

Vegetation in your community

ATC's programs support smart, safe planting and pollinator habitat

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 Habitat 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 transmission system 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 atc-growsmart.com for details.

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

Program eligibility

Community 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, 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.

Pollinator Habitat Program eligibility

In addition to cities, villages, towns, counties and tribes within ATC's service area, entities that allow public access to ATC rights-of-way (e.g. nature preserves, nonprofits or public land managers) are eligible to apply for financial support of projects through the Pollinator Habitat Program. Funding covers the cost of site preparation; purchasing seed, plugs or plants; labor and installation; or other activities to establish quality pollinator habitat. The number of pollinator habitat projects funded each year will vary based on program funding levels, size of awards and number of entities with public right-of-way access.

How it works

To be considered for funding, plans must meet program criteria and adhere to ATC's vegetation maintenance standards. Priority will favor projects

that promote right of-way best management practices by keeping trees out of the right-of-way, and planting only low-growing, native perennials in the right-of-way. ATC will not support plans that violate ATC's maintenance standards, including those that call for trees to be planted within a transmission line right-of-way.

ATC will support planting projects for public areas that can be enjoyed by the entire community. ATC encourages plans that incorporate energy efficiency benefits, support volunteer activities, improve or increase a community's canopy diversity, benefit a community's green space and/or promote pollinator habitat.

Awards for both programs range from \$100 to \$5,000.

How to apply

Submit completed application(s) via email or mail to:
American Transmission Co.
Attention: Jayne Vanderlin
PO Box 6113, De Pere, WI 54115
[jvanderlin@atcllc.com](mailto:JVanderlin@atcllc.com)

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

If applying for both programs, please submit two applications.

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 questions about the programs, please contact:

Michelle Stokes (Community Planting Program)
(920) 338-6593
mstokes@atcllc.com

Johanna Sievewright (Pollinator Habitat Program)
(262) 832-8699
jsievewright@atcllc.com

