TIPS FOR COMPLETING THE ON-FARM WATER MANAGEMENT PROGRAM APPLICATION:

The following sections provide additional guidance on how to address several questions on the application for the On Farm Water Management Program. While this document does not address every question in the application, *all* sections must be completed before an application will be accepted for review by the committee. This document specifically looks at areas where previous applicants have needed to elaborate. By reviewing this document and conferring with the Technical Advisory Group (TAG) you can ensure a complete and accurate application that addresses the issues most important to the REVIEW committee.

1. General Questions:

1.1 Briefly describe your project (75 words or less):

In this section describe in general terms what you want to build and the water management problem you are trying to solve. Save construction specifics for section 2.3. Indicate the project category you are applying for (Practical Implementation Project or Research, Development, and Demonstration Farm).

1.2 Who are the primary participants in the Project?

[Participants are those groups or individuals involved in the project.]

Include a Project Leader (usually the applicant) and any others who might be responsible for deliverables from the project (such as data on water use, or before and after pictures). Example: a UK extension agent that commits to organize a farm field day to demonstrate the practice, or collect/analyze data on that practice.

2. Project Details:

2.1 Description of project: Please give the details of the project. Tell about the project's history, present status, and future projections.

In this section, you will describe your farm (location, what you produce, etc) and the water management issues you are attempting to address with the OFWMP funding, the Best Management Practices you want to install, and how they will address your issue. If you have access to municipal water explain why you would like to use water harvesting as an alternative. If the OFWMP funding is part of a larger project that includes funding from other sources (such as NRCS or other cost share program), please explain here. Please include any maps of the property with BMPs indicated, and include any communications with technical experts about what is being installed and why.

In addition, include a project milestone schedule (see below) with milestones for expected completion dates. The Committee understands that these dates may be estimates, but would like to see how long the applicant believes construction will take and that the project can be completed in a reasonable time period.

Milestone Schedule

The milestone schedule component explains the "when" aspect of the project. Think of the milestone dates as an estimated timeline for the life of the project. Milestones include all project activities, including interim steps, needed to implement the project. The more detailed your milestone schedule, the more helpful it will be in implementing and tracking project progress.

The application must include a schedule of milestones and their expected beginning and completion dates. Milestones must be listed in chronological order according to the expected beginning date. Project milestones should be updated when the grant is awarded to more accurately reflect the project's realistic timetable.

The following milestones must be included in all applications:
- Construction start and end dates.
- Approximate dates of education and outreach events (ex. "Summer 2019" "July 2019"). Please indicate the number of events you would like to host, if any.

Please complete this section in list format (i.e., 1, 2, 3, etc.) with each milestone having an approximate beginning and ending date. Additional pages may be used as needed.

2.2 Products or services: Provide a detailed description of products or services related to this project. *What products or services will be offered? What is unique about the products or services? What will the products or services do for customers?*

In this section you may include specific products your farm will produce as a result of this grant (produce, livestock, etc.) and it should include any educational material or data that will be generated.

If you plan to apply as a Research, Development and Demonstration Farm (RDD) use this section to detail the products and activities of your Education and Outreach Plan.

Education and Outreach Plan (E&O)
If you apply to be an RDD you will need to detail how you intend to conduct outreach to the community and share the results of your work. RDDs are required to be available for tours and farm field days. The E&O plan should

estimate how many of these events you plan to host. If you will be generating any signage or informational handouts, these should be included in the E&O plan. Presentations at conferences and information sharing through farm websites or partnerships with academic institutions would also qualify.

2.3 Describe how the Kentucky Agricultural Development Funds will be used. Note: only project expenses incurred after receipt of the application by the Governor's Office of Agricultural Policy are eligible for funding.

Here is where you should be specific about construction plans and components. Tell the committee what you plan to buy/install and how it fits into the water management project as a whole. Include any schematics or designs that you have available.

2.4 What criteria will be used to measure the success of your project? What measurable data will you use in defining progress/success?

NOTE: Before and after pictures of BMPs are required. Please indicate willingness/ability to do so in the application.

Project Measures of Success

One of the most important and difficult aspects of a project is the development of appropriate measures of success. This is required for all On Farm Water Management Program projects. Each BMP type installed should have at least one quantifiable item or tangible product to measure the success of the activity/product.

One measure of success could relate to several project objectives. The most appropriate choice for project success indicators depends upon the type of project planned.

For education activities, an appropriate measure of success might be pre- and post-activity participant surveys to determine changes in attitudes, knowledge of BMPs, and the likelihood of adoption of the BMP.

The following are some possible measures of success for OFWMP projects:
- Use of photographs and videos to document improvements.
- Measurable improvement in relevant chemical, physical, or biological water quality parameters.
- Measurable change in crop or livestock yield.
- Measurable change in water bills, or expenses related to the water resource issue.
- Statistically based survey of public awareness, knowledge, and actions to measure changes in attitudes and behavior over time.

- Number of field days and attendees at field days, accompanied by a pre- and post-test designed to measure the changes in attitudes and the likelihood of adoption of the BMP.
- Completion of media productions such as DVDs, newspaper articles, PSAs, etc. (identify the topic, number distributed, intended outcome and to whom).
- Social media involvement (number of likes, follows, views of web-based resources)

2.7 Management – List the duties and responsibilities of the primary participants named in Section 1-2. List their qualifications to perform their duties, including past experience and current occupation.

In particular address the farming experience or related qualifications of the Project Leader, including resume.

2.8 Record Keeping – What records will be kept and how will they be used in analyzing the success of your project? Who will do your record keeping/accounting?

Each PIP and RDD will be required to track metrics that indicate how well the installed BMPs are performing, and the impact they are having on your operation. PIPs will be expected to report on this in their report at the end of the project. RDDs will report on this as well as sharing the information with the public through their education and outreach activities. Use this section to explain what you will track and why. Examples of trackable metrics can include, but are not limited to, records of changing animal weights, tracked water expenses, tracked days that watering or municipal water was necessary, crop yields, time saved, reduced costs of related expenses (fuel, contract labor, etc.), projected future payoffs, and expanded production capacity.

3. Marketing Plan

This section (3.) is largely meant to show how your farm is planning to operate as a business, and how the OFWMP funding might impact that business. Please include a formal business plan as part of the application.

Project Budget and Description Form

NOTE: For large items like contract labor or expensive equipment, the Committee encourages *2 bids* to be taken. Those bids should be attached to this application. When filling in the budget use one of the bids for estimating the total amount requested.

Section 1: Project Budget

In this section you will describe the total costs of each component of the project and the total KADB Funds that are being requested (50% or less of the total cost).

Section 2: Matching Funds

In this section you will describe the source of any matching funds for the project. If the matching funds are secured from another granting organization (ex. NRCS) please include documentation confirming the funds from the grantor. If you will be matching funding with personal funds, indicate "Personal Funds" and the total amount.

For additional questions please refer to the grant guidance documents in the KADF project portal and the OFWMP Application checklist.

OFWMP Application: https://agpolicy.ky.gov/funds/Documents/project_application.doc

PIP Grant Guidance: https://agpolicy.ky.gov/funds/Documents/project-guidelines_water-PIP.pdf

RDD Grant Guidance: https://agpolicy.ky.gov/funds/Documents/project-guidelines_water-RDD.pdf

For further questions or to submit an application for review please contact the Technical Advisory Group (TAG):

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