

NACD Urban Agriculture Conservation Initiative

Purpose

To increase district capacity for providing urban agriculture conservation technical assistance in communities where the land use is predominantly developed or developing...whether urban or rural



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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”

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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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Predominantly Developed or Developing Areas

- There are no specific parameters
- The applicant should identify that the proposed area is developed or developing
- This includes small communities; it is not limited to 'urban' areas



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Examples of Underserved Population for those interested

- 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

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Food Deserts Resource for those interested

www.ers.usda.gov/data-products/food-access-research-atlas/



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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

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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 not be considered by the Review Team
- TIP: Review the Proposal Criteria on page 4 of the RFP before drafting text for the sections

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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

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Applicant Eligibility

- Only conservation districts 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
- The full grants cannot be subcontracted to another entity



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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 management, community engagement, etc



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Geographic Focus

- National in scope including U.S. territories
- Priority will be given to projects that focus on predominantly developed and developing areas, whether urban or rural
- Additional points may be given for projects for underserved areas



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Project Goals and Timeline

- One-year initiative beginning approximately mid-February 2019
- List the specific goals of the project along with the proposed timeline for each



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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



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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, county and town governments, and more
- Examples can be found in
 - NACD 2016 UAC Report (www.nacdnet.org/about-nacd/what-we-do/urban-and-community/urban-agriculture-conservation-grant-recipients/)
 - NACD Urban and Community Conservation webinars (www.nacdnet.org/general-resources/webinars/)

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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' most of the funds due to this criteria

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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, Equipment, Promotion	(limited to 15%)	
Administrative	(limited to 10%)	
Other		
TOTAL		

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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 additional staff time
 - value of District board members' time at \$500/day
 - volunteers' time (e.g. \$24.69 per hour from Independent Sector)
 - free advertising

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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)

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Applicant Qualifications

- Describe the conservation district's experience and expertise in providing technical assistance in developing areas, 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

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Project Promotion

- Describe how the project will be showcased at the local, state and national levels
- Opportunities with NACD
NACD online publications,
meetings, U&C webinars,
NACD Facebook and Blog;
- Other local, state and national organizations



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Proposal Evaluation Criteria

- Project provides technical support to conservation aspects of urban agriculture as defined by the USDA National Agriculture Library.
- 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.

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Proposal Evaluation Criteria continued

- Proposal provides up to 5 letters of community support from an array of partners, especially nontraditional such as private sector and nonprofits.
- 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.

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Proposal Evaluation Criteria continued

- Projects that address the needs of underserved populations provide details as to how this will be done.
- 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.

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Initiative Timeline

ACTIVITY	TIMEFRAME
NACD Announcement and Promotion	November-December 2018
Applicant Proposal Deadline	December 31, 2018
NACD Proposal Review and Selection	January 2019
NACD Award Notification & Announcement (will be sent via email)	Early February 2019
Applicant Project Implementation	February/March 2019 – January/February 2020
Applicant Quarterly Reports to NACD (Applicant must be willing to also be interviewed post-project)	Deadline dates tbd Final report due at conclusion of grant period