



## City Council Memorandum

**To: Mayor Fasbender and City Councilmembers**  
**From: Chris Jenkins, Parks & Recreation Director**  
**Date: February 16, 2021**  
**Item: Emerald Ash Borer Treatment – Preferred Vendor 2021**

**Council Action Requested:** Support staff recommendation selecting Rainbow TreeCare (RTC) as the City’s 2021 EAB Treatment Preferred Vendor.

**Background Information:** 2017 was the first year which the City of Hastings solicited “not to exceed” pricing for Emerald Ash Borer treatments for our residents to take advantage of. The same program was repeated in 2018 and 2019, and in all three years, Rainbow TreeCare was the vendor selected based upon qualifications and pricing. During the 2017, 2018, 2019 and 2020 treatment seasons, RTC treated over 400 Ash trees each season in Hastings. This volume continues to exceed expectations, and proves that Hastings residents care about shade trees and the benefits they provide.

As a part of the 2019 solicitation, the City has the option to continue with Rainbow TreeCare in both 2020 and 2021 without a new solicitation. After reviewing the progress that has been made since 2017, it is clear to staff that continuing with Rainbow TreeCare for the 2021 treatment season is the best choice for residents of Hastings.

Highlights from Rainbow TreeCare’s 2019 proposal, which will continue in 2021, and are felt to best meet the needs of Hastings residents and the City of Hastings are as follows:

1. Cost of treatment per diameter inch: RTC proposed a not to exceed price of **\$5.82/dbh** (for the standard medium dose rate) for residential customers to treat ash trees for EAB. RTC has the ability to offer discounted rates based upon volume of trees, specifically encouraging homeowners associations and commercial properties.

2. Electronic tree inventory data collection: RTC included this within their proposal and have a dedicated GPS/GIS specialist on staff that will accomplish this function.
3. Years of experience and volume of trees treated annually: RTC has 13+ years of experience successfully treating ash trees for EAB.
4. Robust staff dedicated to conducting preventative treatments: RTC has over 40 Certified Arborists, 16 Certified Pesticide Applicators, and a Director of Municipal Consulting on staff and available to Hastings residents.

Staff are recommending Rainbow TreeCare to be designated as the preferred care provider for 2021. Staff have full confidence that our residents will receive top notch professional service from this company, and staff will receive a great deal of professional support.

Please note that selecting RTC as the preferred vendor DOES NOT equate to RTC being the exclusive vendor. Residents remain free to select any vendor they would like to treat boulevard and private ash trees.

**Financial Impact:** The “retail cost” for treating ash trees for EAB ranges between \$10.00 and \$13.00/dbh. By identifying RTC as the preferred vendor, Hastings residents can choose to pay significantly less per diameter inch for EAB treatments. For example, to treat a 20 inch tree at retail price would range between \$200.00 and \$260.00, with RTC’s not to exceed price of \$5.82/dbh a resident will pay \$116.40 for a treatment that will last 2 years.

After the 2021 treatment season has concluded, staff will again evaluate the success of the program with the vendor. After evaluation is complete, staff will make any necessary adjustments or refinements.

**Advisory Commission Discussion:** None

**Council Committee Discussion:** None

**Attachments:**

- Rainbow TreeCare’s 2019 EAB treatment pricing proposal



February 20, 2019

Chris Jenkins  
City of Hastings  
Parks & Recreation Department  
920 W. 10<sup>th</sup> St.  
Hastings, MN 55033  
Sent via e-mail to: [CJenkins@hastingsmn.gov](mailto:CJenkins@hastingsmn.gov)

**Re: Rainbow Treecare Emerald Ash Borer Injection Proposal to the City of Hastings**

Dear Mr. Jenkins:

I am enclosing the quote from Rainbow Treecare to the City of Hastings (City) for the treatment of private ash trees by means of trunk injection to help control the spread of EAB.

**In addition to offering a competitive price for ash tree protection, we excel in our GIS services, municipal customer service, and outreach & education to homeowners. Through these efforts, municipal partnership residents protect ash trees at three times the rate per 1000 people than residents in other cities.**

**Included in Rainbow Treecare's price per inch:**

- Dedicated full-time municipal consulting and GIS staff
  - Single point of contact
  - End of year reporting on program participation including protected tree locations
- Design, printing, and mailing of co-branded postcards to residents (examples attached)
  - Our 2018 marketing contributions were \$3,000 to \$6,000 per city
- National experience in communicating the impacts and management of EAB in communities.  
*Our team won the 2018 Tree Care Industry Association Communications Award for our EAB City Partnerships Marketing Campaign*

Thank you for considering Rainbow Treecare for this important project. I look forward to your response.

Respectfully,

Jeff Hafner  
Director of Municipal Consulting  
Rainbow Treecare  
952-252-0596



**2019 Rainbow Treecare Emerald Ash  
Borer Trunk Injection Treatment –  
Pricing Proposal**



The City of Hastings (City) is soliciting pricing proposals from qualified tree care companies to conduct trunk injection treatments to combat EAB in the Hastings community. The desire is to secure a “not to exceed” price per DBH in three tree size categories which Hastings residents can access to treat both boulevard and private ash trees.

The City has completed a boulevard tree inventory and identified approximately 1,000 boulevard trees which are ash. This represents approximately 22% of the boulevard tree population within the city limits of Hastings. There is no inventory data for trees on private property.

In order to negotiate the best possible prices for residents, and encourage residents to proactively treat ash trees, the City is asking for pricing for the following scenario:

- Scenario #1: Rainbow Treecare as THE “preferred” vendor for 2019 with optional annual renewals (2 renewals possible; 2020 and 2021).

The chart below is completed with the understanding that the preferred vendor will be listed as such on the City website and in other formats which the City chooses to employ. Preferred does not mean exclusive.

The City also desires to collect inventory data for every tree that is treated in Hastings to supplement current inventory data. Data desired includes location of tree, condition of tree, and date of treatment. The City would also desire to have every treated tree identified with a simple tree tag indicating the year of treatment and the letters EAB.

The above tasks are included within this pricing proposal.

<b>2019 Rainbow Treecare Proposed EAB Trunk Injection Pricing*</b>	
<b>Size Category (DBH)</b>	<b>Scenario #1 \$/DBH</b>
<b>Small: 8-19”</b>	\$5.82
<b>Medium: 20-33”</b>	\$5.82
<b>Large: 33” +</b>	\$5.82

\*Pricing based on the **MEDIUM** dose rate.

## **Advantages of working with Rainbow Treecare**

- Proven record of a successful EAB programs
  - Excellent two-year participation in the City of Hastings
  - Over 20 Municipal EAB programs in 2018
    - Over 18,000 ash trees protected through our municipal partnerships
- High capacity for service delivery and tree data collection
  - Short response time from bid request to EAB service
- Commitment to customer service after the treatment
  - Program update meetings with staff and Commission presentations
  - RTC participation during City summer events

## **Reduced Residential Pricing for 2019**

- Residential customers will pay \$5.82 an inch (a 7% reduction from 2018)

**Rainbow Treecare is also happy to provide the following background as part of this proposal.**

### **Years of Operation: 42**

- Over 35 years performing plant health care of injection treatments for local units of government or other public agencies.

### **List of References/Communities:**

<b>Community Name</b>	<b>Contact Name</b>	<b>Phone Number</b>	<b>Last Work Date</b>
City of Burnsville	Dave Grommesch	952-895-4508	2018
City of Lakeville	Emily Ball	952-985-2791	2018
City of Chanhassen	Jill Sinclair	952-227-1133	2018
City of Brooklyn Park	Mark Anderson	763-493-8126	2018
City of Roseville	Anita Twaroski	651-792-7142	2018
City of Minnetonka	Hannibal Hayes	952-988-8436	2018
City of St. Louis Park	Jim Vaughan	952-924-2699	2018
City of Eden Prairie	Jacob Busiahn	952-949-8463	2018
City of Maple Grove	Kelley Matzke	612-968-3615	2018
City of Oakdale	Loren Coda	651-501-5302	2018
City of Champlin	Charlie Lehn	763-923-7163	2018
City of Circle Pines	Pat Stapleton	763-231-2901	2018
City of Farmington	Tom Hoffman	651-280-6845	2018
City of Mendota Heights	Ryan Ruzek	651-255-1152	2018
City of Prior Lake	Barb Thompson	952-447-9800	2018
City of White Bear Lake	Andy Wietecki	651-775-2569	2018

**Years of Experience Treating for EAB: 15**

- In 2004, Rainbow Companies began working with university scientists across the country to verify product and equipment efficacy.
  - Partnered on 21 long-term multi-year trials
  - Evaluated 14 different technologies
  - Evaluated 59 experimental treatments (not including untreated controls)
- Developed revolutionary tree injection equipment which is included in the International Society of Arboriculture's Best Management Practices for Tree Injection.
- Injected over 25,000 ash trees in 2018

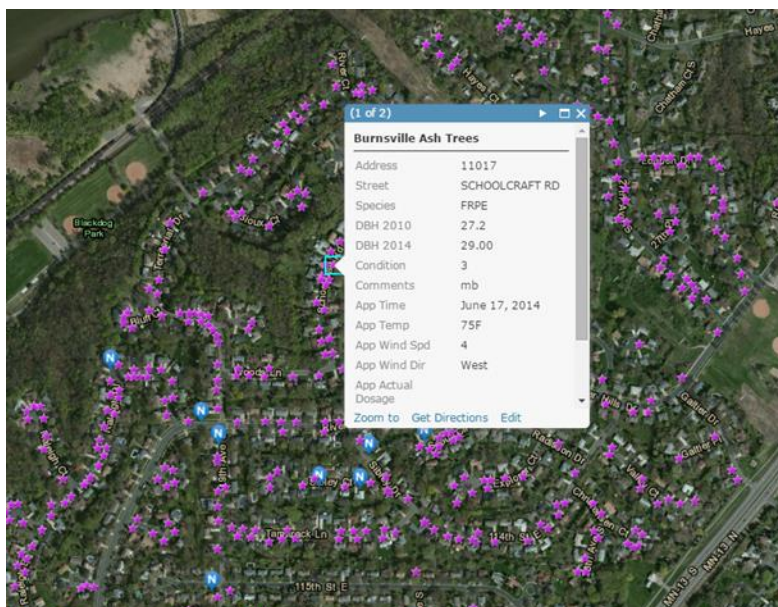
**Certified Arborists (assigned to residential customers): 17**

- Over 40 Certified Arborists on staff

**GIS/GPS Specialist on staff:** Davin Shokes—Mr. Shokes will manage inventory data and provide maps and tables for the project. As GIS Manager, Mr. Shokes has developed applications and mobile workflows to help commercial and municipal entities manage large tree populations. Mr. Shokes was awarded a Bachelor of Science Degree in Forest and Natural Resource Management with Urban & Community Forestry Specialization and has a strong understanding of statistics, geodatabase administration, and enterprise level software compatibilities.

**GIS/GPS Data:** Collected Information for each injected tree shall include:

- Size
- Species
- Diameter at Breast Height (DBH)
- Condition
- Applicator's initials
- Weather conditions at the time of application
- Screenshot example (below)



Rainbow Treecare 2019 Emerald Ash Borer Trunk Injection Treatment Proposal to the City of Hastings

**Certified Pesticide Applicators:**

Last	First	Applicator's Lic. #	Certified Until	Categories
Anderle	Wilson	20194359	12/31/2019	A,E
Anderson	Eric	20176328	12/31/2019	A,E
Anderson	Jacob	20197080	12/31/2019	A,E
Berg	Jared	20196354	12/31/2019	A,E
Boraas	Aaron	20195660	12/31/2019	A,E
Brooks	Lauren	20196579	12/31/2019	A,E
Carlisle	Colby	20193177	12/31/2019	A,E
Cornwell	Ashley	20199261	12/31/2019	A,E
Court	Mathew	20194212	12/31/2019	A,E
Cyboran	Chad	20171846	12/31/2019	A,E,J
Daly	Peter	20196019	12/31/2019	A,E
Dart	Charles	20173029	12/31/2019	A,E,P
Dick	Joe	20173514	12/31/2019	A,E,J
Drangstveit	Jason	20194363	12/31/2019	A,E
Eller	Robert	20172612	12/31/2019	A,E
Folkards	Luke	20176321	12/31/2019	A,E
Garvey	Colin	20196691	12/31/2019	A,E
Gauthier	Mitchael	20190053	12/31/2019	A,L,P
Gillis	Kyle	20154564	12/31/2019	A,E
Hagen	Donald	20196497	12/31/2019	A,E
Hanson	Nicholas	20196892	12/31/2019	A,E
Hjort	Soren	20197766	12/31/2019	A,E
Hoffman	Claire	20199260	12/31/2019	A,E
Hokens	Ridge	20197041	12/31/2019	A,E
Hughson	Brandon	20127232	12/31/2019	A,E
Karst	Matthew	20178390	12/31/2019	A,E
Kenney	Joshua	20194361	12/31/2019	A,E
Knight	Joseph	20196696	12/31/2019	A,E
Kuefler	Erika	20194357	12/31/2019	A,E
LaCroix	Angela	20198665	12/31/2019	A,E
Lang	Tyler	20195817	12/31/2019	A,E,J
Laphere	Steven	20194362	12/31/2019	A,E
Lefebvre	Louis	20196690	12/31/2019	A,E
Leininger	Mercedes	20196564	12/31/2019	A,E
Maiers	John	20186980	12/31/2019	A,E
McCollins	Thomas	20196617	12/31/2019	A,E
McCord	Katherine	20193943	12/31/2019	A,E
Miller	Brandon	20108443	12/31/2019	A,E
Mueller	Blake	20195989	12/31/2019	A,E

<b>Certified Pesticide Applicators: Continued</b>				
<b>Last</b>	<b>First</b>	<b>Applicator's Lic. #</b>	<b>Certified Until</b>	<b>Categories</b>
Mueller	Madeline	20199022	12/31/2019	A,E
Nelson	Nathaniel	20195659	12/31/2019	A,E
Newkirk	Samuel	20194326	12/31/2019	A,E
Nuthals	Brittney	20196018	12/31/2019	A,E
Oberlander	Josh	20196355	12/31/2019	A,E
Olson	Per	20195514	12/31/2019	A,E
Pahl	Samuel	20194358	12/31/2019	A,E
Paul	Austin	20192810	12/31/2019	A,E,J
Peters	Colin	20175247	12/31/2019	A,E
Rose	Nathan	20195118	12/31/2019	A,E
Schoenike	Paul	20108150	12/31/2019	A,E
Seitz	Andrew	20197425	12/31/2019	A,E
Skager	Kevin	20155857	12/31/2019	A,E
Spaude	Jacob	20195956	12/31/2019	A,E
Stewart	Danielle	20171848	12/31/2019	A,E
Stewart	Zacharty	20173235	12/31/2019	A,E
Stokes	Robert	20196706	12/31/2019	A,E
Trifiletti	Brandon	20195929	12/31/2019	A,E
Trongard	Ross	20176332	12/31/2019	A,E
Vane	Peyton	20173236	12/31/2019	A,E
Welberg	Nathan	20194215	12/31/2019	A,E,J
Wilkinson	Mitchell	20199538	12/31/2019	A,E,J
Wischmann	Cole	20193748	12/31/2019	A,E
Yang	Kia	20155088	12/31/2019	A,E
Young	Jack	20194329	12/31/2019	A,E
Zera	RJ	20197739	12/31/2019	A,E

- Every certified pesticide applicator completes Rainbow Onboarding and Orientation Training (ROOTS) which includes:
  - 4 days of intensive classroom and field training and demonstrations
  - Plant health care basics and protocols
  - Ride-a-longs with experienced technicians
  - Data collection and mobile apps training with GIS
    - All tree injection GIS data is tracked in real-time and can be made available at any time by request
- **Rainbow Treecare is accredited by the Tree Care Industry Association (TCIA), a designation that requires thorough annual reviews of company-wide training, safety programs and record keeping.**



**Examples of direct to consumer marketing that will be undertaken to communicate with Hastings residents:** Rainbow Treecare has an in-house design and marketing team that specializes in tree care outreach on a national level with print and web materials.

- Print—examples of outreach and educational EAB materials we have produced in partnership with municipalities:



Hastings Example:

## EMERALD ASH BORER PREVENTION

Injection Treatment Program

### Treatment

**LOW Cost  
BIG Gain!**

**2 Year Protection**

Treated

vs.

### Removal

**HIGH Cost  
BIG Loss!**

Un-treated

### CITY-WIDE RESIDENT DISCOUNT NOW AVAILABLE!

Due to the discovery of emerald ash borer (EAB) the City of Hastings has chosen Rainbow Treecare as their preferred contractor to treat ash trees within the city. This includes trees along boulevards.

A city-wide discount is being offered to Hastings property owners to protect ash trees. **Rainbow Treecare** will inspect tree(s) at no cost to determine if treatment is the best option. Property owners are **REQUIRED** to treat boulevard trees and strongly encouraged to treat private trees deemed high-value.

**Rainbow Treecare** offers a money back guarantee for Hastings residents if your tree dies from EAB while under continuous protection.

**EAB larva damage on ash tree.**

**Web**—our website receives thousands of page views annually (over 100,000 page views in 2018). This web traffic could be leveraged to co-market the injection project with the City

### Hastings Example:



Home / Emerald Ash Borer / City Partnerships / Hastings Discount Program

## Hastings Discount Program for Emerald Ash Borer Prevention

Emerald Ash Borer was confirmed in northeast Hastings in July 2016. Like most Minnesota cities, Hastings has an abundance of ash trees growing on public and private property. As a result, the city has chosen Rainbow Treecare as their preferred contractor to treat ash trees within the city. **This partnership also offers a city-wide discount through 2018 for any privately owned trees in Hastings.**

[Contact the Experts](#)

**You can protect your ash tree for 20 years for less than the cost to remove and replace it.**

 <b>Treatment</b> LOW Cost BIG Gain!	<b>VS.</b>	 <b>Removal</b> HIGH Cost BIG Loss!
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**What are My Choices if I have an Ash Tree?**  
 If you have an ash tree, now is the time to decide what to do. Ash trees can either be protected or removed. Hastings is encouraging residents to treat large, well-placed, healthy private ash trees

**Emerald Ash Borer Treatment Estimates**  
 952-767-6920

Name\*

Email\*

Phone\*

Street Address\*

Zip Code\*

I would like to talk about:

Pruning / Trimming  Tree / Stump Removal

Tree Health Care  Emerald Ash Borer

[Chat with us](#)