

COOPERATIVE AGREEMENT NO.  
BY AND BETWEEN  
THE MISSOURI DEPARTMENT OF CONSERVATION  
(DEPARTMENT)  
AND  
CITY OF COLUMBIA 20.017  
( PARTNER)

**NAME OF PROJECT:** Tree Resource Improvement and Maintenance (TRIM) Grant

**A. PURPOSE**

The Tree Resource Improvement and Maintenance (TRIM) Program is a competitive cost-share program provided and administered by the Missouri Department of Conservation in cooperation with the Missouri Community Forestry Council. The purpose of the program is to provide financial assistance for the management, improvement, or conservation of our community forests.

**B. PARTNER DELIVERABLES**

1. Complete the approved *TRIM* project anytime between signature of this Agreement and May 1, 2020. Said project shall be completed as described and specified in the application submitted for consideration of cost-share funding. The application is attached and incorporated herein.
2. **Any removals of trees over 9" DBH associated with the TRIM Grant can only take place from November 1, 2019 to March 31, 2020. If it is determined that the project did not meet this specification, funds will be withheld.**
3. Costs incurred before this agreement are ineligible for reimbursement.
4. All tree work must conform to the most current version of the American National Standards Institute *A300 Standards for Tree Care Operations*.
5. The Department shall be given appropriate credit in all publications, educational materials and in all media contacts related to this project. The statement "A portion of the funding for this project was made available through the Missouri Department of Conservation's Tree Resource Improvement and Maintenance (TRIM) program" is suggested.

**C. PARTIES AND CONTACTS**

***City of Columbia 20.017***

*Partner contact:  
Steve Fritz  
Community Development Department; 701 E. Broadway  
573-874-6357  
steve.fritz@como.gov*

## Missouri Department of Conservation

MDC contact:  
Ann Koenig, Community Forester  
Central Office  
573-815-7900

### D. AGREEMENT PERIOD

This Agreement shall be in effect from September 1, 2019 to June 30, 2020

### E. FUNDING

It is further agreed that the Department will provide funds up to the sum of \$10,000.

### F. INVOICING AND PAYMENT

Payment to the Cooperator will be the applicable percentage as noted on the *TRIM Cost Share Request Form* of the actual costs required to complete the *TRIM* project. The remainder of cost is the responsibility of the Cooperator. All funds from the Department must be deposited in a timely manner.

### G. APPROPRIATION

Funds must be appropriated for each fiscal year and the grant/agreement shall not be binding upon the Department for any period in which funds have not been appropriated or approved by the Conservation Commission.

### H. REPORTING REQUIREMENTS

1. The Cooperator shall contact the local forester noted above under **PARTIES AND CONTACTS** if any changes in the project arise. The local forester or their representative must approve all changes prior to implementation. Failure to do so may result in denial of payment of your *TRIM* project.
2. The Cooperator shall notify in writing the local forester by May 1, 2020 that all work has been completed and request an inspection of the project.
3. Should an extension beyond the May 1, 2020 deadline be desired to complete the project, the Cooperator shall submit a request in writing outlining the extenuating circumstances necessitating such a variance. This written request must be received a minimum of two weeks prior to the May 1, 2020 deadline. Such requests must be sent to the Department of Conservation, Community Forestry Coordinator, P.O. Box 180 Jefferson City, Missouri 65102. Extensions can only be granted by the Community Forestry Coordinator.
4. The Cooperator shall provide documentation of all costs associated with the approved project before payment will be made. This includes copies of all dated invoices for project costs, paid receipts, and a description with documentation of all donations, volunteer assistance, and in-kind costs.
5. The Cooperator shall provide documentation that all activities identified in the application's Publicity Plan are completed.

6. If for any reason, the Cooperator cannot complete the *TRIM* project during the time specified herein, immediate written notification to the Department is required. Providing timely notification will also ensure that no penalties will result for future project applications.

**I. OWNERSHIP**

Any equipment purchased with funds under this agreement with a value greater than \$100.00 remains the property of the Department. The Department will make determination as to disposition of any property, equipment and unused supplies. The Cooperator shall provide to the Department a periodic inventory of all equipment with a value greater than \$100.00 purchased with funds from this contract.

**J. MONITORING REQUIREMENTS**

1. The Department's local forester or their representative shall monitor each project. Such monitoring shall include but not be limited to on-site visits, ongoing informal monitoring through phone calls, email, and desk review of financial information, progress, and performance reports. The Department shall conduct an onsite inspection of each project upon completion to assure compliance with program guidelines.
2. After project inspection and certification that the work fully meets the project specifications, the Department shall process payment. If the inspecting local forester finds the project does not meet specifications, payment will not be issued until specifications are met.
3. The Cooperator shall allow the Department access to all financial records and/or audited financial statements related to this agreement.

**K. TERMINATION**

The Department retains the right to terminate this Agreement at any time, without penalty or recourse, by giving written notice at least thirty (30) days prior to the effective date of the termination. Partner shall be entitled to retain funds for activities or services delivered under this Agreement prior to the effective date of the termination. Any unexpended funds must be returned to the Department within thirty (30) days of the effective date of the termination.

**L. APPLICABLE TO NON-PROFITS: APPLICABLE LAWS AND REGULATIONS, HOLD HARMLESS AND INDEMNITY**

Partner shall comply with all local, state, and federal laws and regulations related to the performance of this Agreement to the extent that the same may be applicable to the entity. Partner agrees to assume all risks associated with the activities performed under this Agreement. Partner agrees to hold harmless, defend, and indemnify the Department, the Conservation Commission, and its agents and employees, from any claim or suit arising out of, in connection with, this Agreement and the activities performed under this Agreement.

**M. APPLICABLE TO GOVERNMENT ONLY: APPLICABLE LAWS AND REGULATIONS, HOLD HARMLESS**

Partner shall comply with all local, state, and federal laws and regulations related to the performance of this Agreement to the extent that the same may be applicable to the entity. Partner agrees to assume all risks associated with the activities performed under this Agreement. Partner agrees to hold harmless the Department, the Conservation Commission, and its agents and employees, from any claim or suit arising out of, in connection with, this Agreement and the activities performed under this Agreement. Nothing in this Agreement shall constitute a waiver of sovereign immunity.

**N. AMENDMENTS TO THIS AGREEMENT**

Amendments to this Agreement must be mutually agreed upon and in writing by the Parties.

**O. ATTACHMENTS**

All Agreements submitted for signature must be accompanied by a listing of board members and officers for non-governmental organizations.

**APPROVAL:**

**MISSOURI DEPARTMENT OF CONSERVATION**

Justine Garber

(Name)

Acting State Forester

(Title)

9/30/19

(Date)

**City of Columbia**

JD

(Name) John Glascock

Interim City Manager

(Title)

(Date)

Approved as to form:

City Counselor JRM

Attest: (SEAL)

By \_\_\_\_\_  
Sheela Amin  
Title City Clerk

APPROVED AS TO FORM:

By \_\_\_\_\_  
Nancy Thompson *JTM*  
Title City Counselor

I hereby certify that the above expenditure is within the purpose of the appropriation to which it is charged, Account No. 11006027-462000 and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefore.

\_\_\_\_\_  
Finance Director

RECEIVED

JUN 07 2019

# T.R.I.M. Estimated Project Cost Worksheet

Applicant City of Columbia, Missouri Contact person Steve Fritz **FORESTRY**

Address Community Development Department 701 E. Broadway

Email steve.fritz@como.gov

Phone 573 874 6357 County Boone

City/State Columbia/Missouri ZIP (9-digit ZIP required) 65205

Project location Citywide, within ROW

**Project Type (check all that apply):**

- Inventory     Removal     Pruning     Education     Planting     Other

**Provide costs only for items associated with your project.**

**A. Reimbursable Costs**

	<b>Amount</b>
1. Contract fee (tree management plan, material development, inventory)	<u>\$7,000</u>
2. Contracted labor (tree removals, pruning, planting, inventory)	<u>\$3,000</u>
3. Purchased materials for inventory or tree work	<u>          </u>
4. Equipment rental (Inventory, planting, or other tree work)	<u>          </u>
5. Education (training course fees, program materials)	<u>          </u>
6. Tree planting plan preparation fee	<u>          </u>
7. Trees for planting and delivery, less any discount	<u>          </u>
8. Purchased materials for planting (stakes, mulch)	<u>          </u>
<b>SUBTOTAL</b>	<b><u>\$ 10,000</u></b>

**B. Non-Reimbursable Costs**

1. Administrative costs (tree care, education, inventory)	<u>\$880</u>
2. Paid employee labor (tree care, education, inventory)	<u>\$1,500</u>
3. Donated labor (tree work, planting, or inventory (at \$15/hr))	<u>          </u>
4. Donated equipment costs	<u>          </u>
5. In-kind equipment	<u>\$2,500</u>
6. Donated materials (stakes, mulch, etc.)	<u>          </u>
7. Discount or credit for trees or tree planting	<u>          </u>
8. Other	<u>          </u>
<b>SUBTOTAL</b>	<b><u>\$ 4,880</u></b>

**C. Total Estimated Project Costs**

Add Subtotal for Section A and Section B, round to nearest dollar: \$ 14,880

Transfer this total to cost-share request form on reverse.



# City of Columbia

701 East Broadway, PO Box 6015, Columbia, MO 65205-6015

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## EAB Outreach 2019-20

7<sup>th</sup> June, 2019

### **Narrative**

With the discovery of Emerald Ash Borer in Cole and Callaway counties in 2018, our time to act here in Columbia is now. With a management plan in place, implantation is the next step. The approach of the City's EAB management plan is multi-tiered and long term. At this time, with the guidance of Columbia's newly established Tree Board, it was decided that a public outreach campaign should be the first action. Outreach will include workshops for the public, radio and video ads, partnerships with local school groups, and an information portal within the City's website containing EAB faq, including a directory to local ISA certified industry professionals. The main part of the advertising campaign is to inform the public of the City's actions to mitigate the coming infestation. Ultimately that plan includes remove and replace. For now, beginning from a public safety perspective, the City plans to begin treatments of our most valuable ash trees and removal of the most hazardous.

### **GOALS**

1. **Advertising Campaign-** A local media company will be used to assist in the outreach and public education campaign
2. **Treatment of Select Ash trees -** A local contractor will administer injections on select trees, some of which will be for demonstration purposes
3. **Inventory Update-** Existing ash inventory data was collected in 2014. Green Infrastructure Inters from Public Works will update the data
4. **Implementation and Update of the EAB Master Plan-** Updated inventory will be used for management decisions and further implementation
5. **City Arborist Website Update-** All said information will be accessible through the City's website

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## **Timetable**

**Notice of Approval- Early Fall-** City Arborist and Forestry Interns will work on inventory update and data entry

**Fall-Winter-** City staff will work with updated inventory to make management decisions and educational opportunities the present to the Columbia Tree Board

**Winter-** Take recommendations from the Tree Board to work with media company on outreach

**Late Winter- Early Spring-** When season begins to change, begin Media Campaign to provide the public with information about EAB

**Early Spring-May-** Conduct workshops with information about EAB life cycle, the City's plan to mitigate, and demonstration of tree injections for students and Columbia residents. Treat trees identified as "high value" as funds allow.

## **Publicity Plan**

At least two press releases will be made via local media and the city's website. Radio and video ads will be shared through local media outlets as well. Workshops will be open to the public.

## **Project Administrator**

**Steve Fritz**

*City Arborist*

Community Development Department

City of Columbia, MO

701 East Broadway

Columbia, Missouri 65205

(573) 874-7474



# CAMPAIGN OVERVIEW



**City of Columbia Community Development  
Tree Health Awareness Campaign  
Spring 2020**

## **Goal**

Increase public awareness among City of Columbia residents of the Emerald Ash Borer and its effects on Ash trees in our community. Communicate the City's plan of action for treatment and removal of these trees.

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## **Target**

- **Geographic Target**
    - City of Columbia
  - **Demographic Targets**
    - Adults 18+
  - **Psychographic Targets**
    - Home Owners
    - Lawn & Garden Interest
    - Outdoor Activity Interest
    - Community Activists
    - Environmental/Eco-Friendly
- 

## **Strategy/Implementation**

- Utilize a combination of digital and traditional media to reach the target demographic with an effective frequency and impactful message.
- Prioritize communication with demographic segment of city residents who have an interest in the community and the environment.
- Message the target audience through organic and native techniques and communicate through these mediums, drawing interest from and educating Columbia residents.

**WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN**

# ONLINE PROPOSAL



**City of Columbia Community Development  
Tree Health Awareness Campaign  
Spring 2020**

## **Digital Video**

### **Online Video Streaming & Connected TV**

- 30 Second Video Ads
- Includes Desktop, Mobile, Tablet & CTV
- Served on Targeted Sites/Programs
  - Demographically & Geographically Targeted
    - Adults 18+
    - City of Columbia
  - Interests & Content
    - Home Owners
    - Lawn & Garden Interest
    - Outdoor Activity Interest
    - Community Activists
    - Environmental/Eco-Friendly
  - Lifestyle Targeted
    - Outdoor Enthusiasts
    - Biking Enthusiasts
    - Hunting & Fishing Enthusiasts
    - Hiking Enthusiasts
    - Environmentalists
    - Healthy Living
- 13 Week Schedule
- Investment: \$2,000

# CAMPAIGN SUMMARY



**City of Columbia Community Development  
Tree Health Awareness Campaign  
Spring 2020**

## **Investment Summary**

• Traditional Radio	\$3,800
• Digital Video	\$2,000
• Creative Services	\$1,200
• Total Investment	\$7,000

**Approval:**

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## **Columbia, MO TreeKeeper Subscription Renewals: May, 2019**

### **TreeKeeper® Software Renewal Fees**

*The inventory data is the property of Jefferson City and there is no obligation to extend the software beyond the one-year complimentary service. Should you wish to continue using TreeKeeper®, the following fees apply. The renewal fee is locked at the fee listed below as long as the subscription does not lapse.*

- |  |                |
|--|----------------|
| <input type="checkbox"/> One-year subscription   | \$2,500/yr     |
| <input type="checkbox"/> Three-year subscription | \$6,250/3 yrs  |
| <input type="checkbox"/> Five-year subscription  | \$10,000/5 yrs |

**This proposal is valid for 60 days.**

## Limited Warranty

The Davey Tree Expert Company, its divisions, agents, representatives, operations, and subsidiaries (collectively "Davey") provides this Limited Warranty as a condition of providing the services outlined in the agreement between the parties, including any bids, orders, contracts, or understandings between the parties (collectively the "Services").

Davey provides the Services utilizing applicable standard industry practices and based on the facts and conditions known at the point in time the Services are performed. Facts and conditions related to the subject of the Services may change over time. Davey cannot predict or determine developments concerning the subject of the Services and will not be liable for any developments, changes, or conditions that occur, including, but not limited to, decay or damage by the elements, persons or implements, insect infestation, deterioration, conditions not discoverable using the means and methods used to perform the Services, or acts of God or nature or otherwise. If a visual inspection is utilized, visual inspection does not include aerial or subterranean inspection, testing, or analysis. Davey will not be liable for the discovery or identification of non-visually observable, latent, dormant, or hidden conditions or hazards, and does not guarantee that items will be healthy or safe under all circumstances or for a specified period of time, or that remedial treatments will remedy a defect or condition.

Davey may have reviewed publicly available or other third-party records or conducted interviews, and has assumed the genuineness of such documents and statements. Davey disclaims any liability for errors, omissions, or inaccuracies resulting from or contained in any information obtained from any third-party or publicly available source.

To the extent permitted by law, Davey does not make and expressly disclaims any warranties or representations of any kind, express or implied, with respect to completeness, accuracy, or current nature of the information contained in the Services or the reports or findings resulting therefrom beyond that expressly contracted for by Davey in the agreements between the parties, including but not limited to, performing diagnosis or identifying hazards or conditions not within the scope of the Services or not readily discoverable using applicable standard industry practices. Davey disclaims any warranty of fitness for any particular purpose. Davey's warranty is limited to one year from the date Services are performed. Davey's liability for any claim, damage, or loss, whether direct, indirect, special, consequential or otherwise, caused by or related to the Services shall be limited to the Services expressly contracted to be performed by Davey.



# MEDIA PROPOSAL



**City of Columbia Community Development  
Tree Health Awareness Campaign  
Spring 2020**

**Traditional Radio**

**KFRU – News Talk 1400AM**

- **Live Reads with David Life**
  - 6am-9am
  - **60 Second Live Commercials Read Conversationally Based From Talking Points Provided**
- **13 Week Minimum**
- **3 Live Reads Per Week**
  - **Monday, Wednesday, Friday**
- **Investment: \$2,550**

**KBIA –NPR 91.3FM**

- **Underwriting Messages with Darren Hellwege**
  - 4am-9am
  - **30 Second Live Read Message From Script Provided**
- **13 Week Minimum**
- **2 Underwriting Messages Per Week**
  - **Tuesday, Thursday**
- **Investment: \$1,250**



Steve Fritz &lt;steve.fritz@como.gov&gt;

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**support statement**

2 messages

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**Mike Szydlowski** <MSzydlowski@cpsk12.org>  
To: Steve Fritz <Steve.Fritz@como.gov>

Thu, Jun 6, 2019 at 1:16 PM

Hi Steve,

Here is our support statement. Please feel free to adjust it or add to it as you see fit.

The Columbia Public Schools Science Department will actively participate in being educated and educating others about the impact of the Emerald Ash Borer-an invasive species impacting Missouri. Students will also learn about the impact of this invasive species on the local ecosystem. The CPS Science Department has a long and great history of working with the City of Columbia and this program will benefit both our students and community.

Mike Szydlowski  
K-12 Science Coordinator  
Columbia Public Schools

Like CPS Science on Facebook to stay up to date with our exciting happenings!

[www.facebook.com/CpsScience](http://www.facebook.com/CpsScience)

CPS Science has partnered with the Columbia Daily Tribune...see our science page in each Wednesday's paper.

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**Steve Fritz** <Steve.Fritz@como.gov>  
To: Mike Szydlowski <MSzydlowski@cpsk12.org>

Thu, Jun 6, 2019 at 1:19 PM

Fantastic... Thank you so much!  
**Steve Fritz**  
*City Arborist*  
Community Development Department  
City of Columbia, MO  
701 East Broadway