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2017-18 AND 2018-2019 PROPOSED SCOPE OF WORK BETWEEN FRIENDS OF TREES AND THE CITY OF OREGON CITY

Friends of Trees (FOT) is pleased to provide the following proposal and corresponding cost estimate as a scope of work to the City of Oregon City (the City) to conduct a community tree planting project within city neighborhoods during the 2017-18, and the 2018-2019 planting season.

QUALIFICATIONS

Friends of Trees (FOT) has been the premier community tree planting organization in southwest Washington and in Oregon's Willamette Valley for 27 years and counting. Our mission is to bring people together to plant and care for city trees and green spaces across the Pacific Northwest through our Neighborhood Trees and Green Spaces planting programs. We engage residents, students, and civic organizations in taking an active role in improving the health of their local watersheds and in creating healthier, more livable communities. So far, we have coordinated the planting of over 600,000 trees and native shrubs with thousands of local volunteers in 18 cities, 5 counties, and 2 states. FOT has been recognized as one of Oregon's top 100 non-profit organizations for the past five years running.

FOT's successful coordination of similar community tree plantings in Oregon City for the past two planting seasons demonstrates that we are uniquely qualified to undertake this project. On the first Saturday of December 2016, FOT managed and led a volunteer planting where 90 new trees were planted in the Barclay Hills, McLoughlin & Rivercrest neighborhoods in central Oregon City. At a second planting of that season in April of 2017 we planted 10 trees with students at the Oregon Service Learning Academy in the South End neighborhood. We had 93 volunteers who contributed a total of 360 volunteer hours (a value of approximately \$5976.00). These events were advertised to thousands via billboards, posters, door hangers and yard signs throughout the community.

FOT's nationally recognized programs connect people to nature and communities by conducting safe, fun, and effective volunteer events throughout the year. FOT offers volunteers the opportunity to participate and meet neighbors on planting day, reaching a diverse range of communities. All volunteers learn about proper tree planting and care and can participate at greater levels if they choose. Key volunteers receive additional training and education about the importance of a healthy environment, tree biology, proper planting and pruning techniques, community organizing, as well as long-term care and maintenance of planted sites.



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PROJECT OVERVIEW

The focus of this planting project is to increase canopy coverage along public rights-of-way and in residential yards in select neighborhoods within Oregon City. The FOT Neighborhood Trees (NT) program team will execute this planting project. The ways in which FOT connects with local residents to plant and steward their urban forest sets us apart from contractors or other tree planting organizations. FOT's planting events are premised on bringing local community members together to learn how to plant trees properly and to make their neighborhoods richer, healthier places together. We work with the City and paid canvassers to identify property owners interested in planting, and then assist property owners in selecting trees suitable to their conditions. To accomplish this, we have developed a sophisticated online ordering system to make the process of planting with FOT as information rich and as easy to use as possible. We also continue to work with "treecipients" after their trees have been planted to provide establishment mentoring and assistance. Further, our planting model is founded on employing professional staff to recruit and organize community volunteers, thus ensuring high quality, well-attended events. To this end, we provide all of the trees, tools and materials, and guidance necessary for our projects.

With the project goal of planting 106 new urban trees in the 2017-2018 season and 100 trees in the 2018-2019 season, FOT will organize and lead a volunteer planting event through execution of the following:

- Project Awareness / Securing of Project Sites

To raise awareness of the planting opportunity and to generate local interest, FOT will attend neighborhood and business association meetings to inform the neighborhood residents of the project. We will also hang posters in local business and community centers, and will offer promotional yard signs to interested property owners to further get the word out about the project.

FOT will canvass the targeted neighborhoods with knowledgeable and trained outreach staff with our highest priority being to secure locations for street trees in developed planting strips, followed by street trees in other City rights-of-way, and then on private property. We will coordinate with the City on sending informative mailings to all residential properties in the selected neighborhoods before canvassing efforts begin. FOT will manage all communications with interested participants throughout the project.

From the list of addresses of interested parties, the FOT NT staff lead will perform site inspections to collect the following data: appropriate number of street trees for the location and from which tree list the customer may select trees. FOT has created a number of specific tree lists for customers to



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choose from based on the “right tree, right place” principle. FOT will provide the list of inspected properties and details to the City in order that quality control inspections may be performed by City staff as desired. All customers will receive a wide list of yard tree options, as well as tree selection and placement assistance. We will also coordinate with Oregon City Public to ensure underground utility locations are identified within a reasonable timeframe and will make any necessary location adjustments prior to the tree planting event.

FOT proposes to charge a price of \$35 per tree as a nominal buy-in cost by the property owners, however discounts or free trees may be offered under qualifying circumstances.

- Volunteer Recruitment / Project Promotion

FOT will take the lead on the recruitment of volunteers for planting day, but will work with the City to identify additional project partners or other targeted community groups. We will also recruit local residents to develop/share their leadership skills by training with us to become volunteer crew leaders or event coordinators.

FOT has a wide communications network through which to promote this planting event. We will use social media, online recruitment tools, and our e-newsletter *Treemail* to promote the project, as well as listing the event on our online and print event calendars and by featuring a story on the FOT blog *GrowthRings*. We will invite City staff and elected officials to participate in the planting, and will also reach out to area schools and other local service organizations to invite these groups to join the fun. The Oregon City logo will be included on all outreach materials pertaining to this event.

Further, FOT will work with the City to capitalize on opportunities for earned media and to generate information/stories for the City’s website, newsletters, and events calendar, and will expect that the City assist in project promotion through their available means. In addition, FOT will pursue additional project support and partnerships within the Oregon City business community.

- Safe, Fun, High-quality Events

FOT will coordinate a staging location for the event, including all site and planting crew logistics. We will provide all necessary tools, materials, and leadership for a successful and enjoyable event, and will coordinate a light breakfast in the morning and post-planting potluck lunch on event day. FOT will provide trained, volunteer Crew Leaders to manage the volunteer pool in smaller subgroups to ensure all participants safely and properly install plant material. However, there will be at least 2 program staff members present during the planting event.



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All trees will be staked with two wooden stakes for stability and visibility and affixed with FOT tree tags including species identification and basic care instructions. Watering of trees will be the responsibility of adjacent property owners. However, FOT will offer watering bags (“Ooze Tubes”) for sale to property owners to assist with watering; these will be delivered on planting day.

- Monitoring & Establishment Support

FOT will send watering reminder emails and/or postcards in late Spring/early summer to all tree purchasers for the first three years after planting. We recommend watering 10-15 gallons of water per week during this establishment period. To further ensure good establishment, we will recruit and train approximately one volunteer Summer Inspector for every 30 trees planted. Volunteer inspectors visit newly planted trees twice during their 1st summer and provide feedback to property owners on best tree establishment practices. Summer Inspectors also record tree health and site condition data which is then permanently stored in FOT’s Neighborhood Trees database. FOT will replace any tree that dies within the first summer if it is determined to have been improperly planted or the planting stock was damaged, however, we do not replace trees due to negligence on the part of the property owner, vandalism, or act of God. Data from our summer inspections effort will be made available to the City as part of our final project reporting.

- Alternative Project Models

Friends of Trees is also able to adapt to the needs of local communities by offering different urban forestry engagement project models, including but not limited to Neighborhood Green Space plantings, Neighborhood Greenway plantings, and Neighborhood Pruning Projects.

Neighborhood Green Space Planting: City selects planting location. Friends of Trees recruits volunteers through electronic recruitment and/or postcard mailings to neighborhood residents, depending on the size of the event. Trained Crew Leaders and neighborhood volunteers plant all trees on a single Saturday. The City or FOT volunteers and staff monitor the site. The City or site manager maintains and waters the trees. FOT will replace any tree that dies due to improper planting or poor nursery stock.

Neighborhood Greenway Planting: Homes along a linear right-of-way are canvassed door-to-door. Residents are contacted about tree planting and are offered the choice to opt-in to the program and pay no co-pay. Trained Crew Leaders and neighborhood volunteers plant all trees on a single Saturday. Postcards with watering information are mailed to each home with tree care and watering information. Trained Summer Inspector volunteers visit each home twice per summer and deliver a report card to each homeowner with tree care advice. FOT staff visit and assess trees in



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poor condition. Homeowners are expected to water and care for their trees, or in cases where there is no homeowner co-pay, city staff is responsible for watering the trees to ensure establishment. FOT will replace any tree that dies due to improper planting or poor nursery stock.

Neighborhood Pruning Event: FOT canvasses the neighborhood and tags young 3-5 year-old trees in need of structural pruning for health and clearance. A doorhanger is left behind at each property with information about the importance of pruning and how to opt-out of the pruning. Homeowners may remove tags from the trees if they do not want their tree to be pruned. Trained FOT volunteers visit the tagged trees to see if the tags have been removed. If the tags are still present, volunteers will assess the tree and make necessary cuts to remove dead wood, problematic branches, and lower limbs for clearance. Volunteers will cut up branches and place them in the yard debris bin, which the homeowner is asked to leave out for the volunteers. If the bin can't be located, the volunteers will ask the homeowner to use the bin. If the homeowner can't be contacted, the debris is left in a neat pile for the homeowner with an explanation on the doorhanger.

MEASURES OF SUCCESS

- ❖ **Community Involvement** – to have at least 50 volunteers contribute 200 volunteer hours toward volunteer planting events each year. FOT will provide volunteer numbers and hours, as well as their projected value, and will share the type and value of any in-kind donations received as part of our reporting to the City.
- ❖ **Tree Plantings** – to plant up to 106 new urban trees in the 2017-2018 season and 100 trees in the 2018-2019 season, consisting of large stock trees (~1.5" caliper) along rights-of-way or on private property in the neighborhoods selected for this project.
- ❖ **Tree Survival Rate** – to achieve a minimum 90% survival rate for newly installed street trees by the end of the next planting season.



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BUDGET

The following budget estimate is for the FOT NT program to plant up to 106 street and yard trees in Oregon City during the 2017-18 planting season. **Maximum costs for the planting project will not exceed \$30,000.00 per year.**

Friends of Trees Budget Proposal for one 2017-18 Oregon City Neighborhood Trees Project:				
City of Oregon City expenses	Cost	Unit	Quantity	Projected cost
Neighborhood planting event fee	\$3,500.00	fee	1	\$3,500.00
Tree charge	\$250.00	tree	106	\$26,500.00
<i>Oregon City:</i>				<i>\$30,000.00</i>
Friends of Trees match	Cost	Unit	Quantity	Projected cost
Homeowner Funds (\$35 / tree)	\$35.00	tree	106	\$3,710.00
Sponsorship Funds (\$2500 / event)	\$2,500.00	event	1	\$2,500.00
Value of Volunteer Hours	\$22.00	hour	318	\$6,996.00
<i>FOT Match:</i>				<i>\$13,206.00</i>
<i>Project Value:</i>				<i>\$43,206.00</i>

The following budget estimates are for the FOT NT program to plant up to 106 street and yard trees in Oregon City during the 2018-19 planting season. Cost estimates for alternative projects such as greenway plantings, single-site plantings, and pruning projects are also included. **Maximum costs for any combination of projects below will not exceed \$30,000.00 per year.**

Friends of Trees Budget Proposal for one 2018-19 Oregon City Neighborhood Trees Planting Project:				
City of Oregon City expenses	Cost	Unit	Quantity	Projected cost
Neighborhood planting event fee	\$3,500.00	fee	1	\$3,500.00
Tree charge	\$250.00	tree	106	\$26,500.00
<i>Oregon City:</i>				<i>\$30,000.00</i>
Friends of Trees match	Cost	Unit	Quantity	Projected cost
Homeowner Funds (\$35 / tree)	\$35.00	tree	100	\$3,500.00
Sponsorship Funds (\$2500 / event)	\$2,500.00	event	1	\$2,500.00
Value of Volunteer Hours	\$22.00	hour	318	\$6,996.00
<i>FOT Match:</i>				<i>\$12,996.00</i>
<i>Project Value:</i>				<i>\$42,996.00</i>

If fewer than 106 trees are planted at the neighborhood planting event, and if the budget allows, potential additional spring events include the following options:



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Friends of Trees Budget Proposal for one Oregon City Neighborhood Tree Pruning Project:				
City of Oregon City expenses	Cost	Unit	Quantity	Projected cost
Neighborhood pruning event fee*	\$250.00	fee	1	\$250.00
Tree pruning charge	\$35.00	tree	100	\$3,500.00
<i>Oregon City:</i>				<i>\$3,750.00</i>
Friends of Trees match	Cost	Unit	Quantity	Projected cost
Value of Volunteer Hours	\$22.00	hour	45	\$990.00
<i>FOT Match:</i>				<i>\$990.00</i>
<i>Project Value:</i>				<i>\$4,740.00</i>
<i>*In the event that 85 or more trees are pruned, the event fee is waived.</i>				

Friends of Trees Budget Proposal for one Oregon City Single-site or Greenway Planting Project:				
City of Oregon City expenses	Cost	Unit	Quantity	Projected cost
Tree charge	\$250.00	tree	25	\$6,250.00
<i>Oregon City:</i>				<i>\$6,250.00</i>
Friends of Trees match	Cost	Unit	Quantity	Projected cost
Value of Volunteer Hours	\$22.00	hour	1650	\$36,300.00
Homeowner Funds (or FOT Match)	\$35.00	tree	25	\$875.00
<i>FOT Match:</i>				<i>\$37,175.00</i>
<i>Project Value:</i>				<i>\$43,425.00</i>
<i>In the event that fewer than 15 billable trees are planted, an event fee of \$500.00 applies to cover outreach expenses.</i>				
<i>City assistance with site selection and maintenance is assumed.</i>				

Please direct questions to:

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