



Legislation Text

File #: 110890, **Version:** 0

110890
ORIGINAL

CHAIR

Resolution relating to application, acceptance and funding of a Wisconsin Department of Natural Resources 2012 Urban Forestry Grant.

This resolution authorizes the Department of Public Works - Operations (Forestry Section) to apply for, accept and fund a 2012 Urban Forestry Grant from the Wisconsin Department of Natural Resources "Milwaukee's Trees Keep Talking." This grant will extend and expand an urban canopy benefits public awareness campaign that includes Emerald Ash Borer messaging. The total project cost is \$50,000, of which \$25,000 (50%) will be provided by the grantor and \$25,000 (50%) will be provided in-kind by the City. The program will include the following components:

1. Extend a public awareness radio campaign on Emerald Ash Borer (EAB) and the economic, ecological and social benefits of Milwaukee's urban tree canopy. The radio campaign will consist of ads developed and funded by the 2011 Urban Forestry grant in order to direct 2012 grant funds to the radio buy (frequency and duration).
2. Develop a door hanger to be distributed as field material to notify homeowners of services provided by the Forestry Section. The door hanger will also include information on EAB and Milwaukee's urban tree canopy benefits.
3. Use ash tree injection program funded in the proposed 2012 capital budget to meet 50% match requirement.

Whereas, The City of Milwaukee appears to be eligible for a 2012 Urban Forestry Grant from the Wisconsin Department of Natural Resources; and

Whereas, The Department of Public Works-Operations Division (Forestry Section) would use this grant to conduct a public awareness campaign; and

Whereas, This project would include the following components:

1. Extend a public awareness radio campaign on Emerald Ash Borer (EAB) and the economic, ecological and social benefits of Milwaukee's urban tree canopy. The radio campaign will consist of ads developed and funded by the 2011 Urban Forestry grant in order to direct 2012 grant funds to the radio buy (frequency and duration).
2. Develop a door hanger to be distributed as field material to notify homeowners of services provided by the Forestry Section. The door hanger will also include information on EAB and Milwaukee's urban tree canopy benefits.
3. Use ash tree injection program funded in the proposed 2012 capital budget to meet 50% match requirement.

; and

Whereas, The implementation of the public awareness campaign will cost \$50,000, of which \$25,000 (50%) will be provided by the grantor and \$25,000 (50%) will be provided in-kind by the City; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of Public Works is authorized to apply, accept and fund a 2012 Urban Forestry Grant "Milwaukee's Trees Keep Talking" in the amount of \$25,000 from the Wisconsin Department of Natural Resource without further Common Council approval, unless the terms of the grant change in a manner described in s. 304-81 of the Milwaukee Code of Ordinances; and, be it

Further Resolved, That the City Comptroller is authorized to:

1. Encumber in the parent accounts of the 2012 Special Revenue Accounts-Grant and Aid Projects the following amounts for the project titled Urban Forestry Grant:

Project/Grant	GR0001200000
Fund	0150
Org	9990
Program	0001
Budget Year	0000
Sub Class	R999
Account	000600
Project	Grantor Share
Amount	\$25,000

2. Create a Special Revenue Fund-Grant and Aid Projects and the necessary expenditure and revenue accounts, appropriate to these accounts the amounts required under the Grant Agreement, and transfer the corresponding offsetting estimated revenue.

3. Establish the necessary Grant and Aid performance sub-measures.

; and, be it

Further Resolved, That these funds are appropriated to the Department of Public Works-Operations Division (Forestry Section), which is authorized to:

1. Make expenditures from these funds for specified purposes as indicated in the program budget, a copy of which is attached to this file.

2. Transfer funds within the project budget as long as the amount expended for each specific purpose does not exceed the amount authorized by the budget by 10% or more.

3. Enter into subcontracts and leases to the extent detailed in the project budget.

Department of Public Works-Operations Division
10/17/11

