



Building Regional Public-Private Partnerships } for Implementation of Science-Based Conservation

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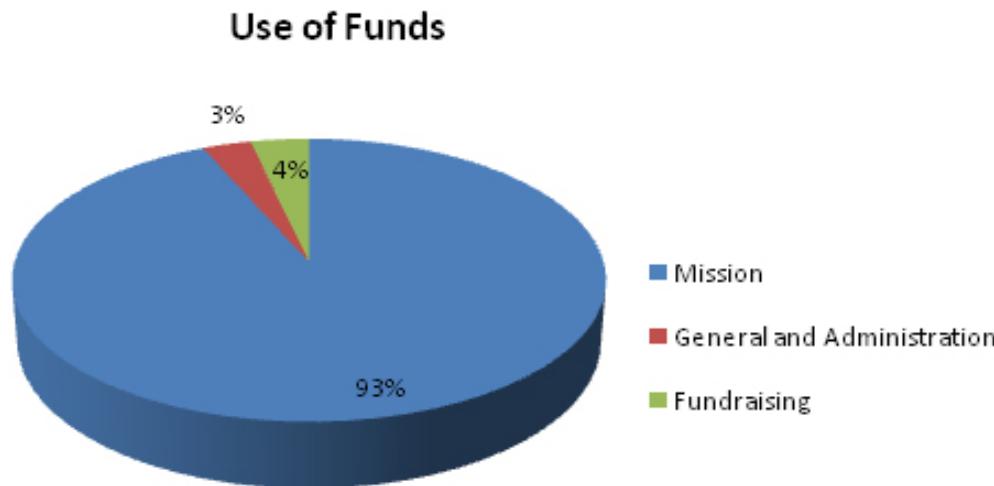
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National Fish and Wildlife Foundation

- Created by Congress
- Independent, 501(c)(3) non-profit
- Promote Public/Private Partnerships
- No advocacy, no lobbying, no litigation
- Partners with 14 federal agencies and 60 corporations
- Focus on projects and outcomes



Best in Class } The standard in conservation funding



* Source: 2006 IRS form 990

- \$1.3 billion in on-the-ground conservation
- >9,500 grants
- >3,000 grantees
- 50 States/50 Countries
- Protected or improved over 18.3 million acres for fish and wildlife



Public-Private Partnerships for Implementation of Science-Based Conservation

1. Identify major conservation issues challenging society
2. Adopt established science based conservation outcomes
3. Build partnerships among agencies with shared interests in conservation outcomes
4. Jointly develop strategy to be pursued, including capitalizing fund
5. NFWF manages cost effective competitive grants program to meet conservation outcomes.
6. Design effective science-based evaluation to ensure strategies are the right ones
7. Adapt strategies through subsequent RFPs





Chesapeake Bay Stewardship Fund

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Accelerating local implementation of the most innovative, sustainable and cost-effective strategies to restore and protect water quality and vital habitats within the Chesapeake Bay watershed.



Chesapeake Bay Stewardship Fund

- Builds partnerships
- Provides Financial Assistance
- Provides Technical Assistance
- Facilitates Information Sharing and Networking
- Monitors Project Success and Assesses Program Impact



Our Partners



Small Watershed Grants

Engage community groups and local governments in watershed stewardship to protect and improve local water quality and vital habitats throughout the Chesapeake Bay watershed.

- **Grant size:**
 - ✓ Up to \$200,000 for implementation;
 - ✓ Up to \$30,000 for planning and design.
- **Funding:**
 - ✓ \$19 million since 1999;
 - ✓ \$2.2 million in 2008.
- **Match leveraged:** Over \$65 million since 2000.
- **Demand:**
 - ✓ Received 129 proposal in 2008 requesting \$14.2 million
 - ✓ 34 projects funded in 2008.

Innovative Nutrient and Sediment Reduction Grants

Dramatically reduce or eliminate nutrient and sediment pollution to the Chesapeake Bay and its tributaries.

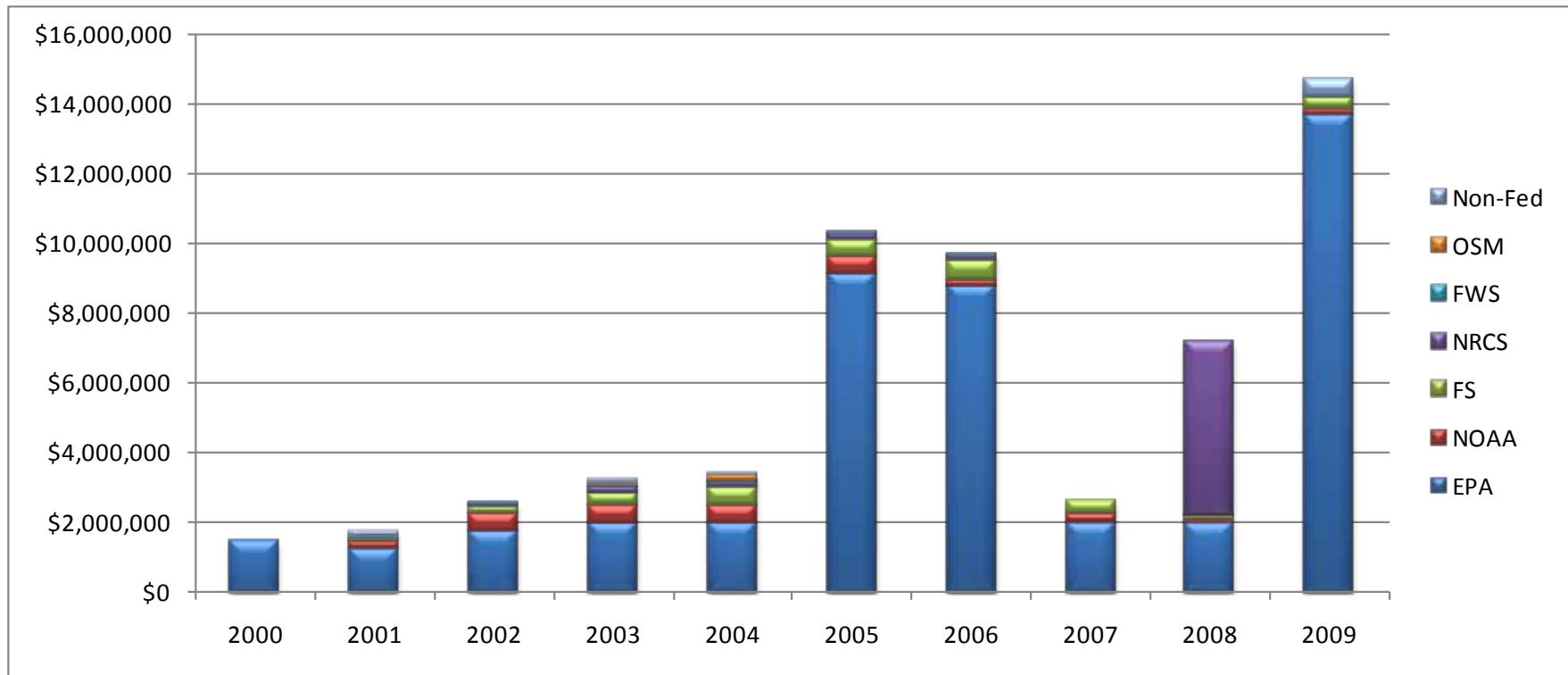
- **Grant size:**
 - ✓ \$200,000 to \$1 million each.
- **Funding:**
 - ✓ \$13.7 million from 2006-2008 (then CB Targeted Watershed Grants)
 - ✓ \$12.9 million available in 2008/2009.
- **Match:** 1:1 project match required.
- **Demand:**
 - ✓ 53 pre-proposals requesting \$53 million

Our Partners



Chesapeake Bay Stewardship Fund: Leveraged Fund with Multiple Partners

Grant Funding Available: 2000-2009



Our Partners



Chesapeake Bay Program
A Watershed Partnership



CHESAPEAKE
NRCS NEMO



Summary of Investments

Sustainable Urban and Suburban Communities

- Best Management Practices on over 8,800 acres, including: green roofs, rain gardens, wetlands and swales, etc.



Watershed Planning and Community Engagement

- Supported over 90 projects to raise watershed awareness and increase citizen-based watershed stewardship

Conservation on Agricultural Lands

- conservation on over 123,000 acres of agricultural lands, including stream fencing (47 miles), rotational grazing, cover crops, and improved manure management systems.

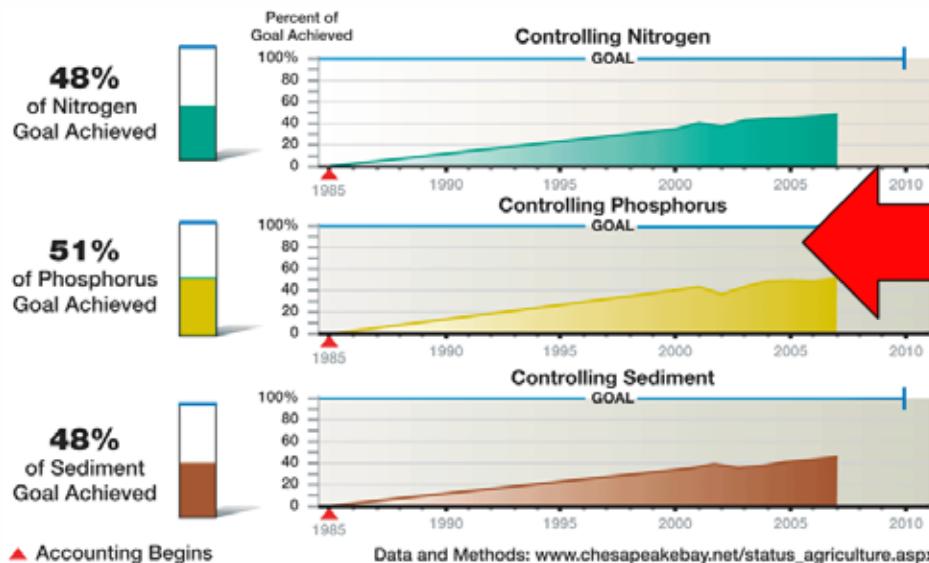
Habitat Restoration

- 4,665 acres of wetlands and coastal marsh habitat, 938 miles of riparian buffer and stream bank restoration, and 132 acres of oyster reefs.
- Permanently preserved from development over 102,000 acres of forest and farmland.



Improving Project Monitoring: e.g., nutrient runoff from ag lands

Chesapeake Bay Restoration



Chesapeake Bay Stewardship Fund

- Over \$10 million invested since 2000
- Estimate reducing at least 9 million lbs nitrogen and 7 million lbs phosphorous.

Over 123,000 acres in conservation practices

- **How much of progress is from CBSF grants?**
- **How much did it cost?**
- **What did we learn?**
- **How can others use this information?**
- **What should we do next?**



Monitoring and Assessment: Overview

- **Purpose of project monitoring and program assessment:**

- Track progress
- Inform program improvement
- Provide feedback to grantees
- Provide feedback to policy makers and program managers

- **Partner with Leaders in the Field**

- Chesapeake Research Consortium
- VT Dept. of Biological Systems Engineering
- Univ. of MD Center for Environmental Science, Ches. Biological Laboratory





Shell Marine Habitat Program



**Generating New Value
for
Marine Conservation**

Shell Marine Habitat Program History

- 1998 launch with Shell Oil Company Foundation
- \$5 million over 5 years (1998-2002)
- Grant program in Shell's name
- Gulf of Mexico focus
- Enhance Shell's image
- Brand Shell's environmental commitment
- Annual \$1 million renewal/Social Investment (2003-2008)
- Expanded to Long Island Sound (2006) and Alaska (2007)



Strong Partnership Results

Joint Funding of Multiple Agency Priorities

National Oceanic and Atmospheric Administration

- 18 projects jointly funded (15% of total)
- Shell contribution: \$644,143
- NOAA contribution: \$609,149
- Grantee match: \$2,416,676
- Total grant impact: \$3,669,869
- Leverage ratio > 4:1 for both partners
- FWS, NRCS, NPS, USGS also partners



Restore Habitat to Reduce Hypoxia

- Hypoxia—low oxygen--created by MS River runoff
- 4 grants totaling \$150,000 to US Business Council for Sustainable Development
- Goal: Reforest 70,000 acres marginal cropland in MS Valley
- Reduce fertilizer applications by 700 million pounds/15 years
- 99% reduction in fertilizer applications; better filtering of sediments



Kemp's Ridley Sea Turtle Recovery



- \$430,000 over 8 years to NPS/USGS at Padre Island National Seashore, Texas
- Nests increased from an average of only **4/year** from 1991-1998 to an average of **61/year** from 1999-2008 (with a record 195 in 2008)
- Hatchlings released increased from **2,462** during 1991-1998 to **47,879** released from 1999-2008.
- In 2007 119 volunteers logged 74,500 miles in beach patrols and 9,000 hours contributed
- 3,000 people attended hatchling releases



Texas Inshore Commercial Shrimp License Buyback

- \$201,000 award from SMHP matched by \$300,000 from TX Parks & Wildlife Foundation
- Purchase and permanently retire 500 licenses to reduce pressure on shrimp, improve sustainability of fishery, reduce bycatch
- Voluntary program; > 50% of licenses retired since 1997
- 40% reduction in shrimping effort; 40% reduction in bycatch; 66% decrease in sea turtle strandings.



Shell Marine Habitat Program Summary

- 11th year of partnership
- \$42.7 million total grant impact
 - \$8.8 million Shell funds obligated
 - \$2.9 million in NFWF matching funds
 - \$31 million in grantee match
- > 4:1 match ratio for Shell funds
- 171 total projects funded (>120 partners)



Building Public Private partnerships for implementation of science based conservation:

Into the Future

- NFWF is seeking to strengthen the effectiveness of existing partnerships through science based evaluation
- NFWF is seeking new partners to help meet changing conservation challenges



Photo Credit: USGS - Sirenia Project



Thank You!

For more information:

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