

Application Form
FY 2011 Northeastern Area State and Private Forestry
Great Lakes Restoration Initiative (GLRI)

Project Applicant: Wisconsin Department of Natural Resources

Project Title: Expansion of the “First Downs for Trees” Program

Project Location: Brown County, Wisconsin

GLRI Program Area: (check one)

- 1. Restore Urban and Community Forests (GLRI Area of Concern - Wildlife Protection and Habitat Restoration)
- 2. Emerald Ash Borer (GLRI Area of Concern – Invasive Species)
- 3. Reduce Toxic Substances in Brownfield Sites (GLRI Area of Concern – Toxic Substances)

Project Lead: Name: John Lubbers
Address: 2984 Shawano Ave Green Bay WI 54313
Phone number: 920-662-5132
Fax number: 920-662-5159
E-mail address: john.lubbers@wi.gov

Federal funding requested: \$ 31,626.80

Recipient of funds: (If third party, be sure to provide name, address, phone number and funding amount for grant purposes); if multi-state project, be sure to identify each recipient as well as mix and amount of funding:

Name:
Address:
Phone number:
Fax number:
E-mail address:

Project Duration: 24 months

Abstract: See Attached

Scope of Work: See Attached

Partners: See Attached

Timeline: See Attached

Budget: (Leverage is encouraged but not required)

Table I: In column II, be sure to include (sum total) of all non-federal cooperators.

Categories	I <i>FS Share</i>	II <i>Cooperator's Share</i>	III <i>Total</i>
1. Personnel	966.96	966.96	1933.92
2. Fringe benefits	453.70	453.70	907.40
3. Travel	0	0	0
4. Equipment	0	0	0
5. Supplies/Materials	30,000	20,500	50,500
6. Contractual	0	0	0
7. Other (identify)	0	0	0
8. Indirect Costs	206.14	206.14	412.28
9. Total Costs	31,626.80	22,126.80	53,753.60

Instructions for Table I:

Although no cooperator share (match) is required, projects should leverage State, local and private funding and other contributions (in-kind services) from both Federal and non-Federal entities.

1. Lines 1-7: Enter the dollar amount for each item.
2. Line 8: Identify charges. Additional lines can be added for budget items not listed.
3. Line 9: Charges not directly attributable to accomplishing the project such as overhead. You are encouraged to keep the Forest Service share of indirect charges to a minimum. Indirect rate must be approved by federal partner.
4. Line 10: Enter totals of lines 1-9.

Table II: Cooperator Contributions (if provided),

Cooperator	Cash	Materials	In-Kind Services	Total
Green Bay Packers	16,000			16,000
WI DNR			1,626.80***	1,626.80
Wisconsin Public Service		500*		500
Meacham Nursery		4,000**		4,000
<i>Totals</i>	16,000	4,500	1,626.80	22,126.80

* donated signs ** donated trees *** donated labor

Tribal Official Signature: _____

or (as appropriate)

State Forester's Signature: _____

Abstract

“First Downs for Trees” (FDFT) is an unique partnership that teams-up with the *Green Bay Packers; Wisconsin Department of Natural Resources; Wisconsin Public Service Corporation; Oneida Tribe of Indians of Wisconsin; Meacham Nursery; and Brown County and its cities, villages, and towns* to enhance and restore the urban ecosystems in Brown County. They intend on doing this by improving the quality of water entering the bay of Green Bay, increasing the urban canopy in Brown County, mitigating climate change, and improving the social, economic, and ecological well being of urban areas by planting and maintaining a healthy urban forest.

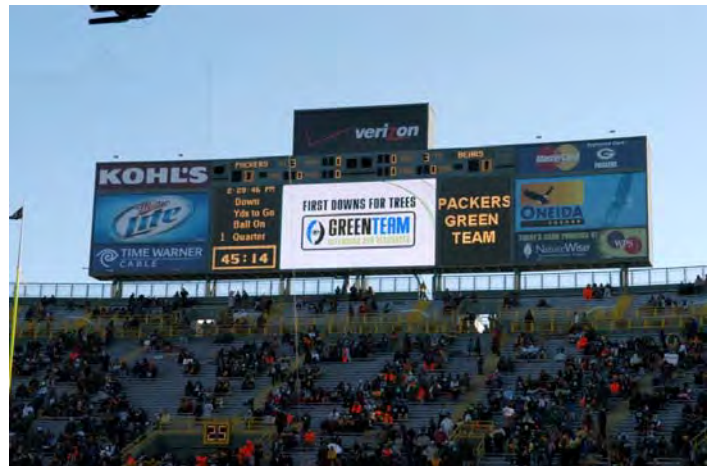
FDFT is a proven program that expands the urban forest by planting an increasing number of trees in Brown County communities based on the number of first downs the Green Bay Packers earn during the regular season. The goal is to expand the program from the original outcome of 1 tree per first down to 3 trees per first down allowing for an approximate total of 1000, 1½ inch caliper, bareroot trees to be planted next year.

The program is a win-win situation for all parties involved. It helps local communities meet the goals of urban forestry management and community comprehensive plans in a time when budgets are tight, it helps to meet the goals of all five focus areas in the Great Lakes Restoration Initiative Action Plan, and it meets 3 of the 5 urban forestry goals of the WDNR, Division of Forestry Strategic Direction. Specifically, one thousand trees will intercept 55.3 million gallons of urban stormwater runoff, sequester 6,655 tons of CO² and save \$1.5 million in heating and cooling costs cumulatively over a 40 year period. These benefits will have a direct impact on the water quality, species diversity, and habitat improvement in the Great Lakes Basin.

In addition, FDFT is a high profile project that will bring awareness to the health of the Great Lakes to a larger audience. During its first year, FDFT received both television and media coverage from several TV stations on numerous occasions. The Green Bay Packer Public Relations team is also used to prepare press releases. The popularity of this project has the possibility to leverage more investment and awareness from the multibillion dollar private sector sports industry and their fans located along the Great Lakes.

Scope of Work

An innovative program called “**First Downs for Trees**” (FDFT) teams-up with the *Green Bay Packers*; *Wisconsin Department of Natural Resources*; *Wisconsin Public Service Corporation*; *Oneida Tribe of Indians of Wisconsin*; *Meacham Nursery*; and *Brown County and its cities, villages, and towns* to enhance and restore their urban and community ecosystems, by leveraging the benefits trees have in reducing the amount of stormwater runoff, improving stormwater runoff and air quality, moderating climate conditions, and harboring and protecting wildlife. FDFT program expands the urban forest by planting an increasing number of trees in Brown County communities based on the number of first downs the Green Bay Packers earn during the regular season.



Mark Murphy, President and CEO of the Green Bay Packers and Mark Freberg, City of Green Bay City Forester, planting trees with local citizens.

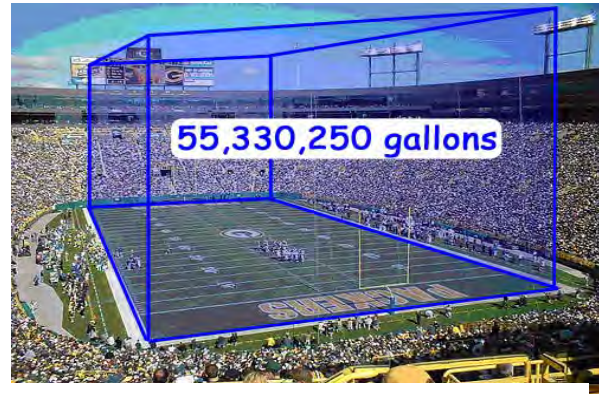
FDFT is in its second year and our goal is to expand it from the original outcome of 1 tree per first down to 3 trees per first down allowing for approximately 1000, 1½ inch caliper, bareroot trees to be planted next year alone. FDFT began as a way to assist the Green Bay Packers in offsetting their carbon production when flying to away games. By donating trees to be planted the Packers reduced their carbon footprint and municipalities in the county were able to meet goals of urban forestry management and community comprehensive plans by expanding and diversifying the urban forest without adding additional strain to already tight budgets. It was a win-win situation for all parties involved.

The “**First Downs for Trees**” project meets all 5 focus areas of the **Great Lakes Restoration Action Plan**. This unique partnership is a high profile activity that works to protect, enhance, and restore urban ecosystems that impact the Bay of Green Bay, one of the Great Lakes Areas of Concern (AOCs).

- 🌳 **Focus Area 1: Toxic Substances and Areas of Concern** - This project will positively impact waters flowing into the Fox River and the Bay of Green Bay, which are targeted AOCs. The trees planted will not only reduce the amount of urban stormwater runoff reaching our local waterways, they will also filter and remove pollutants from the stormwater runoff which can negatively impact aquatic habitats (Figure 1.0 & 2.0). In addition, the trees will reduce soil erosion, the flow of stormwater runoff, air pollution and energy consumption (Figure 4.0).
- 🌳 **Focus Area 2: Invasive Species** – Brown County is quarantined for EAB and has over 30,000 publically-owned urban ash trees. FDFT will increase species diversity within the county by planting an additional 1000 trees of various species. This will in turn increase the resiliency and buffering capacity of the urban forest to invasive species.
- 🌳 **Focus Area 3: Nearshore Health and Nonpoint Source Pollution** – Nonpoint sources are the primary contributors of many pollutants to the Great Lakes Basin. The complexity of these pollutants are difficult to address. However, implementing the best management practice of planting trees has proven to have multiple benefits. The additional 1000 trees will reduce soil erosion and sediment, nutrient and pollutant loading into tributaries along the Fox River which flows directly into the Bay of Green Bay. These trees will also slow the overland flow of stormwater runoff in urban areas and help mitigate over 55 million gallons of runoff over a 40 year period (Figure 1.0 and 2.0).

Focus Area 4: Habitat and Wildlife Protection and Restoration – The planting of additional trees in the region will also help enhance the Great Lakes habitats and wildlife. One-thousand trees will take up 6,655 tons of carbon dioxide over 40 years, helping to buffer the impacts of potential problems such as climate change (Figure 3.0). The trees will create local ecosystems that provide habitat and food for birds and animals that would otherwise be absent from urban areas. And, trees will help reduce stormwater runoff, thereby reducing sediment from entering our waterways and helping to improve fish habitats.

Figure 1.0



1,000 trees will take up 55,330,250 gallons of stormwater runoff cumulatively over a 40 year period. That is enough water to fill a pool the size of a NFL football field (360' x 160') to the depth of 128.42'.

Focus Area 5: Education, Communication & Partnerships – This project is the epitome of partnerships – a World Champion football team, utility company, privately-owned nursery, state agency, tribal nation, county and 20 other local units of government! This is a proven project and additional dollars will allow us to expand and plant even more trees. This project also sets the example that will allow the other professional football teams in the Great Lakes Basin - the Chicago Bears, Detroit Lions, Cleveland Browns and Buffalo Bills - to get involved. In addition, the program could be expanded to other professional and even collegiate sports. If this was done a plethora of teams, organizations, and other Great Lake states and Canada could be involved. The success of this project will leverage more investment and awareness from the multibillion dollar private sector sports industry and their fans.

In addition, FDFT will help bring awareness to a larger audience on the restoration efforts of the Great Lakes and how trees can help improve the general health of the Fox River and its tributaries, the Bay of Green Bay, and Lake Michigan. During its first year, FDFT received both television and newspaper media coverage. Four TV stations covered the first kick-off event, the second kick-off event was covered by 3 stations and even the pick-up day at the nursery was covered by 2 TV stations. In addition to the media coverage listed above, FDFT will use the Green Bay Packer Public Relations team to prepare press releases.

FDFT also meets 3 out of the 5 Urban Forestry goals of the Wisconsin Department of Natural Resources Division of Forestry new Strategic Direction, which is DNR's implementation for the statewide forestry strategy.

Focus assistance at a multi-community scale and will do less individualized local program delivery (UF-1) – This project works on a county-wide scale involving 20 local municipalities, the Oneida Tribe of Indians of Wisconsin, Brown County, Green Bay Packers, Wisconsin Public Service Corporation (utility company), Meachum Nursery, and WI DNR.

Focus on developing broad scale partnerships and funding methods to enable communities, regional planning commissions, tribes, foundations, non-profits and professional organizations to add value to urban forests. (UF-2) –

This is a unique partnership between local units of government, a professional football team, a tribal nation, a utility company, a private business and a state agency. The Packers will donate money to purchase the trees, the municipalities and tribe will plant the trees, the utility company will donate educational signs, the nursery will provide and donate additional trees and the WI DNR will provide project administration. The USFS grant will be used to purchase additional trees and cover grant administration and indirect costs. In addition, the USFS will be recognized as a partner on all educational signs.



Focus on partnerships that can provide services & tools to local governments and organizations working in small communities and those without active urban forest management (UF-5) – This project provides outreach to 9 communities that have not been engaged in past urban forestry efforts. Our goal with this project would be to continue to work with these nine municipalities and encourage 4 towns that did not participate last year.

In summary, the planting of the urban forest in Brown County will help meet the goals and objectives of the GLRC Strategy by reducing stress and helping to protect and restore the chemical, physical, and biological integrity of the Great Lakes Basin ecosystem. In particular, 1000 additional trees will intercept over 55 million gallons of urban stormwater runoff over a 40 year period (see Figure 2.0). This not only reduces the amount of sediments, nutrients, and toxic pollutants from non-point sources from entering our waterways, it improves the health of nearshore water and fish habitats and helps to clean up the Bay of Green Bay (AOC). In addition, the planting of 1000 trees will increase the species diversity of the urban forest. This not only improves the resiliency of the urban forest to invasive species, it enhances and improves wildlife habitats. Furthermore, planting 1000 trees also provides substantial indirect benefits to the Great Lakes Basin ecosystem, through the removal of atmospheric carbon and the reduction of energy needs in the area. One thousand trees will sequester over 6,600 tons of carbon dioxide and reduce cooling and heating costs by 1.5 million over 40 years (see Figure 3.0 and 4.0)

Seeing the benefits trees can play in improving the Great Lake Basin, it is imperative that communities maintain and improve their urban ecosystems. However, when the average tree canopy in Wisconsin urban areas averages only 14% (with a goal of 40%), there is a need for programs like FDFT. Having the ability to increase the percent of urban canopy in Brown County; improve ecosystem services to the Great Lakes Basin; improve the social, economic and ecological well being of urban areas; to leverage partners; and increase public awareness through a high profile project; **“First Down for Trees”** is the perfect program that will help to leave the Great Lakes better for future generations.

Figure 2.0

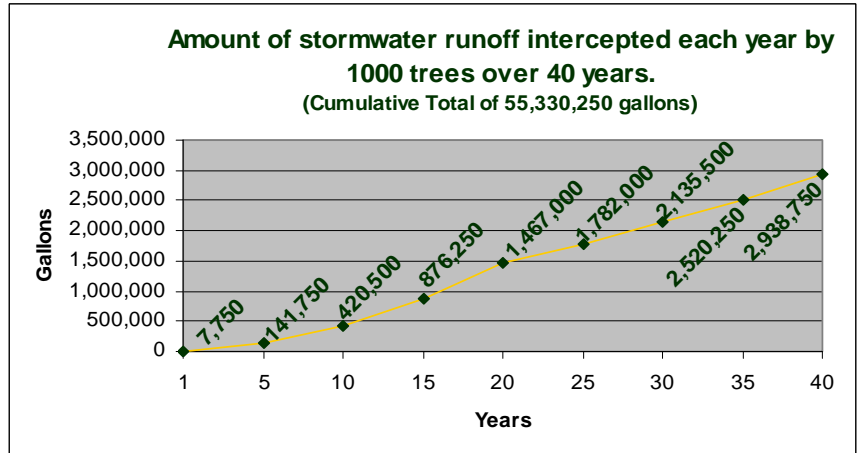


Figure 3.0

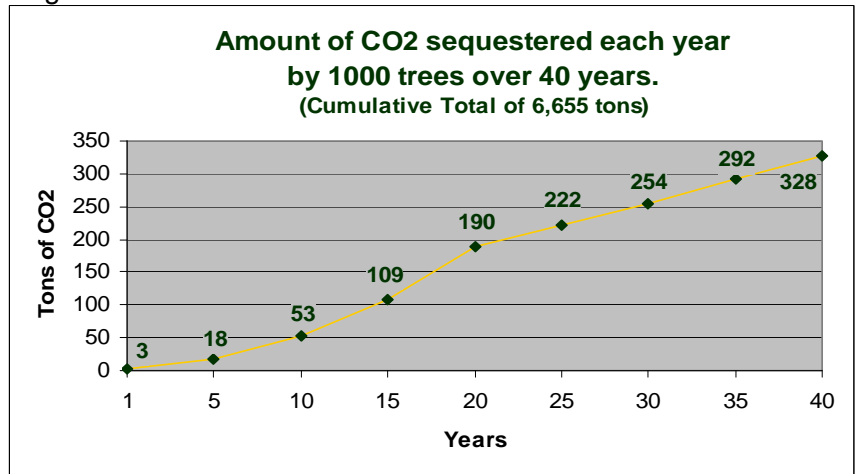
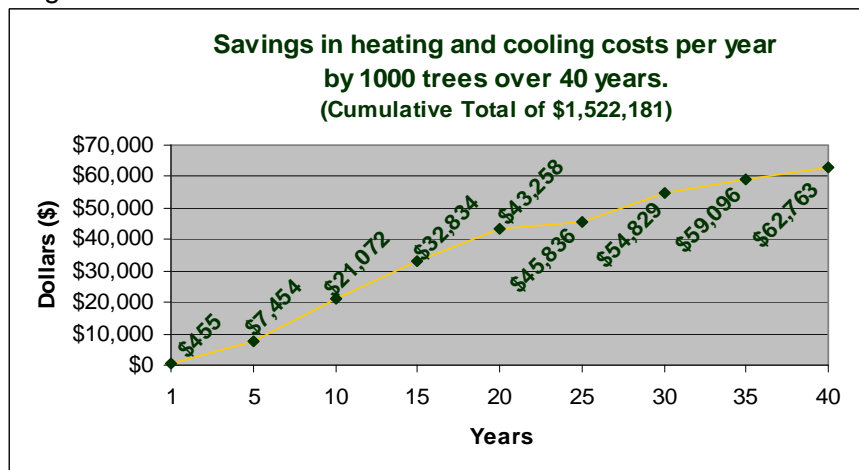


Figure 4.0



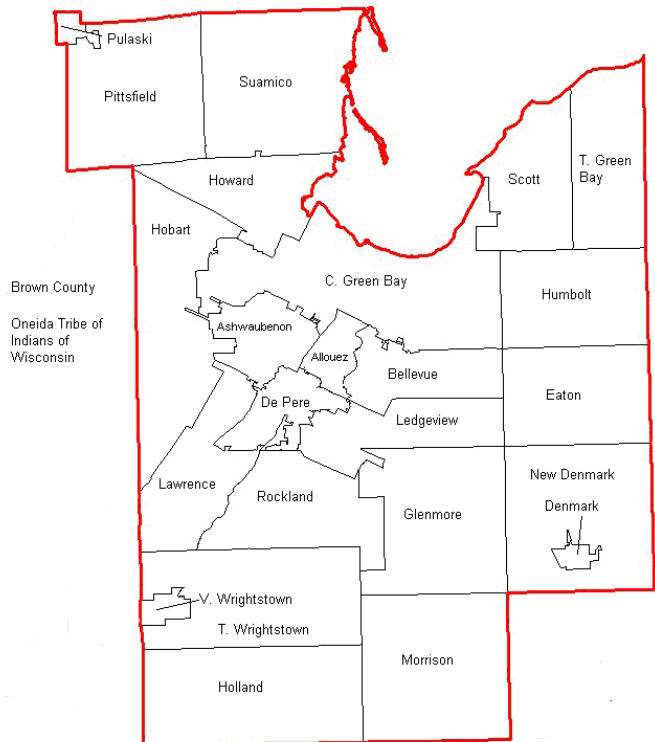
Source: Data for Figures 2.0 – 4.0 derived from the National Tree Benefit Calculator, <http://treebenefits.com/calculator/>. Data based on 250 trees of 4 species: Hackberry, Honeylocust, Red Maple, and Flowering Crabapple.

Partners for Project Proposal

Partners	
Green Bay Packers	Village of Suamico
Wisconsin Department of Natural Resources	Village of Wrightstown
Wisconsin Public Service Corporation	Town of Eaton
Meacham Nursery	Town of Glenmore*
Oneida Tribe of Indians of Wisconsin	Town of Green Bay*
Brown County	Town of Holland
City of De Pere	Town of Humboldt
City of Green Bay	Town of Lawrence
Village of Allouez	Town of Ledgeview
Village of Ashwaubenon	Town of Morrison
Village of Bellevue	Town of New Denmark*
Village of Denmark	Town of Pittsfield
Village of Hobart	Town of Rockland
Village of Howard	Town of Scott
Village of Pulaski	Town of Wrightstown*

*Towns that will be encouraged to participate, who didn't last year.

Map of Local Units of Government in Brown County



Timeline for Project Proposal

Action	2011						2012												2013					
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
FDFT Committee Meeting		■						■						■						■				■
Packers Accumulating First Downs			■	■	■	■	■																	
FDFT Kick-off Event				■							■													
Communities Order Trees					■																			
Nursery Order						■																		
Mailings (order & pick up info)				■				■							■						■			
Tree Pick-up From Nursery										■						■							■	
Communities Plant Trees										■	■					■	■					■	■	
GLRI Quarterly Reports									■			■			■			■			■			■
Final Paperwork Submitted																								■



13-Time World Champions
Super Bowl Champions
I, II, XXXI, XLV

Dear Tracy:

The Green Bay Packers are a proud partner of the *First Downs for Trees* tree planting initiative. While the initial goal of the original program was to help our organization offset carbon production through planting trees, we are equally enthusiastic for this program to have a positive impact on improving the health of watersheds servicing the Bay of Green Bay, its tributaries and even Lake Michigan.

The Packers are committed to partnering with the Oneida Tribe, Wisconsin Public Service Corporations, the Department of Natural Resources and Brown County and its local units of government to increase tree canopy cover. We have made a financial commitment of \$16,000 toward the purchase of trees. We are additionally able to assist with development of press releases and working with local media to spread the word about the impact and importance of tree planting, especially in connection to improving the health of the Great Lakes.

As Super Bowl Champions with a long tradition of community outreach and support, the Green Bay Packers are proud to have our Packers "Green Team" serve as an environmental stewardship model for other professional sports teams which share a home along our treasured Great Lakes.

Thanks again for the opportunity to partner in the effort.

Sincerely,

Aaron Popkey
Interim Director of Public Relations
Green Team Coordinator



Wisconsin Public Service

July 13, 2011

Tracy Salisbury
Regional Urban Forestry Coordinator
Wisconsin Department of Natural Resources
2984 Shawano Ave.
Green Bay, WI 54313

Dear Tracy:

Wisconsin Public Service Corporation is extremely pleased to extend its support to the Wisconsin Department of Natural Resources effort to secure a grant to assist the *First Downs for Trees* program. As you know, WPS has partnered with the Green Bay Packers, The Wisconsin DNR, the Oneida Tribe of Indians, and local forestry and departments in Northeast Wisconsin to begin the program in which the Packers provide one tree to be planted in Brown County for each first down the team reaches during the upcoming football season. Additional funding sources means more trees!

This program dovetails closely with the Packers' commitment to the WPS *NatureWise*® renewable energy program to power Lambeau Field on game days.

We commend the Green Team of the Packers for searching for avenues to reduce the organization's carbon footprint, and offer thanks to our other partners in the program.

In addition to reducing our own carbon footprint by increasing our renewable energy portfolio, WPS has been a strong supporter of community and customer efforts to reduce their energy use. Three state communities (Brillion, Allouez, and Plover) are currently taking part in an ICanConserve® pilot program.

First Downs for Trees is an extremely worthwhile program that we're proud to be a part of. Good luck in your efforts to secure additional funding!

Sincerely,

Larry Borgard
Chairman, President and CEO
Wisconsin Public Service Corporation

MEACHAM NURSERY, LLC

2226 CTY RD C

GREEN BAY, WI 54313

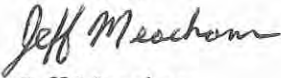
PHONE: (920) 865-2020, FAX: (920) 865-4322

To whom it may concern:

This past year Meacham Nursery was the supplier for the Green Bay Packers "First Down for Trees" initiative. We recognized the positive and lasting impact of what the Packer's were doing for local communities. So we at Meacham Nursery decided to make a donation of 125 trees to the project in addition to trees that were purchased. The wholesale value of the nursery stock donated was \$4,426.00

We really enjoyed working with the Green Bay Packers, Department of Natural Resources, and Wisconsin Public Service and would look forward to partnering with them in 2012. If this opportunity develops, we would like make another donation of trees to the project.

Sincerely,



Jeff Meacham
Meacham Nursery

Oneida Tribe of Indians of Wisconsin
Environmental, Health & Safety Division

Little Bear Development Office
PO Box 365
7332 Water Circle Place
Oneida, WI 54155
Phone (920) 869-4591
FAX (920) 869-1610



Conservation Field Office
PO Box 365
N8047 County Road U
Oneida, WI 54155
Phone (920) 869-1450
FAX (920) 869-2743

July 10, 2011

Tracy Salisbury
Regional Urban Forestry Coordinator
WI DNR
2984 Shawano Ave
Green Bay, WI 54313

Dear Tracy,

The Oneida Tribe of Indians of Wisconsin Environmental Health & Safety Division is an enthusiastic partner with the WI Department of Natural Resources and the Green Bay Packer Organization in the "First Down for Trees" program. This program has, and will, continue to attract attention and support for tree planting by introducing children and their families to the value of trees in our neighborhoods.

We believe this is an opportunity for local communities to reach across barriers of culture and politics to take positive action to make our neighborhoods a better place to live, to learn about trees, and to celebrate our achievements. We are confident that this innovative program will be a source of joy and spiritual renewal for our communities.

As a principle partner, the Oneida Health & Safety Division will ensure to invite the participation of children, media, and community officials to be a part of tree planting activities. We look forward to participating in this collaborative effort and to sharing our success.

We wish to thank the WI DNR and the Green Bay Packers for this unique opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Brooks".

Dan Brooks
Forester
Environmental Health & Safety Division
Oneida Tribe of Indians of Wisconsin

A handwritten signature in black ink, appearing to read "Pat Pelky".

Pat Pelky
Division Director
Environmental Health & Safety Division
Oneida Tribe of Indians of Wisconsin



Park, Recreation and Forestry

July 12, 2011

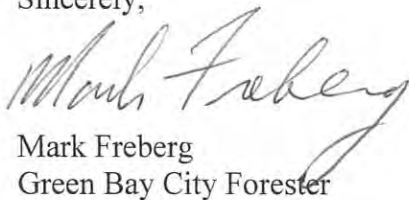
Dear Tracy:

The City of Green Bay, home of the World Champion Green Bay Packers, is proud to partner with the Packers, Wisconsin Public Service Corporation, and the Wisconsin Department of Natural Resources on the “**First Downs for Trees**” (FDFT) program. As part of the program, the Green Bay Forestry Division received and planted 56 trees in the spring of 2011 (an increase of 7.5% from normal planting budgets).

FDFT allowed the city to plant trees that would not have been planted otherwise, due to budget constraints. FDFT also helped to increase our urban canopy, increase the species diversity of our urban forest, and attract attention to the many ecosystem benefits trees have in improving our community.

The Green Bay Forestry Division fully supports the expansion of the FDFT program with additional funds through the Great Lakes Restoration Initiative. The Division is very proud of our tree-lined streets and beautiful parks and recognizes the positive impact FDFT will have on them and our community.

Sincerely,



Mark Freberg
Green Bay City Forester



City of De Pere

925 South Sixth Street
DePere, WI 54115-1199
Phone: 920-339-8362
Fax: 920-339-4071

Don Melichar
City Forester
dmelichar@mail.de-pere.org
www.de-pere.org

July 5, 2011

To Whom It May Concern:

The City of De Pere would like to thank the Wisconsin Department of Natural Resources, Tracy Salisbury, Meachum Nursery and the Green Bay Packers for their help in securing 30 trees for the 'First Downs For Trees' program that we participated in this spring. With the help of our partners the City was able to plant 5 trees with and for one of our local elementary schools on Arbor Day. The children learned all about trees, including how and why we need to plant trees properly. The City was also able to plant trees in our parks where ash are currently or formerly located. With the impending onset of EAB we are trying to be proactive and get trees established so the impact will not be as severe.

By working with communities on this program you are helping to offset some of our budget constraints that we are dealing with. In uncertain times many programs are seeing decreases in all areas and Forestry and Parks have seen their share of reductions. By replicating or expanding this new program you will help communities to continue to beautify some of their public lands and/or rectify some of the challenges we will be facing soon.

Thank you for your consideration on this matter.

Sincerely,

Don Melichar
De Pere City Forester



July 19, 2011

Tracy Salisbury
Regional Urban Forestry Coordinator
Wisconsin Department of Natural Resources
2984 Shawano Avenue
Green Bay, WI 54313

Re: ***First Down For Trees Program***

Dear Tracy:

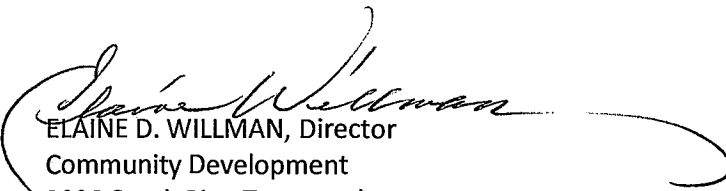
The Village of Hobart wishes to fully commend and support DNR's ***First Down For Trees*** Program developed as a collaborative partnership with the Green Bay Packers, local jurisdictions and utility providers. Hobart has already benefitted from this program recently and we fully appreciate the efforts that everyone has put towards this wonderful endeavor.

Hobart has been a Tree City USA since 1998 and has consistently benefitted from the guidance, public information and urban forest planning opportunities that DNR provides to local municipalities. The ***First Down For Trees*** Program is an excellent example of productive collaboration that provides mutual benefit for the quality of life here in Brown County.

Thank you for all that you and your agency do for local jurisdictions. This program in particular adds a new dimension of community spirit and an even truer sense of "green" to the Green Bay Packers.

Sincerely,

VILLAGE OF HOBART



ELAINE D. WILLMAN, Director
Community Development
2990 South Pine Tree Road
Hobart, WI 54155
920-869-3806