

Vegetation in your community

ATC's planting programs support smart and safe planting

Trees and vegetation are among the features that make communities special places for residents and visitors. American Transmission Co. offers two ways for applicants to create green spaces by planting vegetation.

ATC's Community Planting Program

encourages the growth of trees or tall-growing vegetation the smart way – a safe distance from electric transmission lines. As an owner and operator of the electric transmission system that serves your area, it is our responsibility to adhere to state and federal regulations, easements and best practices that require us to keep trees and brush out of the rights-of-way of our power lines for safety and reliability reasons.

While we can't allow trees or tall-growing vegetation in our rights-of-way, we do understand that they are an important part of the landscape. ATC's Community Planting Program encourages and supports communities to plant trees and vegetation that will beautify communities in a manner that is consistent with our safety and maintenance standards.

ATC's Community Planting Program also is designed to help support the initiatives of the Arbor Day Foundation's Tree City USA program. ATC continues to partner with the DNR's Urban Forestry group to help educate communities interested in learning more about this program.

ATC's Pollinator Planting Program

encourages planting low-growing, native perennials within the right-of-way. This type of compatible vegetation can thrive within transmission line rights-of-way, making utility corridors ideal for pollinators – who benefit from the right-of-way space as a contiguous flight path.

Once established, these vegetative beds also beautify the right-of-way and provide exceptional habitat for other species. Sustainable

rights-of-way with compatible plant communities also can help minimize ATC's long-term vegetation management* activities, which are needed to help keep the lines safe and reliable.

ATC's Grow Smart® program offers suggestions for appropriate vegetation to plant within the right-of-way, though other species can be considered depending on the planting space. Visit www.atc-growsmart.com for more details.

** ATC will continue to maintain the rights-of-way through our vegetation management program, which may affect pollinator planting projects.*

Planting program eligibility

Cities, villages, towns, counties and tribes within ATC's service area are eligible to apply for financial support of planting projects on public property for the Community Planting Program. To qualify, these applicants must commit that all current and future planting plans and urban forestry activities near high-voltage electric transmission lines will comply with ATC's maintenance standards and that the vegetation will be planted outside the right-of-way. Funding includes the cost of purchasing the trees or other vegetation, labor and installation.

In addition to cities, villages, towns, counties and tribes – entities that allow public access to ATC rights-of-way (e.g. nature preserves, non-profits or public land managers) are eligible to apply for financial support of planting projects through the Pollinator Planting Program. Funding includes the cost of purchasing the seeds, plugs or plants, labor and installation. *(Please note that the number of pollinator planting projects funded each year will vary based on annual program funding levels, size of awards and number of entities with public right-of-way access.)*

How the program works

To be considered eligible for funding, complete and submit the application to ATC. Priority will favor projects that promote safety and reliability of the transmission system by supporting innovative planting projects and right of-way best management practices that keep trees out of the

right-of-way, and propose only low-growing, native perennials to be planted in the right-of-way.

ATC will not support plans that call for trees to be planted within a transmission line right-of-way. We aim to support volunteer activities, and planting programs that improve or increase a community's canopy diversity, along with innovative projects that benefit the community's green space.

Awards for both programs range from \$100 to \$5,000, based on funding. ATC will support planting projects for public areas that can be enjoyed by the entire community. Plantings must meet each program's criteria and adhere to vegetation maintenance standards. ATC encourages plans that incorporate energy efficiency benefits and promote landscaping options that comply with ATC's maintenance standards.

How to apply

For ease of use, and in consideration of the environment, please complete our application online. If it is not possible to submit the application online, print and mail the completed application, plus all supporting documents to:

American Transmission Co.
Attention: Jayne Vanderlin
PO Box 6113, De Pere, WI 54115

Applications are accepted **June 1** through **Sept. 30** each year, and recipients will be selected by the end of the calendar year.

Note: Eligible applicants shall submit only one application per program, annually. ATC reserves the right to discontinue either of these programs at any time.

If you have any questions about ATC's Planting Programs, please contact:

Jon Callaway (Community Planting Program)
(608) 877-3540
jcallaway@atcinc.com

Johanna Sievewright (Pollinator Planting Program)
(262) 832-8699
jsievewright@atcinc.com



Planting program application

Program is for the 20__ calendar year.

By submitting this application, the applicant agrees that planting plans and other forestry activities will comply with ATC's vegetation management program. This application and information on ATC's vegetation management standards can be found at: <http://www.atcllc.com/learning-center/trees-and-vegetation/> Please attach supporting documentation to the application as needed to thoroughly answer each question.

- 1. Entity name: _____
- 2. Received funds last year: Yes No
- 3. Applying for: Community Planting Program
 Pollinator Planting Program

If applying for both programs, please complete two separate applications.

- 4. Applicant authorized representative contact information:
A representative must be designated in the application to act as the liaison for this funding request.
Name: _____
Address: _____
Phone: _____
Email: _____

- 5. Fully describe your project, including:
Project overview: _____

Location with map and proximity to overhead electric transmission lines:

Project schedule: _____

Planting plan, including vegetation species: _____

Benefit to the community: _____

Include photos of the proposed planting area with your printed application.

- 6. Amount requested: (\$5,000 maximum) \$ _____
- 7. Will volunteers participate in this project? Yes No If yes, how?

- 8. Does your planting project promote energy efficiency?
 Yes No If yes, how?

- 9. Does your project improve species diversity within your community?
 Yes No If yes, how?

- 10. For applications to the **Community Planting Program**, do your planting trees account for ATC's vegetation management requirements to ensure trees will be planted outside of ATC easement areas?
 Yes No N/A (Please explain)

- 11. For applications to the **Community Planting Program**, is your community currently designated as a Tree City USA? Yes No
If yes, will these funds help support a Tree City USA Growth Award for your community? Yes No
If no, is your community interested in learning more about this program?
 Yes No

- 12. Will this vegetation be planted on property accessible by the public?
 Yes No
Describe: _____

- 13. Describe any additional aspects or outstanding features of this project that you would like us to know.

- 14. If applying for the **Pollinator Planting Program**, describe your long-term management approach for the area planted.

- 15. Do you agree to share photos or allow ATC to take photos of the project area that could be shared publicly?
 Yes No

Thank you for considering a partnership with ATC for your upcoming planting projects. Please share pictures and stories of your ATC-funded planting projects by emailing localrelations@atcllc.com.



Helping to **keep the lights on**, businesses running and communities strong®

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(866) 899.3204 ▪ P.O. Box 47 ▪ Waukesha, WI 53187



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