

## Scope of Work

Before it will be possible to finalize this award and make any disbursement, you are required to provide to the Agency a description for how the organization will spend the amount of funding allocated for the specific purpose as stated in the grant contract. This will include a scope of work, information related to any potential subgrants and an annual budget for the grant funds. Please attach additional sheets as necessary.

### 1) ORGANIZATION:

- a) Organization Name: [REDACTED]
- b) Tax Identification #: [REDACTED]
- c) Organizational Fiscal Year End: December 31
- d) EBS Award Number (All NonGov entities):
- e) Background Information:

[REDACTED] mission is to protect, conserve and restore NC wildlife and habitat for all. [REDACTED] [REDACTED] has successfully partnered on tree plantings with community organizations, businesses, and local, state, and federal government agencies that share our conservation commitment. Statewide, we have engaged 2,100 volunteers to plant over 9,000 trees and native pollinator plants. A recent partnership with the City of Charlotte focused on Chantilly Ecological Sanctuary where 70 native trees were planted, and 50 live trees staked to reduce flooding and expand outdoor spaces for community members.

### 2) PROJECT INFORMATION:

**Project Name:** Mitigating Adverse Impacts of Heat by Planting Trees in Disadvantaged Charlotte Neighborhoods

**Project Location:**

- (1) [REDACTED]  
CEJST tract 371190047001
- (2) [REDACTED]  
CEJST tract 371190047001
- (3) [REDACTED]  
CEJST tract 37119004900

### 3) FUNDING INFORMATION:

- a) Source of funds: [REDACTED]
- b) Amount: \$105,514.65

### 4) Scope of Work:

- a) Services to be provided:  
The City of Charlotte's 2023 Urban Tree Canopy Assessment identified the need for 31,372 individual trees to be planted annually for the city to maintain its existing canopy cover of 47% by 2025, and even more trees to reach its 50% goal, given rapid urbanization. Further, historical redlining due to discrimination, including investments in tree canopy and green spaces, continues to negatively impact Charlotte's communities of color and low-income neighborhoods. Using City of Charlotte's modern machine learning technique to identify urban

## Scope of Work

tree canopy throughout the city and identify potential planting sites based on high heat island assessment, CEJST screening, and other socioeconomic factors, [REDACTED] [REDACTED] Tree Canopy Program identified three city-owned priority areas located within two CEJST tracts where the urban tree canopy percentage is significantly below the city average (38% and 27% respectively). The result is above average surface and air temperatures creating a heat island effect in these at-risk population communities.

In the first quarter, the project team and community engagement consultant(s) will develop Outreach and Education/Training plans. Products to support those plans will be produced in the second quarter. The community engagement consultant(s) will help the project team organize and then implement a second-quarter door-to-door canvas of 200 households living near the three designated planting sites to gather their input and to stimulate the neighborhood's participation in the project. As part of the canvassing effort, postcards and door hangers will be distributed to raise awareness and increase participation in the community meetings which will be held in the second quarter for input on the tree planting project. In addition to gathering input at the meetings, community members will learn about the heat island effect and tree's mitigation of that effect; they will also be invited to participate in the plantings. Additionally, temporary on-site signage leading up to and during the planting will encourage last-minute volunteers. Also occurring in the second quarter is a Tree Planting and Post Care Plan based on outcomes from a Tree Planting Site Inventory led by [REDACTED] Tree Canopy team, including the Urban Forestry Professional/Lead. The city's team, along with [REDACTED] participants, will lead the third quarter site preparation work which includes removal of invasive plant species and amending the soil at all three project areas to improve the soil conditions for the tree species that will be planted. [REDACTED] staff will order trees, tools, mulch, and tree guards. In the fourth quarter, all the 115 trees for the three sites will be planted. The trees will be on average 15 gallons in size and chosen for the urban locations based on lighting conditions, soil type, and tree species diversity. Training on proper tree planting will be available in advance of the tree planting via a brief on-line demonstration video by the [REDACTED] Tree Canopy Program Manager with similar training offered in-person and on-site on the day of the plantings supervised by ISA Certified Arborists. On-site signage on the day of the planting will illustrate proper tree planting and will reinforce the online and in-person trainings. The tree plantings will take place on two different days with the first for the [REDACTED] Street and the [REDACTED] Avenue and [REDACTED] Street project areas. On the day of the planting, a single kickoff event will take place, with media, city leaders, volunteers, and interested community members invited. It will be held at [REDACTED] Avenue and [REDACTED] Street, given the project areas' proximity to each other. During this celebration of expanded tree canopy, permanent educational signage, designed by [REDACTED] and approved by the city, will be installed at the [REDACTED] [REDACTED] project areas to educate visitors on the value of trees to the urban landscape. The [REDACTED] Street planting will also take place in the fourth quarter, with educational signage also installed. Tree maintenance with watering and post planting care for all three sites will begin in the fourth quarter, led by [REDACTED] Tree Canopy Team, which will contract for services. The project will conclude with the preparation and production of an infographic-style

## Scope of Work

final report that will be shared with city leaders, organizational partners and NC Forestry Service Urban and Community Forestry Program. It will also be published on [REDACTED] website.

### b) Goal and objectives:

**Project Goal:** Guided by the City of Charlotte’s Urban Forest Master Plan and the Charlotte Tree Manual, the [REDACTED] and the City of Charlotte will engage and educate community members and plant 115 trees at three project areas on City of Charlotte property expanding the tree canopy cover and increasing the benefits trees provide to the underserved and disadvantaged communities located in CEJST census tracts 371190047001 [REDACTED] and 37119004900 ([REDACTED]).

#### Objectives

- (1) By the end of the first quarter, secure the project team, hold a kickoff meeting, develop the outreach and educational program plans, and hire the community engagement consultants.
- (2) By the end of the second quarter, outreach products (4) will be developed, outreach will be completed, and two community meetings will be held to engage and educate the community in the project areas.
- (3) By the end of the second quarter, complete a tree planting site inventory of the three planting areas and develop the tree planting and post care plans using the City of Charlotte’s Standards and Specifications guidance.
- (4) By the end of the third quarter, develop the tree planting training products (3) for the volunteers and the tree planting event outreach products (1) and order supplies.
- (5) By the end of the third quarter, order the supplies, and prepare the planting sites.
- (6) By the end of the fourth quarter, plant the trees; promote and hold the community and media event celebrating the plantings and introducing the newly installed permanent signage; and provide tree maintenance, including water and other post planting care for the tree plantings as detailed in the post care plan.

#### Expected Results:

The [REDACTED] and the City of Charlotte have engaged and educated community members and planted 115 trees in three disadvantaged communities on City of Charlotte property expanding the tree canopy cover and increasing the benefits trees provide.

c) Timeline: See attached Work Plan.

### 5) Payment:

a) Payment terms:

#### i) Quarterly Request for Reimbursement (RFR) schedule.

- (1) Interim reimbursement requests must be submitted within 20 days after the close of the quarter. The final Request for Reimbursement will be due within 30 days of the end of the contract term.

## Scope of Work

### (2) Request for Reimbursement Schedule:

#### (a) Interim requests due by:

- (i) April 20, 2025
- (ii) July 20, 2025
- (iii) October 20, 2025

#### (b) Final request due by:

- (i) January 30, 2026

### 6) Budget/Expenditures:

- i) Budget Time period: **January 1, 2025 – December 31, 2025**
- ii) Budget Detail: See attached Budget Worksheet.

### 7) Reporting:

#### a) Performance:

- i) Performance will be monitored during the contract term through submissions of interim reports, reimbursement requests and digital copies of project deliverables. Reporting forms and instructions can be found in the Contract Reporting section of the U&CF Financial Assistance Program specifications and resources page [REDACTED]

#### ii) Interim Reports – questionnaire distributed by NCFS U&CF.

- (1) Interim Report Schedule: Due at the 2-, 6- and 10-month marks in the term.

#### iii) Approved Request for Reimbursement

#### iv) Digital copies of deliverables

##### (1) Objective 1

- (a) Outreach Plan
- (b) Educational Plan
- (c) Job Description
  - (i) Community engagement consultant(s)

##### (2) Objective 2

- (a) Outreach Products (3)
  - (i) Doorhanger
  - (ii) Postcard
  - (iii) Community Meeting
    - 1. Meeting agenda
    - 2. Attendance lists (2)

##### (3) Objective 3

- (a) Tree planting site inventory – map (3), note these maps and item b can be combined and delivered as one map
- (b) Tree planting plans – map with trees species for planting assigned (3)
- (c) Post-planting care plan

##### (4) Objective 4

- (a) Tree planting training product – video
- (b) Planting Event training agenda/curriculum

## Scope of Work

- (c) Tree planting project temporary signage
- (d) Media campaign – tree planting education and event
  - (i) social media posts
  - (ii) press releases
  - (iii) blog
- (e) Planting project permanent signage
- (5) Objective 6
  - (a) Tree planting kick-off event and planting of 115 trees
    - (i) Event attendance list/volunteer sign in sheets
    - (ii) Post-planting certified arborist site review and certification of completion of planting in accordance with standards and specifications.
      - 1. Reporting Form – Tree Planting & Maintenance Inspection or preapproved equivalent.
  - (b) Watering and maintenance of newly planted trees through the 4<sup>th</sup> quarter.
    - (i) Post-planting certified arborist site review and certification of completion of maintenance in accordance with standards and specifications.
      - 1. Reporting Form – Tree Planting & Maintenance Inspection or preapproved equivalent.
- v) **Final Report** - Digital copy of a two-to-four-page info-graphic style report with short narratives and graphics summarizing and celebrating the project and accomplishments.

*Sections to cover should include the following.*

- (1) Need/Challenge
  - (2) Goal
  - (3) Objectives
  - (4) Accomplishments
  - (5) Contribution of the project to enhance urban and community forestry in the community.
- b) Financial:
- i) Requests for Reimbursement
    - (1) Instructions and required documentation can be found in the Contract Reporting section of the U&CF Financial Assistance Program specifications and resources page [REDACTED]
- 8) Subgrants:**
- a) Does the Recipient anticipate that it will subgrant or pass down any funds to another organization: **No.**

Applicant:		[REDACTED]	RFA#
Project Name:		Mitigating the Adverse Impacts of Heat Through Urban Forest Tree Planting in Disadvantaged Neighborhoods	[REDACTED]
Objective #	Practice/Activity	Tasks to be completed and how	Who will do it
<b>1st Quarter</b>			
1	Outreach Program	Secure the project team	Team Lead/Municipal Project Team Member
1	Outreach Program	Hold a kick-off meeting	Project Team led by Team Lead
1	Outreach Program	Develop simple outreach program plan that outlines deliverables and schedule	Team Lead/Municipal Project Team Member/Community Forestry Professional supported by Project Team
1	Education/Training Program Plan	Develop simple education plan that outlines deliverables and schedule	Team Lead/Municipal Project Team Member/Community Forestry Professional supported by Project Team
1	Hire staff consultant	Hire community engagement consultant(s)	Team Lead/Municipal Project Team Member supported by Project Team
NA	Indirect Administration	Grant management, reimbursement requests and reporting.	[REDACTED] of Finance and Operations and [REDACTED] of Conservation Partnerships
<b>2nd Quarter</b>			
2	Outreach Products	Create and produce door hangers for outreach event announcement	Community Engagement Consultants under supervision of Team Lead and Municipal Project Team Lead and approved by Urban Forestry

2	Outreach Products	Create and produce post cards for outreach event announcement	Community Engagement Consultants under supervision of Team Lead and Municipal Project Team Lead and approved by Urban Forestry Professional
2	Outreach Event	Door-to-door canvassing	Community Engagement Consultants under supervision of Team Lead and Municipal Project Team Lead
2	Outreach Products	Develop community meeting (outreach) agenda	Team Lead/Municipal Project Team member/Community Forestry Professional/Community Engagement Consultants
2	Outreach Event	Conduct two project engagement outreach events (community meetings)	Team Lead/Municipal Project Team Member/Community Forestry Professional/██████████ Communications & Marketing Manager
3	Tree Inventory	Conduct tree planting site inventory	Municipal Project Team Member with ██████████ Tree Canopy team
3	Tree Planting	Develop tree planting plan	Team Lead/Community Forestry Professional/Municipal Project Team Member with ██████████ Tree Canopy Team and approved by Charlotte's Urban Forestry Professional
3	Tree Planting	Develop post planting care plan	Team Lead/Community Forestry Professional/Municipal Project Team Member with ██████████ Tree Canopy Team and approved by Charlotte's Urban Forestry Professional

3	Tree Planting	Tree Planting standards and specifications (Charlotte specifications)	Municipal Project Team Member with City of Charlotte certified arborist
4	Outreach Products	Temporary Planting event/volunteer recruitment signage	██████ Communications & Marketing Manager under guidance of Team Lead and Municipal Project Team Member
NA	Indirect Administration	Grant management, reimbursement requests and reporting.	██████████ of Finance and Operations and ██████████ of Conservation Partnerships
<b>3rd Quarter</b>			
4	Education/Training Products	Planting Instruction Agenda for volunteers - onsite at day of planting events	Team Lead/Municipal Project Team Member approved by Urban Forestry Professional
4	Education/Training Products	Onsite tree planting training curriculum	Municipal Project Team member with ████████ Tree Canopy program team and approved by Urban Forestry Professional
4	Education/Training Products	Produce Tree Planting Video	Municipal Project Team member with ████████ Tree Canopy program team and approved by Urban Forestry Professional
4	Outreach Products	Permanent project signage	██████ Communications & Marketing Manager under guidance of Team Lead/Municipal Project Team Member/Community Forestry Professional
5	Tree Planting Tools & Supplies	Order the supplies	Team Lead in consultation with Municipal Project Team Lead
5	Tree Planting Site Preparation	Prepare the planting sites	Municipal Project Team member with ████████ Tree Canopy program team



NA	Indirect Administration	Grant management, reimbursement requests and reporting.	[REDACTED] of Finance and Operations and [REDACTED] of Conservation Partnerships
<b>4th Quarter</b>			
6	Outreach Media Campaign	Develop tree planting media campaign products	Team Lead/[REDACTED] Communications & Marketing Manager/Municipal Project Team Member
6	Outreach Event	Media Campaign-tree planting event	Team Lead/[REDACTED] Communications & Marketing Manager/Municipal Project Team Member
6	Outreach Event	Community "Day of Planting" celebration event	Team Lead/[REDACTED] Communications & Marketing Manager/Municipal Project Team Member/Community Forestry Professional
6	Outreach Event	Introduce newly installed project signage	City and [REDACTED] officials recruited and prepped by Team Lead and Municipal Project Team Member
6	Tree Planting	Tree Planting at [REDACTED] Street sites	Team Lead/Municipal Project Team Member/City of Charlotte certified arborist/Community Forestry Professional
6	Tree Planting	Tree Planting at [REDACTED] Street site	Team Lead/Municipal Project Team Member/City of Charlotte certified arborist/Community Forestry Professional
6	Tree Maintenance	Tree Maintenance (watering and post-planting care) as detailed in post care plan	Municipal Project Team Member/ City of Charlotte tree maintenance crew will contract maintenance services.
NA	Final Report	2-4 page infographic style report	Project Team and Communications Consultant

NA	Indirect Administration	Grant management, reimbursement requests and reporting.	[REDACTED] of Finance and Operations and [REDACTED] of Conservation Partnerships
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Applicant Name:		[REDACTED]				RFA
Project Title:		Mitigating the adverse impacts of heat by planting trees in disadvantaged Charlotte neighborhoods				[REDACTED]
Objective #	Budget Item Category	Description	# Units	Unit Cost	Cost	
1	Staff time	[REDACTED] of Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$ [REDACTED]/year & Fringe \$ [REDACTED]/year)	146	\$34.69	\$5,050.50	
1	Staff time	[REDACTED] Conservation Coordinator; Community Forestry Professional/Lead, (hourly calculation based on Salary \$ [REDACTED]/year & Fringe \$ [REDACTED]/year)	146	\$29.35	\$4,273.50	
2	Staff time	[REDACTED] of Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$ [REDACTED]/year & Fringe \$ [REDACTED]/year)	104	\$34.69	\$3,607.50	
2	Staff time	[REDACTED] Conservation Coordinator; Community Forestry Professional/Lead, (Salary \$ [REDACTED]/year & Fringe \$ [REDACTED]/year)	104	\$29.35	\$3,052.50	
2	Media Product Design	Design postcards and door hangers for project promotion, volunteer recruitment, & canvassing (Red Gate Design)	2.0	\$500.00	\$1,000.00	
2	Community Forestry Consulting Services	Community engagement consultant(s) to canvass neighborhoods, deliver door hangers, and identify prospective project volunteers ([REDACTED])	120.0	\$65.00	\$7,800.00	
2	Media Product Printing	Print postcards for project promotion & volunteer recruitment (DirectMail.com)	500.0	\$2.50	\$1,250.00	
2	Media Product Printing	Print door hangers for project promotion, volunteer recruitment, & canvassing (DirectMail.com)	500.0	\$5.00	\$2,500.00	
3	Staff time	[REDACTED] Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$ [REDACTED]/year & Fringe \$ [REDACTED]/year)	62	\$34.69	\$2,164.50	
3	Staff time	[REDACTED] Conservation Coordinator; Community Forestry Professional/Lead (Salary [REDACTED]/year & Fringe \$ [REDACTED]/year)	62	\$29.35	\$1,831.50	

4	Staff time	██████████ Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$██████████/year & Fringe \$██████████/year)	104	\$34.69	\$3,607.50
4	Staff time	██████████ Conservation Coordinator; Community Forestry Professional/Lead (Salary \$██████████/year & Fringe \$██████████/year)	104	\$29.35	\$3,052.50
4	Media Product Printing	Design and print promotional signage (temporary) to promote tree planting and recruit volunteers via QR code (Canva)	6.0	\$150.00	\$900.00
4	Media Product Printing	Design and print educational signage (permanent) (tactile) to remind community members about the value of trees (Vacker Signs)	2.0	\$5,000.00	\$10,000.00
4	Media Product Design	Tree planting video production (██████████ Communications and Marketing Manger)	1.0	\$1,500.00	\$1,500.00
4, 6	Social Media Services	Social media post creation, deployment and monitoring: 4 posts promoting tree planting video and 5 posts promoting tree planting events billed at a flat rate of \$100 per post (██████████ Communications and Marketing Manager)	9.0	\$100.00	\$900.00
4, 6	Social Media Services	Creation and distribution of 3 traditional media pieces: 1 press release on the tree planting video; 1 blog post and 1 press release promoting the planting events billed at a flat rate of \$214 per piece (██████████ Communications and Marketing Manager)	3.0	\$214.00	\$642.00
4	Media Product Design	Create "Value of Urban Trees" digital info pack (Red Gate Design)	1.0	\$2,500.00	\$2,500.00
5	Staff time	██████████ Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$██████████/year & Fringe \$██████████/year)	21	\$34.69	\$721.50
5	Staff time	██████████ Conservation Coordinator; Community Forestry Professional/Lead (Salary \$██████████/year & Fringe \$██████████/year)	21	\$29.35	\$610.50
5	Tree Planting Site Preparation Services	City of Charlotte Landscaping to layout trees, drill holes for trees, and apply soil amendments and mulch	16.0	\$172.50	\$2,760.00
5	Food & Beverages	Nature Valley granola bars for volunteers on planting day (\$10.96 per box of 48 bars @ Walmart)	2.0	\$10.96	\$21.92
5	Food & Beverages	Apples for volunteers on planting day (\$5.77/2LB Bag x 5 bags @ Walmart)	5.0	\$5.77	\$28.85

5	Food & Beverages	Bottled water for volunteers on planting day (\$5.88 per 35 pack x 3 packs @ Walmart)	3.0	\$5.88	\$17.64
5	Tree Planting Site Preparation Services	Topsoil (\$500 per site x 3 sites) (Crown Town Landscaping)	3.0	\$500.00	\$1,500.00
5	Tree Planting Supplies	Watering bags (115 bags, one for each tree, x \$15 per bag) (Site One Landscape Supply)	115.0	\$15.00	\$1,725.00
5	Tree Planting Supplies	Mulch (\$500 per site x 3 sites) (Site One Landscape Supply)	3.0	\$500.00	\$1,500.00
5	Tree Planting Supplies	Staking (115 trees x \$4 to stake each tree) (Lowe's)	115.0	\$4.00	\$460.00
5	Trees	15-30 gal trees (Mellow Marsh Farm)	115.0	\$85.00	\$9,775.00
5	Tree Planting Supplies	Shovels (Lowe's)	60.0	\$15.00	\$900.00
5	Tree Planting Supplies	Gloves (Lowe's)	60.0	\$10.00	\$600.00
5	Tree Planting Services	Tree delivery to three sites (Mellow Marsh Farm)	3.0	\$250.00	\$750.00
5	Event Supplies	Folding chairs for planting & media day (\$3/chair x 20 chairs -- Charlotte Party Rentals)	20.0	\$3.00	\$60.00
5	Event Supplies	6 foot collapseable rectangular tables for planting & media day (\$12/table x 10 tables -- Charlotte Party Rentals)	10.0	\$12.00	\$120.00
5	Event Supplies	20 x 20 tent rental for planting & media day (Charlotte Party Rentals)	3.0	\$500.00	\$1,500.00
5	Portable Restroom Rental	ADA compliant porta potty rental for planting & media day (United Site Services)	2.0	\$290.00	\$580.00
6	Communications Consulting Services	Media event promotion for tree planting day -- includes press, city officials, ██████████, community volunteers (██████████ Communications and Marketing Manager)	1.0	\$1,500.00	\$1,500.00
6	Staff time	██████████ Conservation Partnerships; Project Team Lead, (Hourly calculation based on Salary \$██████████/year & Fringe ██████████/year)	104	\$34.69	\$3,607.50
6	Staff time	██████████ Conservation Coordinator; Community Forestry Professional/Lead (Salary \$██████████/year & Fringe ██████████/year)	104	\$29.35	\$3,052.50

6	Tree Maintenance Services	City of Charlotte Landscaping tree maintenance (watering and mulching) 2 months following planting	1.0	\$7,000.00	\$7,000.00
NA	Communications Consulting Services	Final Report Design and online publishing (Red Gate Design; Project Team)	1.0	\$1,500.00	\$1,500.00
NA	Indirect Administration	Finance and Administration -10% of project cost totaling \$95,922.41 (██████████ Finance and Operations and ██████████ Conservation Partnerships)	0.1	\$95,922.41	\$9,592.24
<b>Project Total</b>					<b>\$105,514.65</b>