



Legislation Text

File #: O-520-24, Version: 1

PUBLIC SERVICE

Urban Beautification

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Revised

Authorizing the expenditure of an amount not to exceed \$65,000 from the Toledo Urban Forestry Commission Trust Fund for the Division of Urban Beautification - Forestry Operations to supplement the Re-Tree Toledo grant award with the Professional Services of a Communications Consultant; authorizing the Mayor to enter into an agreement for said purpose; and declaring an emergency.

SUMMARY & BACKGROUND:

This Ordinance authorizes expending an amount not to exceed \$65,00 from the Toledo Urban Forestry Commission Trust Fund to supplement the Re-Tree Toledo grant money (\$35,000) authorized for the services of a communications consultant. This consultant would assist with communication & public engagement strategies surrounding the implementation of the RE-TREE grant program.

The Re-Tree grant awarded on April 11, 2024 authorized \$6.1 million to help close Toledo's tree equity gap through a comprehensive plan to plant and maintain trees in disadvantaged communities. The grant will ultimately plant 10,748 trees by the end of year 5. To allocate the most dollars towards tree planting only \$35,000 was budgeted towards a communication plan and strategy. Public engagement and community outreach is necessary for the success of this grant program. The Re-Tree Toledo grant period is March 1, 2024 - February 28, 2029. In Year 1 & 2, the communications consultant will help achieve the following objectives and milestones:

- Collaborate with Keep Toledo Lucas County Beautiful to create a Tree Ambassador program that will direct opportunities and outreach to residents in priority census tracts.
- Create a media campaign that shares the benefits of trees including: improved air quality, reduced energy costs, increased property values, reduced crime rates, and enhanced quality of life. Neighborhood engagement will include workshops with local institutions and organizations to share key program messages.
- Finalize outreach plan and selection process for residential tree planting program; 100 trees planted and stewardship education provided. At the end of the grant period, 400 residential trees are to be planted.
- Help Toledo Public Schools and grant sub-recipients with recruitment strategies for workforce development program.

Other communications and marketing materials to be delivered include a landing page on the City of Toledo website, program advertising materials, yard signs for newly planted trees, flyers, and educational material about tree benefits and tree maintenance and care.

Forestry Funds are available for expenditure from the Toledo Urban Forestry Commission Trust Fund to supplement the Re-Tree Toledo grant.

NOW THEREFORE Be it ordained by the Council of the City of Toledo:

SECTION 1. That an amount not to exceed \$65,000 is authorized for expenditure from Toledo Urban Forestry Commission Trust Fund, Account Code 2090-60500-7T71508STDSTD to supplement the Re-Tree Toledo grant and help cover costs of a communications consultant.

SECTION 2. That the Mayor is authorized to enter into a professional services agreement for communications and marketing services needed to facilitate the public engagement and outreach strategies for the Re-Tree Toledo grant upon terms and conditions acceptable to the Director of Public Service and the Director of Law.

SECTION 3. That the Finance Director is authorized to draw their warrant or warrants against the Account Code in Section 1 in payment of the above authorized obligations in an amount not to exceed \$65,000 upon presentation of the proper voucher or vouchers.

SECTION 4. That this Ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage. The reason for the emergency lies in the fact that the Ordinance must be immediately effective in order to allow the timely facilitation of the grant requirements and for the further reason that this Ordinance must be immediately effective in order to timely engage a consultant for the Re-Tree grant communications.

Vote on emergency clause: yeas 12, nays 0.

Passed: November 6, 2024, as an emergency measure: yeas 12, nays 0.

Attest:

Julie A. Gibbons
Clerk of Council

Carrie Hartman
President of Council

Approved:

November 6, 2024
Wade Kapszukiewicz
Mayor