamation.** The proclamation of Arbor Day, **signed** by your Mayor/Manager or Select Board, must be **dated in 2018**. In Massachusetts, the last Friday in April is traditionally Arbor Day. You may proclaim *any day* Arbor Day, but you must give the date of *your* Arbor Day. Please submit a copy of your proclamation. You do not need to include the original with your application. View a [sample proclamation](#).
- 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 to the Arbor Day Foundation, thus this emphasis. Likewise, be cautious about clean-ups, spring festivals, and the like. These are great community events, but please make sure materials indicate that the event is also an **Arbor Day** celebration.

APPLICATION SIGNATURE – Finally, **the application MUST be signed by the Mayor, City/Town Manager, or Chair of the Select Board.** Applications signed only by the tree program manager are not acceptable.

Growth Award Applicants:

This award is intended to recognize **special accomplishments** of Tree City USA communities. To be eligible for a Growth Award a community have been a Tree City USA last year and applied for recertification this year. The basis of the award is *growth* in the program, documented by innovative programs and projects undertaken in the course of the year. Ongoing annual programs, even if they are extraordinary, will not alone qualify for the award.

The intent of the award is to recognize innovative and enhanced efforts in urban forestry in communities and not to be a higher tier of Tree City USA awards for well-established and well-funded programs to earn each year.

Communities must earn 10 points according to Growth Award eligible activities, which are **new** or **significantly improved** this year. Categories include A: Education and Public Relations, B: Partnerships, C: Planning and Management, and D: Tree Planting and Maintenance. Has your community received a grant or completed an inventory this year? Those, and other activities, can qualify for this award.

Please document your special program or growth area with attachments. If you have questions on what kind of supporting documentation to include, please contact Mollie Freilicher and refer to Growth Award materials on the [Arbor Day Foundation website](#).

Tree City USA Checklist Summary

- Application postmarked/delivered by **December 31, 2018** or apply online by December 31, 2018.
- If mailing a paper application, submit **original** and **one copy** of the entire application (not just the cover sheet). **Be sure to include the completed application form:** (<https://www.arborday.org/programs/treecityusa/documents/new-app.pdf>).
- [Standard 1](#): Provide documentation of department and/or tree board/committee.
- [Standard 2](#):
 - Attach documentation that the municipality has adopted Chapter 87 or evidence of enforcement of Chapter 87 (e.g., a tree hearing notice dated in 2018).
 - Attach copy of municipal tree ordinance, if you have one (or provide a web link).
- [Standard 3](#):
 - Provide municipal budget documentation to back up your \$2/capita budget figure (must be FY'18). See [page 8](#) for what items can be included.
 - For paper applications only: fill out the attached [two-page worksheet](#) (**Massachusetts 2018 TCUSA Standard 3 Worksheet**). (A version of this worksheet is part of the online portal.)
 - Attach municipal [Work Plan](#) with FY18 or calendar year 2018 accomplishments. You can upload your work plan in the "Additional State Questions" section of the online portal.
- [Standard 4](#):
 - Attach 2018 (dated and signed) copy of Arbor Day Proclamation ([View sample proclamation.](#))
 - Attach evidence of 2018 Arbor Day celebration (dated).
- Application Signature
 - Signed by the Mayor, City/Town Manager, or Select Board.
- Submission
 - We highly encourage you to submit your application through the online portal.
 - For paper applications, the signed application page should be the cover sheet on the top of the application packet; do not use binders or plastic covers when submitting your application. Simply staple or use a binder clip to secure the application together.
 - If using the paper version, please **mail an ORIGINAL and one COPY** of your application to:
Mollie Freilicher
DCR Community Action Forester
P.O. Box 484
Amherst, MA 01004
 - Please do not e-mail us your application. If you would like to apply electronically, please use the online portal. If you have questions about applying online, please contact us!



Massachusetts DCR Urban Forestry
TREE CITY USA PROGRAM
Standard 3 Worksheet (Page 1)



~ This form must be submitted with your paper application for Tree City USA~

COMMUNITY: _____ [] FY 2018 or [] Calendar 2018

COMMUNITY CAPACITY QUESTIONS:

1) Who manages public street trees in your community?

Name: _____ Title: _____

Contact: _____ Email: _____

1a. What certifications or degrees are held by the Tree Warden, Arborist or other members of your department? (Provide title/certification/#)

1b. Do you contract with arborists or urban forest professionals to assist in your community? For what purpose?

2) Does your community have a tree committee, citizen's group, or non-profit organization that advocates for community trees (or other urban natural resources)?

Name of group: _____

Contact/e-mail (please attach e-mails/contact info as needed): _____

3) Do you have any kind of tree survey, inventory or resource assessment?

When was it completed (and when updated, if ever)? _____

How have you used it? Actively, or does it 'sit on a shelf'? _____

4) Do you have a pest detection or monitoring protocol? _____

5) Does your community have any kind of Urban Forestry, Open Space or Natural Resources Management Plan. (Please provide a web link to the plan.)

- [] Urban Forestry Mgmt Plan (date: _____) [] OTHER Natural Resource Mgmt Plan
[] Municipal Open Space Plan (date: _____) Please describe: _____

6) Cross-Program Communication: We encourage tree wardens to be involved in planning board, conservation commission, and other such board decisions. How is cross-program communication encouraged in your community? Is there an ordinance or regulation requiring tree warden review of subdivision plans? Please explain how, if so, this works in your community. (Feel free to say it doesn't happen!)

7) Trees Planted _____ Trees Pruned _____



Massachusetts DCR Urban Forestry
TREE CITY USA PROGRAM
Standard 3 Worksheet
Page 2



~ This form must be submitted with your application for Tree City USA~

MUNICIPAL COMMUNITY FORESTRY EXPENDITURES

The total budget figure should clearly link to the submitted FY'18 municipal budget – *if not, make notes on the municipal budget print-out to clarify* – and must equal or exceed **\$2/capita**.

Thanks to your feedback, we have modified the budget worksheet below. You may use additional/other categories that more closely reflect your municipal budget. We need **back-up documentation** from your municipality, which may include a **budget printout, budget printed on letterhead, or letter on letterhead**.

FY 2018 or Calendar 2018

Salaries

Tree warden, tree crew, admin staff (may be based on a percentage of time worked on trees) _____

Tree Planting

May include cost of tree purchases, labor and equipment for planting, planting materials, stakes, watering, mulching, etc. _____

In-house Municipal Tree Maintenance

Include pruning, insect and disease control, storm response, fertilization, watering, stump removal, equipment, supplies, etc. _____

Contracted Tree Maintenance Work

Vehicular Expenses

Fuel, maintenance, depreciation, new/used vehicle purchases, insurance _____

Public Outreach and Staff Training

Advertising, public education, professional training, memberships, Arbor Day event expenses _____

Resource Assessment Expenses

Survey and inventory expenses, software, consultants to develop management plan. _____

Tree Board/Volunteer Time (\$10/hour, use educated estimate)

(e.g. # hours x # weeks x # people) _____

Other

Include any other expenses not already noted above (grant income, leaf/brush pick-up (20% is allowable), biomass recycling (20% is allowable), utilities (20% of utility work on tree is allowable), etc. _____

Briefly describe: _____

TOTAL MUNICIPAL EXPENDITURES¹	\$ _____
COMMUNITY POPULATION^{1, 2}	# _____

¹ Transfer these two numbers to Standard 3 on the application and attach this sheet to the application.

2 Please get updated community population (2010 census).

Sample Work Plan

City/Town of ... Tree City USA 2018 Work Plan

Assessments

The Tree Warden determines the status of trees and schedules any necessary work. Work is scheduled based on priority. Twenty eight requests for tree removals were assessed and removal was deemed unwarranted as a result of resident inquiries in 2018.

Pruning

Pruning is a regular part of maintaining a healthy tree. If the Tree Warden determines a tree needs to be pruned, the tree is placed on the pruning list. Work is completed based on priority. Utility companies such as _____ also complete pruning in the City to maintain their overhead lines. _____ trees were pruned by the City in 2018.

Tree Removals

Public trees may only be removed with the consent of the City's Tree Warden. Only trees that are deemed dead, dying, or hazardous can be removed without a hearing. For managing risk trees, the community follows the ANSI A300, working with an arborist qualified to perform risk assessment. If the Tree Warden determines a tree should be removed, the tree will be placed on the removal list and work will be completed based on priority. Once a tree is removed, a stump will be left and the location will be placed on the stump removal list. Once the stump is removed, the area will be loamed and seeded. If the site warrants, it will be placed on the tree replacement list. There were ___ tree removals in 2018. The City also held ___ tree removal hearings at the request of residents.

Stump Grinding

All stump grinding is outsourced to an outside contractor. Work is completed based on priority. Once a stump is removed, the area is loamed and seeded. There were ___ locations in 2018.

Annual Tree Planting Program

Every year the City's Tree Planting Program replaces trees and fulfills requests for trees throughout the City. Trees are planted at the discretion of the Tree Warden. The City planted ___ trees in 2018 and plans on planting ___ trees in 2018.

Standard 3 Expenses to Consider

The following expenses for public tree care (street, park, and cemetery) may be counted in meeting the \$2.00 per capita requirement for Standard 3:

- city workers' salaries (or percentage thereof if tree care is only a portion of their job)
- contract work
- tree board salary (most are volunteer, some are paid)
- tree board budget
- tree purchases
- watering
- fertilizing
- insect control
- staking
- mulching
- dead tree removal
- stump removal
- pruning by city employees
- leaf and brush pick-up
(20% of expenses is allowable)
- biomass recycling
(20% of expenses is allowable)
- pruning or tree removal by utility company
(20% of expenses is allowable)
- survey or inventory expenses
- computer inventory software
- equipment purchases
- equipment rental
- equipment maintenance
- Arbor Day program
- prizes for Arbor Day contests
- tree care conferences and workshops attended by city workers
- memberships in and donations to tree organizations
- public education materials—brochures, newsletters, etc.
- administrative time
- insurance

(grant monies expended for any of these items may be counted)