

I. STATEMENT OF NEED

Brooklyn Botanic Garden (BBG/the Garden) seeks a three-year \$150,000 grant from the Institute of Museum and Library Services’ (IMLS) Museums for America “Engaging Communities” program in support of *Creating Greener Communities*. The goal of this project is to give the Garden the institutional capacity to strengthen its community horticulture programs to: (1) better meet the growing demand by community residents for more intensive training in community horticulture within an urban environment; (2) fulfill the Garden’s long-term strategic plans which include taking a leadership role in making cities more sustainable by modeling ecologically sound practices and educating the public about the importance of plants to both human and overall ecological health; and (3) respond to citywide mandates to help create a greener, more livable New York City within the next 25 years. *Creating Greener Communities* will accomplish this by the development and launch of three new, interrelated, initiatives: the Brooklyn Urban Gardener (BUG), Community Greening, and Street Tree Stewardship programs. These programs have been identified as high priorities for both GreenBridge, BBG’s community horticulture program, through its recently completed strategic plan, and for BBG overall as part of its institution-wide planning process for its *Green Garden, Green City* centennial campaign (2007-11).

BBG was founded almost a hundred years ago with a revolutionary vision for a botanic garden: to create a truly urban botanic garden with a dual focus on science and community engagement. It was this vision that, in 1914, inspired the creation of the world’s first Children’s Garden, and that, in 1993, inspired the creation of GreenBridge, the Garden’s community horticulture program. During its 14-year history, GreenBridge has significantly extended the Garden’s outreach and role in the community beyond its 52-acre site. In addition to welcoming 725,000 visitors annually and reaching 150,000 children and teachers through its environmental education programs, BBG involves more than 50,000 Brooklyn residents a year in community horticulture and neighborhood greening projects through its GreenBridge programs.

According to the New York City Open Space Coalition (www.treebranch.com), New York City has fewer acres of green space per capita than any other major American city. Many of the City’s children have never seen a forest or an open meadow, and lack a connection to the natural world. In addition, as a highly urbanized environment, the green space that does exist must fight harder for survival against encroaching development, poor air quality, lack of sunlight, and crime and vandalism. BBG is committed to improving the urban environment and the quality of life of Brooklyn residents by helping to extend the resources of the Garden borough-wide.

Through GreenBridge, BBG strives to reach the community directly, block by block, neighbor to neighbor, to build a network of informed urban gardeners and neighborhood environmental stewards to help make Brooklyn a greener, safer and more beautiful place to live and work. GreenBridge programs are based on the premise that neighborhoods become stronger and safer when neighbors get to know each other, collaborate, and help care for their surroundings. Current programs include an annual series of events to educate, encourage and reward gardeners: among them, the Making Brooklyn Bloom Symposium in March which provides hundreds of community gardeners with workshops, seed give-aways and other information on urban gardening; and the annual “Greenest Block in Brooklyn” contest (March-September), a friendly competition in which residents and business owners work to beautify their blocks. Over 1,000 blocks and half a million Brooklyn residents have participated since the contest was founded in 1994. GreenBridge offers over 50 workshops a year on various gardening topics at community street clinics and local gardens, and annual plant give-aways to its core group of Registered Community Gardens. It partners with dozens of social service agencies through its horticultural therapy network and with the general public through the Brooklyn Compost Project. The program’s annual budget is approximately \$550,000 in FY08.

GreenBridge has become central to BBG’s ability to fulfill three core mandates of its mission: (1) teaching children and adults about plants at a popular level, (2) reaching out to help people of its diverse urban neighborhoods to enhance the quality of their surroundings and their daily lives through the cultivation and enjoyment of plants, and (3) seeking to actively arouse public awareness of the fragility of our natural environment, both local and global, and providing information on ways to conserve and protect it.

However, **one of the greatest challenges GreenBridge faces is how to most effectively focus its efforts and limited resources to reach its primary audience—2.46¹ million Brooklyn residents.** Brooklyn is New York City’s most populous borough; were it an independent city, it would be the third largest in the nation. It is projected to grow to nearly 3 million by 2030. Twenty-five percent of Brooklynites live below the poverty line. Significantly for BBG, although Brooklyn has one of the nation’s lowest ratios of green space per resident, it is home to 50% of the City’s community gardens; 70% of which are located in ethnic minority or low-income neighborhoods. While it would be impossible for BBG to provide the staff and financial resources to reach each and every Brooklyn resident, through GreenBridge the Garden seeks to significantly extend and increase the effectiveness of its points of contact borough-wide. These are shared objectives of the GreenBridge strategic plan and BBG’s *Green Garden, Green City* centennial campaign.

Every day, BBG receives phone calls from people looking for help with community greening projects: for example, a homeowner wants to know how to care for or add street trees on his/her block, or a neighborhood organization wants to know how to protect a beloved community garden threatened by new development. Year after year, calls like these are directed to GreenBridge, and staff regularly answer questions or direct the caller to a useful resource—including connecting him or her to existing GreenBridge initiatives to learn more. These same needs are echoed as GreenBridge staff work in neighborhoods borough-wide, when workshop participants or community residents request more in-depth training. The more effective GreenBridge’s outreach, it seems, the greater the need GreenBridge uncovers.

That need is further fed by a growing desire in the New York metropolitan area, as in many others, for a more environmentally friendly lifestyle. New Yorkers, like other Americans, are increasingly aware of the urban environment they inhabit, and understand that personal health and happiness are intrinsically linked to community health and to global environmental health. Recently, Mayor Bloomberg unveiled PlaNYC 2030 (www.nyc.gov/planyc2030), an ambitious plan to make New York City a model of urban sustainability. With respect to a number of the goals outlined, such as planting a million new trees in the coming years, BBG can be a valuable partner—not only because of its experience with trees, but because of its experience with *people*, particularly through programs like GreenBridge.

But, GreenBridge currently has a staff of five; too often, they are unable to provide the level of attention and depth of technical assistance that the community seeks. As a result, important constituent needs go unmet. In 2006, GreenBridge began a year-long strategic planning process to assess its past accomplishments and identify the areas in which it could be most effective going forward and the programs and resources needed to fulfill that. A planning consultant was engaged. The Director of GreenBridge led the planning process and the Vice President of Education provided oversight. Approximately 60 stakeholders participated in a daylong session, including leaders of block associations, community gardens, and horticultural therapy sites. Other BBG staff and trustees offered recommendations and feedback. The consultant also conducted individual interviews with BBG’s president; leaders from NYC’s Department of Sanitation and Department of Parks and Recreation; a foundation executive; and a college president. The resulting GreenBridge plan [see Supporting Document 1 for Executive Summary] seeks to leverage the success of GreenBridge and to capitalize upon opportunities for growth. GreenBridge’s mission, vision, and strategic priorities were clearly articulated. Its succinctly restated mission is: *to promote the greening of the urban environment through education, conservation, and creative partnerships.* Carrying out this mission will help to realize the vision of *a significantly greener, more livable Brooklyn by 2015.* Strategic priorities include preserving, protecting and expanding green space (including the urban street tree canopy); encouraging participation in sustainable garden practices; and expanding community leadership. **The plan addresses many of the hopes and ideas identified by community residents as to how future initiatives could better meet their needs.** These include providing more long-term focused support to community gardens; connecting community gardens; creating an urban gardening training program; advertising street clinics more widely; developing and distributing more promotional/educational material; educating the community as to how they can make a difference in improving their environment; and expanding community involvement. The GreenBridge strategic planning process coincided with and reinforced planning for BBG’s centennial campaign

1 Source for all data in this paragraph is U.S. Census Bureau, Census 2000 data, www.census.gov.

planning process, which involved a campaign consultant, a 12-member Board Task Force, a full Board Retreat, subsequent individual meetings with trustees, and planning sessions with senior staff institution-wide. **The GreenBridge strategic plan and BBG centennial campaign objectives also dovetail with and support those outlined in Mayor Bloomberg’s recently released PlaNYC which demonstrates the validity, indeed the urgency, of investing in and expanding BBG’s community horticulture programs at this time.**

II. PROJECT DESIGN

Brooklyn Botanic Garden requests IMLS support to develop and launch three new GreenBridge initiatives: (1) the Brooklyn Urban Gardener (BUG) program, which will develop an active, trained volunteer corps of 20 individuals annually working in community gardens, block associations and other community organizations, thereby creating a network of community leaders, educators and advocates to augment the outreach of GreenBridge staff; (2) the Community Greening program, which will educate residents on best practices, promote model community gardens, and provide broad-based training to 1,400 residents annually through a series of workshops and wide distribution of tip sheets and other promotional materials (serving a total of approximately 4,200 residents during the grant period); and (3) the Street Tree Stewardship Program, which will train approximately 200 residents annually (600 total in the grant period) in the proper care of tree beds, thus boosting the survival rates of the million newly planted trees proposed for NYC and those already shading city streets. Support from IMLS for *Creating Greener Communities* will help fund:

- A new, permanent staff position: GreenBridge Coordinator.
- A Consultant to provide expertise in the curriculum development and evaluation of the Brooklyn Urban Gardener (BUG) and evaluation of other new GreenBridge programs.
- Guest educators/presenters to deepen the educational content offered through the BUG program and Community Greening workshops, and training materials for participants.
- Promotional materials for GreenBridge overall, BUG and “best practices” for community gardens.
- Support for staff to attend conferences for both professional development and the dissemination of *Creating Greener Communities* programs as innovative models.

2A. Brooklyn Urban Gardener Program (BUG)

The BUG program will provide intensive training to 20 community residents annually through an eight-week course (24 contact hours) in which they will receive training in topics including sustainable gardening, how to protect and expand the tree canopy, as well as advocacy and leadership. The course, which will be offered at no cost to participants, will be led by GreenBridge staff together with expert co-presenters. At the conclusion of the eight-week course, participants will be required to complete a 30-hour community service project in order to qualify for BUG certification. GreenBridge staff will assist participants, as necessary, in connecting with local schools, libraries, merchant associations, and community gardens to develop viable projects. In addition, each participant may request up to \$200 in supplies, such as compost bins, drip irrigation systems, and plants to support his or her project. An annual BUG certification ceremony will gather participants to celebrate their successes, network and share information, as well as to recognize those who have graduated.

GreenBridge will model the BUG program in part on its successful Master Composter program, established in 1993 through BBG’s innovative, 14-year partnership with the NYC Department of Sanitation to promote composting borough-wide through public awareness campaigns, compost give-backs and training programs. BBG has trained a total of 113 Master Composters through its annual 30-hour, 6-week course. These community residents have gone on to become a growing cadre of passionate volunteers and advocates, encouraging community gardening groups and individual gardeners throughout the borough to compost, thereby augmenting GreenBridge staff efforts significantly. (The Brooklyn Urban Compost Program is supported by the NYC Department of Sanitation.) Community gardeners face a wide variety of challenges and obstacles: from the need to train residents in effective, sustainable horticulture practices; to how to create a community garden that truly adds value to the community by engaging a broad group of participants including adults, teenagers and young children; to the ways in which residents can advocate for and/or protect community gardens over the long-term. **The BUG program will train participants in these broad-based areas to build a network of dedicated, well-trained activists/educators who will become leaders in their own communities and valuable resources**

to the Garden. Within five years, BBG will have trained 100 individuals. Each will touch the lives of scores and even thousands of others, by gardening in public spaces throughout the borough and sharing their knowledge with neighbors, children, and colleagues.

At the start of Year One (2008-09), BBG will hire a new GreenBridge Coordinator, expanding its permanent staff to develop and launch the three new *Creating Greener Communities* initiatives. BBG will also hire a curriculum/evaluation consultant. The consultant will play a critical role in helping the staff to explore the full range of options and educational approaches for the BUG curriculum, streamline curriculum concepts, define priority educational goals, create effective learning units, and ensure that the overall BUG objectives are met. Throughout Year One and Two, the consultant will meet with staff to define target audiences, conduct a needs assessment, research existing models and best practices, and develop curriculum and evaluation tools. In Year Two (2009-10), select aspects of the curriculum will be tested through single-session workshops as part of the Community Greening program (see section 2b), and adjustments will be made accordingly. The curriculum will be finalized and instructors' manuals and participant training materials prepared by the end of Year Two. One of the challenges that must be faced during this planning period is that BBG's classroom facilities are currently at or near full capacity; the need for more space is being addressed through certain capital projects, but completion of these efforts is still several years in the future. BUG, however, can turn this challenge into an asset, by identifying partners who will host workshop sessions, rooting the program firmly in the community, and utilizing BBG classroom space when available and appropriate for course content.

In Year One and Two, staff will develop and implement a community outreach and promotional campaign for the BUG program. This will include utilization of GreenBridge's current *GreenBridge Gardener* newsletter (distribution 12,000), *BBG Members News* (distribution 16,000), BBG's web site (www.bbg.org; 1.2 million users) and ongoing GreenBridge events to provide word-of-mouth promotion, as well as the production of a BUG flyer and application. Beginning in Winter 2010 (third quarter, Year Two) BBG will actively promote the BUG program, and seek applications during Spring/Summer 2010, with the goal of accepting the first class of 20 in Fall 2010 (first quarter, Year Three). Fall is the ideal timing for this eight-week program. Participants will be better able to invest time in the BUG program following peak spring and summer gardening activities while still being able to take advantage of the September-October gardening season in Brooklyn for training activities; they will also have the winter to plan for their required community service projects and be actively engaged as community educators for the following spring planting season. BBG will recruit candidates who are engaged in community gardens and block associations, giving priority to underserved neighborhoods throughout the borough. Guest educators will be identified and hired by summer 2010 (final quarter, Year Two) to supplement BBG staff in special topics. The first BUG training program will be completed by November 2010 (second quarter, Year Three) with community projects completed and the first set of BUG certificates bestowed by Spring 2011 (third quarter, Year Three). The consultant will establish and implement an assessment plan for the program as a whole, including benchmarks and indicators for success, and adjustments will be made accordingly. Final evaluation will be completed by the final quarter of Year Three.

2B. Community Greening Program

The Community Greening program will significantly strengthen several existing GreenBridge components—the Registered Community Garden program and an annual series of community horticulture workshops—and create a comprehensive new approach to support broad-based community greening efforts. There are currently over 100 registered GreenBridge community gardens; to date, registration has been informal and has primarily provided gardens with access to plant and compost give-aways and information about technical support and workshops. GreenBridge will implement a formal and more comprehensive application/education process for Registered Gardens to better assist the public about “Best Practices” for sustainable community gardening (such as composting, water conservation, use of native plants, and community engagement); increase awareness about the information resources and support services BBG is able to offer; and re-inspire individuals and groups to set high standards for their community gardening efforts to ensure the longevity of these gardens and their value as a whole to the community. The new registration will help strengthen community gardens by increasing the number of gardeners who are skilled in and implement sustainable practices and are fully engaged

with the community. GreenBridge’s goal is to make participation as a Registered Garden a richer opportunity for educating the community about sustainable gardening and about the range of resources available to them at BBG.

In the pre-grant year (2007-08), GreenBridge will work with the community to identify the “Best Practices” and introduce the pilot year of the registration process. A percentage of currently registered gardens may become inactive; we estimate a new core of 50 Registered Gardens. In Year One, GreenBridge will produce new promotional materials that include a first-ever comprehensive brochure on GreenBridge overall and its various education components for community residents and a rack card that promotes Best Sustainable Practices. Over the three-year grant period, these materials will be mailed to each group that applies for registration and will be broadly distributed at GreenBridge events. Each group that applies will be given a free copy of BBG’s new All-Region Guide *Community Gardening* handbook (scheduled for publication in Spring 2008). Participants in the BUG and Street Tree Stewardship (see section 2c) programs will also receive copies of these core materials. GreenBridge has developed a wealth of “tip sheets” on community horticulture topics; these will be revamped in Year One to provide consistent, updated information in a common format, and to ensure that they address the “Best Practices.” As the BUG curriculum is finalized in Year Two and Three, “tip sheets” will be further updated to incorporate key highlights and core curriculum content. In Year One, GreenBridge will redesign its BBG web site section to promote “Best Practices,” make tip sheets readily accessible online, and provide information on Registered Gardens, as well as on the Community Greening program and other new initiatives. During each year of the grant period, GreenBridge staff will host approximately 40 free workshops for community residents; many will include guest presenters on special topics. In Year One, workshop topics will be revised and updated to support “Best Practices” and be utilized during Year Two to pilot test new components of the BUG curriculum; topics will be assessed for effectiveness and adjusted throughout the grant period as needed.

During each year of the grant period BBG aims to add ten new Registered Gardens to the roster, bringing the total number of active gardens to 80 by 2011. Every Registered Garden will be asked to complete a brief, annual survey online or via mail describing the value of the program and what more GreenBridge could do to support their work. As most community gardens have on average 30 active volunteers, this program will directly reach a minimum of 2,400 people per year through the gardens themselves (including participants involved in the Community Greening workshops). Of course, many more people benefit from community gardens, which brighten busy corners, offer a quiet place to relax, and help to purify the air in neighborhoods all over Brooklyn. With an estimated 1,000 residents living on an average Brooklyn block, **it is safe to say that 80,000 people will benefit from the basic quality of life improvements brought by these thriving community gardens.**

2C. Street Tree Stewardship Program

In an effort to improve the environmental health of New York City, Mayor Bloomberg’s PlaNYC calls for the planting of a million new trees in the next several years. New York City street trees, however, face challenging threats in a harsh urban environment, such as compaction from closing pavement, overhead wires, lack of water, salt runoff, and improper care. Through its ongoing programs, GreenBridge has been a leader in educating the public about the pressing need to care for street trees, and empowered countless citizens to water and care for neglected trees. GreenBridge’s unique contribution to the City’s new million tree campaign will again be community outreach and education. Those trees, plus all of the existing trees on city streets, need to be cared for if they are to survive. Enhancing GreenBridge efforts in this area is a natural component of *Creating Greener Communities*, and will continue through all three years of the grant period.

GreenBridge will build upon its existing programs and successes across its educational and outreach components to provide revamped “tip sheets,” promote 10 free street clinics and generate broader awareness of the Street Tree Stewardship initiative, with the objective of creating a volunteer corps of “Street Tree Stewards.” Information about how to care for a street tree will include water and soil needs, how to protect trees from the unique threats of urban life, and what to cultivate in tree pits to promote, rather than harm, the tree’s health. Information will also be provided on how to request a new or replace an old street tree from City agencies. All BUG program participants will be trained as “Street Tree Stewards.” Street tree clinics will be offered through the Community Greening program and as part of the annual “Greenest Block in Brooklyn” contest preparations, with special prize category recognizing “Street Tree Care.” The Street Tree Stewardship

program will be promoted through the BBG web site, and at the annual Making Brooklyn Bloom symposium. With BBG President Scot Medbury recently named to NYC’s Million Trees Council, an advisory committee led by the Commissioner/NYC Parks and Recreation to carry out the Mayor’s initiative, the Garden is also in a strong position to explore additional avenues during the grant period for partnering with NYC agencies and other nonprofit organizations to further support PlaNYC2030.

III. PROJECT RESOURCES: TIME, PERSONNEL, BUDGET

Time. The project is designed to successfully meet its goals within three years. Three years are necessary, due to the additional scope of work related to planning and implementing three new programs, which will be supported by the hiring of a new staff member in Year One. Development of the BUG program also requires a thorough needs assessment/front end evaluation, curriculum development, implementation, and evaluation. This investment in time and resources will result in a program that is truly tailored to its community, can be effectively implemented, and will pay dividends to the institution and the community for years.

Personnel. This project is a high institutional priority and has the full support of the Garden’s President and Board of Trustees. Responsibility for its successful implementation lies with the Vice President of Education, who will oversee all aspects of the project. Day to day management will be the responsibility of the Director of GreenBridge. Other GreenBridge staff will be actively involved in its implementation, and will receive the full support of other BBG departments, as needed. One new position will be created, a GreenBridge Coordinator. The addition of a full-time staff person to the GreenBridge staff is part of BBG’s long-range plans, and costs will ultimately be covered with funds raised as part of the centennial campaign, becoming a sustainable part of the annual operating budget. IMLS funds will be vitally important because they will enable BBG to fill this position fully two years earlier than would otherwise be possible. This enables GreenBridge to move forward with well-developed plans, and to capitalize upon a moment of heightened interest—among individuals as well as policy makers—in the work it proposes. One consultant will assist with curriculum development and evaluation. S/he will be identified through a competitive process and will bring additional expertise, as well as objectivity, to the project. BBG’s Education Department has had success in working with consultants, including curriculum/evaluation consultants and an Interpretation consultant, all funded through recent IMLS grants (in 2003-05 and 2004-06). In addition, guest educators and workshop leaders will be hired to supplement expertise of GreenBridge staff in the BUG training courses and Community Greening workshops.

Budget. The Garden has strong experience with project management and grant stewardship that will ensure that the project is successfully managed. The proposed budget of **\$714,600** was developed with the President, Chief Financial Officer, and other financial, project and development staff. As required, federal monies will be accounted for separately, with requisite financial and narrative reports submitted. **A three-year IMLS grant in the amount of \$150,000 will provide for 21% of the total project costs.** Community based education initiatives are labor intensive. They do not require purchasing expensive equipment, or even many plants or gardening tools. Rather, they require people, who will train others to better care for the urban environment. In addition to significant allocations for staff time, consultants, and guest educators, the budget includes funds for printed materials, improvements to the web site, and modest supplies and materials. It also provides funds to enable GreenBridge staff to attend conferences, both to learn about the work of others, and to share the results of this project. As evidence of its serious, long-term commitment to this project **BBG will contribute 50% of the new costs of the salary and fringe for the new staff position over the three year grant period (\$73,000), and \$542,101 in in-kind contributions** for existing expenses related to personnel/fringe costs for 12 existing staff, and all indirect expenses. The majority of the Garden’s contribution will come from corporate, foundation and individual funders, as well as portions of personnel/fringe costs supported by City and State funds, and other sources of general operating support. In going forward, the new *Creating Greener Communities* initiatives will enable BBG to leverage new funders; BBG is actively cultivating other support.

IV. IMPACT

Creating Greener Communities is closely aligned with the overall IMLS goals for this grant program. This project will allow BBG to deepen its public service role in the community by helping it to extend its grassroots community horticulture programs. BBG will further its long-standing efforts to establish healthy,

livable communities by increasing its investment in and the effectiveness of its urban horticulture training programs for community residents through the creation of comprehensive new curricula and a new certificate program. With the help of expanded staffing, BBG will strengthen its capacity to deliver education services. Concurrently, this project will allow BBG to strengthen learning at the grassroots level to help city residents and community groups protect and conserve green spaces by developing a trained corps of community-based leaders, educators and advocates, and by establishing and promoting “best practices” among community gardens and among residents borough and citywide. This project will also enhance BBG’s partnerships with a wide range of community organizations from block and merchant associations, to community centers and community gardens to city agencies that work to improve the quality of life and learning in Brooklyn.

Creating Greener Communities will develop and implement programs that are expected to become lasting components of the programs offered by GreenBridge. Because each of these programs involves informing, educating, and training community members to become more active in greening their neighborhoods, the benefits will continue to ripple through our communities for years to come. Within five years of launching the BUG program, BBG will have trained 100 “community activists.” Intensive training for a small cadre of volunteers increases exponentially BBG’s capacity to respond to community needs, while it deepens the Garden’s ties to communities throughout the borough, and strengthens the ability of community residents to address pressing needs in their own neighborhoods and beyond. Nearly 5,000 residents will benefit directly from the Community Greening and Street Tree Stewardship education programs, and hundreds of thousands more will reap the indirect benefits of living in safer, greener, more livable communities.

Deliverables/outputs for this project include: (1) a cohesive BUG curriculum and instructor’s manual; (2) new promotional brochures for GreenBridge and BUG, rack cards for “Best Sustainable Practices,” new and updated community horticulture “tip sheets” available in print and online; (3) a revamped and expanded GreenBridge web site section providing core information to audiences far beyond Brooklyn; (4) 150 community horticulture and street tree care workshops; and (5) evaluation tools and an evaluation report summarizing first year outcomes. In addition, BBG will share results through professional conferences, and highlight its progress and activities through existing BBG publications (*BBG Members News*; *GreenBridge Gardener*) to encourage others to replicate, adapt, and build upon its work, extending the impact locally and nationally.

Near/medium term desired outcomes for the BUG program include: (1) 20 individuals gain skills in sustainable urban gardening and community leadership, complete community projects, and are prepared to begin training other community residents by the end of the grant period; (2) Brooklyn Community Gardeners gain awareness of the “Best Practices” for sustainable gardening and begin implementing techniques in their neighborhoods. BBG aims to have 80 active, Registered Gardens in compliance with “Best Practices” by the end of the grant period; (3) Brooklyn Community Gardeners gain skill in street tree care and begin active stewardship of neighborhood street trees; and (4) BBG builds approximately 25 new partnerships with community residents, gardens, and city agencies through the new GreenBridge programs. Long-term outcomes are to have a growing corps of trained volunteers who will enrich their communities with horticultural and leadership skills, producing greener neighborhoods and stronger community bonds. Over the long-term, BBG will have expanded its reach in the community, enhancing its impact on Brooklyn and beyond. Results overall will be measured through a formal front-end, interim and final evaluation of the program by the end of the grant period.

Brooklyn is experiencing a period of unprecedented real estate development—balanced by a strong civic commitment to maintaining and improving public green space. The Mayor’s office predicts that Brooklyn’s population will grow by 500,000, reaching nearly 3 million, by 2030. While denser cities are deemed by many to be more energy efficient and to have less negative environmental impact than rural and suburban settlement, it is also true that cities must take an active role in protecting their environments if they do not wish to live in a “concrete jungle.” The value of well-tended street trees and active community gardens are incalculable. They have environmental benefits, leading to cleaner air, more shade, and even yielding low cost, sustainable food crops. They also have tremendous community benefits, making neighborhoods more attractive and safer, building relationships and opportunities for people of different ages, backgrounds, and economic means to interact comfortably. BBG has been doing this work for nearly a century. With the support of the IMLS, it will build on the strength of that experience to create greener communities for the 21st century.

BUDGET FORM: Section B, Summary Budget

	\$ IMLS	\$ Cost Share	\$ TOTAL COSTS
1. Salaries and Wages	\$64,460.00	\$351,785.00	\$416,245.00
2. Fringe Benefits	\$18,540.00	\$119,607.00	\$138,147.00
3. Consultant Fees	\$45,000.00	\$0.00	\$45,000.00
4. Travel	\$3,000.00	\$0.00	\$3,000.00
5. Supplies and Materials	\$17,000.00	\$0.00	\$17,000.00
6. Services	\$0.00	\$0.00	\$0.00
7. Student Support	\$0.00	\$0.00	\$0.00
8. Other Costs	\$2,000.00	\$0.00	\$2,000.00
TOTAL DIRECT COSTS (1-8)	\$150,000.00	\$471,392.00	\$621,392.00
9. Indirect Costs	\$0.00	\$93,208.00	\$93,208.00
TOTAL COSTS (Direct and Indirect)	\$150,000.00	\$564,600.00	\$714,600.00

Project Funding for the Entire Grant Period

1. Grant Funds Requested from IMLS	\$150,000.00
2. Cost Sharing:	
a. Applicant's Contribution	\$564,600.00
b. Kind Contribution	\$0.00
c. Other Federal Agencies*	\$0.00
d. TOTAL COST SHARING	\$564,600.00
3. TOTAL PROJECT FUNDING (1+2d)	\$714,600.00
Percentage of total project costs requested from IMLS	21 %

*If funding has been requested from another federal agency, indicate the agency's name:

Schedule of Completion: BBG – Brooklyn GreenBridge: Creating Greener Communities

Activity	Pre-grant Period Jan - July 2008	Grant YEAR 1 (Aug 2008—Jul 2009): Planning				Grant YEAR 2 (Aug 2009-July 2010): Testing and Evaluation				Grant YEAR 3 (Aug 2010-July 2011): Implementation			
		Aug-Oct 2008	Nov-Jan 2008-09	Feb-Apr 2009	May-Jul 2009	Aug -Oct 2009	Nov-Jan 2009-10	Feb-Apr 2010	May-July 2010	Aug -Oct 2010	Nov-Jan 2010-11	Feb-Apr 2011	May-July 2011
Pre-Planning	██████████												
BUG Planning & Implementation													
• Issue RFP and hire Consultant		██████████											
• Hire GreenBridge Coordinator		██████████											
• Define Target Audience & Needs with Consultant			██████████										
• Research Models with Curriculum Consultant				██████████									
• Develop BUG Curriculum						██████████	██████████						
• Develop Community Outreach Plan					██████████	██████████	██████████						
• Research/Define Space Needs				██████████	██████████	██████████	██████████						
• Create, design and produce BUG promotional materials						██████████	██████████	██████████					
• Develop and produce instructors' manual for BUG								██████████					
• Hire BUG Workshop Leaders								██████████	██████████				
• Implement Promotion Plan								██████████	██████████	██████████			
• Launch Year One of BUG									██████████		██████████		
Street Tree Stewardship													
• Create new materials/tipsheets		██████████	██████████										
• Create/Conduct Workshops		██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	
Community Greening													
• Refine Best Practices/w Community Garden Input	██████████												
• Create/conduct workshops		██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	██████████	
• Promotion			██████████				██████████			██████████			
• Develop materials/website			██████████					██████████					
Professional Development													
• Visits to other community organizations and gardens	██████████												
• Travel to Conferences												██████████	
Evaluation													
• Front-end evaluation/ Needs Assessment w/Consultant				██████████	██████████								
• Test, design & evaluate effectiveness of pilot workshops								██████████					
• Consultant assesses Creating Greener Communities overall										██████████	██████████		
• Complete Evaluation Report												██████████	