



Tree Forward:

Implementation of the Philly Tree Plan

REQUEST FOR PROPOSALS

DISTRIBUTION DATE:

July 6, 2026

SUBMISSION DATE:

August 24, 2026



**PUBLIC
HEALTH**
management
corporation

1500 Market St | Phila, PA 19102



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1-INTRODUCTION

1.1 Public Health Management Corporation

Public Health Management Corporation (PHMC) is a nonprofit Public Health institute that creates and sustains healthier communities. PHMC uses best practices and evidence-based guidelines to improve community health through direct service, partnership, innovation, policy, research, technical assistance, and a prepared workforce. With a family of subsidiaries and more than 3,000 employees, PHMC has served the Delaware Valley region since 1972.

1.2 Purpose

PHMC, in collaboration with its Philly Tree Plan Partners, is seeking proposals from community-based organizations for projects that further the goals of the Philly Tree Plan.

The successful applicant(s) will carry out projects that ensure long-term sustainability of the urban forest in high-priority areas of Philadelphia.



Arbor Day Tree Planting at 60th St. Commercial Corridor

1.3 Application Technical Assistance

An **informational webinar** will be held on **Friday, July 10 from 12:00–1:30 PM** to provide an overview of the funding opportunity and walk through application requirements. A recording of the webinar will be posted on our [website](#) following the event. [Register for the webinar here.](#)

Office hours will be offered throughout the application period to support applicants with questions about the RFP or their project proposals. Office hours are one-on-one, 15-minute sessions with a member of the Tree Forward team. **Advance registration is required.**

Spanish interpretation for office hours or RFP support is available upon request. Please email phillytreecoalition@phmc.org at least 24 hours in advance if you require interpretation or translation services.

[Register for office hours here.](#)

- **Wednesday, July 22nd** 1:00–2:00 PM
- **Thursday, August 6th** 2:00–3:00 PM
- **Tuesday, August 11th** 4:00–5:00 PM
- **Friday, August 14th** 12:00–1:00 PM
- **Monday, August 17th** 10:00–11:00 AM

If you have any questions about the RFP or need additional support, please contact phillytreecoalition@phmc.org. Questions will be accepted and answered on a rolling basis through August 20. Please allow up to two (2) business days for a response.

1.4 Feedback about this RFP

PHMC is committed to making the Tree Forward RFP process accessible and low burden for applicants, and we hope to improve with each new cycle. Please consider sharing any feedback on [this short form](#) to support our continuous improvement efforts. We will use your input to continue to refine the process and better meet applicant needs.

1.5 Funding Availability Disclaimer

Grants awarded through this RFP are contingent upon the continued availability of funding from the grants that support this program. In the event of funding delays, reductions, or discontinuation, PHMC reserves the right to modify, reduce, or rescind any awarded funds as necessary. PHMC is closely monitoring funding shifts. Should any disruptions occur, we are committed to promptly notifying all applicants and grantees.

This mini-grant funding was financed in part by a grant from the Community Conservation Partnerships Program under the administration of the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation.



Arbor Day at PFS Horticultural Center



2-OPPORTUNITY

2.1 Background

The **Philly Tree Plan** is a 10-year strategic plan for the equitable growth and care of Philadelphia's urban forest. Philadelphia Parks & Recreation led the development of the Philly Tree Plan over 6 years, engaging 9,000 residents and 40 stakeholder groups to deliver a strategy to realize a healthy and equitable tree canopy focused on seven high priority areas in the city.



To view an executive summary of the Philly Tree Plan, click [here](#).

To view the full Philly Tree Plan, click [here](#).

To view other information on the Philly Tree Plan, click [here](#).

2.2 Eligibility

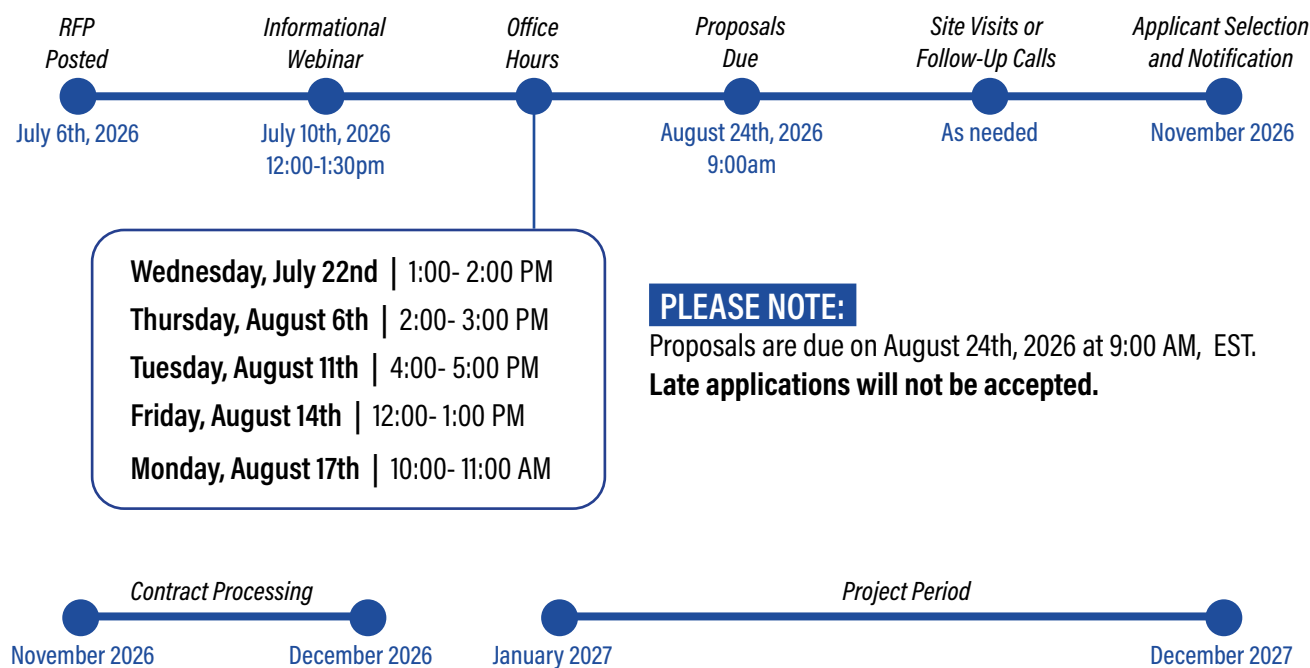
To be eligible for the opportunity, organizations must:

- Be recognized by the Internal Revenue Service as 501(c)3 public charities or state nonprofit. State non-profits or 501(c)3 organizations include community-based organizations, schools and educational institutions, and other types of public-serving groups.
- Be in good standing if currently funded through Tree Forward.
- Propose a project located within a prioritized area in Philadelphia. Applicants can use the [Philadelphia Street Tree Planting Opportunity Map](#) to identify eligible areas. See Section 3, "Project Description," for additional details.
- Have an active [Unique Entity Identifier \(UEI\)](#).
- (Optional but strongly encouraged) Be registered with the PA Department of State Bureau of Charitable Organizations.

If you do not meet these eligibility requirements, you may still apply with a fiscal sponsor. If you need assistance connecting with a potential fiscal sponsor, please email phillytreecoalition@phmc.org. We encourage you to reach out as early as possible during the application process if you need support identifying a fiscal sponsor. While we cannot guarantee a fiscal sponsorship match, we are happy to provide guidance and facilitate introductions whenever possible.

Organizations that receive funding in this round are eligible and encouraged to apply in future rounds to support new projects, sustain existing efforts, or expand project impact.

2.3 Key Dates



2.4 Terms and Conditions

PHMC has the right to evaluate proposals and negotiate on cost, terms and other attachments contained within this RFP or future contractual requirements.

In compliance with the funding sources, award recipients will affirm and certify certain regulations which will be shared after award notification. For questions, please reach out to phillytreecoalition@phmc.org



3-SCOPE of PROJECT

3.1 Project Description

Through this cycle of the Tree Forward Sub-Grant Program, PHMC has \$350,000 available to advance projects that align with goals from the Philly Tree Plan. This total will be distributed among selected projects. We anticipate most awards will range from \$5,000-\$35,000. Requests above \$35,000 will be considered but should be proportional with the proposed project scope and must be able to be spent within the grant period. All requests must be for a minimum of \$5,000. Applicants are encouraged to submit realistic budgets that align with their organization's size, experience, staffing, and proposed scope of work.

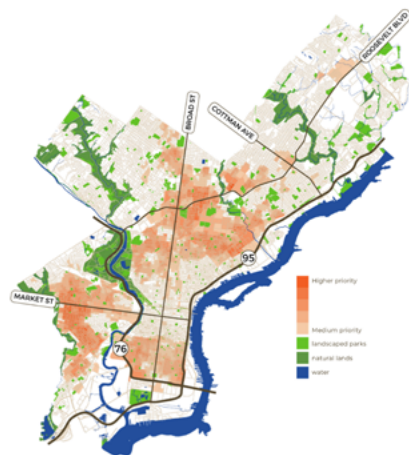
3.2 Project Requirements

Alignment with Philly Tree Plan:

Projects must address one or more goals from the Philly Tree Plan and take place in a prioritized neighborhood.

- We recognize that the Tree Plan includes a wide range of goals, and there are many ways your project could contribute. We welcome proposals that reflect Tree Plan priorities and encourage projects that meet the unique needs of your community!
- Projects focused on coordinating support for trees (Goal 1), tree establishment care and maintenance (Goals 3 and 4), and celebrating the ways communities engage with trees (Goal 8) will be especially competitive.

Refer to Table 1 below, which includes a condensed version of the Philly Tree Plan Implementation Road Map. (p.70-72 of the plan)



- The table lists all goals and sub-goals, including relevant leads or partners and their timeline (short-, mid-, or long-term). **Goals highlighted in green are those identified as well-suited for community-based organizations.**
- This table is intended to be used as a guide to help you identify the goal(s) your project supports. You are not limited to the highlighted goals. As long as your project clearly aligns with at least one Tree Plan goal, you are encouraged to select whichever goal is most relevant to your project and community.

3.3 Philly Tree Plan Implementation Road Map

KEY- Leaders and Partners	
CC	City Council
COM	Philadelphia Department of Commerce
CBO	Community Based Organizations
DCNR	PA Department of Conservation and Natural Resources
FS	Forest Service
FPC	Fairmount Park Conservancy
L&I	Philadelphia Department of Licenses and Inspections
OTIS	Philadelphia Office of Transportation, Infrastructure, & Sustainability
PC	PowerCorpsPHL
PCPC	Philadelphia City Planning Commission
PDPH	Philadelphia Department of Public Health
PECO	Philadelphia Electric Company
PGW	Philadelphia Gas Works
PHA	Philadelphia Housing Authority
PHS	Pennsylvania Horticultural Society
POP	Philadelphia Orchard Project
PPR	Philadelphia Parks & Recreation
PRHF	Parks & Rec Heroes Fund
PWD	Philadelphia Water Department
SDP	School District of Philadelphia
STR	Philadelphia Department of Streets
TPL	Trust for Public Land
UFAC	Urban Forest Advisory Committee

Goal 1- COORDINATE support for trees	Lead	Partners	Timeline
1.1 Establish a new City Forester position and support team	PPR	PCPC,CC	SHORT
1.2 Prioritize disinvested areas	ALL		SHORT
1.3a Update Complete Streets Design Handbook	OTIS	PPR, PWD	MID
1.3b Integrate city data sets	PPR	PWD, STR	LONG
1.3c Require tree planting, protection, and replacement on developments in parks and open spaces	PCPC	PPR, L&I,CC	SHORT
1.3d Develop an approval process for street tree planting around school district property	PDR, SDP	PHS, TPL	MID
1.4 Improve coordination among stakeholder groups	ALL		SHORT
1.5a Include street tree conditions in PA One Call	PA1 Call	PPR	LONG
1.5b Hire a Utility Tree Coordinator	PPR	PECO, PCW, PWD	MID
1.5c Support strategic burial of power lines	PPR	PECO	LONG

Goal 2- PROTECT the existing and future urban forest	Lead	Partners	Timeline
2.1a Expand heritage tree protections during development	PPR	PCPC, CC	SHORT
2.1b Protect food-bearing trees	PPR	PCPC, CC, POP	LONG
2.1c Increase incentives for preserving large tree	PPR	PCPC, CC	SHORT
2.1d Require and enforce tree protection plans	PPR	L&I, CC	LONG
2.1e Develop establishment care requirements for development	PPR	PCPC, CC	MID
2.2a Increase natural lands staff capacity	PPR	FPC	LONG
2.2b Commission comprehensive assessment and monitoring protocol for natural lands	PPR	FCP, FS	MID
2.2c Increase fundraising capacity and diversify funding for natural lands	PPR, FPC	DCNR	LONG
2.2d Expand long-term strategies to reduce impacts of deer	PPR, FPC	DCNR, CBO	MID
2.3 Support residents to care for mature trees on private property	PPR, PHS	CBO	SHORT

Goal 3- GROW urban forestry equitability across the city	Lead	Partners	Timeline
3.1a Work towards a benchmark of 30% tree canopy in every neighborhood based on proven benefits to communities	ALL		LONG
3.1b Prioritize equitable tree canopy growth	ALL		SHORT
3.2 Expand the City's existing Tree Fund	PPR	PCPC, L&I, CC, PRHF	SHORT
3.3a Lower lot size minimum for tree planting and replacement requirements	PPR	PCPC, CC	MID
3.3b Reduce the minimum linear frontage and allowable distance between street trees	PPR	PCPC, CC	MID
3.3c Increase on-site planting requirements	PPR	PCPC, CC	SHORT
3.3d Amend the Philadelphia code and development review process to prioritize street trees	PPR	L&I, STR, PCPC, PWD	MID
3.3e Require replacement of trees that are removed from a lot before a permit application	PPR	PCPC, CC	MID
3.4 Develop tree planting design standards	PPR	PCPC, PHS, PWD	LONG
3.5 Prioritize establishment care of newly planted trees	PPR	PCPC, CC PHS, CBO	MID
3.6a Organize tree planting for entire residential blocks	PPR PHS	ALL	SHORT
3.6b Implement proactive street tree planting on commercial corridors	PPR	PHS, COM	SHORT
3.6c Fully stock street trees around public facilities	PPR	ALL	LONG
3.7a Increase City funds for public tree planting and establishment care	PPR	PHS, PRHF	SHORT
3.7b Develop succession planting plans for neighborhood parks, recreation centers, and trails	PPR	PHS, DCNR, CBO, FPC	LONG
3.7c Plant more native and climate-resilient species through contract growing	PPR		MID

Goal 4-REDUCE the burden of trees on residents	Lead	Partners	Timeline
4.1a Conduct study to determine street tree inspection cycle and maintenance funding levels	PPR	PHS, FS	MID
4.1b Hire more Philadelphia Parks & Recreation Street Tree Inspectors	PPR		MID
4.1c Catch-up with the backlog of street tree pruning and removal requests	PPR		SHORT
4.1d Prioritize street tree maintenance on commercial corridors	PPR	COM	SHORT
4.1e Hire more Philadelphia Parks & Recreation Park Arborists	PPR		MID
4.2a Support yard tree selection, planting, and establishment care	PHS	FPC, PPR, FS, CBO	MID
4.2b Hire a sidewalk coordinator	OTIS	PPR, STR	MID
4.2c Assist with pruning and removal of hazardous trees on private property	PPR	PHS, DCNR	LONG
4.2d Assist with the removal of small conflicts to make space for new street trees	PPR	PHS	MID
4.2e Explore options for removing young invasive trees	PPR	PHS	SHORT

Goal 5- INVEST in people and communities	Lead	Partners	Timeline
5.1a Expand paid community-based tree care programs	PPR, PHS	FPC, COM	MID
5.1b Create opportunities for smaller businesses to bid on tree contracts	PPR, PHS	COM, PHS	LONG
5.1c Expand same-day work and pay resident employment programs	PHS		SHORT
5.1d Provide stipends for volunteers	ALL		SHORT
5.2a Evaluate urban forestry job specifications	ALL		LONG
5.2b Support the transition from workforce development programs to full-time employment	PC	ALL	SHORT
5.3 Expand career discovery opportunities	PHS	CBO	MID

Goal 6-COMMUNICATE with residents and improve customer service	Lead	Partners	Timeline
6.1 Improve communication with residents in advance of tree work	PPR, PWD	PHS	MID
6.2 Hire more Philadelphia Parks & Recreation customer service staff	PPR		SHORT
6.3 Provide a publicly accessible, interactive tree map	PPR	PHS, FS	LONG
6.4 Produce Philly Tree Plan Report Cards	PPR	FS, UFAC, PDPH	SHORT

Goal 7- ADVOCATE for communities to benefit from the urban forest	Lead	Partners	Timeline
7.1 Establish an Urban Forestry Advisory Committee	PPR	ALL	SHORT
7.2 Hire urban forestry community organizers	PPR, PHS	CBO	SHORT
7.3 Connect nearby neighbors to natural lands	PPR	DCNR, FPC, PDPH, CBO	LONG
7.4a Integrate environmental education and greening into school curriculum and programs	SDP, CBO	PHS	LONG
7.4b Improve accessibility of hands-on environmental programming for youth	PPR, CBO	FPC, PHS	MID
7.4c Support environmental advocacy among young people	PHS	SDP, CBO, FPC	SHORT

Goal 8- CELEBRATE and support ways communities are engaging with trees	Lead	Partners	Timeline
8.1 Engage cultural, spiritual, and arts institutions	ALL		SHORT
8.2a Provide support to residents for fruit and nut tree care	PPR	POP	MID
8.2b Expand opportunities to establish food forests on public lands	PPR	POP, PHS	LONG
8.3 Continue to collect and share residents' stories	PPR	PHS, FS	SHORT

3.4 Additional Project Requirements

Community Outreach and Engagement:

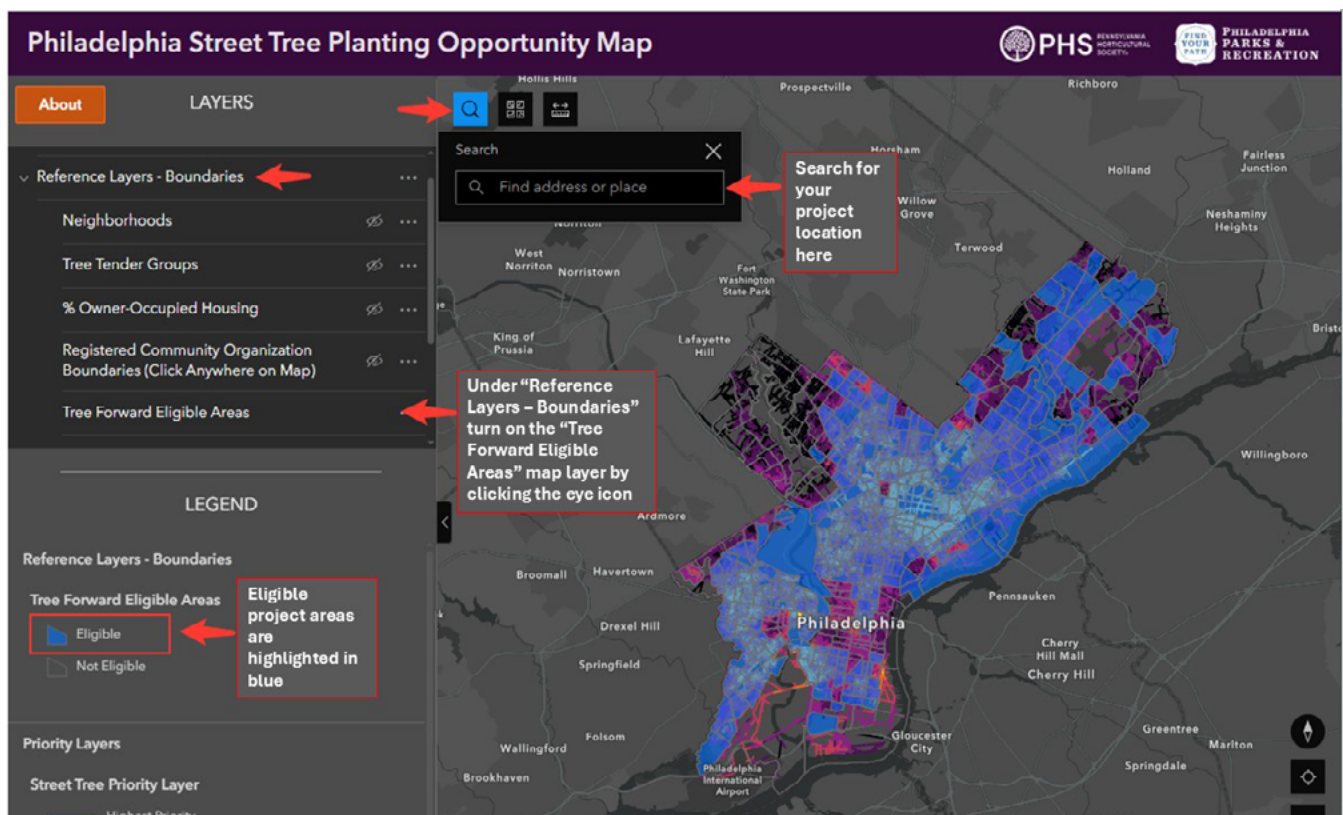
- Engage community members, or demonstrate prior engagement, in the planning and implementation of the project.
- Provide updates to community members residing in the project area(s).
- Demonstrate planned or prior engagement with community partners.
- Applicants are encouraged to coordinate proposed project scopes, budgets, and planned activities with other community-based organizations located within the same priority area that are planning to apply for this opportunity.

Timeframe:

- Projects must be completed in a 12-month period (January 2027 – December 2027). Awarded organizations will be eligible to apply for future funding.

Geography:

- Projects must take place in a prioritized area. You should use the Tree Forward Eligible Areas layer in the [Philadelphia Street Tree Planting Opportunity Map](#) to confirm your project location is eligible.



Note: There are numerous organizations across the city with existing programs to plant and care for trees. Our priority is for these grant funds to fill in gaps and augment existing programs, rather than to create redundant efforts.

3.5 Funding Restrictions

Hazardous Tree Removal:

If you are proposing hazardous tree removal, you must meet the following conditions and requirements:

- Trees must not be removed if they are providing substantial benefits and minimal risk to public safety and urban forest health
- Trees will only be removed if they are in a condition that causes more harm than good to the community
- Trees removed must be replaced at a rate of 1:1. Replacement trees do not need to be in the exact same location but should be as close as possible to where the tree was removed, taking site considerations and property owner support into account. **Replacement trees should be planted within the same zip code, and must be planted within one year of removal.** If you do not plan to plant the replacement tree within the project period, please describe your timeline and plans for replacing the tree in your proposal.
- Trees must either be dead, standing trees OR rated by a Tree Risk Assessment Qualified (TRAQ) professional as "extreme" or "high" risk of failure, whereby the only acceptable mitigation option for reducing tree risk to an acceptable level is whole tree removal. The level of risk will be assessed using the International Society of Arboriculture tree risk assessment method.
 - [Click here for more information on TRAQ certification.](#) This is an optional certification that arborists can pursue. If the tree is not a dead, standing tree, it must be rated by a TRAQ professional as "extreme" or "high" risk of failure.



Equipment:

- Funding may not be used to purchase equipment or vehicles over \$5,000.

Construction:

- Funding cannot be used for construction. For example, funds may cover pavement removal for tree pit cuts or hazardous tree removal but cannot be used to rebuild or repair sidewalks.

Match:

- Applicants are encouraged to leverage other sources of funding in support of their projects where possible. Matching funds may include cash or in-kind contributions such as organizational funds, partner support, donated materials or services, volunteer time, or other secured funding sources.
- A 20% match is encouraged but not required. You are still eligible for funding even if you are not able to show a 20% match! Applicants that demonstrate a 20% match will be eligible for consideration for DCNR funding, which requires matching funds.
- Match, whether in the form of cash or non-cash, may be used only once as match. If it has been counted as match for another project/grant or portion of this project, it may not be used again as match, no matter who funded the project(s).

Tree Costs:

- TreePhilly will provide container trees for awarded projects through this RFP at no cost to the grantee. If your project is awarded and you choose to source trees through TreePhilly, the TreePhilly team will coordinate directly with your organization. Applicants planning to use TreePhilly trees for planting projects should still include the trees in their project budgets at \$70 per tree. The total amount should be listed in the "Non-Cash Match" column.

Indirect Costs:

- Applicants may include indirect costs in their budget. Organizations without a federally negotiated indirect cost rate may use the de minimis rate of up to 15% of Total Direct Costs. Organizations with a current federally negotiated rate may apply that rate instead and must upload supporting documentation in the Attachments section. Because this RFP includes multiple funding sources, allowable indirect cost rates may vary and will be finalized during contract negotiations.

Procurement Requirements:**Micro Purchases
(\$15,000 or less)**

- No competitive quotes or cost analysis required.
- To the extent possible, purchases should be distributed equitably among qualified suppliers.

**Small Purchases
(\$15,000-\$250,000)**

- Require price or rate quotes from an adequate number of qualified sources (minimum of three).
- Quotes may be written, verbal (with documentation), from vendor websites, or via online research.
- All quotes must be documented and retained. PHMC may request this documentation as needed.
- Sole-source procurement is allowable when goods/services are only available from one provider or within required time constraints.
- No cost analysis required.

Procurement Standards:

- All procurement must ensure full and open competition.
- Avoid unnecessary or duplicative purchases.
- Maintain records documenting procurement history.
- Clearly define requirements and evaluation criteria for bidders.
- Ensure contractor oversight and performance in accordance with contract terms.
- Prequalified vendor lists must be current and allow for new vendors during the solicitation period.

Other Ineligible Costs:

- Costs related to the preparation of the grant application.
- Costs for projects and training expenses located outside of the Commonwealth of Pennsylvania.
- Costs of conducting fundraising activities.
- Costs for lobbying activities.
- Costs of food, drink, gifts and or other hospitality items related to the general promotion of the applicant/grantee organization.

3.6 Review Criteria

Proposals will be evaluated based on the criteria below.

	Total Points	LOW SCORE	>>	>>	>>	>>	>>	HIGH SCORE
Scope	25	Lacks detail or feasibility	General outline, few specifics	Clear scope, some detail & milestones	Detailed and feasible scope with realistic plan, timeline, and goals			
Beneficiaries & Community Engagement	20	No defined beneficiaries, community engagement or partnerships	General description, limited engagement and partnerships	Defined beneficiaries, some engagement plan or partnerships	Clear beneficiaries with thoughtful and needs-informed engagement; clear partnerships identified			
Alignment to Philly Tree Plan	20	No clear link to PTP goals	Vague or generic alignment	Identifies relevant goal, somewhat aligned	Clearly aligned to specific PTP sub-goal(s), well-integrated			
Capacity	15	No team identified, unclear capacity	Roles unclear or experience lacking	Team listed with relevant experience; organizational capacity not clear	Strong, well-qualified team with defined roles and organizational capacity			
Budget	10	Missing or unrealistic budget	Budget incomplete or lacks clarity	Budget is complete but lacks detail or is somewhat unrealistic	Clear, realistic, and aligned with scope			
Deliverables	10	No clear deliverables included	Vague deliverables	Clear deliverables but lacks feasibility	Detailed, clear, measurable deliverables			

3.7 Performance Metrics, Contract Management, & Payments

Performance Metrics:

PHMC will request data from funded organizations to measure the success of the program. The following is a list of potential metrics to be collected over the grant period. The final set of performance metrics and frequency of collection will be negotiated by each successful applicant and PHMC prior to the finalization of an agreement between parties and may be adjusted as needed.

Potential Performance Metrics:

Number of trees pruned
Number of hazard trees removed
Number of invasive trees removed
Number of trees treated for pests/disease
Number of trees maintained
Number of trees planted
Level of community participation & input in project planning or implementation
Number of jobs supported/ Number of people engaged in the work
Contribution to Philly Tree Plan Goals

Performance Monitoring:

As part of PHMC's commitment to improved outcomes, we seek to actively monitor project performance. Reliable and relevant data is necessary to drive service improvements, ensure compliance, inform trends to be monitored, and evaluate results and performance. As such, PHMC reserves the right to request/collect other key data and metrics from awarded applicants related to the performance of the funded project.

Payment and Reimbursement:

Contracts resulting from this RFP will operate on an advance payment model, with an initial portion of funds disbursed at the start of the project and additional payments distributed throughout the grant period. Final payment amounts and schedules will be determined during contract negotiations based on project budget, timeline, and other factors.

A typical payment schedule may include three advance installments of 30% each, with grantees required to submit expenditure reports and supporting documentation demonstrating that a specified portion of funds has been spent before the next installment is disbursed. The final 10% of the award will be distributed on a cost reimbursement basis.

Applicants must provide a detailed budget with a line-item breakdown of the costs for specific services and work products proposed using the template provided in the next section. Any contract resulting from this RFP will provide a contract maximum amount that cannot be exceeded without a written contract amendment.

Please note, Funding granted through this RFP is contingent upon the continued availability of funding. In the event of funding reductions, delays, or discontinuation of funding, PHMC reserves the right to modify, reduce, or withdraw awarded funds accordingly.



4-INSTRUCTIONS FOR SUBMITTAL

4.1 What must be Included

All sections below appear in the online application. We recommend reviewing the online application [linked here](#) to familiarize yourself with the system before getting started.

1-Contact Information

Provide the following for the applicant's primary contact:

- Name
- Job title
- Telephone number
- Email address

2-Organization Information

Please provide the following information about your organization:

- Organization name
- Organization address
- Philadelphia service area
- Number of years organization has been in business
- Parent company name and address (if any)
- Number of employees
- Federal 501(c)(3) registration number
- Organization Mission Statement

You can download a Word document version of the application here.



3-Executive Summary

Provide a brief overview of your project.

(No more than 1-2 sentences - further detail about the project will be provided in the narrative responses)

4-Attachments

Please upload the following attachments. Attachments should be uploaded as PDFs. **If you are using a fiscal sponsor, please upload attachments 1-6 for the fiscal sponsor organization.**

- **501(c)3 or State Non-profit supporting documentation.** We will accept any of the following:
 - A copy of a current tax exemption certificate from the IRS.
 - A letter from your state's tax department, attorney general, or another state official saying that your group is a nonprofit and that none of your net earnings go to private shareholders or others.
 - A certified copy of your certificate of incorporation. This document must show that your group is a nonprofit.
- **Pennsylvania Bureau of Corporations and Charitable Organizations Registration Documentation** (Optional but highly encouraged. Organizations who are registered with the PABCO will be considered for a funding source associated with this RFP):
 - A copy of your Charitable Organization Registration certificate.
 - Most recent Form BCO-10.
 - Screenshot or PDF of your organization's listing from the state's online charity database showing "active" status. This must include your organization's name and registration number.
- **990 Tax Document or equivalent Tax document** for the type of organization (from 2025). We will accept an e-postcard for organizations with annual revenue less than \$50,000.
- **Financial Statement FY25 or most recent.** The financial statement should provide details on your organization's assets, liability, equity, earnings, and spendings. The type of document depends on the annual revenue shown in your 990 or equivalent tax document:
 - **Less than \$99,000 in revenue:** Financial statement (unaudited or internally prepared)
 - **\$100,000 or more in revenue:** Audited financial statement
- **Certificate of Insurance:** Please submit a Certificate of Insurance (COI). This is required by our legal department to comply with legal and regulatory requirements. A template is linked [here](#). More information on insurance requirements can be found [here](#). PHMC should be listed in the lower left as a certificate holder as follows:

Public Health Management Corporation
Centre Square East, LM 500
1500 Market Street
Philadelphia, PA 19102
- **Completed W-9 Form:** Please complete the W-9 form [linked here](#). Submitting this with your proposal will support expedited contract processing if your project is selected. This form requests your organization's name, address, and taxpayer identification information. The form will be used by PHMC's Accounts Payable department to generate a vendor profile if your proposal is selected.
- **Letter of Support:** You must upload at least one letter of support from a partner, stakeholder, or community organization that is familiar with your organization and the proposed project. Letters should demonstrate an understanding of the project and support for your organization in implementing it, as well as how the signatory will support, collaborate or benefit from the project if applicable. Letters must be current and specifically prepared for this application cycle (e.g., dated 2026/current year rather than reused from a previous year or application).

- **(OPTIONAL) Business Designation:** If your company is designated as a Minority Business Enterprise (MBE), Women's Business Enterprise (WBE), Disabled Business Enterprise (DBE) certification/designation, Veteran-Owned Small Business or Local Business Entity (LBE), please provide evidence of such designation or certification.

Note: *Additional materials may be requested from applicants and after final selection of awardees.*

5-Application Questions

Applications will be evaluated based solely on the information provided in your submission. Please do not assume reviewers are familiar with your organization, staffing, partnerships, existing programs, or prior work. We encourage applicants to be specific and provide clear, detailed descriptions of both the proposed project and the organization's capacity to carry it out.

- **Where will your project take place? Share the location in any of the following ways:**
 - i. Address(es)
 - ii. Neighborhood with street name boundaries (North, South, East and West boundaries)
 - iii. Census tract(s)
- **Scope of Work (25 points)**
 - i. Describe your proposed project, outlining all activities, and how the work will be completed. Include the who, what, when, where, why and/or how, and explain the process behind implementation. Incorporate a timeline that details the project from start to finish, including any planning or preparation, key milestones, and anticipated phases of implementation. Please include details on how your project's impact will be sustained beyond the project period, and whether this is a new initiative or program expansion. This section should align with your responses in the questions below. Suggested character count: 1,000 – 5,000
- **Alignment with Philly Tree Plan Goal(s) (20 points)**
 - i. Identify at least one sub-goal from the Philly Tree Plan that your project supports. You may list up to three sub-goals that your project aligns with, but no more than three. Sub-goals are numbered with decimals or letters (e.g., 3.5, 5.1.a). Describe how your project advances this sub-goal. Refer to [Table 1 "Philly Tree Plan Implementation Roadmap"](#) above for sub-goals identified as particularly well suited for community-based organizations. Projects focused on coordinating support for trees (Goal 1), tree establishment care and maintenance (Goals 3 and 4), and celebrating the ways communities engage with trees (Goal 8) will be especially competitive. Suggested character count: 1,000 – 5,000 (without spaces)
- **Beneficiaries and Community Engagement (20 points)**
 - i. Describe the primary beneficiaries or community your project will benefit or engage, including who they are and how they are connected to the project. Explain how the community has informed the development of the project—through input, feedback, or identified needs—and how they will continue to be involved during planning and implementation. Include how you plan to keep the community informed throughout the project, such as through meetings, updates, or other forms of communication.
 - ii. Identify any partner organizations or entities that will be involved in your project or have previously been involved to inform your proposed scope of work. Describe their role, level of involvement, and how their participation will strengthen or benefit the project.
 - iii. If your organization is coordinating with other community-based partners in your service area who are also applying to this opportunity, please describe that coordination and partnership. Suggested character count: 1,000 – 5,000

- **Organizational Infrastructure (15 points)**

- i. Describe the key staff members, volunteers, or team members who will lead or support the project. Include their relevant experience, roles, and responsibilities. If specific individuals are not yet confirmed, describe the types of roles or expertise you plan to engage and how they will contribute to the success of the project. .
- ii. Describe what makes your organization uniquely positioned to carry out this work and clearly explain any operational systems or internal processes that will support implementation (e.g., contractor management, volunteer coordination, financial tracking, project oversight, communications, community relationships, etc.) Suggested character count: 1,000 – 5,000

- **Project Deliverables (10 points)**

- i. Provide a clear, bulleted list of the deliverables to be completed through this project during the grant period. Include estimated quantities or targets where applicable (e.g., number of trees planted, events hosted, residents engaged, workshops conducted, etc.). Suggested character count: concise bulleted list preferred

Please note: organizations that receive funding in this round are eligible and encouraged to apply for future rounds to support new projects, sustain existing efforts, or expand project impact.

- **Budget (10 pts)**

- i. **Budget template upload:** An itemized budget breakdown must be included using the [template provided here](#).
 - Please reference section, 3.2 Funding Requirements & Restrictions, before completing your budget.
 - Budgets must be submitted as fixed-price proposals. The proposed budget should include all costs that will be charged to PHMC for the proposed project, as well as any matching funds.
 - Cost categories include, but are not limited to, staff time spent on the project; volunteer services; donated professional services; subcontracts for specific, short-term work; stipends; program supplies; travel expenses ([reimbursable only at rates approved by our funder](#)); other costs; and indirect costs.
 - TreePhilly will provide container trees for awarded tree planting projects through this RFP at no cost to the grantee. Applicants planning to use TreePhilly trees for tree planting projects should still include the trees in their project budgets at a value of \$70 per tree. The total amount should be listed in the “Non-Cash Match” column.
 - Staff time must be reported as the number of hours staff will spend on the project, rather than as an FTE percentage. The budget template includes a helper tool to convert FTE allocations into hours and billable rates.
 - Volunteer rates should not exceed the [“Value of a Volunteer Hour”](#) for Pennsylvania as published by the Independent Sector Volunteer.
 - Applicants may include indirect costs in their budget. Organizations without a federally negotiated indirect cost rate may use the de minimis rate of up to 15% of Total Direct Costs. Organizations with a current federally negotiated rate may apply that rate instead and must upload supporting documentation in the Attachments section. Because this RFP includes multiple funding sources, allowable indirect cost rates may vary and will be finalized during contract negotiations.
- ii. **Budget narrative:**
 - Provide a brief narrative outlining all project-related costs and how the requested funds will be used.
 - Applicants should also explain any matching funds included in the submitted budget and how it will support the proposed project activities. Suggested character count: concise bulleted list preferred.

Please note, if your project includes stipends, gift cards, or SEPTA passes and is awarded funding, additional documentation and reporting will be required. These requirements will be outlined during the contract processing stage.

4.2 How to Submit Your Application

Completed and signed proposals must be submitted through the application form [linked here](#) by 9:00 AM EST on Monday, August 24, 2026. The form allows you to save your work as you go. We recommend drafting your responses in a [word document](#) before copying them into the appropriate fields in the online application. **Please review the full online application before getting started.** Additional instructions are provided within the form.

Late applications will not be accepted.

Direct any questions about this RFP to phillytreecoalition@phmc.org by 5:00 PM on Thursday, August 20, 2026.

