Top 10 Lessons Learned Working on 319 Grants

Megan Facciolo
District Manager
Hancock County Soil and Water Conservation District
1) If you can’t write, you won’t have to worry about administering a grant

- Can you write? Find someone that can.
- Consult with DEP before the RFP is issued.
- Give your draft to someone who has never seen it before and ask them to read it out loud.
- Simplify, simplify, simplify.
Wahoo you got the grant!

WHOS AWESOME?

YOU'RE AWESOME
2) Wahoo you got the grant! Now pull yourself together.

GET ORGANIZED!

• Make 3 ring binders
• Make time tracking and mileage tracking sheets
• Make deliverable stickers
3) To have a successful project, you need to herd some cats and get some help

• You can’t do this alone—who are your partners?
3) To have a successful project, you need to herd some cats and get some help

- Who are your partners?
  - Lake Association
  - Town Officials
  - Other local groups
  - Road Associations
  - Watershed residents
3) To have a successful project, you need to herd some cats and get some help

• How do you reach these people and organizations?
3) To have a successful project, you need to herd some cats and get some help

• How do you reach these people and organizations?
  Press releases
  Mailings
  Social media
  Newsletters- yours and theirs
  Website- yours and theirs
4) Managing the project means managing yourself
4) Managing the project means managing yourself

- Track your time and mileage on a spreadsheet
4) Managing the project means managing yourself

• Track the progress of each Task
• Update and edit this as you go along- you will thank yourself later
## Phillips Lake Watershed Protection Project

### Grants Tasks List

<table>
<thead>
<tr>
<th>Task</th>
<th>Grant Requirements</th>
<th>Done to date</th>
<th>To Be Accomplished in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steering Committee Meetings</td>
<td>6 meetings</td>
<td>7: (4/2/13, 6/18/13, 7/9/13, 8/6/13, 9/10/13, 10/1/13, 4/10/14)</td>
<td>0</td>
</tr>
<tr>
<td>Private Road NPS Projects</td>
<td>6 sites</td>
<td>12: Daley Road (4 sites), Fitts Mountain Road (7 sites)</td>
<td>Cottage Road?</td>
</tr>
<tr>
<td>Town Road NPS Projects</td>
<td>21 sites</td>
<td>6: Balsam Road (3 sites), Hilltop, Pine Trail (2 sites)</td>
<td>15</td>
</tr>
<tr>
<td>Residential Property Projects</td>
<td>15 sites</td>
<td>3 completed, 5 in progress</td>
<td>Need 7 more interested properties</td>
</tr>
<tr>
<td>Education &amp; Outreach</td>
<td>Outreach Planning Session</td>
<td>Held 6 outreach planning sessions</td>
<td>Outreach Activities</td>
</tr>
<tr>
<td>(as a result of our efforts we expect that an additional 25% of residents in the PL watershed will have an increased knowledge of NPS pollution and their role in protecting water quality)</td>
<td>Education and Outreach Plan</td>
<td>Completed</td>
<td></td>
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<tr>
<td></td>
<td>DEP Intercept Survey Before and After outreach efforts</td>
<td>Before survey completed</td>
<td></td>
</tr>
<tr>
<td>Technical Assistance</td>
<td>15 sites</td>
<td>14</td>
<td>1</td>
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</table>

As of 4/10/14
5) Steering Committee- keep them happy, keep them coming

- These are your supporters- cater to them- literally.
- Figure out what days and times work best for them.
- Give them tasks to accomplish.
- Remind them that you value their time and help.
- Make it fun, or at least not painful.
6) Let them know what’s in it for them

NPS Projects
• Residential
  • What is important to them?
  • How do they use their property?
6) Let them know what’s in it for them

NPS Projects
• Road
  • Don’t talk to them about water quality
7) Spend a little time early, to save a lot of time later

• Walk the road/property with them. Take good pictures and good notes.
7) Spend a little time early, to save a lot of time later

- Walk the road/property with them. Take good pictures and good notes.
- Discuss the process of receiving grant funds - give them something in writing they can look at later.
Project #2014RR01
Todd Pond Watershed Restoration Project
Road Projects

Basic Process for Road Projects:

1) Make an appointment with Megan to have her come out and see the erosion/NPS issues on your road by calling 667-8663. Together we will review road issues and decide on the work to be done. There is no obligation to do any work by having me come out.

2) Megan will draft and send a Cost-Share Agreement. THIS MUST BE SIGNED BEFORE ANY WORK IS DONE!

3) Road Association arranges contractor (if necessary) and gets any needed permits.

4) Let Megan know start date (before you start). All work needs to be completed by September 15, 2014.

5) Road Association oversees the work done, making sure to fill out time tracking sheet for themselves and any other volunteers or in-kind services.

6) Megan comes out and approves the work.

7) Road Association pays contractor (if one was used).

8) Road Association submits bills and time tracking sheets to Megan.

9) Megan reimburses for work:
   - Grant $ for your road: $___________
   - Required match (cash or in-kind) if full payout above: $___________
319 NPS Grant
Toddy Pond Watershed Restoration Project
Match Time Tracking

Homeowner or Road Association: ________________________________

<table>
<thead>
<tr>
<th>NAME</th>
<th>DATE</th>
<th>DESCRIPTION</th>
<th>HOURS</th>
<th>RATE/VALUE</th>
<th>TOTAL</th>
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7) Spend a little time early, to save a lot of time later

• Walk the road/property with them. Take good pictures and good notes.
• Discuss the process of receiving grant funds- give them something in writing they can look at later.
• Go over the proposed work with the contractor before they start. Give them a copy of the specs.
8) Don’t design something they can’t handle

• Road Projects
  • Maintenance?
  • Funds?

• Residential Projects
  • Think about their abilities
9) Remember - they’re watching you....

- Always, always, do every project like your work is going to appear on the evening news - it just might.
10) Education and outreach is the most important part of the grant

• What you teach them during this grant will have a lasting impact long after the grant is completed
• Survey your audience to find out what they know and what they don’t know
• Put together a good Education and Outreach Plan by following the LOGIC Model
Developing an Outreach Plan

1. Identify the **situation**.
2. Define **goals** and **objectives (outcomes)**.
3. Identify your target **audience**.
4. Determine your **message**.
5. Choose a **method** to get your message across (product and distribution).
6. Determine **indicators** of success.
7. Develop an **action plan**.
8. **Implement** your project!
10) Education and outreach is the most important part of the grant

- Survey your audience to find out what they know and what they don’t know
- Put together a good Education and Outreach Plan by following the LOGIC Model
- Want to do a pamphlet? Are you sure?
10) Education and outreach is the most important part of the grant

- Survey your audience to find out what they know and what they don’t know
- Put together a good Education and Outreach Plan by following the LOGIC Model
- Want to do a pamphlet? Are you sure?
- Use words that work
## Water Words that Work

<table>
<thead>
<tr>
<th>Shoptalk</th>
<th>Shortcoming</th>
<th>Recommended &quot;Swap&quot;</th>
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<tbody>
<tr>
<td>Nonpoint Source Pollution</td>
<td>This term means nothing to most lay people.</td>
<td>Polluted Runoff, Polluted Water</td>
</tr>
<tr>
<td>Open Space</td>
<td>Many assume this means &quot;vacant lot&quot; and hope it will be developed.</td>
<td>Natural Area</td>
</tr>
<tr>
<td>Stormwater</td>
<td>Many aren't sure what this means, and they assume rainwater is clean.</td>
<td>Polluted Runoff</td>
</tr>
<tr>
<td>Watershed</td>
<td>For more than half of lay people, this term has no meaning at all.</td>
<td>Upstream and downstream, area, land and water conservation</td>
</tr>
</tbody>
</table>
“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead
Megan Facciolo
Hancock County Soil and Water Conservation District
(207) 667-8663
mfacciolo@hancockcountyswcd.org