

# 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](http://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](mailto:mstokes@atcllc.com)

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



# Community Planting Program application

Program is for the 20\_\_ calendar year

By submitting this application, the applicant agrees that planting plans and other activities will comply with ATC's vegetation management program. Information on ATC's vegetation management standards can be found at: [atcllc.com/learning-center/trees-and-vegetation](http://atcllc.com/learning-center/trees-and-vegetation)

**Include supporting documentation to thoroughly answer each question.**

1. Entity name: \_\_\_\_\_
2. Did you receive funds from ATC last year?  Yes  No
3. Applicant authorized representative contact information:  
*A representative must be designated to act as the liaison for this funding request.*  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

4. Fully describe your project.

**Project overview:**

**Location with map and proximity to overhead electric transmission lines.**

Attach photos of the proposed planting area:

**Project schedule:**

**Planting plan, including vegetation species:**

**Benefit to the community:**

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

7. Does your planting project promote energy efficiency?  
 Yes  No If yes, how?
8. Does your project improve species diversity within your community?  
 Yes  No If yes, how?
9. Do your planting plans account for ATC's vegetation management requirements to ensure trees will be planted outside of ATC easement areas?  
 Yes  No  N/A *(Please explain)*
10. 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
11. Will this vegetation be planted on property accessible by the public?  
 Yes  No Please describe:
12. Describe any additional aspects or outstanding features of this project that you would like us to know.
13. Do you agree to share photos or allow ATC to take photos of the project area that could be shared publicly?  
 Yes  No

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

**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](mailto:localrelations@atcllc.com).



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

[atcllc.com](http://atcllc.com)

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