





THE CITY OF FAYETTEVILLE, ARKANSAS  
DEPARTMENT CORRESPONDENCE

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## CITY COUNCIL AGENDA MEMO

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**To:** Mayor Lioneld Jordan, City Council

**Thru:** Don Marr, Chief of Staff  
Connie Edmonston, Parks and Recreation Director *C.E.*  
Alison Jumper, Park Planning Superintendent

**From:** Megan Dale, Urban Forester *(MD)*

**Date:** May 3, 2013

**Subject:** Keep America Beautiful / UPS Foundation Community Tree Planting Grant Acceptance Approval

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### PROPOSAL:

An announcement from Keep America Beautiful (KAB) and the UPS Foundation advertised for proposals for a non-matching grant to support community tree planting projects in KAB affiliate communities. The program called for projects that would address one or more of the following: reducing levels of carbon dioxide and greenhouse gas emissions through strategic plantings; emphasizing the importance of native trees; or planting fruit trees to produce fruit for local consumption particularly in underserved areas. Eligible recipients are certified affiliates of the Keep America Beautiful program.

Eligible projects include planting fruit trees to produce fruit for local consumption particularly in underserved areas. Arkansas ranks first in the nation in percentage of food insecure households, and 37% of Washington County children are food insecure, according to Feed Fayetteville. Strongly supporting both UPS' and the City of Fayetteville's leadership in environmental sustainability, this grant would fund an urban community orchard on City park property at the Yvonne Richardson Community Center that would empower an underserved area to grow and harvest fresh, local produce (see attached Site Map). Partnering with the existing Kid Crops program at the Yvonne Richardson Community Center would give the orchard a firm foundation while supporting youth in their skill-building and growth throughout the community.

The City of Fayetteville has been awarded the \$5,000 grant. If approved, tree planting is anticipated to begin and be completed between November 2013 and April 2014.

### RECOMMENDATION:

Staff recommends approving a resolution to accept a community tree planting non-matching grant from Keep America Beautiful / UPS Foundation in the amount of \$5,000.

**THE CITY OF FAYETTEVILLE, ARKANSAS**

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**BUDGET IMPACT:**

This non-matching grant would come at no cost to the City. The grant would provide \$5,000 for a community tree planting project, which would include installation and three (3) years of maintenance.

**Attachments:**

Proof of Award from Keep America Beautiful  
Grant Application  
Site Map

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION AUTHORIZING ACCEPTANCE OF A COMMUNITY TREE PLANTING NON-MATCHING GRANT FROM KEEP AMERICA BEAUTIFUL AND THE UPS FOUNDATION IN THE AMOUNT OF \$5,000.00

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby authorizes acceptance of a community tree planting non-matching grant from Keep America Beautiful and the UPS Foundation in the amount of \$5,000.00.

**PASSED and APPROVED** this 21<sup>st</sup> day of May, 2013.

APPROVED:

ATTEST:

By: \_\_\_\_\_  
**LIONELD JORDAN, Mayor**

By: \_\_\_\_\_  
**SONDRA E. SMITH, City Clerk/Treasurer**



# KEEP AMERICA BEAUTIFUL

DONATE NOW!

- + Affiliation & Partnership
- + Find an Affiliate
- + Support Our Work
- + Grants & Awards
- + Grants Winners
- + Grants Application Process
- + National & Affiliate Awards
- + Vision for America Award
- + Programs & Initiatives
- + Our Impact, Your Impact

## GRANT RECIPIENTS:

### 2013 KAB/UPS Community Tree Planting Grant Recipients:

Thank you for applying! We received close to 100 submissions for the 2013 Keep America Beautiful/UPS Community Tree Planting Grants. These were truly all high quality applications. The checks will be mailed out to recipients by May 15 and more information to follow once press release is approved by UPS.

<u>Affiliate Name</u>	<u>State</u>	<u>Amount</u>
Keep Albertville Beautiful	AL	\$5,000
Keep Fayetteville Beautiful	AR	\$5,000
Keep Ozark Beautiful	AR	\$5,000
Keep Phoenix Beautiful	AZ	\$5,000
Keep Bakersfield Beautiful	CA	\$5,000
Keep Oakland Beautiful	CA	\$5,000
Keep Thornton Beautiful	CO	\$5,000
Keep Lee County Beautiful, Inc.	FL	\$5,000
Keep Athens-Clarke County Beautiful	GA	\$5,000
Keep Atlanta Beautiful	GA	\$5,000
Keep Georgia Beautiful Foundation	GA	\$5,000
Keep Vermilion County Beautiful	IL	\$5,000
Keep Terre Haute Beautiful	IN	\$5,000

## KEEP AMERICA BEAUTIFUL / UPS COMMUNITY TREE PLANTING GRANT

### Introduction

The State of Arkansas and Washington County rank high among food insecure households. Funding from this 2013 UPS/Keep America Beautiful Community Tree Planting Grant would establish an urban community orchard in the City of Fayetteville, Washington County that would empower an underserved area through self sustenance, and inspire children and families to grow and learn through this local resource.

Community involvement and stewardship at the orchard would be initiated by example through a gardening and nutrition program called Kid Crops. Founded in 2008, Kid Crops is a youth program teaching basic gardening skills, cooking, nutrition, teamwork, environmental sustainability, and community involvement to children of varying backgrounds and resources. Youth build enthusiasm for gardening and nutrition as they gain knowledge and skills through the program. Held weekly throughout the seven (7) month growing season, Kid Crops occurs at an outdoor garden on City property at the Yvonne Richardson Community Center.

By planting the trees at the Yvonne Richardson Community Center, the orchard would begin on a firm foundation for success. Professionals would perform primary tree care, while Kid Crops would incorporate some maintenance into the program. As many of the youth participants are from families within surrounding neighborhoods, the children and promotional signage would help catalyze neighborhood participation in a long term connection with the orchard.

### 1) Provide overview of the community need that the tree grant funds will be used to address. How will the project address specific community needs?

According to the USDA and FeedingAmerica.org, 19.2% of households in Arkansas are food insecure. Tied with Mississippi, Arkansas ranks first in the nation among this data, which means that nearly 1 in 5 Arkansas households do not have ensured access to essential nutrition.

Within Arkansas, Washington County has more than 29,000 food insecure households, the second highest number of any county in the state. According to non-profit Feed Fayetteville, food insecurity directly affects 37% of children in Washington County. Among many related consequences of inadequate nutrition, the National Education Association notes childhood hunger's negative effects on both academic performance and school behavior. Funding from this grant would address this community need by uniting and empowering an underserved population in Fayetteville to collectively grow, harvest, and sustain essential fresh food through an urban community orchard.

### 2) What are the specific goals and objectives of this tree planting project/program?

Bulleated objectives below support three (3) specific goals of the tree planting project.

**Goal 1: Provide** a start-up community orchard in an underserved urban area.

- Apply for and secure funding through UPS/KAB's Community Tree Planting Grant.
- Connect with essential partners, including community members of surrounding neighborhoods and the Kid Crops program at the Yvonne Richardson Community Center.
- Establish trees on City owned property at Yvonne Richardson Community Center

**Goal 2: Empower** surrounding neighborhoods to grow, harvest, and sustain their own fresh produce at the urban community orchard.

- Allow youth programming through the Kid Crops and Yvonne Richardson Community Center to catalyze and help sustain a presence of families at the community orchard.
- Combine the sharing of skills, knowledge, and fresh fruit to build enthusiasm for and sustain stewardship at the community orchard.
  - Hold workshops and workdays that encourage recreation and interaction.
  - Hold community harvest days to share fresh fruit and entice new participants.
  - Encourage creative participants to design tree identification tags and a welcome sign at the orchard.
- Through participation, encourage community orchard participants to recognize the benefits of community gardening [communitygardens.org] including: the production of nutritious food, the encouragement of self-reliance, the stimulation of social interaction, the reduction of family food budgets, the reduction of crime, and the opportunity for recreation, exercise, therapy, and education.

**Goal 3: Inspire** children and youth to grow and network throughout the greater community.

- Encourage and facilitate connections with local resources to allow youth to job shadow for a day with a local program, non-profit, or business representative whose focus is local and healthy food. Resources with local locations include:
  - *National or regional programs:* National Farm to School Program, South Region; National Center for Appropriate Technology, Horticulture; Southern Sustainable Agriculture Working Group.
  - *Local programs and non-profits:* Feed Fayetteville; Tri Cycle Farms; Cobblestone Project; Appleseeds; Seeds that Feed; Dig In! Food and Farming Festival; Omni Center for Peace, Justice, and Ecology; and area farmers markets.
  - *Local businesses:* Ozark Natural Foods; Little Bread Company; Parks Purity Pie; Brick House Kitchen; Lean Green Gourmet; and Farm Box Delivers.

**3) What's the anticipated community impact that will result from this funding?**

This urban community orchard project would strongly support the UPS Foundation's renewed focus on environmental sustainability. Food miles, or the distance food travels from production to consumer, hold a substantial carbon footprint in the United States. A significant climate change factor, food miles are one of several reminders of the importance of learning and sustaining methods of producing local food.

Further, flowering trees such as apple, pear, and pecan would provide habitat for small wildlife and food for local pollinators. These trees would sequester and reduce levels of greenhouse gas emissions as well. This community orchard for sharing food and skills in Fayetteville would benefit the local community and environment, as well as the global ecosystem, atmosphere, and population.

**4) Detail your project/program budget including a description of how tree grant funds will be spent.**

Funding would be used to supply, install, and maintain fruit trees. Maintenance will include watering, prevention of pest and disease, pruning, fertilizing, and mulching through an initial three (3) year establishment period.

	Item	Qty	Unit	Unit Price	Total
I. Planting	Apple Tree 0.5" caliper supply and install	4	each	\$55	\$220
	Pear Tree 0.5" caliper supply and install	6	each	\$55	\$330
	Pecan Tree 0.5" caliper supply and install	2	each	\$55	\$110
II. Tree Supplies	Water bags, staking, pollinators, deer screen, organic kaolin	1	lump sum	\$990	\$990
III. Maintenance	3 x yrs labor: watering, disease resistance, pruning, staking	12	tree / yr	\$85	\$3,060
IV. Marketing	On-site Signage, traffic signage, and tree identification signs	1	lump sum	\$290	\$290
<b>Total</b>					<b>\$5,000</b>

**5) Provide your plan for UPS employee engagement.**

Representatives of the UPS Foundation and Keep America Beautiful would be recognized at a ribbon cutting ceremony at the project site. Further, these representatives would be encouraged to attend a session of the weekly Kid Crop program to experience how the grant project is serving the community through this existing youth program. Local media would be contacted to cover these events.

**6) Provide your plan for reaching out to local media.**

City Parks and Recreation Staff would reach out to local media for appropriate coverage of the community orchard project, including an explanation of UPS and Keep America Beautiful's support and contribution to the project. Press releases would be communicated through local websites, radio, and newspapers. Community members would be encouraged to become involved in the orchard through these media outlets, existing network list serves, and signage, both on-site and in the neighborhood.

**Conclusion**

Arkansas ranks first in the nation in percentage of food insecure households, and 37% of Washington County children are food insecure. Strongly supporting UPS' leadership in environmental sustainability, this grant would fund an urban community orchard in Fayetteville that would empower an underserved area to grow and harvest fresh, local produce. Partnering with the existing Kid Crops program would give the orchard a firm foundation while supporting youth in their skill-building and growth throughout the community. Thank you for this opportunity to apply for a community tree planting grant through UPS and Keep America Beautiful.





Yvonne Richardson Community Center



