



Writing a NMBCA Proposal

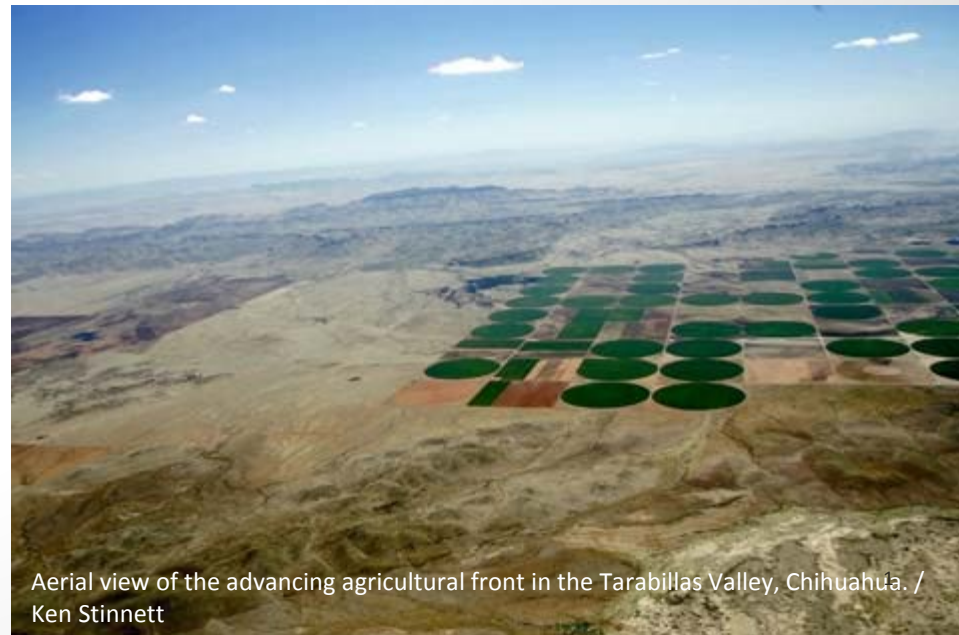
Neotropical Migratory Bird Conservation Act

2016 North American
Ornithological Conference
August 18, 2016, Washington DC

Andrea Grosse and Guy Foulks



U.S. Fish and Wildlife Service
Migratory Bird Program
Conserving America's Birds



Aerial view of the advancing agricultural front in the Tarabillas Valley, Chihuahua. /
Ken Stinnett



Disclaimer

This PowerPoint was part of a workshop that included additional oral explanations. What you see here is a program orientation valid in August 2016. The NMBCA instructions and other guidance available on the NMBCA website, which are updated occasionally, take precedence over anything shown here. Note also that the tables shown are merely suggestions, included for illustration during the accompanying oral explanation. Please see the last slide for URL and contact information.



NMBCA Overview

Neotropical Migratory Bird Conservation Act

- Grants to U.S., Canada, Latin America, Caribbean
 - Population Management
 - Habitat Protection & Management
 - Research, Monitoring
 - Law Enforcement
 - Outreach, Education
- At least 75% \$ outside U.S.
- 3:1 Match\$:Grant\$



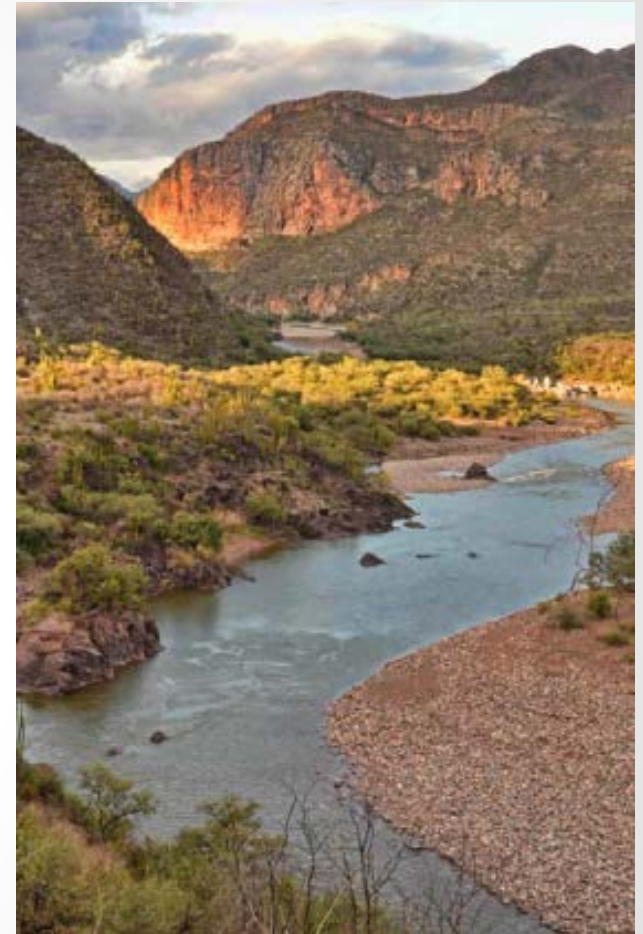
Pine-Oak Forest in Honduras. / Alberto Martínez Fernández



15 Years of NMBCA

2002 - 2016

- 510 projects
- 36 countries
- >\$58M in grants
- >\$221M in match
- Match from 1,100+ partners
- 3.8 to 1 (match:grant)
- Benefited over 4.2M acres



Rio Aros and the Northern Jaguar Reserve. / Aaron Flesch



Typical NMBCA projects

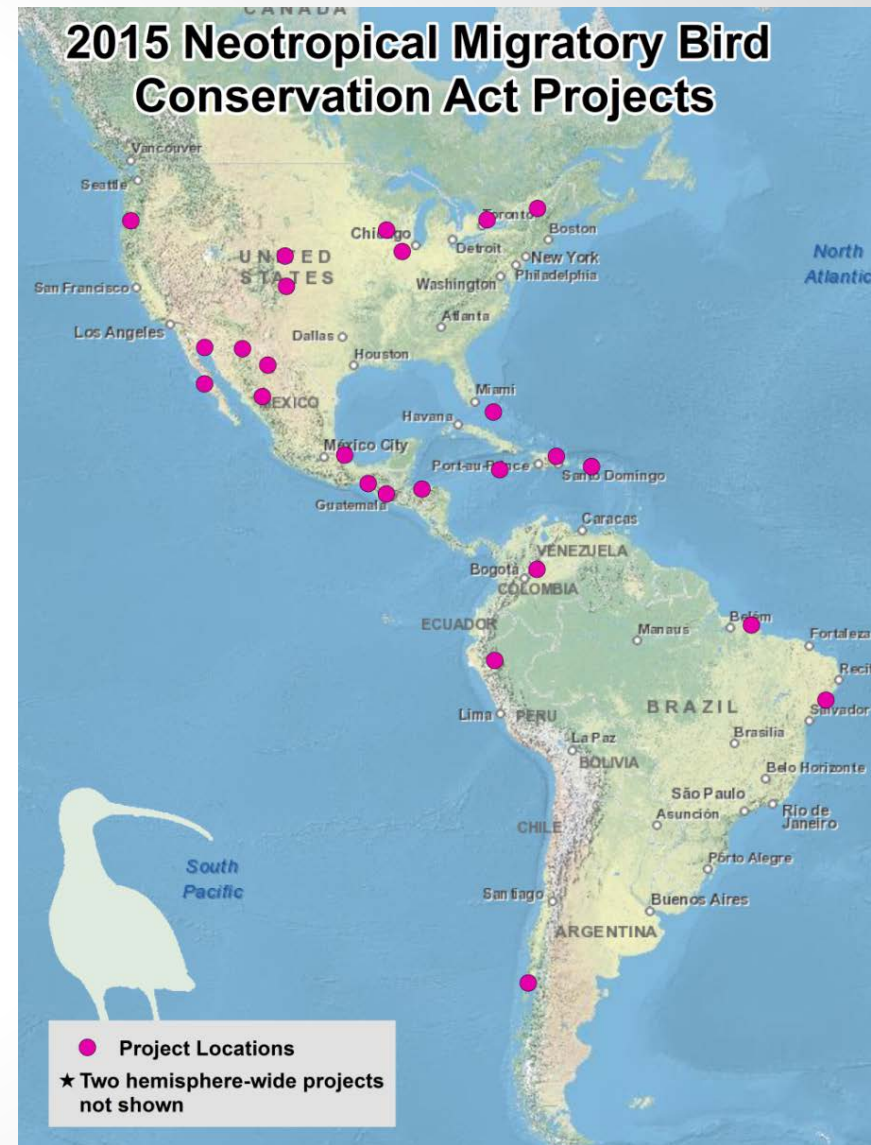
- **Deliver on-the-ground conservation**
 - Habitat protection: land acquisition, park protection
 - Habitat Restoration and management
- **Build capacity and awareness**
 - Help communities manage natural resources
 - Education, outreach, and training
- **Increase conservation knowledge**
 - Research to improve habitat and species management
 - Better Management Practices
- **Work with local communities**
- **Catalyze international partnerships**





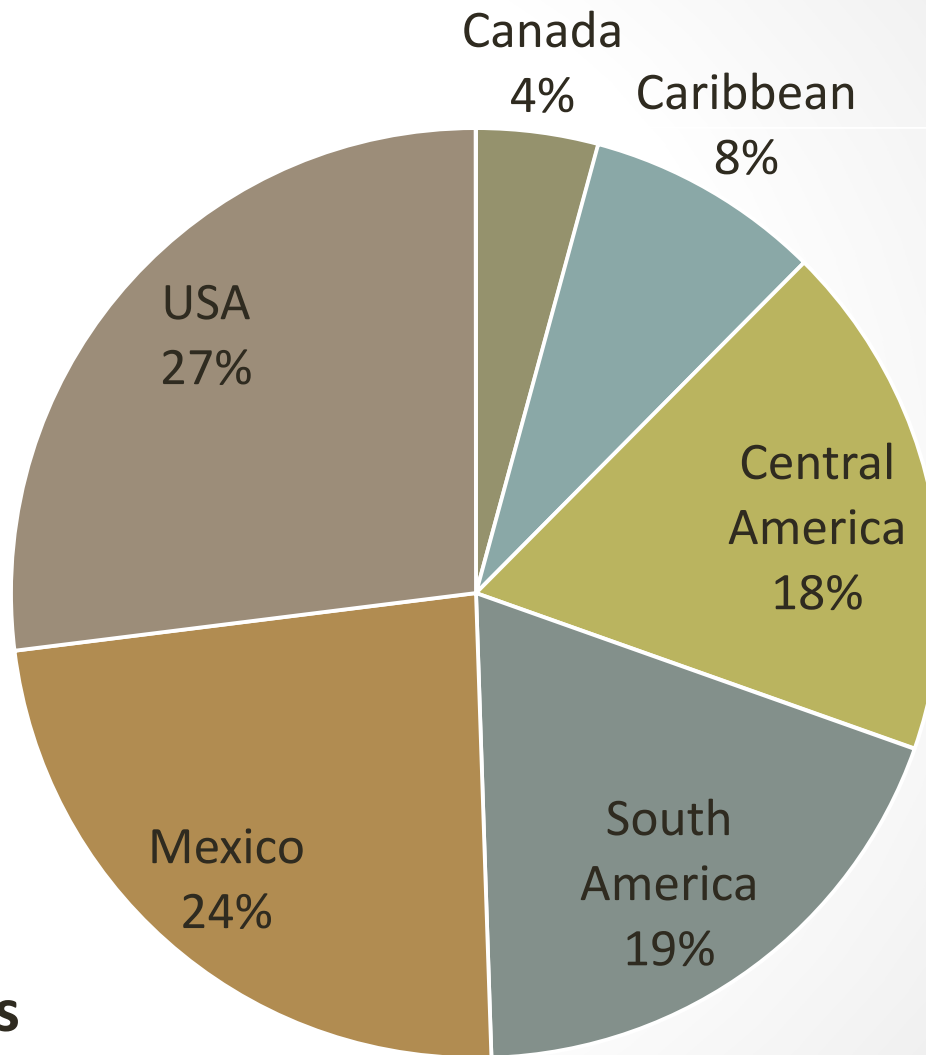
Typical Grant Year

- Funds requested: \$8-10M
- Funds available: \$3.5-5M
- 65-90 Proposals received
- 27-35 Projects selected
- 16-20 Countries:
 - Most grants to LAC (or partial U.S./CA)
 - Some grants exclusively to U.S./Canada





Typical Regional Distribution

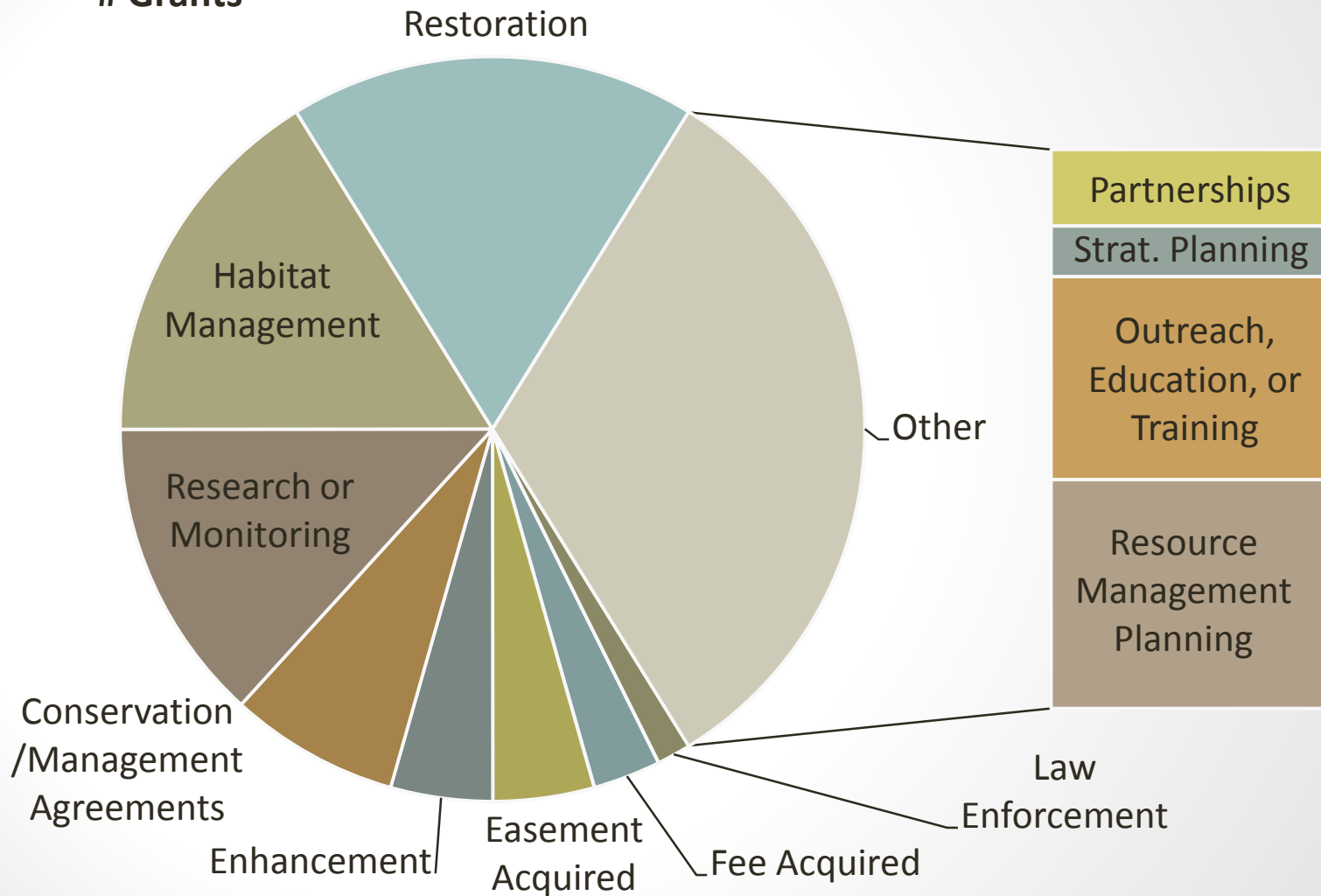


Grants



Activity distribution

Grants





Proposal Review

- 17 person review team
- Scores - 13 criteria
 - Priority birds, other species
 - Location (bird initiatives priorities)
 - Conservation value to birds
 - Partnerships, local engagement
 - Proposal preparation
- Geographic distribution
- Organizational diversity and capacity
- Conservation need and impact
- Professional judgment
- Consensus recommendation to FWS Director





IMPACT Program

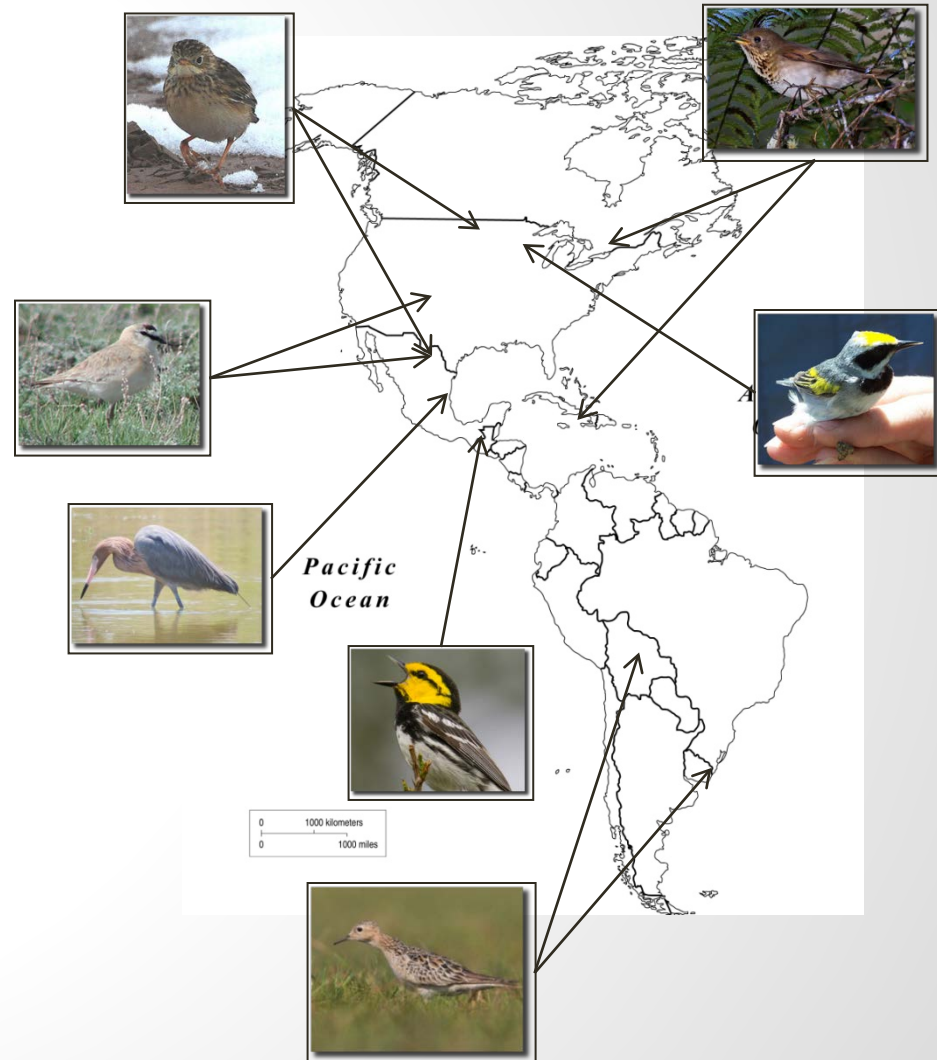
Identifying Measurable Performance and Achieving Conservation Targets

- Long-term conservation strategies (10 years)
- Measurable population improvements (at feasible scales)
- Fill crucial information gaps impeding conservation
- “Move the conservation needle” for high-priority species



IMPACT Program Projects

- 25-30% of grant funds
- 33 Projects since 2012
- 13 Species
- Breeding, stopover and wintering
- Desired Outcomes
 - ↑ Abundance
 - ↑ Habitat
 - ↑ Knowledge
 - ↓ Threat





IMPACT Program

- Unselected projects compete in standard program
- Research projects into limiting factors
- Measurable biological objectives for all projects
 - Outputs → desired outcomes
- Include costs for outcome evaluation



Long-billed Curlew



Red Knot



Cerulean Warbler



Hudsonian Godwit

*Migratory Bird Program - Conserving America's Birds*¹²



Program Timeline

Your actions

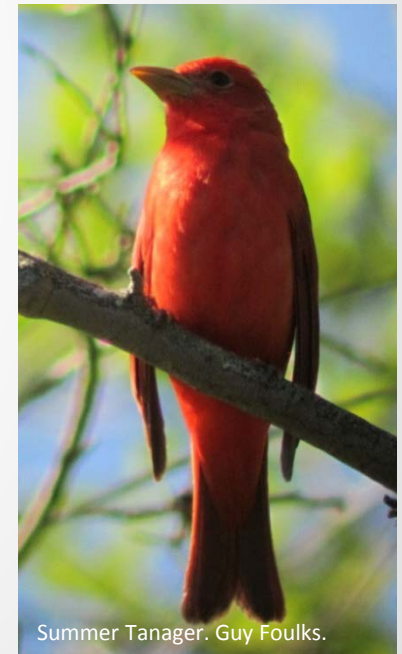
- June: **DUNS, SAM, NCAGE**
- July: **submit pre-proposal**
- August: new call for proposals
- Late October- Early November: **submit proposal**
- November – February: eligibility, review, **clarifications**
- March – May: **clarifications**, approval
- Migratory Bird Day, May: announcement
- May – August: risk assessment, internal procedures, **ASAP, clearances, awards**





Writing your Proposal

- Start in June!
- Understand instructions and standards
- Coordinate with partners
- Clarify
 - Story: context, threats
 - Objectives
 - Measurable Outcomes
 - Outputs, Deliverables



Summer Tanager. Guy Foulks.



Match Activities

- \$3:\$1
- Integrated
 - Treated like grant-funded activities
 - Documentation
- Cash vs. In-kind
 - Puerto Rico, U.S. Virgin Islands (In-kind is eligible)
 - "Cash" = recipient's/partner's cash outlay spent after proposal received date
 - In-kind Contributions = two years prior to proposal date





Cover Page 1

- a. **Project title: (short & descriptive & unique)**
- b. **Project Area:** Green Mountains in Quebec, Canada
- d. **Project Officer (only one):** Ms. Claudia Sanchez, CEO
- m. **Duration of proposed project (1 or 2 years only):** 2
- p. **Project summary: (concise; objectives; outputs)**
- q. **Eligible activities:**
 - (i) **Protection:** 500 **acres** acquired in fee + 500 acres **acquired** as **easements**. USD\$100,500 grant + USD\$1,000,900 match.
 - (v) **Outreach:** capacity building of 15 local conservation NGOs. USD\$33,800 grant + USD\$58,290 match.



Cover Page 2

- r. Total funding requested from NMBCA (in **USA dollars**): USD\$88,888
- s. Total **matching** funds (in USA dollars): 3x USD\$
- t. Total **non-matching** funds (in USA dollars):
- u. List of **all** partners contributing match and their respective contribution amounts: You!, USD\$...; Fondation de la Faune du Québec, USD\$...
- v. List of top 10-15 Neotropical **migratory** birds to benefit from the project: Peregrine Falcon, ...(see list!)



Activities

- **Law enforcement:** patrolling park boundaries...
- **Research, monitoring**
- **Outreach, education**
- Protection/management of **NMB populations**
- Protection of **habitat** = **acquiring** land, legal **documents**
 - fee acquisition, easement, conservation agreement
 - include acres/hectares (specify if these are classified under more than one category)
- **Maintenance, management, enhancement or restoration** of **NMB** habitat = working **on-the-ground**
 - cattle fences, planting trees...
 - include acres/hectares





Tract Table

Example, for illustration only

Tract name	Location	Map key	Owner	Hectares	Activities	Funding	Documentation
Pretty Ranch	Near Nogales, AZ, USA	1a	Arizona Land Trust	555	Easement 555 ha.; restoration 111 ha.	\$11,111 cash match, \$22,222 grant	Recorded Easement; photos, maps of restoration
Rancho Seco	Near Hermosillo, MX	2b	Ejido Seco	6,666	Restoration 333 ha.	\$22,222 grant	Report to ejido



Budget Table

Example, for illustration only

“Cost Principles” (2 CFR Part 200)

- <http://www.ecfr.gov/cgi-bin/text-idx?SID=c1fc24966b9f528dae0284404ee0e422&mc=true&node=sp2.1.200.e&rgn=div6>

- Separate by activity, country, partner, cash/in-kind
- Equipment: non-expendable property, \$5,000+
- Ineligible:
 - Contingencies
 - Salaries or travel for permanent, full-time, U.S. Federal employees
 - Unused financing, product sales, or other unused funds

ELECTRONIC CODE OF FEDERAL REGULATIONS

View past updates to the e-CFR.
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e-CFR data is current as of August 1

[Title 2](#) → [Subtitle A](#) → [Chapter II](#) → [Part 200](#) → [Subpart E](#)

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Title 2: Grants and Agreements
PART 200—UNIFORM ADMINISTRATIVE REQUIREMENTS, COST PRINCIPLES, AND /

Subpart E—Cost Principles

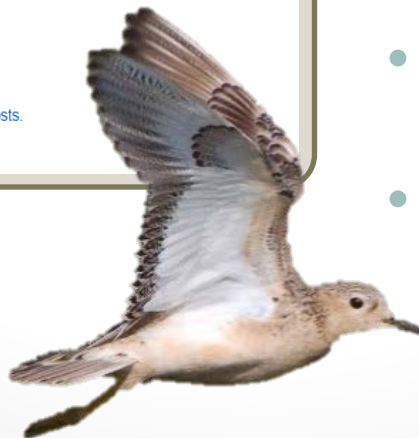
Contents

GENERAL PROVISIONS

§200.400 Policy guide.
§200.401 Application.

BASIC CONSIDERATIONS

§200.402 Composition of costs.
§200.403 Factors affecting allowability of costs.
§200.404 Reasonable costs.
§200.405 Allocable costs.





Budget Elements

Example, for illustration only

Activity	Calculation, details	NMBCA	Grantee: cash	Partner A: cash	Partner A: in kind	Partner B: in kind	Match Total	Program income
RESTORATION (Mexico)								
Planting trees	4 laborers x \$3/hr x 50 hours. 500 hectares.	USD	USD	USD	USD	USD	USD	*additive method
Lodging	1 coordinator x 8 nights x \$20/night							
<i>Subtotal Restoration</i>	(See footnote 1)							
MONITORING (Mexico)								
Monitoring salaries								
Coordinator	\$1,000/month x 24 months x 10%							
Monitoring travel								
Gas, oil for truck	\$0.10/mile x 500 miles							
Equipment, Supplies	2 binoculars, 1 laptop							
<i>Subtotal Monitoring</i>								
<i>Subtotal: All activities</i>								
OVERHEAD	10%							
TOTAL								
Subtotal cash match	Match ratio 3.9:1							



Evaluation Table

- Objectives
- Outputs, deliverables
 - Grant **and** match funded activities
 - **Completed** by end of grant period
- Outcomes
 - Indicators of success
 - Baseline
 - How will you measure them?



Beekeeping as an economic incentive to bird conservation in Bolivia. Image by Fundacion Natura



Evaluation Table Elements

Example, for illustration only

Objective	Outcome	Outputs/Deliverables ...by end of grant period!
Improve quality of non-breeding site	Quantified, measurable improvement in habitat quality.	New easement of 100 acres, recorded with county. Habitat management plan adopted by municipality. Easement managed by municipality Reforestation (100,000 trees important to birds planted)
Build conservation constituencies	Landowners and officials collaborate and support sustainable land management	5 landowners and 3 officials from Ministry of Agriculture participate in technical workshop. 4 landowners sign up to participate in certification program. Workshop report to Ministry produced by Partner A.



Match Letters

“Partner Contribution Statements”

- Commitment!
- What, when, how calculated?
- In-kind, cash?
- Non-Federal (2x)
- U.S. dollars, conversion rate
- \$ = cover page, budget
- Receipts from partner match?





Avoiding Common Errors (1)

- Clear objectives, measurable outcomes, specific deliverables
- Tables: Budget, Evaluation, Tract
- Match
 - Confirmed, letters complete, not federal, USD
 - In-kind contributions itemized, calculations
- Describe prior performance
- Long-term sustainability
- Consulted with wildlife management authorities





Avoiding Common Errors (2)

- Habitat acquired, restored, enhanced, managed
 - Polygons, acres/hectares, tract name, owner
- Land acquisition
 - USA: NOGR*, documentation
 - Outside USA: local title holder, government awareness letter
- Edit, proofread, recalculate
 - **\$, acres/hectares**: cover sheet, narrative, budget, match letters



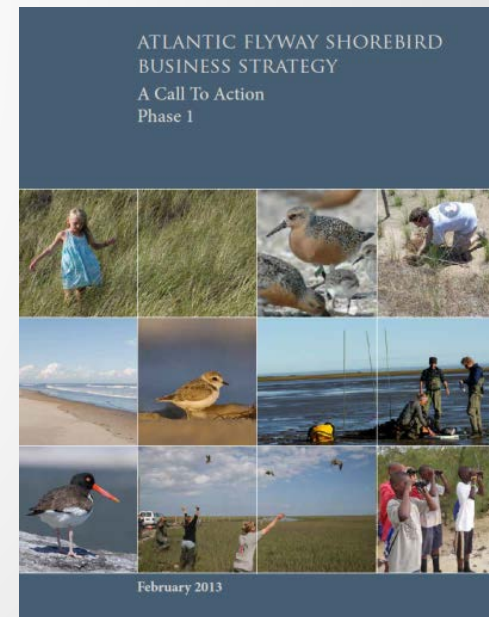
* Notice of Grant Requirement



More Competitive Proposals

Priorities in larger context

- **Birds of Conservation Concern**
 - Watch list species
- **Priorities identified in a plan**
 - Conservation Business Plans/ Investment Strategies
 - International/national / regional/conservation plan
- **Location priorities**
 - Important Bird Area, WHSRN Site
 - Immediate, significant threat
- **Factors limiting target populations**
- **Knowledge gaps**
- **Scoring criteria**





Read the Scoring Criteria!

Q1. Does the project address Neotropical Migratory Birds (NMBs) identified as a conservation priority by a government agency or bird conservation initiative? **5**

Q2. Does the project satisfy other important national or local conservation objectives, in addition to NMB conservation? For research and monitoring, are new and innovative technologies or techniques being tested or deployed? Is the research and monitoring beneficial to other suites of species or will it improve understanding of the ecosystem and its management? 2

Q3. Is the project located in important breeding or nonbreeding areas for Neotropical Migratory Birds or does the project further our knowledge of these sites?

Q4. Are natural resources (i.e., habitat or species) in the project area under immediate and significant threat? For research and monitoring, does the lack of knowledge pose a significant threat to conservation of the species?

Q5. Will the project contribute to a direct or indirect benefit to this population of NMB? How important is this benefit? Does this benefit apply locally, regionally, or population-wide? 10

Q6. Does the project contribute to achieving goals and objectives of an international bird conservation plan? 3



More Competitive Proposals

Scoring criteria, examples

Q8. How will conservation activities continue after the project is completed? Is the project sustainable?

Example: After land acquisition, NMB habitat will be managed for conservation as part of a private reserve network that has a dedicated **endowment fund for management**. 4

Q9. Does the proposal represent a partnership among public, private and/or other organizations with appropriate local involvement?

Example: The local community is engaged in the proposal development and **integrally involved** in the delivery of project activities. The appropriate governmental agencies support the project and are **committed** to participate in the project or **use project results to improve** their resource management. 5



More Competitive Proposals

Realistic, specific, concrete, relevant

- Activities directly benefit a bird population
- Clearly explain how actions most appropriately address threats
- Measurable outcomes, not just outputs
- Detailed short/long-term evaluation plan
- Local key personnel
- Engage local communities
- Protect or restore highly threatened habitat
- Grant- and match-funded activities are integrated
- Government agency endorsement
- Low \$: administration, travel, coordination salaries



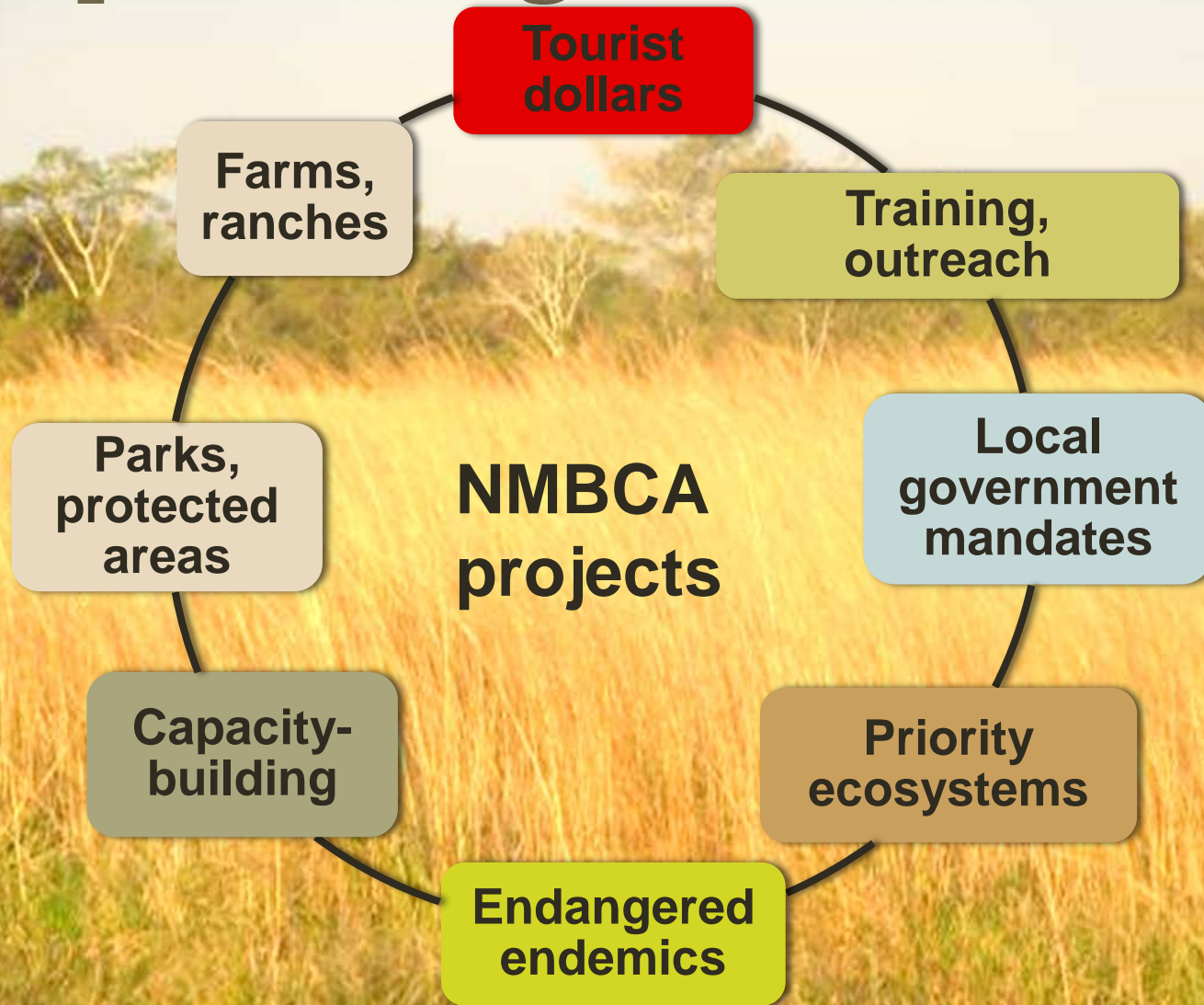
More Competitive Proposals

Complementing others' priorities

- Outputs support decision makers, management authorities
- Support local NGOs
- Locations important for endemic species
- Making agricultural landscapes “friendly” for birds
- Regional partnerships
 - Southern Cone Grasslands Alliance,
 - Alliance for the Conservation of Meso-American Pine-Oak Forest,
 - Chihuahuan Desert Grassland Conservation Regional Alliance



Complementing Others





Project Examples

- NABCI All Bird Bulletin
 - <http://www.nabci-us.org/bulletin/bulletinspring14.pdf>
- Eco-Index
 - search for "NMBCA"
 - <http://www.eco-index.org>
- FWS website
- FWS Facebook
 - <http://www.facebook.com/usfws migratorybirds>

In A Race Against Time, the "Neotrop Act" Catalyzes Conservation in the Chihuahuan Desert

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Aros/Yaqui Rivers Habitat Conservation

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Ten Years of Collaboration to Preserve the Endangered Golden-cheeked Warbler and Mesoamerican Pine-Oak Forest

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Bird Conservation in Costa Rica's Agricultural Matrix

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Thank you!

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