

NEW ENGLAND GRASSROOTS
ENVIRONMENT FUND

Small Grants Application

Please email this application to your program officer or mail a hard copy to:
P.O. Box 1057, Montpelier VT 05601

Please don't use any folders or binder and don't staple materials together.

Please make sure to complete all three sections of the Small Grants Application

1. Contact Information (not to exceed 1 page)
 2. Group Information (not to exceed 1 page)
 3. Application Information (not to exceed 4 pages, including all attachments)
- Please note: the completed application should not exceed 10 pages.

msg from Kate Birch 7/21

Astrid passed away.

To answer the applications questions:

- ☐ Click on the grey textboxes and enter text: Example
- ☐ Select the appropriate response from drop-down menu
- ☐ Click the appropriate checkbox(es): ☒

other contact:

Joe Gagnier
443-7942

Please make sure to **SAVE REGULARLY!**

Also note that several questions have a **maximum character count**

When submitting your application, please attach/include:

- ☐ Financial Statement(s) for most recent year (when available)
- ☐ Meeting minutes from your last group meeting (when available)
- ☐ Brief bio sketches for core volunteers

Ryan Gagne 499-9327
Laurie Mick 499-9378

1. CONTACT INFORMATION (PLEASE DO NOT EXCEED THIS PAGE)

1. Date: 9/9/10

2. Contact Person: Astrid Hagenguth

(Please list one person who will be available to answer questions)

Email: hagenguth@yahoo.com

3. Mailing Address: 20 Boylston Street

4. Town: Pittsfield,

5. State: MA 6. Zip: 1201

6. Primary Phone Number: 413-445-5508

7. Alternate Phone Number: 212-988-6157

8. How Did You Hear About NEGEF? Local groups

Please Specify where appropriate: Through Center for Ecological Technology program

2. GROUP INFORMATION (PLEASE DO NOT EXCEED THIS PAGE)

1. Name of applicant group: **Pittsfield Tree Watch**
2. City/Town: **Pittsfield**
(Please indicate which community is most impacted by your group's work)
3. State: **MA**
4. Please select which NEGEF Issue Area(s) best describe your overall group's work:
☒ Energy & Climate Action
☒ Environmental Health
☐ Food Systems & Sustainable Agriculture
☒ Smart Growth, Land Use & Natural Resource Management
☐ Sustainable Communities & Behaviors
☐ Water in the Public Trust
(For an overview of NEGEF's Issue Areas, please visit: http://grassrootsfund.org/grants/issue_areas)
5. Check one of the following that best describes your group's tax status:
Ad Hoc
When applicable:
Name of fiscal sponsor:
Employer Identification Number (EIN):
6. Year this group of core volunteers became active: **2004**
7. Mission/goal(s) of your group: (maximum number of characters: 450, including spaces)
8. Number of people involved as core, active volunteers: **20**
9. Number of hours per week currently worked by *paid* staff members: **0**
(Enter 0 if all volunteer)
10. Group Website: **http://N/A**
11. Number of people on group's (e)mailing list/Facebook account: **28**
12. Current annual group budget: **\$0.00**
13. Amount group spent last calendar year: **\$234.00**
14. Networking
NEGEF is interested to learn with which other grassroots groups you have contacted for information and help to accomplish your goals. Please list some of these grassroots groups below.

Name of Group	City	State
Audubon Society -- free land for tree lot	Lenox	MA
Boy Scout, Girl Scouts, at risk youth	Pittsfield	MA
Berkshire Environmental Action Team	Pittsfield	MA
Elm Watch, Berkshire Garden Club	Gt. Barrington, Pittsfield	MA

3. APPLICATION INFORMATION (PLEASE DO NOT EXCEED 4 PAGES, INCLUDING BUDGET)

1. **Amount Requested: \$1,560.00**
(Can't exceed \$2,500.00)

2. **Please select the ONE NEGEF Issue Area that best describes this project:**
Energy Climate Action

(For an overview of NEGEF's Issue Areas, please visit: http://grassrootsfund.org/grants/issue_areas)

3. **Please provide a brief description of the project for which you seek funding.**
(Maximum number of characters: 5,000, including spaces)

ELM STREET PROJECT

Inspiration: Kunstler's The Long Emergency; The End of Suburbia DVD; An Inconvenient Truth (Plant trees; Drive less, bike more); PlaNYC 2030; transitionculture.org

Trees are symbolic of life, growth and legacy, and the tree situation in Pittsfield is "pathetic," DPW agrees. Removed trees are not being replaced despite a 2/2007 ordinance (unfunded) and any new (non-shade) trees are going to low-income areas to the neglect of other neighborhoods. Pittsfield lost 100s of iconic elms to Dutch elm disease, and has since undergone severe economic dislocation & demoralization from urban removal [sic], rejection of a mall project that went to next town killing downtown anyway; and GE closing in 1987. Middle and upper managers left, leaving PCBS all over the place. Population has dropped from 58,000 to 38,000.

Elm Street retail district is almost a mile from downtown, the major arterial through the southeast middle/upper-class residential area, a perfect demonstration model for the possibility of private/public collaboration. This project will make a splash there, raise tree-consciousness and expand PTW's urban forestry initiative by encouraging others to plant trees on their own. When the City doesn't do it, citizens will have to. Even the councilor who sponsored the tree-replacement ordinance has just planted his own American elm!

What we're doing --

- o Half-mile of tree-planting
- o Business Improvement District (BID)-- Enhancement and events
- o Sunday afternoon car-free Bike & Hike

A half-mile linear park in a neighborhood of small (42% sole worker) businesses. There are only 20 existing trees. We propose 16 low-growing trees under wires on the south side, and 13 tree-belt shade trees on the north side, for a total of 29. Final totals may vary per DigSafe findings and fund-raising support.

Research shows that people are willing to spend up to 11% more in a tree-lined shopping district. The Elm Street Partnership, which PTW organized, are donating funds. Greg Ward of Ward's Nursery, a board member of Center for Ecological Technology on Elm St., is giving us a price break on trees. Volunteer labor (dig, plant, after-care), including Boy Scout Troop 20, publicity and tools, mulch and transportation from city sources are in place. Five area councilors and Parks & Open Space, DPW and Highway managers are in support. Planting will occur in late April/early May 2011.

4. Please describe what changes will occur in your community and its environment when the group's project is successful. Describe how you might measure these changes. (Maximum number of characters: 2,500, including spaces)

- o Increased pedestrian presence as "transportation" and for recreational exercise (visual)
- o Several vacant storefronts will be filled (visual)
- o Lowered speeding (police)
- o Lowering CO2 levels, conserving energy
- o Other neighborhoods will be inspired to do their own planting (visual)
- o Increase in public/private projects citywide
- o A new item for Green Commission's ICLEI report re tree-planting for energy conservation & lower CO2 levels.
- o Another plus for recertification of city's Tree City USA status
- o Tree siting to be included in future energy audits (CET, WMECO, Berkshire Gas & MassSave)
- o Research shows people are willing to spend up to 11% more in a tree-lined retail district (merchant reports).
- o Possibility -- tax deduction for private tree-planting on public land
- o Hawthorne Effect -- Even a small change produces greater changes. Participants will start coming up with other things to upgrade this street as a destination: One picture is worth 1,000 words. Seeing is believing.

5. Please list how many people in your community your group expects to actively engage in this project: 100

(Include volunteers, participants and community members receiving outreach materials)

6. Please explain how your group will engage members from your community in this project. (Maximum number of characters: 2,000, including spaces)

Participants have been enrolled through personal contact, ongoing visits and emails. Outreach through daily and weekly paper coverage & PCTV. BID activities to encourage greater pedestrian presence: Words to Walk By (Haikus, Storying Around, aphorisms, Simon Says permissions in store windows), informational scavenger hunt, swing dancing; seasonal events; bike route signs; ethnic food festival; heealth, fitness & beauty week; school bank music, et al. Numbers Count created by banks branches and CPAs. Energy Audit event. Vintage Baseball event with The Elms Team at Deming Park. Individual specialties developed, worth a detour. Merchant interview series on PCTV.

Each donor will receive an Elm Street Partnership decal for display on a front door or window.

7. What relevant skills do current members of the group have to help move the initiative forward? (Maximum number of characters: 1,000, including spaces)

Astrid Hagenguth, former corporate communications executive; zone mgr., 2005 NYC tree census; organized "The End of Suburbia" DVD (www.postcarbon.org) screenings for 3 leadership groups; instrumental in Pittsfield joining US Mayors Climate Protection Agreement, ICLEI and establishing Green Commission; organized task force for and wrote Pittsfield Master Bike Plan,
Don Allen -- former Bausch & Lomb general counsel; has own arboretum; drafted comprehensive tree ordinance; provides tiller and front loader for our tree lot.
Joseph Guertin -- retired engineer, manages our 48-seedling tree lot at Canoe Meadows.
Lisa Bozzuto -- M.A., Forestry, inspired by PTW to start Trees Please in Gt. Barrington, MA
David Frazier -- 10 years with U.S. Forest Service
June Ann Mason, retired AA, Vogue, Berkshire Life & Kate Berch, homemaker -- managing Heritage Tree Project.
Pat Pritchard & Beth Putnam, Master Gardeners

8. What relevant skills does the group need (but does not currently have access to) to help move the initiative forward? (Maximum number of characters: 1,000, including spaces)

Mission Statement -- This question would not let me in, so I am putting the answer here --

Pittsfield Tree Watch was formed as a citizens group to preserve our existing trees and encourage new tree-planting. We are a stand for the economic, social and environmental benefits of trees such that Pittsfield's urban forest canopy is reconstituted and maintained. Through associated educational and hands-on programs, we add value to our quality of life and well-being, enhance our individual and collective prosperity while conserving energy and lowering CO2 levels.

PLEASE CONTINUE TO PAGE 6 FOR BUDGET INFORMATION

- ☐ Itemize all anticipated expenses and income for this Project Proposal. Also note in-kind services (donated materials and/or labor).
- ☐ Please specify what expenses will be covered with NEGEF's funds (underline, **bold**, *italicize* or * those items)
- ☐ Please make sure Total Expenses (**red total**) match/are less than the sum of Total Income + In-Kind Services (sum of two green totals)

EXPENSES		INCOME		IN-KIND SERVICES	
Paper clips*	\$750.00*		NEGEF Grant	\$500.00	Local Office Supply Donation
Stapler + Staples	\$250.00		Paper Clip Foundation	\$250.00	Volunteer Collators (10hr @ \$20/hr)
TOTAL EXPENSES	\$1,000.00		TOTAL INCOME	\$750.00	TOTAL IN-KIND
					\$450.00

EXPENSES		INCOME		IN-KIND SERVICES	
Paper clips*	\$750.00*		NEGEF Grant	\$500.00	Local Office Supply Donation
Stapler + Staples	\$250.00		Paper Clip Foundation	\$250.00	Volunteer Collators (10hr @ \$20/hr)
TOTAL EXPENSES	\$1,000.00		TOTAL INCOME	\$750.00	TOTAL IN-KIND
					\$450.00

[illegible][illegible]

TOTAL EXPENSES	\$3,510.00
-----------------------	-------------------

[illegible][illegible]

TOTAL INCOME	\$3,510.00
---------------------	-------------------

<i>In-kind service</i>	<i>Amount</i>
6 sets tools	\$600.00
2 post diggers	\$80.00
Mulch & delivery	\$165.00
Labor	\$2,040.00
\$25 per tree	\$725.00
Ground marker	\$30.00
Truck, 2 men, 4 hours	\$860.00
Enroll; adm., commun	\$350.00
Phone calls	\$20.00
	\$0.00
	\$0.00
	\$0.00
	\$0.00

<i>In-kind service</i>	<i>Amount</i>
6 sets tools	\$600.00
2 post diggers	\$80.00
Mulch & delivery	\$165.00
Labor	\$2,040.00
\$25 per tree	\$725.00
Ground marker	\$30.00
Truck, 2 men, 4 hours	\$860.00
Enroll; adm., commun	\$350.00
Phone calls	\$20.00
	\$0.00
	\$0.00
	\$0.00
	\$0.00

TOTAL IN-KIND	\$4,870.00
----------------------	-------------------

Provide an overview of other sources of support received to date (dues, donations, other grants, event fees, etc) (leave blank if none):