# GREENER TOWNS 2018

**What is Greener Towns?**

Greener Towns is a statewide funding program for public landscape projects, with a goal to help Nebraska communities plant trees and gardens that build soil, protect water and create habitat.

**How Funding Works**

Greener Towns can award applicants $1,000 - $20,000 to complete a public landscape project. These funds come with a **match requirement**. To participate, you must match your award dollar-for-dollar with paid contributions, donations and volunteer time.

Funds are awarded on a **reimbursement** basis, so you’ll have to cover costs initially (unless your vendor is okay with delaying payment) until your Greener Towns funds arrive after the project is complete.

**How to Apply**

Deadline for applications is **September 30, 2018**. Learn how to apply for Greener Towns online at [www.plantnebraska.org/community-landscapes/project-funding/greener-town.html](http://www.plantnebraska.org/community-landscapes/project-funding/greener-town.html). Projects are selected in the fall, finalized during winter and planted the following spring.

**Program Partners**

Greener Towns is co-coordinated by the Nebraska Statewide Arboretum and Nebraska Forest Service and sponsored by the Nebraska Environmental Trust (NET). NET is a beneficiary of the Nebraska Lottery. Learn more at [www.environmentaltrust.org](http://www.environmentaltrust.org).

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## WHO'S ELIGIBLE?

- Municipalities
- City Departments
- Schools/PTOs
- Neighborhood Associations
- Non-profit Organizations
- Garden Clubs
- Other Community Groups

**NOT** individuals or businesses

## WHAT QUALIFIES?

Public landscape projects requesting $1,000-$20,000:

- streets/trails
- city parks/golf courses
- schools/colleges
- libraries/courthouses
- cemeteries/fairgrounds
- other public places

**NOT** gated property

**NOT** private businesses

**NOT** residences

**NOT** projects installing:

- large, traditional lawns
- rock mulch
- plastic weed barrier

**NOT** projects outside Nebraska

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Questions can be directed to Rachel Anderson at randerson28@unl.edu. More resources can be found at [www.plantnebraska.org](http://www.plantnebraska.org).
Program Rules

**Here’s what we expect from you as part of the Greener Towns program.**

1. **Establish a Green Team of 2 or more.**
   Gather those who represent people impacted by your project, anyone from neighbors to maintenance staff. Commit each to working 3-6 hours per month over the course of the program to coordinate your project. Larger projects may be asked to expand their Green Team.

2. **Partner with a landscape designer.**
   You must identify and have met with your design partner by the time of your application, but the design does not need to be finalized until November 30. Working with a professional is required if you’re requesting over $5,000. Look [here](#) to find designers in your area.

3. **Match your funding request.**
   This means that if you request $5,000, you’re responsible for contributing another $5,000 in “match” so that your total project value is $10,000. Review [What’s Reimbursable](#) to learn what Greener Towns can pay for.

4. **Some match must be paid, not donated.**
   Paid goods and services—paid for by your sponsor, or through fundraising or other grants (excepting NET-funded grants)—must be used to match at least 50% of your funding request. The rest of your match can be donations and volunteer time. Review [What Counts as Match](#).

5. **Plant at least 50 plants for every $1,000.**
   For example, if you are requesting $5,999 in Greener Towns funding, you must plant 250+ new live plants. See this list of [Plants for Nebraska](#) for suggestions of native and adapted plants that perform well across the state.

6. **Get accepted before you dig.**
   Do not install any part of your project until you receive full acceptance into the program and submit your [Project Contract](#). Full acceptance is determined based on the final landscape design you submit after preliminary acceptance.

7. **Undertake an outreach effort.**
   Spread the word about your project to your community through an event or campaign. Some examples include: volunteer planting day, ribbon-cutting celebration, website or social media presence, newspaper or TV coverage.

8. **Get done by deadline.**
   Complete your project and submit paperwork within the given timeframe. Reimbursement requests for funds are due December 31.

9. **Take care of your project for 10 years.**
   Sustainable landscapes need regular and proper maintenance, especially in their first year. Get your project on the calendar and on the budget.

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**BONUS POINTS:** Take any of these steps to increase your application’s competitiveness.

- **+1** Show that you’ve led a successful project before.
- **+1** Demonstrate that your project takes place on an NSA affiliate site or in District 6 on NET’s [map](#).
- **+1** Utilize local suppliers and materials.
- **+1** Build a replanting into your timeline and budget to replace any lost from the original planting.
- **+1** Partner with a professional on landscape care.

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