

Urban Forest Management and Growth 2013 GRANT

APPLICATION FORM-YEAR 2013

Indiana Department of Natural Resources / Division of Forestry

**Please read the guidelines thoroughly before completing this application.



Applicant Information

City of West Lafayette

APPLICANT (Agency or Organization)—this is the entity that will manage the funds not a person.

John Dennis Mavor
NAME OF APPLICANT OFFICIAL (person's Name) TITLE

West Lafayette City Hall 609 W Navaio
PO BOX STREET ADDRESS

West Lafayette 47906 Tippecanoe
CITY ZIP CODE COUNTY

765-775-5100 765-775-5248 mavor@westlafayette.in.gov
PHONE FAX EMAIL

29,835 4 35-6001233
COMMUNITY POPULATION U.S. CONGRESSIONAL DISTRICT FEDERAL ID NUMBER

Project Coordinator Contact Information

The Project Coordinator is the principal contact for carrying out the project and delivering financial activity and match information to the Applicant. The CUF program will send all documents regarding this proposal to the Project Coordinator via E-mail or Postal mail.

Beverly Shaw Marketina, Grants & Greenspace Administrator
NAME TITLE

West Lafayette City Hall 609 W Navaio
PO BOX STREET ADDRESS

West Lafayette 47906 Tippecanoe
CITY ZIP CODE COUNTY

765-775-5161 bshaw@wl.in.gov
PHONE EMAIL

Project Title: Northern City Forestation Project

Project Summary (Please include a brief summary including project location 100 words or less)

Seeking to anticipate the coming Ash tree losses and to expand the urban forest, we will plant 100 trees in the north end of the city of West Lafayette, targeting the neighborhoods of Barberry Heights, Prophet's Ridge, and Amberleigh Village where approximately 108 Ash trees now grow. Trees will be planted in appropriate open areas in public the right-of-ways. By using both a preemptive and an expansion strategy, we seek to create and sustain a more healthy and vibrant urban forest in these communities.

GRANT DOLLAR REQUEST

\$10,000.00

CASH MATCH

\$8,000.00

IN-KIND MATCH

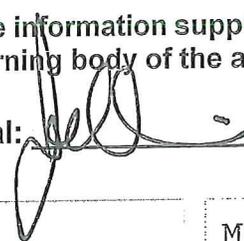
\$2,000.00

Match must equal or exceed the total grant amount request. These numbers must agree with the budget.

Federal Grant Rules: the Transparency Act, now requires the names and salaries of the top 3 executives of the applicant entity (this includes municipal government, county government, state government, non-profit, college or university). Project proposals who are awarded funds are required to provide this information upon award.

To the best of my knowledge, the information supplied in this application and in the attachments is complete and correct. The governing body of the applicant duly authorizes the document.

***Signature of Applicant Official:**



DATE

John R. Dennis

NAME (please type)

Mayor of West Lafayette, Indiana

TITLE

* This official is the legal governing body of the applicant. For example: Mayor, Town Board President, or Park Board President. The Board president should sign in the case of a not for profit organization. The person signing this application must have the authority to sign the final grant agreement upon award.

PROJECT NARRATIVE - see guidelines.

It is recommended to copy and paste each question from the guidelines and answer in this section. Each narrative point for your desired project must be discussed in this section. If it is not applicable, then, answer NA for that point. The entire narrative should not exceed (4) four pages. Maps, species lists, Bids/cost estimates, 501-C3 documents and project lead credentials etc. should be included in the application as Labeled Appendix items. (Ex: Appendix A - budget)

PROJECT TIMELINE - see guidelines.

PROJECT BUDGET - see guidelines.

Please complete the budget in Excel and copy to this sheet. Budgets may also be attached as an appendix in Excel table. Please follow the template provided in the guidelines. Points will be deducted for budgets with inaccurate arithmetic or overly board budget items. **Budget Explanation:** Please include a *brief* budget explanation if information is not addressed in the project narrative. Please include any rate or price estimate explanations necessary for a clear budget.

PUBLIC COMMENT FORMS - See Guidelines

Forms are provided as a separate document. A total of 6 are required.

2013 Narrative for Northern City Forestation Project in West Lafayette

1. Does the community where the project will take place have:

i. A legally designated municipal or county department or tree committee that has responsibility for the planting and maintenance of trees?

Yes, West Lafayette Parks and Recreation and the West Lafayette Tree Fund (certification of NFP status attached).

a. Give the name of the supervisor or board president.

Joe Payne, *Superintendent of Parks & Recreation* and Lynn Laden; WL Tree Fund President.

ii. Are they aware that you are applying for grant funds for an urban forestry project?

Yes.

iii. Is an enforceable tree ordinance in effect or language in a city legal document that protects and conserves trees on public property?

Yes.

iv. If you do not have a public tree ordinance, are there plans to draft one and try for passage? Who is spearheading this effort?

We have one and it is on file with the DNR.

v. A public tree inventory?

West Lafayette's street trees are completely inventoried and that inventory is kept up to date regarding all installations, removals, inspections and pruning routes. It is used on a daily basis for urban forest management.

a. How old is it?

It was done in 2005.

b. Has it been used as a tool for management?

Yes. The inventory is used to track maintenance, inspections, removal and replanting as well as a source of data for our Street Tree Management Plan.

vi. Any type of formal program that cares for the trees on public property?

The West Lafayette Tree Fund, started in 1982, is the acting local tree board in West Lafayette. The chair of that board is Lynn Layden (her statement of support can be found in the Public Comment forms attached). This committee is very active and involved in planting and maintaining the city street trees as well as fund-raising. The city's greenspace administrator (with the backing of the engineering department) enforces greenspace requirements on all developments in West Lafayette.

vii. Does your community currently have a canopy goal?

a. What is your community's canopy goal and how did you reach that goal?

LiDAR will be flown in 2014 and until that time, we are unable to have a truly accurate assessment of our tree canopy coverage. The average tree canopy in Indiana is about 24% and the goal of the Tree Fund is to exceed that number.

2. What is the object of this project and how does it address threats to Indiana's urban forests and community health?

Because of emerald ash borer (EAB), the City of West Lafayette stands to lose another 800 street trees, 12% of our street tree population. The suburban neighborhoods north of the city, i.e., Barberry Heights, Prophet's Ridge, and Amberleigh Village (see attached map), contain approximately 750 homes and will certainly feel the impact of the EAB as they have 108 ash trees lining their streets. In addition, the relatively new neighborhoods, some still in the building phase, would benefit from expanded urban forestation. There is currently space available for about 300 additional, new trees to be planted in these communities. Thus, this DNR grant will be used in two ways. First, funds will be used to preemptively reforest these neighborhoods, anticipating the replacement of existing Ash trees within the communities. Second, the grant funds will be used to expand the urban forest in these neighborhoods by planting new trees in existing spaces within the public right-of-ways. In total, our 2014 goal is to plant 100 new, diverse, native, 1.5" shade trees between curbs and sidewalks in these neighborhoods. The funds from the DNR, matched by the West Lafayette Tree Fund, will pay for the new trees.

3. How will this project be carried out?

We have already divided the neighborhoods into pre-arranged sections. Tree Fund volunteers and the city Greenspace Administrator will map each possible location for a new tree. If we receive the grant, we'll then contact each homeowner with a menu of approved native trees and help each homeowner with their selection while we ensure the diversity of the plantings. A request for quotes will be sent out following all city and state guidelines and opened at a Board of Works meeting. The lowest, responsive quote will be chosen and that contractor will install the trees. Care instructions will be given to each homeowner. Tree Fund volunteers and the Greenspace Administrator will check on each planting before the contractor is paid. We have used this methodology for our spring and fall tree plantings for the past few years and it is a well-oiled machine.

4. Describe the project in detail, and please explain partnerships if there are any.

The Tree Fund, Parks Department, City and all four neighborhood associations will coordinate communication and outreach to the residents. We use this network to initially explain the project, to inform residents about the schedule, and to notify them of times of drought or other maintenance needs. Funding for the monetary matching dollars is split between the city and the Tree Fund.

5. Give the name, title, and experience of the person who will supervise this project. (Attach resume).

i. What is the applicant's past experience and background in urban forestry?

This project is designed and supervised by Beverly Shaw, Greenspace Administrator for the City of West Lafayette, a position she has held since 2003 (Resume attached). Prior to that, she worked for 15 years in the landscape industry with a design/build contracting firm. She has a B.S. in horticulture from Purdue University, has been a certified arborist since 2004, and is a member of ISA, IAA and IUFC. She has organized twice-yearly tree plantings on city streets since 2004 and coordinated many grants and large-scale volunteer activities

ii. Does the applicant have the experience and resources to complete and maintain the project?

Yes and she has successfully managed similar projects in the past.

6. How does this grant meet the criteria set forth in the grant guidelines above?

As detailed elsewhere in this narrative, this project directly addresses all eleven of the objectives identified in the "Purpose" section of the 2013 grant program guidelines. In addition, as detailed in this narrative, we meet all national guidelines as we have a management plan, professional staff with appropriate credentials, a tree ordinance, and a very active citizen group for urban forest management within our community, the West Lafayette Tree Fund. In addition, we meet all state guidelines in that our project is planting in public right-of-ways, has 1-to-1 matching funds, is sponsored by a municipality, and are requesting funding that falls within the funding limit guidelines for new tree planting.

7. Why is this project important to your community? Please include statement of need if applicable; a total of 3 bonus points may be awarded based on community need.

We anticipate skyrocketing costs in tree removal as many of our ash trees succumb to EAB. With city funds directed to that expense, we need to leverage our tree fund donations more than ever before. This grant would allow us to have 100 trees planted professionally for one quarter of the cost.

This project is important to all three neighborhoods but is most important to Barberry Heights. Built in the 1960s, the street trees were planted before we truly understood the importance of diversity. Wilshire Avenue, for example, has 60 ash trees, accounting for 80% of the trees on that street. This makes it the street in West Lafayette with the highest percentage of ash trees. EAB infestation is rampant, making in-planting at every possible planting site imperative. Similarly, Henderson Avenue, just a block away, has one of the highest numbers of planting spaces (59) in the city.

8. Has the planning for this project been coordinated with other agencies and organizations in the community? Include (6) public comment forms.

Yes. Please, see the attached comment forms.

Questions for TREE PLANTING:

1. Does your Community have an up-to-date inventory?

Yes

i. Was the inventory data used in helping select proposed species to be planted?

Yes, it will be. Native species will be selected based on our current inventory. We continue to strive for a better mix of species. No red maples will be planted, for example, in order to bring that percentage down.

2. What process did you use in selecting the planting sites?

Planting sites will be in the public right-of-way at the homes of willing tree-owners. Trees will be kept out of the vision triangle, away from mailboxes and nearby trees.

3. What is the estimated benefit to the community? Use the National Tree Benefit Calculator to assess potential long-term benefits of tree plantings.

At 1.5 inches, our 100 trees will provide approximately \$600.00 of benefits every year. If these trees are cared for, as the Tree Fund will, and grow to 6.5 inches, they will yield approximately \$5,000.00 of benefits every year. Finally, the addition of these new 1.5 inch trees also will allow these neighborhoods to intercept approximately 1,600 gallons of storm water runoff each year, a significant economic and environmental benefit.

Please attach the following information:

➤ Planting plan to include: existing trees, proposed trees, all utilities, infrastructure, waterways, etc. known as part of the plan.

The current conditions are attached, but the final, proposed trees will be mapped after contact is made with homeowners. We'll undertake this survey of homeowners after we discover if we're a successful grant applicant or not. The map will then be created and turned in to the IDNR for approval before planting.

➤ Complete the following Work Plan Chart

The Work Plan Chart also will be submitted once the homeowners have been contacted and the plan is finalized.

- Species list, ALL trees planted as part of this grant must follow IDNR guidelines.

As stated above, the exact trees to be planted will not be known until homeowners are contacted. Nevertheless, we seek to plant a diverse mixture of trees as shown in the list below. Species are chosen based on our overall urban forest. For example, we have over 25% red maple so we've not planted red maple for a few years now and they won't be included in this grant.

15% fruitless sweet gum

15% tulip

15% bald cypress

4% Kentucky coffee tree

12% ruby horse chestnut

8% seedless honeylocust

26% oak (northern red, swamp white and chinkapin)

5% hackberry

- A minimum of 90% of species MUST be native to Indiana. Projects using 100% native species will be looked upon favorably.

100% of the trees will be native to Indiana.

ATTACHMENTS

West Lafayette Tree Fund NFP certification

Northern neighborhood reforestation map

Resume for Beverly Shaw

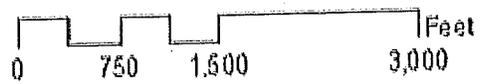
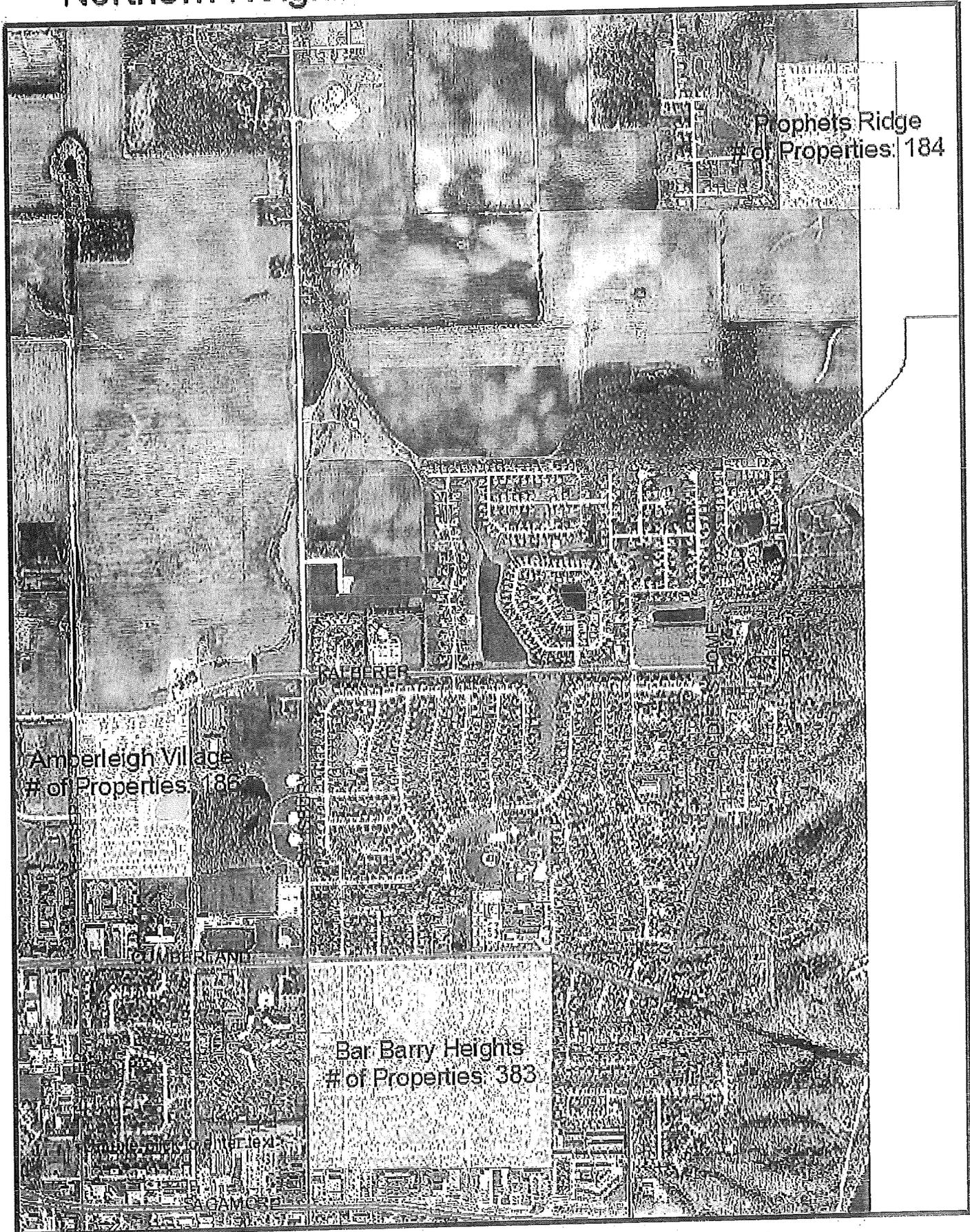
Public Comment forms

Planting Plan Current Conditions

Budget

Timeline

Northern Neighborhoods Reforestation Project



Tree Benefit Calculator

	<u>qty</u>	<u>benefit</u>	<u>total</u>	<u>%</u>	benefit in 6 yr	total
sweet gum	15	\$7	\$105	15%	\$49	\$735
tulip	15	\$7	\$105	15%	\$49	\$735
baldcypress	15	\$5	\$75	15%	\$51	\$765
ky coffee	4	\$7	\$28	4%	\$49	\$196
ruby horse chestnut	12	\$7	\$84	12%	\$49	\$588
honeylocust	8	\$3	\$24	8%	\$56	\$448
northern red oak	4	\$4	\$16	4%	\$39	\$156
swamp white oak	12	\$7	\$84	12%	\$49	\$588
hackberry	5	\$6	\$30	5%	\$51	\$255
chinkapin	10	\$7	\$70	10%	\$49	\$490
	100		\$621	100%		\$4,956

Planting Plan Current Conditions

The neighborhoods being targeted for planting (see below) all have factors that contribute to their need for new trees. All of these neighborhoods have a large number of available planting spaces allowing us to easily expand and strengthen the urban forest in those communities. In addition, each neighborhood has conditions that demand new trees be added so that we can well use available planting spaces to offset past and anticipated tree deaths due to several risk factors noted below.

Amberleigh Village

Amberleigh village has 238 trees with a good diversity among them. These trees however are quite small in size with an average DBH of 3.6,” making them at risk for dying and needing to be replaced.

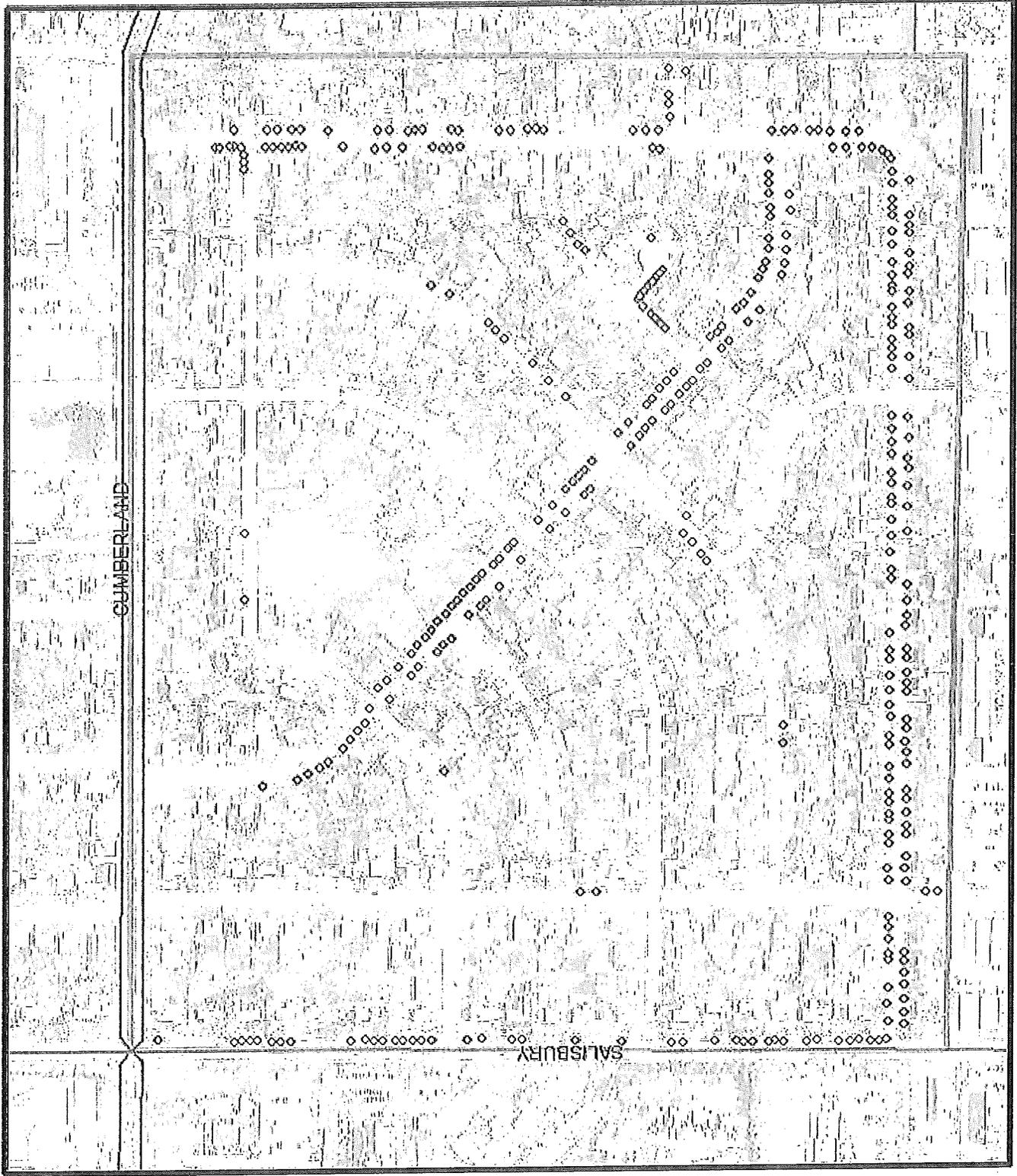
Barberry Heights

Barberry Heights has 342 trees. 50% of the trees are linden species. Another 27% of these trees are green and white ash. Most of the ash trees are located on Wilshire Avenue. Wilshire Avenue will be losing a large nearly all of its street trees in the next 3-4 years. (See attached map). In addition, due to the age of the neighborhood, there are many openings where trees planted in the 60s have failed.

Prophets Ridge

Most of the trees in Prophets Ridge are new trees. Due to microsite soil conditions, these trees struggle to take root. Consequently, we anticipate many of these trees dying and needing to be replaced.

Bar Berry Heights Tree Distribution

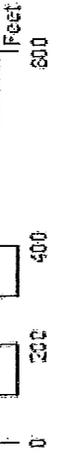


Legend

Tree Species

- ◊ Red Maple
- ◊ Silver Maple
- ◊ Sugar Maple
- ◊ River Birch
- ◊ Northern Catalpa
- ◊ Acrovitile
- ◊ Redbud
- ◊ Honeylocust
- ◊ Tulip
- ◊ White ash
- ◊ White Spruce
- ◊ Linden
- ◊ Hackberry
- ◊ Norway Maple
- ◊ Apple
- ◊ Bradford pear
- ◊ Cherry
- ◊ Crabapple
- ◊ Green ash
- ◊ Flowering Plumb

▬ Neighborhood Boundaries



Tree inventory as of 2012

West Lafayette

Item	Grant Money ¹	Match Money ²	In-kind Match	Total \$
Administrative Personnel Costs				
Tree Fund Members (85 hours)	\$ -	\$ -	\$ 1,700	\$ 1,700
Urban Forestry Intern (30 hours)	\$ -	\$ -	\$ 300	\$ 300
Greenspace Administrator *	\$ -	\$ -	\$ -	\$ -
<i>Sub Total</i>	\$ -	\$ -	\$ 2,000	\$ 2,000
Tree Planting				
Tree Purchase & planting (100 @ \$180 ³)	\$ 10,000	\$ 8,000	\$ -	\$ 18,000
<i>Sub Total</i>	\$ 10,000	\$ 8,000	\$ -	\$ 18,000
GRAND TOTAL	\$ 10,000	\$ 8,000	\$ 2,000	\$ 20,000

1: Must not exceed 50% of the total project cost.

2: May not include any federal funds.

3: Costs of surveying homeowners, plant sites, etc. offset by in-kind work by intern and volunteers.

*We're not including this expense in the grant request because this time will be above the limit for the in-kind *match*.

\$8000 match money is 50% donations to the tree fund, 50% City of West Lafayette

TIMELINE

- Tree Fund members will begin communicating with homeowners immediately, identifying potential planting sites and selecting tree species.
- We'll send out an RFQ in February, 2014 and assign the contract to the lowest responsive company in March, 2014.
- Installation will take place in April and May, 2014.
- If all 100 sites are not identified for the spring planting, we'll continue seeking sites and communicating with homeowners until we quote the fall planting in July, 2014, sign a contract in August, 2014.
- Final planting will be completed by the end of November, 2014. We'll then write up the final documents for the grant.

PUBLIC COMMENT FORMS

Urban Forest Management and Growth 2013 GRANT
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Public Comment Form

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Project Title: Northern City Forestation Project in West Lafayette

Enter Comments Here (Please Type):

- 1) This project would provide added beauty to our subdivision and our surrounding neighborhoods, while helping to strengthen and diversify the species of trees in our city. Trees are part of the first impression of a city or a neighborhood. More trees add beauty to our city, which helps encourage people to move here and to continue living here.
- 2) This would help to increase property value for our home as well as surrounding neighborhood homes. It would also encourage and support homeowners to take pride in ownership of their home, by adding value back into the community and beautifying common areas and neighborhoods.
- 3) Additional healthy tree species would help support birds and wildlife in our area.
- 4) Having additional street trees and common area trees planted in our subdivision would give it a finished look and feel. We lost the original developer of our subdivision (they went out of business in our area), so our common areas were never landscaped properly. In addition, numerous homes were built without any street trees being planted. This would give our streets the tree-lined look of a cared for and established community, and make our subdivision as well as neighboring subdivisions feel complete or finished.

Susa E. Haldeeman
Signature Susan E Haldeeman

11/6/2013
Date

Title/ Organization Affiliation

Representing (Check one or more)

Municipality

University/College

County Government

Federal Government

Non Profit

Local Business

Corporate

Community Resident /Private Landowner

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Enter Comments Here (Please Type):

Urban forests have a significant impact to both storm water runoff quantity and quality. Trees have the potential to absorb a considerable amount of storm water thereby reducing the volume of runoff. Water-polluting nitrates and phosphorus in storm water runoff are easily absorbed by trees for their own nourishment. This lessens the nutrient load in the water that does eventually leave the site and reduces the impact to the receiving streams.

Trees are the original onsite storm water treatment system and are a cost-effective measure to help protect our waterways. The targeted neighborhoods are served by a separate storm sewer system. These areas, along with their nearby water bodies, will benefit from the additional trees and the storm water treatment they provide.

Don S. Hawk
Signature

November 12, 2013
Date

Utility Director, City of West Lafayette
Title/ Organization Affiliation

Representing (Check one or more)

- Municipality
- County Government
- Non Profit
- Corporate
- University/College
- Federal Government
- Local Business
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Project Title: Northern City Forestation Project in West Lafayette

Enter Comments Here (Please Type):

West Lafayette Parks & Recreation supports and urges funding for this project to plant 100 trees in the northern part of West Lafayette. The tree plantings will help minimize the impact of the anticipated loss of up to 108 Ash tree (due to emerald ash borer infestation) in the Amberleigh Village, Barberry Heights, and Prophet's Ridge neighborhoods. The trees will be properly planted in public rights-of-way to further enhance the diversity, sustainability, and quality of our urban forest.

Signature Joe Payne

Date 11/12/13

Superintendent, West Lafayette Parks & Recreation
Title/ Organization Affiliation

Representing (Check one or more)

- Municipality
- County Government
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Project Title: Enter Comments Here (Please Type):

As a member of the West Lafayette Tree Fund for many years, I have been involved in the planning of our urban forest, as well as the "care and feeding" of our current population of street trees. We recognized that the arrival of the emerald ash borer would place a significant burden on our resources, but it was not until the tree inventory by species was completed and updated, that we realized where the impact of the loss of 1,000 ash trees would be. These trees are largely planted in our neighborhoods north of Sagamore Parkway and are heavy contributors to the benefits we gain from trees - storm water retention, air quality improvement and the many aesthetic values. Neighborhoods such as Barberry Heights where I have lived for 46 years will have huge gaps in the canopy. Ironically, our street is Ashland Street and many homeowners planted ash trees in their lawns as well as in the city easement.

This grant would make a big impact on three neighborhoods in allowing us to start filling in the tree canopy as the removal of ash trees takes place. The homeowners will be able to choose their new trees from a variety of species. The community will benefit from the addition of 100 trees in our northern neighborhoods, as well as the environment.

Signature *Kevin M. Layden*

Date November 10, 2013

Title/ Organization Affiliation **Representing** (Check one or more)

Municipality : Chairman of the West Lafayette Tree Fund

County Government

Non Profit

Corporate

University/College

Federal Government

Local Business

Community Resident /Private Landowner: resident and homeowner since 1967. Leader of neighborhood tree planting project for Bi-centennial in 1976 and volunteer with Helen Lillich since 1983.

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Enter Comments Here (Please Type):

We are residents of the Barberry Heights neighborhood in West Lafayette IN. As some of the oldest homeowners now living in the area, we have a concern because of the many ash trees planted in our public areas. By taking a proactive position we could prevent the loss of the many benefits our urban trees have been providing. Our community has long appreciated the improved quality of air that such plantings provide – to say nothing of the pleasant appearance that the tree lined streets & sidewalks present.

Community volunteers have always been partners in the city's efforts to maintain the public trees. Many original plantings were provided by the city, but have been taken care of by the property owners. Tree-trimming activities are undertaken jointly with city personnel and volunteers. Just this week the community will be honoring Helen Lillich, a woman who started the Tree Fund that has for many years helped the city.

Shade in the summer, an attraction for birds, and beautiful fall foliage are also some of the urban forest benefits that our community works to continue. Maintenance requires planning and foresight. This project would greatly enhance the ability to do just that.

We would hope that West Lafayette is successful in obtaining the DNR grant because it would be wisely used.

Steve W. Scholer November 11, 2013
Signature Date

Barberry Heights Neighborhood Association
Title/ Organization Affiliation

Representing (Check one or more)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Municipality | <input type="checkbox"/> University/College |
| <input type="checkbox"/> County Government | <input type="checkbox"/> Federal Government |
| <input type="checkbox"/> Non Profit | <input type="checkbox"/> Local Business |
| <input type="checkbox"/> Corporate | <input checked="" type="checkbox"/> Community Resident /Private Landowner |

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Enter Comments Here (Please Type):

This project is vital to the health, environmental, economic, and aesthetic well-being of the northern neighborhoods. It is hard to imagine the scene in these communities once the Ash trees have died out. Moving now to preempt the loss of so many trees is imperative. Moreover, expanding and strengthening the urban forest in West Lafayette's northern neighborhoods will greatly contribute to a more healthful community, better management of storm water, support of wildlife in the area, and, of course, a more beautiful area that encourages the residents to enjoy the out of doors in their neighborhoods. This grant is a key component for obtaining all these benefits. West Lafayette is a small community and our Tree Fund is a tireless, but small group. The funds DNR could provide with this grant would be a boon to all of us. I fully support this project and sincerely hope it is supported by the DNR. I know both the city and the Tree Fund will put their efforts and resources into making it happen.

Signature

12 November 2013

Date

Citizen, Tree Fund member

Title/ Organization Affiliation

Representing (Check one or more)

Municipality

County Government

Non Profit

Corporate

University/College

Federal Government

Local Business

Community Resident /Private Landowner

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DIRECTIONS: Comments should be requested from any agency, organization, individual, business, or property owner cooperating with or impacted by this project. Comments on this form will be used by Department of Natural Resources Staff to assess the amount of support for this project and the level of coordination between organizations. Comment forms should not be from the project committee. Only original signatures will be accepted. Only comment forms attached to the submitted application will be accepted. No forms will be accepted *AFTER* receipt of the application.

Project Title: Enter Comments Here (Please Type): Northern City Forestation Project in West Lafayette

Trees, greenery, quality of life, responsibility for everything on the planet – things we all want to enhance. I have been volunteering with the West Lafayette Tree Fund group for almost a year, attending meetings, pruning trees and watering trees. I am convinced that the more we accept our responsibility for maintaining a livable ecosystem the more we need to expand the forestry that once dominated much of this state. When I retired I was looking for something that would allow me to contribute to this responsibility. The work of the Tree Fund does that for me. To maintain the urban forest that has been built up here over the past few decades it is vital that we replace the large number of Ash trees that will succumb to the Emerald Ash borer in the next few years. There are hundreds of these trees in the city's right of way areas. Funds to help replace 100 trees will dramatically impact on this. In addition to all the "responsibility" stuff, the psychological lift of driving, biking and walking around West Lafayette with trees all around does wonders for the overall health of the community. This is a rational and worthwhile effort and would be of value to the whole state of Indiana.

William D. Evers

Signature

November 9, 2013

Date

Professor Emeritus, Purdue University

Title/ Organization Affiliation

Representing (Check one or more)

Municipality

County Government

Non Profit

Corporate

University/College

Federal Government

Local Business

Community Resident /Private Landowner



Office of the Clerk-Treasurer

Judith C. Rhodes, Ph.D., CPA, IAMC, MMC, CPFA

609 West Navajo Street

West Lafayette, Indiana 47906-1995

765.775.5150

Fax: 765.775.5159

clerk@westlafayette.in.gov

October 29, 2012

To Whom It May Concern:

Under United States Code, Title 26, Section 170 (c)(1), contributions or donations made to a municipal government such as the City of West Lafayette are eligible for full tax deduction treatment for the donor, equivalent to that accorded charitable donations to 501(c)(3) organizations.

A handwritten signature in cursive script, appearing to read "Judith C. Rhodes".

Judith C. Rhodes
Clerk-Treasurer
City of West Lafayette

BEVERLY J. SHAW

2112 Edgewood Drive West Lafayette, IN 47906
beverlyshaw21@gmail.com 765-714-5618

EMPLOYMENT EXPERIENCE

City of West Lafayette (2003-present)

Redevelopment responsibilities

- Represent city as board or executive member of the Public Arts Team, West Lafayette in Bloom, Lafayette-West Lafayette Streetscape Committee, Lafayette-West Lafayette-Purdue Wayfinding Committee, Campus & Community Bar & Retail Coalition and Community Relations Advisory Committee
- Created and continue to direct Art on the Wabash; A Local Artists Fair, now in its 9th year
- Coordinate the consultant, staff and public efforts for the City's Strategic Plan Updates, Sagamore Parkway Task Force, and State Street Master Plan
- Coordinate the city's Volunteer Recognition Awards and annual City Summit
- Oversee and supervise teams of volunteers for numerous city committees and endeavors
- Facilitate the concepts, writing and graphic design of city brochures and newsletters
- Chair the West Lafayette Community Partnership Team
- Secured and administered USDA grant for the Sagamore West Farmers Market
- Coordinate and oversee the Sagamore West Farmers Market
- Facilitate and implement the Sagamore West Implementation Plan including plantings, banner and light poles, sidewalks and connectivity
- Review all planned developments for appropriateness with engineering and the Area Plan Commission
- Create and staff trade show displays locally and at the National League of Cities national conference
- Implement sign design, coordinated bidding and installation of all Wabash Landing wayfinding signs
- Coordinate the design of banners and signage for the Chauncey Streetscape, Farmers Market and cultural districting
- Participate in the design and implementation of downtown kiosks, signage and streetscape for Lafayette-West Lafayette .

Greenspace responsibilities

- Organize the West Lafayette Tree Fund including Operation Relief, an award-winning volunteer tree planting program
- Organized Community Tree Steward Training Program, Tree Establishment Workshop and garden tours
- Coordinate Art in Bloom, a local garden tour featuring local artists
- Oversee the West Lafayette beautification awards
- Review all planned developments and new or expanding business plans for compliance with greenspace ordinances
- Facilitate the city's entry in the 2008 America in Bloom competition
 - Won the overall award for cities our size
 - Won the Environmental Award for cities of any size
 - Organized an extensive two-day tour
- Revised the city Tree Care Manual and construction standards
- Completed a city-wide tree inventory and authored a five year Urban Forest Street Tree Management Plan
- Recipient of Indiana's first Outstanding Master Gardener of the Year Award
- Serve on Indiana Arborist Association's program committee

Purdue Research Foundation (2009)

Client Services Manager

- Interact with high tech Purdue Research Park businesses to assess existing services and develop new services
- Plan and execute events including Dow AgroScience unveiling, Kurz Purdue Technology Center Dedication, Party in the Park, Inventor's Recognition Dinner and Purdue Board of Directors meetings

- Supervise team of seven coordinators and representatives in four buildings in the Purdue Research Park
- Represent the Park at trade shows and events including the Indiana State Fair and TechPoint Summit
- Conduct orientations for all new companies
- Participate in meetings of directors & managers regarding recruitment, angel investors, policies, leasing and marketing
- Oversee facilities and staffing in the Kurz Purdue Technology Center, Purdue Technology Center, Ross Enterprise Building and Business Technology Center

ScapeArt (1987-2003)

Collaborated in establishment of ScapeArt Landscape and Design in 1986.

Assisted in the company's growth into a high-end design/build landscape firm with annual sales approaching \$2 million

Administration and Management

- Developed and executed marketing, advertising, employee and client relations programs
- Prepared and analyzed financial statements, payroll, taxes, accounts payable, accounts receivable & general ledger accounts
- Researched, selected & managed employee benefit programs
- Evaluated and managed general liability, auto, health, workers' comp, umbrella, disability and life insurance
- Selected and coordinated new company-wide accounting software
- Purchased and coordinated plant materials with an annual budget of \$200,000
- Managed four greenhouses for production of 28,000 perennials/year
- Revitalized the Chamber's Community Appearance Task by tripling membership and adding new programs

Management of Client and Employee Relations

- Hired and trained employees
- Produced client education materials for selection and care of plant material
- Performed landscape follow-up, diagnosing problems and communicating findings to homeowners and co-workers
- Created and administered company employee handbook
- Developed and executed ScapeArt's Client Relations program
- Designed over 100 unique perennial designs for clients each year

Marketing and Advertising

- Created commercials, newspaper inserts, direct mail pieces and marketing
- Coordinated creation of ScapeArt logo and corporate branding program
- Developed and produced all in-store signage, handouts and promotions
- Authored and developed complete media press kit with history, maps, photos, story starters and bios
- Authored and distributed press releases for grand opening, promotions, new products and workshops
- President Elect & Membership Chair, Association of Advertising and Marketing Professionals (2002-2004)

WRITING

- Wrote successful grant applications with the Department of Natural Resources, USDA, Tipmont, and Wabash River Enhancement Corporation
- Co-author, *Possum in the Pawpaw Tree: A Seasonal Guide to Midwestern Gardening*, 1994, Purdue Press
- Authored monthly column on parenting in the Lafayette Journal and Courier (1997-1999)
- Authored monthly column, "In the Grow," distributed statewide by Purdue Agricultural Communications (1988-2006)
- Created, wrote, edited, published, and distributed quarterly newsletter to ScapeArt clientele. (1990-1998)
- Authored article, "Vines For Shade," Fine Gardening Magazine
- Authored all display pieces for INDesign, an industrial design exhibit that toured art museums in Indiana

PUBLIC SPEAKING

Presented over 200 lectures and seminars to audiences ranging from toddlers to senior citizens, from small hands-on courses to an audience of 500 at the Indiana Nursery & Landscape Association Winter Meeting including:

- *The Trees of West Lafayette*- Wabash Area Lifetime Learning Association

- *The Sagamore West Farmers Market*—Tippecanoe County Master Gardeners
- *The Redevelopment of Wabash Landing*—Various locations
- *Nurturing Your Mind, Body & Soul in the Garden*- Kathryn Weil Center
- *Tough Plants You Can't Kill* – Purdue Elderhostel
- *Herbaceous Ornamentals* 4 hr class-- Master Gardener Training (2001, 2000, 1999, 2008)
- *Beyond Brown-- Adding Winter Interest to Your Landscape* – Advanced Training for State Master Gardener Conference
- *Perennials for Indiana Gardens*-- Indiana Nursery & Landscape Association & the Perennial Plant Association
- *Pondering Ponds, Wondering About Water, Considering Creeks*-- Tri-State Master Gardener Conference
- Organized a 16 week Master Gardener Extension Volunteer Training Class with speakers, demonstrations, group projects and field trips.

EDUCATION

- Bachelor of Science in Agriculture, Purdue University, 1985
- Major in Horticulture, with emphasis on Journalism
- Certified Arborist, International Society of Arboriculture

