

# Welcome to the NACD Urban and Community Conservation Webinar

## NACD Urban Agriculture Conservation Initiative

May 19, 2016 at 12:00noon Eastern



### PLEASE NOTE:

- *To hear the presenters, you must connect by phone at 1-888-537-7715, Passcode 44910442#. All phone lines are muted except for the presenters.*

# NACD U&C Webinars

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# 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*
- Questions and Answers - *Members (via Discussion Box)*



# 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 the 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 panel and decision makers will be able to evaluate



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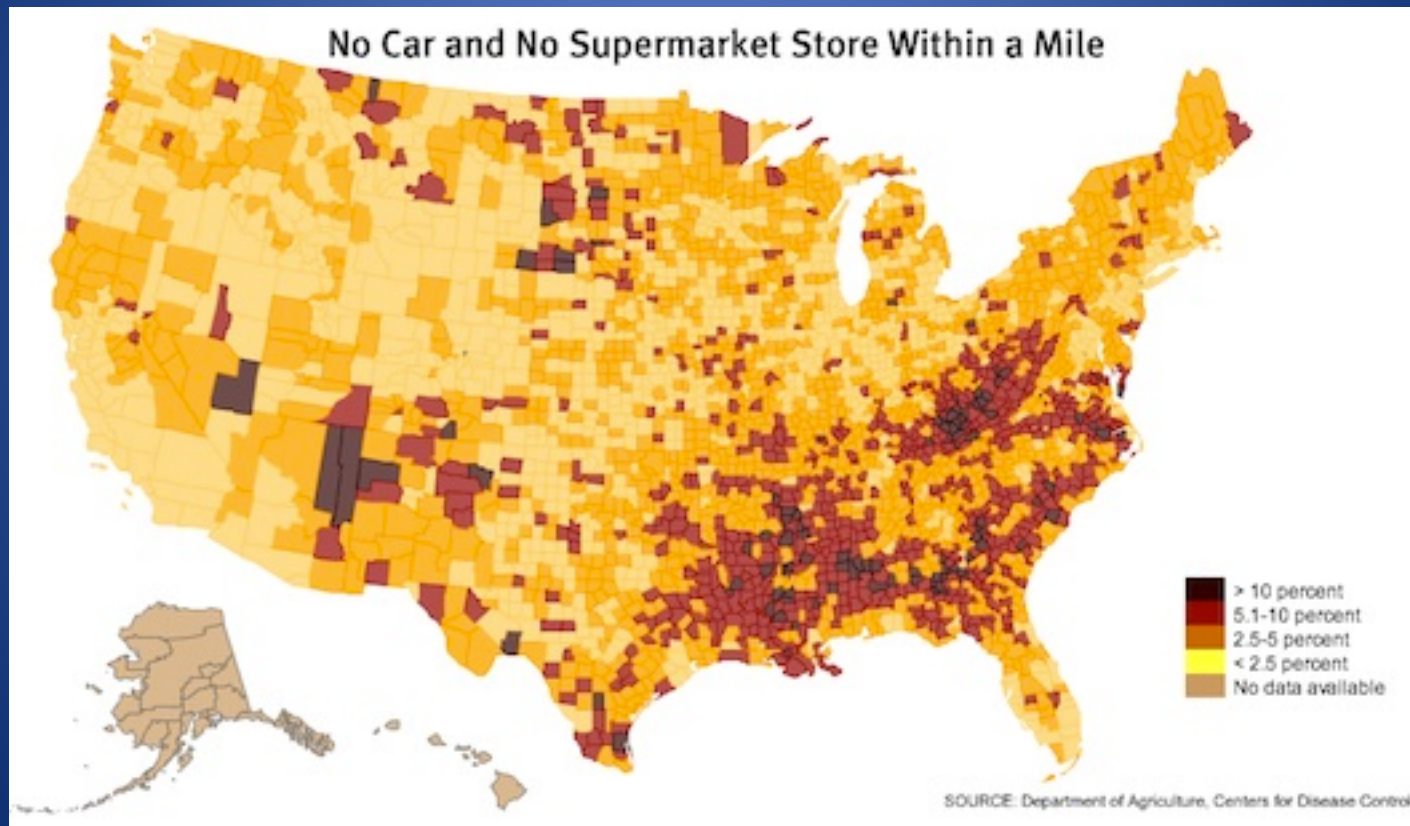
## Examples of Underserved Population

- 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 and natural areas preservation

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## 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 additional partners in order to ensure long-term sustainability



# NACD Urban Agriculture Conservation Initiative

## Project Description

- In 500 words or less, 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 August 1, 2016 through July 31, 2017
- List the specific goals of the project along with the proposed timeline for each



# NACD Urban Agriculture Conservation Initiative

## Project Sustainability

- 500 words or less
- Describe how the project will be continued after the initial grant has ended
- Include testimonials from the community and up to 5 letters of support from potential partners





# NACD Urban Agriculture Conservation Initiative

## Potential Partners

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



# 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	NON-NACD FUNDS (not required but encouraged)
Salary and Benefits		
Consultant/Contractor		
Training		
Supplies and Equipment (no more than 10%)		
Other		



# NACD Urban Agriculture Conservation Initiative

## Applicant Qualifications

- 500 words or less
- 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

# NACD Urban Agriculture Conservation Initiative

## Project Promotion

- 500 words or less
- 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

- Provides technical support to conservation aspects of urban agriculture
- Addresses the needs of underserved populations with details as to how this will be done
- Designed at conservation district or multi-conservation district level, and signed off or approved by each involved conservation district board
- Provides up to 5 letters of community support from an array of partners, especially nontraditional such as private sector and nonprofits
- Shows proof of project sustainability (e.g. inclusion in conservation district planning documents, sources of second year funding/in-kind services, etc.)
- Demonstrates methods of project visibility and promotion



# NACD Urban Agriculture Conservation Initiative

## Initiative Timeline

ACTIVITY	TIMEFRAME
NACD Announcement and Promotion	May 12-June 30, 2016
Applicant Proposal Deadline	June 30, 2016
NACD Proposal Review and Selection	July 1-July 15, 2016
NACD Award Notification & Announcement (written)	July 16-31, 2016
Applicant Project Implementation	August 1, 2016-July 31, 2017
Applicant Quarterly Reports to NACD (Applicant must be willing to also be interviewed post-project)	November 25, 2016 February 15, 2017 May 15, 2017 August 15, 2017



# 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.”*

# NACD Urban Agriculture Conservation Initiative

## Questions About the Initiative?

The Discussion Area box should now be open at the top left of your screen. Type in your question(s). We'll take as many as we can within a reasonable time.





# NACD Urban Agriculture Conservation Initiative

## REMINDER!

PROPOSALS MUST BE SUBMITTED IN PDF

VIA EMAIL

BY 12:00PM ON JUNE 30, 2016

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

# Additional NACD U&C Resources



Check out our website at

<http://www.nacdnet.org/policy/urban>

Join our Urban and Community Conservation  
Network on Facebook

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

# Join us for the next NACD Urban and Community Conservation Webinar

Outreach and Awareness II  
June 16, 2016

