

# Welcome to the NACD Urban and Community Conservation Webinar

## NACD Urban Agriculture Conservation Initiative

April 6, 2017 at 12:00noon Eastern



### PLEASE NOTE:

- *To hear the presenters, you can stream audio from your computer using the directions provided in the confirmation email or you connect by phone at 1-800-496-0812, Passcode 44910442#. All phone lines are muted except for the presenters.*



# NACD Urban Agriculture Conservation Initiative

## Program

- NACD Opening Comments – *Jeremy Peters, CEO, National Association of CD*
- NACD Urban and Community RPG Briefing – *Ron Rohall, Chairman, NACD U&C RPG*
- Initiative and RFP Overview – *Debra Bogar, NACD Staff to U&C RPG*
- Project Sustainability – *Jessica Stonecypher, Urban Agriculture Specialist, Muskingum SWCD*
- Questions and Answers



# NACD Urban Agriculture Conservation Initiative

## NACD Opening Comments

CEO Jeremy Peters  
National Association of CD  
Washington DC





# NACD Urban Agriculture Conservation Initiative

## NACD Urban and Community RPG Briefing



Ron Rohall

Westmoreland Conservation District  
Pennsylvania



# NACD Urban Agriculture Conservation Initiative

## Purpose

To increase district capacity to provide urban agriculture conservation technical assistance in communities where the land use is predominantly developed or developing, with a focus on underserved populations and areas known as food deserts



# NACD Urban Agriculture Conservation Initiative

## Urban Agriculture



USDA National Agriculture Library defines as “taking the form of backyard, roof-top and balcony gardening, community gardening in vacant lots and parks, roadside urban fringe agriculture and livestock grazing in open space”



## NACD Urban Agriculture Conservation Initiative

*Urban agriculture is rising steadily in popularity in the United States and Canada — there are stories in the popular press, it has an increasingly central place in the growing local food movement, and there is a palpable interest in changing urban environments to foster both healthier residents and more sustainable communities.*

APA Report on Urban Agriculture: Growing Healthy, Sustainable Places



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## Developed or Predominantly Developed Area

- There are no specific parameters
- If the applicant can make a convincing case the proposed area is developed or predominantly developed, the Review Team and decision makers will be able to evaluate





# NACD Urban Agriculture Conservation Initiative



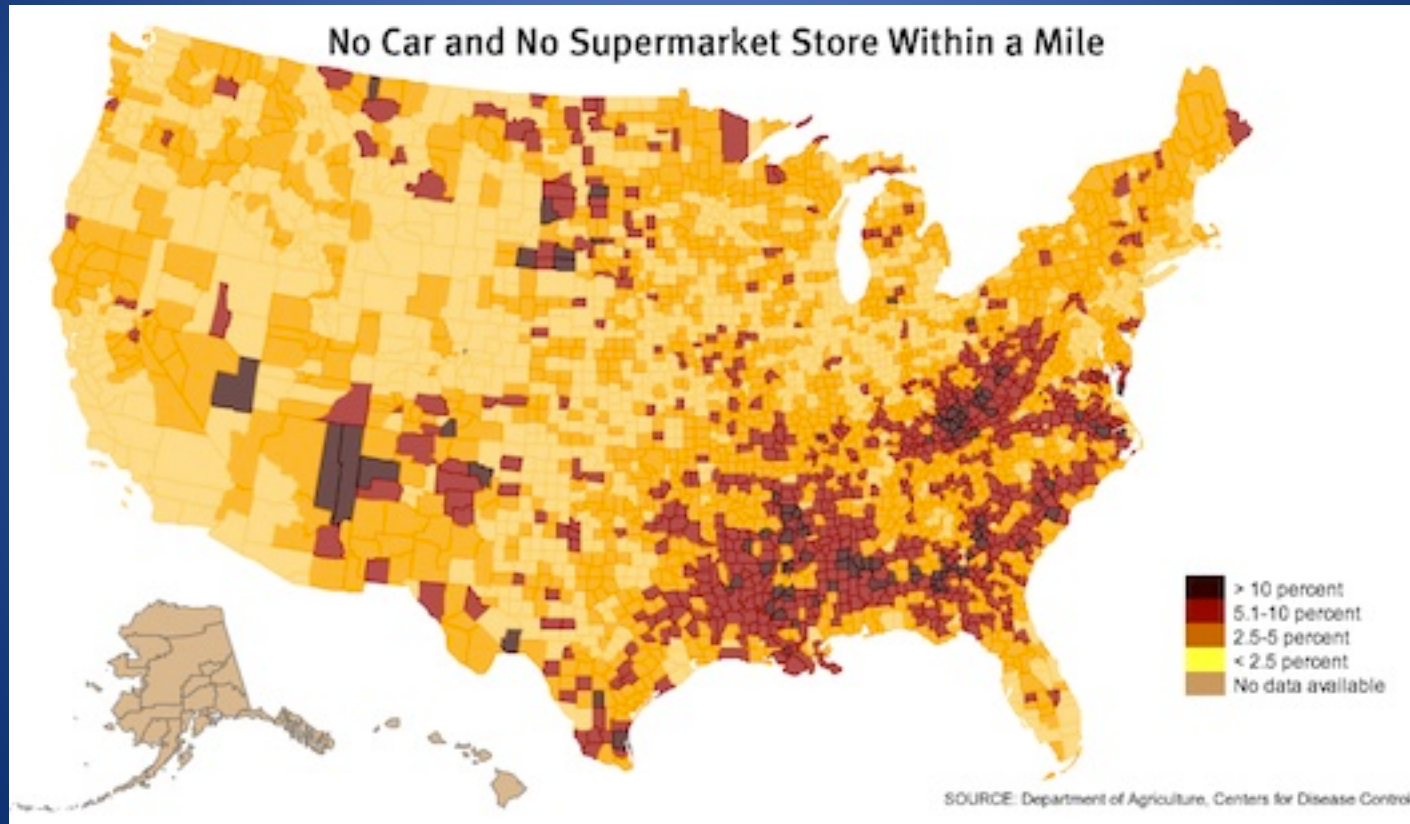
## Examples of Underserved Population

- A diverse group of people who have not traditionally received services from conservation districts and their partners
- Low-income residents of urban areas or underserved minority urban agricultural producers
- Immigrant or non-English-speaking populations seeking a foothold in rural or urban settings
- Urban dwellers who find support in community gardening projects

# NACD Urban Agriculture Conservation Initiative

## Food Deserts

[www.ers.usda.gov/data-products/food-access-research-atlas/](http://www.ers.usda.gov/data-products/food-access-research-atlas/)





# NACD Urban Agriculture Conservation Initiative

## Objective

To provide funding to conservation districts for leadership and support in community agricultural conservation initiatives including technical expertise in project design and natural resource management (e.g. soil health, water quality) that result in long-term natural resources protection for urban agricultural production through citizen engagement and partnerships



# NACD Urban Agriculture Conservation Initiative

## Applicant Eligibility

- Only conservation districts as established under their state enabling legislation are eligible to apply for and manage these funds if awarded
- Applicants are strongly encouraged to design the project with the cooperation of additional partners in order to ensure long-term sustainability







# NACD Urban Agriculture Conservation Initiative

## Overall Text

- All sections listed in the RFP must be completed; if one or more is missing, the proposal will be rejected
- The count is limited to 500 words or less for each section; anything over that will be lined out prior to sharing with the Review Team
- TIP: Review the Proposal Criteria on page 4 of the RFP before drafting text for the sections

# NACD Urban Agriculture Conservation Initiative

## Cover Page

- District name and address
- Contact name, phone and email address
- Project title
- Project description in 50 words or less (this will be used in NACD promotions)
- Grant amount requested

# NACD Urban Agriculture Conservation Initiative

## Project Description

- Describe:
  - the community population and location
  - the potential for community and partners' support
  - the urban agriculture conservation assistance needs
  - how the project will address those needs, and
  - additional benefits of the project such as stormwater infiltration, community engagement, etc



# NACD Urban Agriculture Conservation Initiative

## Geographic Focus

- National in scope including territories and insular areas
- Priority will be given to projects that focus on predominantly developed and developing areas with a special emphasis on underserved areas including food deserts





# NACD Urban Agriculture Conservation Initiative

## Project Goals and Timeline

- One-year initiative running approximately August 1, 2017 through July 31, 2018
- List the specific goals of the project along with the proposed timeline for each



# NACD Urban Agriculture Conservation Initiative

## Project Sustainability

- TIP: This is a critical criteria
- Describe how the project will be continued after the initial grant has ended
- Include up to 5 letters of support from potential partners



# NACD Urban Agriculture Conservation Initiative

## Potential Partners for Sustainability

- Those in the community who can help sustain the project beyond the initial grant funding
  - businesses, churches, nonprofits, colleges, medical services and more
- Examples can be found in
  - past NACD Urban and Community Conservation webinars ([www.nacdnet.org/general-resources/webinars/](http://www.nacdnet.org/general-resources/webinars/))
  - NACD's 2014 'Helping Underserved Clients' report ([www.nacdnet.org/membership-resources/nacd-reports/](http://www.nacdnet.org/membership-resources/nacd-reports/))



# NACD Urban Agriculture Conservation Initiative

## District Capacity

- Describe how this project will enhance the district's ability to provide conservation technical assistance, including to urban agriculture, in predominantly developed and developing areas in the future
- TIP: Review Team will rate projects lower that 'pass through' the total funds due to this criteria





# NACD Urban Agriculture Conservation Initiative

## Project Budget

Provide a budget chart that clearly shows how the grant funds will be allocated (sample below). Include a brief explanation for each item.

EXPENSE ITEM	NACD FUNDS	DISTRICT MATCH (25%) Cash and/or In-kind
Salary and Benefits		
Employee Support		
Consultant/Contractor		
Supplies and Equipment	(limited to 10%)	
Administrative	(limited to 5%)	
Other		
TOTAL		

# NACD Urban Agriculture Conservation Initiative

## Match Required

- Must be 25% of total requested from NACD
- Can be cash and/or in-kind services; examples include but not limited to:
  - donated materials
  - value of District board members' time at \$500/day
  - volunteers' time at \$23.56 per hour (from Independent Sector)
  - free advertising

# NACD Urban Agriculture Conservation Initiative

## Funds Management

- District must maintain control of the NACD funds, so should reimburse partners for approved tasks
- Regulations applying to federal grants must be followed (e.g. accounting practices, conflict of interest policies, etc)



# NACD Urban Agriculture Conservation Initiative

## Applicant Qualifications

- Describe the conservation district's experience and expertise in providing technical assistance in urbanized settings, working with non-traditional partners and engaging communities and citizens
- If the experience and/or expertise is limited, describe how the conservation district board of directors and staff will prepare for the project implementation
- Include a resolution from the District Board stating they have reviewed and approved the proposal, and have addressed potential conflicts of interest



# NACD Urban Agriculture Conservation Initiative

## Project Promotion

- Describe how the project will be showcased at the local, state and national levels

NACD online publications,  
meetings, U&C webinars,  
NACD Facebook and Blog;  
Other national organizations



# NACD Urban Agriculture Conservation Initiative

## Proposal Evaluation Criteria

- Project provides technical support to conservation aspects of urban agriculture as defined by the USDA National Agriculture Library and stated in the above Initiative Summary.
- Project addresses the needs of underserved populations with details as to how this will be done.
- Project is designed at conservation district or multi-conservation district level.
- Proposal is signed off or approved by each involved conservation district board via an adopted resolution. Potential conflicts of interest are acknowledged and addressed according to state requirements.
- Proposal provides up to 5 letters of community support from an array of partners, especially nontraditional such as private sector and nonprofits.

# NACD Urban Agriculture Conservation Initiative

## Proposal Evaluation Criteria continued

- Proposal shows proof of project sustainability (e.g. inclusion in conservation district planning documents, sources of second year funding/in-kind services, etc.).
- Proposal shows the capacity of the district to provide urban and community conservation technical assistance will be enhanced.
- Proposal demonstrates methods of project visibility and promotion.
- Information is provided in ALL the sections listed under Proposal Guidelines and within the 500 word count for each.



# NACD Urban Agriculture Conservation Initiative

## Initiative Timeline

ACTIVITY	TIMEFRAME
NACD Announcement and Promotion	March 13-May 14, 2017
Applicant Proposal Deadline	May 14 <del>15</del> , 2017
NACD Proposal Review and Selection	May 16-June 30, 2017
NACD Award Notification & Announcement (will be sent via email)	July 2017
Applicant Project Implementation	August 1, 2017-July 31, 2018
Applicant Quarterly Reports to NACD (Applicant must be willing to also be interviewed post-project)	November 1, 2017 February 1, 2018 May 1, 2018 August 1, 2018 Final report due at conclusion of grant period





# NACD Urban Agriculture Conservation Initiative

## MSU's The Local Food Movement: Setting the Stage for Good Food

*“We have a tremendous opportunity to thoughtfully rebuild a food system by increasing local, good food commerce across all populations, especially those marginalized by race, ethnicity, gender, size of business/farm, or economic class. Local food advocates, along with advocates of food access and health, food justice, environment, food sovereignty, and racial equity all must understand and embrace their unique yet interdependent roles in realizing this opportunity.”*

# Program Sustainability

Muskingum SWCD  
Jessica Stonecypher  
Urban Agriculture Specialist



# Engage the Community First

- Is this grant opportunity a good fit?
- Is it the right time?
- Who is already engaged in the work?
- How can Soil and Water Districts add to the work already being done?

# Finding the Right Person for the Job

- Passion: this work needs to be a calling, not a job
- Community engagement skills: public speaking, one-on-one conversations, media relations, social media literate
- Someone who has the community's interests at heart
- Someone who has community connections
- Someone who can act as a bridge between rural and urban life
- Someone who is interested in building leaders
- Someone who will do everything in their power to make it work



# Developing Leaders



- Develop existing leaders
- Identify new potential leaders
- Give them opportunities to offer others the best of themselves
- Determine their role in the work based on their interests and gifts rather than a volunteer/job description.
- Build a team where everyone is included, celebrated, and supported in their efforts

# We're all in this Together!

- Urban agriculture is a movement
- People of all backgrounds are interested for different reasons
- This is about brining people together
- Growing community & food
- Do not reinvent the wheel!
- Utilize the media!



# Funding Opportunities

- Develop partnerships early! Partnerships look good on grant applications and often provide letters of support.
- Look for funding early!
- Pay attention and ask!
- Local funding: foundations, faith communities, Health Department, local businesses (in-kind donations are your best friend!)
- National and Regional Grant Opportunities: USDA, SARE, United Way



# Enjoy the Ride!





# QUESTIONS?

The Chat Area should now be open on the left side of your screen. Type in your questions and comments. The facilitator will read them aloud for the recording and direct to speakers for the responses.

# NACD U&C Resources



Check out our website at

[www.nacdnet.org/about-nacd/what-we-do/urban-and-community/](http://www.nacdnet.org/about-nacd/what-we-do/urban-and-community/)

Join our Urban and Community Conservation  
Network on Facebook

[www.facebook.com/communityconservation](http://www.facebook.com/communityconservation)

Contact Debra A. Bogar

[deb-bogar@nacdnert.org](mailto:deb-bogar@nacdnert.org); 303-988-1893



# NACD Urban Agriculture Conservation Initiative

## REMINDER!

PROPOSALS MUST BE SUBMITTED IN PDF

VIA EMAIL

BY 11:59PM LOCAL TIME ON MAY 15, 2017

TO NACD AT

[deb-bogar@nacdnet.org](mailto:deb-bogar@nacdnet.org)