

Deep Thoughts by Francis Moore Lappe....

Conditions where people's worst qualities come out	Conditions where people's best qualities come out
Secrecy	Transparency
Concentration of power and authority	Distribution of power and authority
"Othering" using blaming in response to problem	"Us-ing" supporting each other and owning accountability
Rigid ideologies that block people from learning from evidence	Openmindedness and a culture of supporting risk taking

Three Take Homes for the Afternoon

We will have discussed:

- ✓ Ways to approach the program in your region, including partners
- ✓ Options for funding program efforts
- ✓ Understand building compelling objectives and smart evaluation approaches

(and, resources that can help!)

Implementation Options and Budget Scale

- ✓ Build stakeholder relations / Raise visibility in community
- ✓ Deliver workshop, 1/2 day hands-on training, Series
- ✓ Offer site assessments
- ✓ Implementation site(s)
- ✓ Peer Leader Program
- ✓ Site Tours
- ✓ Program Evaluation with participant follow up surveys, load modeling

Staff Resource Options

- ✓ Manage all project administration, outreach and technical assistance in house
 - ✓ Part time or Full Time position?
- ✓ Partner with NRCS/Other Technical providers
 - site assessments, trainings
- ✓ Partner with local NGOs or Livestock Associations
 - admin, outreach, trainings
- ✓ Collaborate with neighboring RCDs
- ✓ Collaborate with your local storm water agency (regulators!)
- ✓ Others?

Lets Be Objective....

A. Project Goals	B. Desired Outcomes	C. Output Indicators (measures to check output)	D. Outcome Indicators (measures on change)	E. Measurement Tools and Methods	F. Targets

Lets Be Objective....

A. Project Goals	B. Desired Outcomes	C. Output Indicators (measures to check output)	D. Outcome Indicators (measures on change)	E. Measurement Tools and Methods	F. Targets
<p>1. Achieve immediate and lasting reductions in nutrient sediment and pathogen pollution to surface and ground waters through the implementation of BMPs on livestock facilities in San Mateo, Santa Cruz, San Benito, South Santa Clara, Monterey, San Luis Obispo, and Santa Barbara Counties.</p>	<p>1. Increase the number of livestock owners/facilities who implement BMPs to decrease nutrient, sediment and/or pathogen pollution leaving their property.</p> <p>2. Increase the number of livestock facility owners who have a written site plan addressing water quality concerns for their property.</p>	<p>1. Conduct sixty (60) hours of Technical Trainings throughout the regions to address BMP installation for manure management, erosion control strategies, site planning etc.</p> <p>2. Conduct four (4) half-day Hands-On Technical Trainings.</p>	<p>1. Have at least 30 people attend each training and implement at least one (1) BMP on their property. (Total of 210 persons.)</p> <p>2. Have 30% of training recipients (60 persons) complete a written site plan for their property.</p>	<p>1. Opinion, awareness, skill, and behavior assessment surveys will be conducted before and after at all trainings.</p> <p>2. Pledges to implement BMPs using new materials and knowledge will be signed and collected from participants.</p>	<p>1. Increase number of facilities reached by 120.</p> <p>2. Increase the number of livestock owners who have a written site plan for their property by at least 14 to 22 implementation site participants and 60 Technical Training participants</p>

Using Community Based Social Marketing as a program framework

Example Indicators and Targets

- ✓ Self assessments for water/land improvements
- ✓ NRCS/RCD site assessments
- ✓ Training attendance and acreage/head of livestock represented
- ✓ Staff outreach activities (presentations)
- ✓ Visibility increase (posters, fact sheets taken)
- ✓ Volunteer hours, activities and numbers
- ✓ Documenting cultural changes (attitudes, awareness and practices)
- ✓ Demonstration sites (acreage, livestock, BMP type)
- ✓ Load modeling or manure volume estimations for load reductions
- ✓ Projecting detailed evaluation onto universe of participants

Outcome Evaluation Tools

- ✓ Tracking increase in participants, demo sites, acreage served
- ✓ Tracking uptake of fact sheets and other resources
- ✓ Tracking number of volunteer hours, # people they reached
- ✓ Pre- and post-training surveys
 - ✓ During advance registration, at event, white board
 - ✓ 3+ month follow up phone surveys
- ✓ Manure volume assessment
- ✓ Load Reduction model
- ✓ Photo documentation

Show Me The Money!

- ✓ Livestock Programs have funded by:
 - ✓ EPA (early Bay Area program)
 - ✓ SWRCB Prop 40, 50 and 84
 - ✓ 319h (NRCS CIG in other states) (*commodity overlay*)
- ✓ Where we are also considering
 - ✓ SWRCB / IRWMPs (*don't wait for an RFP*)
 - ✓ Corporations
 - ✓ Foundations
 - ✓ Water Utilities
- ✓ Smaller scale efforts
- ✓ Sustainability: Developing a Volunteer Corp

And you thought term papers were over....

- ✓ Why is it needed?
 - ✓ 303d listings, TMDLs, watershed plan citations, Basin plans
 - ✓ Beneficial Use and water supply impairment
 - ✓ Inventory of livestock facilities/head and stream proximity
- ✓ What actions will you take?
 - ✓ Detailed work plan and budget
- ✓ Will your approach work?
 - ✓ Rational objectives, CBSM justification, scientific studies
- ✓ Is there support? (*request letters early!*)
 - ✓ Your target population (associations, leaders, demo sites)
 - ✓ Your delivery partners, SAC and TAC

Tricks of the Trade

- ✓ Letters of Support
 - ✓ Request them several weeks ahead, call to discuss
 - ✓ Provide a template and Provide example match commitment suggestions
 - ✓ Submit your own LOS to include info and Include bios/resumes
- ✓ Graphically Pleasing - Include pictures
- ✓ Be credible
 - ✓ Ensure your timeline is reasonable for outcomes
 - ✓ Provide a detailed scope, schedule and work plan
 - ✓ Rational and achievable but inspiring objectives
 - ✓ Know your budget is enough to achieve your goals
 - ✓ Qualified Team
- ✓ Be contract ready – put proposal content in their contract format, include your legal docs/resolutions showing authority to contract, property agmts, CEQA
- ✓ Contact funders/interested parties offline of RFP time or during to get feedback.
- ✓ Call to let them know you submitted, thank them for input, thank project team and share final award