

**North Carolina Forest Service's
Urban Forestry Awards Program**

Recognizing Excellence in North Carolina Urban Forestry

URBAN FORESTRY AWARDS 2012



North Carolina Forest Service's Urban Forestry Awards Program



Deadline

for entries: June 29, 2012

The North Carolina Forest Service proudly announces the 2012 North Carolina Urban Forestry Awards program. The goal of this annual program is to award communities, organizations, and individuals for outstanding work in protecting and enhancing our community forests. This awards program is a way to give back to those who have been concerned about a healthy urban forest and helps raise community awareness of the importance of these projects.

What is the urban forest?

The urban forest is the trees, forests, watersheds and wildlife where people live, work and play in urban, suburban and rural communities. Urban Forestry is the management of all these urban forest resources. Taking care of these resources benefits the environmental, social, and economic health of your community.

Who is the NC Forest Service?

The N.C. Forest Service is a state government agency whose mission is to develop, protect, and manage the multiple resources of North Carolina's forests through professional stewardship, enhancing the quality of life for our citizens while ensuring the continuity of these vital resources.

Who is eligible to enter the North Carolina Urban Forestry Awards program?

The awards are open to all individuals, organizations, corporations, and institutions whose work has set an example of excellence in urban and community forestry. The nomination must:

- Result in significant enhancement of the urban forest;
- Represent a significant change for the betterment of the resource;
- Have been done in the last three years.

Entries will be judged for impact, innovation and the degree to which the work serves as a worthy example for others to follow.

When are awards given?

Entry contestants will be notified of judges' results in writing by **July 31, 2012**.

Award recipients will be recognized at the N.C. Urban Forest Council's **2012 Annual Conference Awards Luncheon on August 8, 2012** at the Hickory Metro Convention Center.

What awards are available?

One Grand Award and one Merit Award will be given to each of the following categories: **Outstanding Tree Board or Urban Forestry Committee; Outstanding Project; Outstanding Individual; and Outstanding Professional**. A **Tree City USA of the Year** will also be selected. A special committee from the N.C. Forest Service will select the Tree City USA of the Year based on information submitted with the 2011 Tree City USA applications, so there is no need to apply for this award.



Entry Categories

Outstanding Tree Board or Urban Forestry Committee:

Given to the local board or committee that has made outstanding accomplishments in completing urban forestry projects, provided exemplary leadership, and/or made significant progress in meeting the goals of their local urban forestry program.

Outstanding Individual:

Recognizes an individual that has been instrumental in organizing or motivating urban forestry activities within a community. Nominees include community leaders, elected officials, exceptional volunteers, local non-profit organizers, and concerned citizens.

Outstanding Professional:

Recognizes an individual who works for an organization whose business is related to urban forestry (arboriculture, horticulture, nursery, grounds manager, etc.). The award recognizes an individual who has made outstanding contributions to the urban forestry effort at the local, regional, or state level. Nominees include municipal foresters/arborists, private arborists, utility arborists, growers and educators.

Outstanding Project:

Recognizes an outstanding single project which has made a positive impact on the urban forest. Particular consideration will be given to projects that can be copied or adapted for use by other communities.

Tree City USA of the Year:

The Tree City of the Year will be selected from communities that exemplify through their reported activities improved care of their community forests, advancement in urban forestry practices and increased public awareness of the many benefits of a well managed urban forest.





2011 Urban Forestry Award Winners

Outstanding Project Grand Award:

White Deer Park is situated on 96 acres of mostly forested open space in Garner, NC. The park serves as a buffer to the Swift Creek watershed, which is critical to the protection of the locally endangered Dwarf Wedge Mussel. White Deer Park is Garner's premier demonstration facility, showcasing a LEED-Gold certified Nature Center, stormwater mitigation landscaping, an arboretum featuring native trees and shrubs, as well as Garner's first greenway trail. White Deer Park serves as a model of forest preservation amongst growing suburbs, protecting the watershed, and educating the public to choose sustainable options for house and yard.

Outstanding Project Merit Award:

In 2007, the Town of Chapel Hill began the process to revise its 20-year old tree protection ordinance to better achieve objectives in its Comprehensive Plan. Chapel Hill's Planning and Public Works staff contracted with Davey Resource Group to draft a revised ordinance with new emphasis on canopy protection. A public participation process was implemented to both solicit input on the ordinance and identify shared goals of the stakeholders. Throughout this 3-year process, the town shared information and updates with the public through the internet and other media. The ordinance also includes a mandate for staff to report on the effectiveness of the requirements using a set of five recommended metrics. The public participation process and the monitoring requirement make Chapel Hill's tree protection ordinance a model for other communities.

Outstanding Individual winner:

Mr. J. Robert "Bob" Curry has served as the chairman of the Pine Knoll Shores Community Appearance Commission for the last 10 years. Mr. Curry has been instrumental in preserving the Town's unique maritime forest ecosystem, even as the area experienced rapid growth. Mr. Curry petitioned the state legislature to have Carteret County join in the protection of sea oats and other flora on Pine Knoll Shores' beaches, which is critical for the stabilization of the shifting sands of our coastal communities. Mr. Curry has educated many new homeowners on the benefits that trees and other native vegetation have in the maritime forest ecosystem. Mr. Curry's efforts have resulted in the propagation and protection of Pine Knoll Shores' trees, particularly in the maritime forest and natural beachfront vegetation.

Outstanding Tree Board or Urban Forestry Committee Grand Award:

The Town of Matthew's Appearance and Tree Commission is a leading advocate for the community's trees and green spaces. Through the implementation of the Town's tree ordinance, the Treescape Initiative program, and the annual Cleaning and Greening event, the town has helped educate the community to the value of trees and green spaces in our urban areas. The Commission has also helped bring a heightened sense of awareness of our community trees through the Living Legacy Tree Program, its annual Arbor Day Celebration, participation in the Tree City USA program, and various Commission-sponsored workshops

Tree City USA of the Year:

The City of Gastonia has been a Tree City USA community for the past 10 years and has received seven Tree City USA Growth Awards during this time. Gastonia, population 72,934, is located in Gaston County, just west of Charlotte. Gastonia is being recognized as a Tree City USA of the Year because of the combined efforts of city staff and the Keep Gastonia Beautiful committee. Keep Gastonia Beautiful has created a unique partnership with the city's electric department to replace trees removed by the electrical department with more appropriate sized trees, plant new trees in areas without tree cover, and provide a resource for residents to purchase trees. The city is also being recognized for its tree planting program, which aims to replace trees lost during storm events. The community also hosts an annual Arbor Day celebration which includes many area schools, city leaders and staff, Keep Gastonia Beautiful staff and local citizens.

Outstanding Project Grand Award:

White Deer Park , Garner, NC

Outstanding Project Merit Award:

Town of Chapel Hill

Outstanding Individual Grand Award:

Mr. J. Robert "Bob" Curry

Outstanding Tree Board or Urban Forestry Committee

Town of Matthew's Appearance and Tree Commission

Tree City USA of the Year:

City of Gastonia



Entry Guidelines

1. Please complete the application form on pages 5-6 of this booklet. You may photocopy the application for multiple entries (only one entry per application). Please type or neatly print.
2. Submit a 150-word maximum executive summary with your application.
3. Submit a 500-word maximum project description on a separate sheet. Project descriptions for tree board, individual and professional categories should describe their work, its history and impact. Project descriptions for the projects category should explain the objective, plan of action, budget, results and impact of the project.
4. Submit any photographs illustrating various aspects of the work of the entry. Before and After photographs are helpful as well as those illustrating people involved in the project. All photos and images must be submitted digitally on a CD:
 - a. The preferred image resolution for photos is at least 300 dpi.
 - b. Images may be vertical or horizontal (landscape).
 - c. Images should be in JPEG format.
 - d. Rename each image file with project name and number them to match your descriptions on the application form.
 - e. Do not e-mail images to us. Save them to a CD to accompany your application.
 - f. Write your project name on the CD.
5. Additional supporting documentation including press clippings, printed pieces (brochures, booklets, etc.) and letters of commendation are encouraged, but shall be limited to 5 additional pages.
6. Application forms, images and supporting documentation must be received in the NCFS office no later than 5 p.m. on June 29, 2012. Late or incomplete entries cannot be accepted. Materials cannot be returned.

Mail applications to:

Jennifer Rall, N.C. Forest Service
1616 Mail Service Center, Raleigh, NC 27699-1616.

Winning Strategies For Applicants

Project Description:

Be concise - you are only allowed 500 words for your project description! You want to convey to the judges the impact, quality, innovation and the degree to which the work serves as a worthy example for others to follow.

Images:

Submitted photos should be of the highest quality possible. Choose photos that show a complete understanding of the project. Where applicable, "Before" and "After" photos will give the judges an even greater understanding of the scope of the project. Newspaper articles, etc. can be scanned and saved to a CD as well. Submitted images will not be returned.

Descriptions of Images:

Please limit photo descriptions to the space allowed on the entry form. If handwriting your application, please write neatly and legibly.

Send your entries to NCFS's

Mailing Address:

N.C. Forest Service
Attn: Jennifer Rall
1616 Mail Service Center
Raleigh, NC 27699-1616
Phone: 919-857-4849



2012 North Carolina Urban Forestry Awards Entry Form

A

Entry Form -
Please complete parts A, B, and C.

Deadline is June 29, 2012

Category (choose one):

- Tree Board or Urban Forestry Committee
- Outstanding Project
- Outstanding Individual
- Outstanding Professional

Name of tree board/committee, project or individual (as it should appear on award plaque):

Complete contact information for nominee:

Name: _____
Street/P.O. Box: _____
City, State, Zip: _____
Business Phone: _____
Home Phone: _____
Fax Number: _____
E-mail Address: _____

Name of person submitting nomination: _____

Your complete contact information:

Street/P.O. Box: _____
City, State, Zip: _____
Business Phone: _____
Home Phone: _____
Fax Number: _____
E-mail Address: _____

All of the information above is accurate and I release entry material to N.C. Forest Service for media use and other purposes NCFS deems appropriate.

Signature of Release _____

B

Executive Summary and Project Description: Please **type** on separate sheets, using 10 point font or larger, a 150-word maximum executive summary and a 500-word maximum project description.



C

Image Description (photos, scanned items, etc.): Images will not be returned.

- 1. File name: _____ Description: _____

- 2. File name: _____ Description: _____

- 3. File name: _____ Description: _____

- 4. File name: _____ Description: _____

- 5. File name: _____ Description: _____

- 6. File name: _____ Description: _____

- 7. File name: _____ Description: _____

- 8. File name: _____ Description: _____

- 9. File name: _____ Description: _____

- 10. File name: _____ Description: _____

- 11. File name: _____ Description: _____

- 12. File name: _____ Description: _____

Mail to: Jennifer Rall
 N.C. Forest Service
 1616 Mail Service Center
 Raleigh, NC 27699-1616