

Laying the Groundwork

The extent of degradation in your watershed may seem daunting, but don't despair! You can make a change for the better. Ecosystems are remarkably resilient and can bounce back if the cause of degradation is removed. With your assessment and limiting factor analysis in hand, you will be ready to design and conduct projects to rehabilitate habitat in your watershed. Successful projects will depend on strong leadership, community involvement, and careful planning with attention to details.

As you develop your project, you will need to look at your needs—from permits to funding; from equipment to volunteer labor. For most projects, you will need to decide how to share responsibilities with you the biologist assisting you in order to cover all of the bases.

Developing an Action Plan

Good planning will ensure that your sweat and enthusiasm are used as effectively as possible to make your efforts a success. After you have assessed your stream's limiting factors, you will be ready to develop a strategic plan to guide your efforts on specific projects.

Every stream is different, and planning must account for the unique features of your watershed. Nonetheless, the general approach described below will help you to plan effectively.

Step one. Set restoration objectives. Specific objectives will help keep your projects focused and offer mile-

stones for measuring progress. Objectives should highlight the limiting factors that you identified through your assessment, while fitting under the framework of the goal you defined when you began your efforts (though you may need to modify your goal in light of what you have learned). While your goal was quite general, objectives should be more specific and (to the extent possible) measurable, so that you can track your project's success. Objectives need to be realistic given your financial, political, labor and time constraints. Some examples:

- The stream restoration program will increase shade and reduce runoff, maintaining summer stream temperatures at 70°F or below.
- Restoration activities will provide 20% more pool habitats in the stream reach, increasing holding areas for adult trout.
- Projects will narrow stream width from 30 feet to 15 feet and restore a natural meandering pattern to the channel.
- Restoration efforts will rehabilitate degraded rearing habitat, producing a 20% increase in rainbow trout yearling populations.

Step two. Brainstorm about tactics, developing a list of potential projects to accomplish your restoration objectives. Focus on projects that address the causes of the problem rather than “band-aid” solutions that address only the symptoms. Look not only at instream work, but also at projects addressing watershed health (fencing, improving land management, securing flows, etc.). Depending on the scope of your program, your projects may range from simple (taking only one or two workdays to complete) to complex (requiring efforts over a number of years).

Step three. Identify the constraints on your choice of projects. Get expert input on what projects would be appropriate, effective, and lasting given the hydrology and ecology of your stream. For example, in rivers subject to heavy flooding, many instream structures may be washed out and made ineffective. Look also at practical con-

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straints such as government requirements for stream projects; stipulations made by neighboring landowners along the stream; limited resources (volunteer labor, funding, or materials); seasons during which work can be conducted (e.g., low flow periods, appropriate planting seasons, etc.); and limited access to the site for workers, materials, and equipment. Given these constraints, narrow your list of possible projects.

Step four. From your reduced list of options, select the project you wish to pursue. Ask your advisors to critique your proposal and modify it to address their concerns. Involve your partners so that the proposed projects are acceptable to them as well. If you plan to conduct multiple projects, develop a reasonable sequence for completion. For example, if sedimentation is a problem you may focus on enhancing the riparian zone and stabilizing banks before placing structures. Instream structures will do little good if they are silted in, and may not be needed at all once the source of the siltation problem is addressed.

Step five. Design your project. This may include activities such as drawing up blueprints for a structure, working with neighboring landowners to identify “best management practices” they can use to reduce runoff, and/or selecting sites and species of plants for riparian or upland planting. At this point, you should also list the major steps that you will need to go through to complete the project. There is no recipe for proper design; your project should reflect the unique characteristics of your watershed. Technical assistance from expert advisors is **essential** at this stage.

Step six. Develop a timetable and budget for your restoration projects, and ensure that someone takes responsibility for each item that must be completed. Setting timelines helps keep your projects moving forward

and shows prospective partners and volunteers that you have your act together. As much as possible, your timetable should include all major steps of the project, from getting permits and raising funds to holding workdays and stream events. Your budget should reflect all purchases and rentals that will be needed, and if possible, include an estimate of the person-hours of labor required. The program budget makes a useful guide in planning for fundraising needs.

Step seven. Build flexibility into your plans, timetable, and budget. Things rarely go exactly as planned. If a necessary item fails to materialize (for example, if it takes longer than expected to get a permit needed for part of your project), have a backup plan ready to go forward. Perhaps you can move on to other steps in the project and catch up later, or work on alternative activities that are useful to achieving your objectives.

Throughout the planning process, think about what it will take to move from plans to actions. You will need community support, volunteer involvement, all necessary state and federal permits, and sufficient funds to cover project costs. Your efforts on all of these fronts may influence your planning, setting additional constraints on the projects you can choose.

Getting Project Acceptance

Before you move forward on your project, you should talk with neighboring private landowner(s) or public land manager(s). Keeping them informed will increase support for your project. You will also need to get permits from state and/or federal agencies to do any instream improvement work. The best way to ensure your projects get approved is to involve these agencies and landowners in the planning process, so that you can address their concerns early on.



Rootwads placed in stream to protect bank and provide cover.



Installing a large culvert can improve fish passage.

NEIGHBORING LANDOWNER/ MANAGER APPROVAL

By this time, you should have established a working relationship with neighboring landowners or managers who are involved in or may be affected by your project. If you have kept them in the loop on project planning and been responsive to their concerns, projects will run more smoothly. Keep the landowners or managers informed and check with them so that you can schedule workdays at times that are acceptable to them. Be sure to invite them to participate in the project and to attend any post-project events. Showing a little appreciation can go a long way in maintaining friendly and cooperative relations.

PERMITS

State and federal permits may be required for your restoration projects. Unfortunately, the permitting process is not always simple and streamlined. Permits may be needed from several different state and federal agencies, and requirements vary from state to state. Securing permits will probably be a time-consuming process (it can take several months to get all of your permits submitted and approved) so begin well in advance of your project dates. If you wait until the last minute, you may have to cancel carefully planned workdays because you do not have the necessary permits in hand. If you consult the permitting agencies early on, they may also be able to offer helpful suggestions for your project.

Even minor stream improvement work may require securing one or more permits. Installing a structure in a stream will almost always require a permit. Modification of existing structures may also require authorization. These permits are required under regulations designed to keep the proper authorities aware of alterations of streams and their watersheds so that they can protect streams from degradation. No one is exempt, and there may be substantial civil or criminal liability for those who do not comply.

There is a good chance that you will need a permit from the U.S. Army Corps of Engineers under Section 404 of the Clean Water Act. The Corps issues permits for dredging or filling of, installations in, or alterations to the waters of the United States. Division offices for eleven regions represent the Corps across the country. The Corps also has more localized district offices which will be your best point of contact. To find the office nearest you, consult your phone book or the Conservation Directory, or call the Corps at (202) 761-0010 for a list of district offices. The district office staff will be able to provide guidance on the permitting process (be sure to ask for a permit application guide). They may also offer helpful advice on project design.

The Corps has two major types of permits: general permits that apply to an entire class of activities (either nationally or for a specific region) and individual permits that are project-specific. A nationwide or regional general permit will cover many stream-improvement projects. If the Corps district office indicates that a permit will be needed, see if your project can be covered under an existing general permit. For example, your state fisheries agency may have a general permit for state-approved habitat improvement projects. If your project can be covered under a general permit, the process will be much easier and quicker.

State permits may also be required. You will need the approval of the state fisheries agency before you conduct stream projects; the state may do this through a formal permitting process. Many states require a stream alteration permit for any work done within the stream channel. They may also require permits addressing water quality or other environmental impacts. You can get information on these permits or guidance on how to apply by contacting the state environmental protection office or the state fisheries agency.

State agency employees should also be able to inform you of any county or local permitting requirements. However, it is still a good idea to contact your county or local planning boards directly to see if there are any local level permit requirements.

If you will be doing any digging, you will also need to contact your local utilities (such as phone, gas, and electric). Before you begin, you need to be sure that your work will not disturb any underground lines in the vicinity.

Take the time and make the calls needed to cover all your bases as far as permits are concerned. You don't want any last-minute permit problems that could stall your project.

Liability Insurance

If an independent contractor is involved with your project, be sure to obtain a current certificate of insurance from them. This should include proof of insurance for liability, vehicles, and workers' compensation. Also, be careful of one-sided indemnification clauses and limita-

tions of liability in your contract. An indemnification clause basically states that, if party A did something wrong and party B gets sued as a result, party A will pay for party B's lawyers and any judgment taken against party B as a result of party A's wrong-doing. Be sure that, if there is such a clause, that it works both ways.

Limitations of liability try to limit the amount of money that party A will pay to party B or a third party for party A's wrongdoing. This could be problematic if a third party sues party B for something party A did wrong. If you have any questions or concerns about contractual liability, contact your lawyer or insurance agent.

Liability insurance can be arcane, but it is critical. Without it, your financial resources may be at risk. It doesn't pay to take chances. Check with your insurance agent to see if you should seek additional coverage during project work.

Building Community Support

Broad community support is a tremendous asset in any watershed restoration program. It will help you recruit volunteers, generate financial assistance, earn support from neighboring landowners, and raise public awareness about the value of protecting and restoring streams and their watersheds. Private citizens and interest groups may be willing to donate time, supplies, and money to restoration work in your area. This reduces costs and eases the burden on you, while increasing public enthusiasm for stream and watershed conservation. Involved members of the community will also talk about the project with friends and neighbors, generating even more support.

COMMUNITY OUTREACH

It is a good idea to start your outreach efforts with people who have a particular interest in the stream, such as landowners along the waterway and local conservation organizations. Once you get these natural allies on board, they can help you spread the message of environmentally sound forestry and watershed conservation.

As you educate the public about your efforts, think about the full range of benefits the community gains from your stewardship. Obviously Tree Farming helps produce the wood products Americans use everyday and a healthier stream helps fisheries. But also highlight the social and environmental benefits the community receives such as healthier and more productive forestland; better wildlife habitat; places to hunt, fish, or just take a walk in the woods; natural flood control; cleaner water; purer air; increased property values; more attractive scenery; etc.

Broad public support can provide volunteer and financial assistance, and political support. Obviously your outreach should include Extension, your state agency, state forestry associations and other forestry groups, as well as angling and conservation organizations.

Don't forget about local schools. Presentations to students educate the next generation of Tree Farmers about the value of sustainably managed forests and healthy streams and watersheds. Enthusiastic children can also recruit supportive parents. Working with scouting or 4-H groups is another good way to get young people on board.

Other sources of local support worth cultivating include civic and service organizations. Local rotary clubs, for example, are always eager for speakers willing to give slide presentations. Also, if you are near a university, fraternities and sororities may be willing to help in your efforts as well.

For large-scale watershed restoration projects, considering forming a watershed coalition with others interested in restoring the watershed (landowners, hikers, birdwatch-



Consider involving tomorrow's stewards in your education efforts.

ers, etc.) This may broaden the public appeal of your project and increase the possibility of obtaining funding or technical assistance from programs or foundations that support broader stream and watershed restoration efforts.

Community outreach is an ongoing process. As you plan your project, let the community know why improvement or restoration is needed, what benefits will result, and how they can get involved. Then, after the project is complete, let the community know how the effort has

made a difference in the watershed. Continuing outreach will help maintain community support for protecting the enhanced resource...and for Tree Farming!

GENERATING PUBLICITY

Good publicity is critical in building and maintaining public support. You know the benefits of Tree Farming: clean water, clean air, good habitat for wildlife, recreation opportunities for your neighbors, and healthy forests for everyone. You also know how hard, and how long you've had to work to make your Certified Tree Farm the pride of forestry. Now your watershed restoration project provides a perfect opportunity for you to let others know. Plus, by making other landowners aware of the Tree Farm program and the assistance available to them to help them better manage their forest, their stream or their watershed, you'll be spreading the practice of sustainable forestry, helping to get more good forestry on more acres.

You can use a Shared Streams improvement project on your land to create publicity and draw attention and recognition to Tree Farming. Your publicity efforts can take any number of forms, from radio and newspaper coverage about your private conservation efforts to hosting a project workday or public field day. Your Tree Farm state committee can help you in your efforts involving the media. Most likely committee members have contacts at some of the larger media outlets and they can help you organize your publicity efforts, provide you with contact information, and help you formulate your messages.

Contact Your Local Newspaper

Local papers are a natural fit. The problems faced by your stream are very newsworthy—people care about clean water, and about efforts to improve water quality. And they are interested in knowing how good forestry practices contribute to watershed health. Stream and watershed improvement projects also make good feature stories (and good photos) for papers. Few things capture the spirit of community involvement as well as a concerned citizen or a group of volunteers making a difference for the local environment.

One of the first things you'll need to know about the media is who to send your information to. To find out, simply call the main telephone number of your local newspaper and ask the name of the reporter who covers the "beat" most appropriate for the story you're trying to sell. Many newspapers have environmental reporters, for example, who would likely have an interest in Tree Farming and related issues. Alternatively, a features reporter in the community news section of your local newspaper may be interested in covering your news as a human interest story.

Consider TV and Radio

In addition to local papers, you can look to television stations for publicity. With television, a strong visual

message is important, such as a group of volunteers moving rocks or planting shrubs. Invite a TV station to bring a cameraman and visit when you have an interesting project work day, or if you host a demonstration field day for neighboring landowners and members of the public. When contacting TV stations, ask the receptionist for the name of an assignment editor. This is the person who decides what stories the news team will cover.

In addition to TV, you can provide your news to radio broadcasters in the community. If you're looking for volunteers or if you're hosting a public field day, local radio stations may even be willing to make free public service announcements about your project.

Remember Other Outlets

Send your news to local forestry organizations and forest industry. Many forest landowner groups have newsletters. You might also want to consider sending information to regional nature publications; conservation groups in your area; local, state, and national politicians; and agency personnel in the region.

Stream events are a good way to help government officials, local businesses, and the general public understand your efforts. There are few better ways to educate people about the importance of watershed restoration than getting them out to the stream. Stream events can include project dedications, stream clean-up days, and field trips to the stream (e.g., proposed project sites, degraded and restored reaches). Participants can range from students to government officials to the media. Plan the event carefully and keep it focused. Have knowledgeable spokespersons talk about your project, and make sure that the event enhances participants' understanding of the goals and benefits of your project.

Tools

For the full range of media and other outlets, one of your most important tools will be the press release, or news release. An effective news release follows the same pattern as a good newspaper article; in fact, some smaller papers may print your release verbatim.

It is important to get your information across quickly, simply, and accurately. Be sure to include the date and the name and phone number of a person that reporters can call for further information. Write a "sexy" headline in boldface to summarize your news. The actual text of your release should be double-spaced for easy reading. Be sure to address the "five Ws" (who? what? where? when? why?) at the beginning of the release.

Hook the reader with an enticing opening paragraph. Look for opportunities to tie your "news" to relevant stories in the real world that are being covered by the media. You can also include quotes to make the story more interesting and to add a human touch.

Sample Media Advisory

September 22, 2000

Contact: Vanessa Bullwinkle, American Tree Farm System
202/463-5163; vbullwinkle@affoundation.org

Laura Hewitt, Trout Unlimited
608/250-3534; lhewitt@tu.org

MEDIA ADVISORY/PHOTO OPPORTUNITY

ENVIRONMENTAL FIELD DAY FOCUSES ON PRIVATE FORESTS

WHAT: Shared Streams Field Day will show 75 Wisconsin landowners procedures they can implement on their own properties to improve wildlife habitat and protect water quality. The free event is organized by two national conservation organizations, the American Forest Foundation's American Tree Farm System and Trout Unlimited. Wildlife biologists, fisheries experts, and professional foresters will conduct site tours to demonstrate a variety of forest management and river conservation techniques.

Nearly ten million of Wisconsin's 15.7 million acres of forestland are owned by private individuals. These forest owners play an important role in the state's environmental and economic health. The field day will introduce Wisconsin landowners to existing technical assistance programs that can help them manage their forests and their watersheds, implement riparian habitat improvement projects, provide recreational opportunities, and increase the environmental value and productivity of their forestland.

WHEN: Saturday, September 30 from 8:30 a.m. to 2 p.m.

WHERE: Christie Tree Farm, two miles south of Gays Mills off Hwy 131 in Crawford County

WHO: The event is sponsored by the American Tree Farm System, Trout Unlimited, the National Fish and Wildlife Foundation, USDA Forest Service State and Private Forestry, and Philip Morris Companies, Inc. It is the outgrowth of a national cooperative partnership between Trout Unlimited and the American Tree Farm System called Shared Streams that works to improve stream habitat, watershed health, and forest management on private lands across the United States.

Remarks to be made at 9:00 a.m. by:

Laura Hewitt, Upper Midwest Conservation Director of Trout Unlimited

Drue DeBerry, Manager of Conservation Projects for the American Tree Farm System

Presentations on the Christie Tree Farm begin at 9:15 a.m. until 12:30 p.m. and will be provided by Trout Unlimited, United States Department of Agriculture Natural Resources Conservation Service, US Fish and Wildlife Service, Vernon County Land and Water Conservation Department, consulting forester Charles Brooks, Wisconsin Department of Natural Resources, and Wisconsin State Nursery.

Directions: From Gays Mills, travel south on Hwy 131 for approx. 1.6 miles; make a right turn onto Sand Hill Road (which becomes Walnut Pond Road); after 1.6 miles turn left at the red mailbox to reach Christie Tree Farm.

From Wauzeka, travel north on Hwy 131 for approx. 16 miles; make a left turn onto County Hwy S; after 1.6 miles turn right onto Walnut Pond Road; turn right at the red mailbox to reach Christie Tree Farm.

To obtain a sample a press release or a media advisory, call 202-463-2462, or look up www.treefarm.system.org/conservation.

Try to keep your release to two pages or less. If you need more space, consider using a separate "fact sheet" or "background" piece, which might include information about your Tree Farm and the American Tree Farm System, state or national statistics regarding forestry, state or national statistics about a wildlife species and its habitat, changing land-use patterns, etc.

A good way to package supplementary information about your story is to develop a media kit, or press packet. Assemble a folder containing a copy of your press release, fact sheet, a brochure if you have one, photographs, or anything you can think of that might make the reporter's work easier.

Once you have the name of a reporter likely to have an interest in your story, you're ready to send the press release. To get your press release more attention, consider attaching a personal cover note to the release. This "pitch" letter is your best opportunity to sell a reporter the story. Entice him or her to read the press release by artfully summarizing your "hook" – the aspect

of the story most newsworthy and most likely to appeal to their readership or audience.

A briefer version of a press release, a media advisory is most often used to invite a member of the press to an event at a specific day and time. It tells a reporter at a glance what's going on by listing the five Ws and providing a contact number for more information.

Tactics

Each time you contact a reporter it's important that you are prepared with a pre-defined set of messages you want to convey. In an average interview, three points are the most you will be able to make. Make them count. Focusing in on your messages will help you deliver a clear, credible pitch that will be more likely to get results. Preparation is crucial; the time you spend getting acquainted with your messages will be well worth it.

Anticipate questions. If you're preparing for a specific interview, jot down the questions you expect to be

asked. As importantly, write down answers to the questions. Keep answers short and memorable. Use anecdotes, analogies, and your own personal experiences. For a winning interview, key messages must be made with enthusiasm, energy, and confidence, and without sounding rehearsed!

During the interview, your goal is to include every message. In a broadcast interview, given that you may only have 90 seconds of air time, there's no time to wait for the right question. No matter what the interviewer asks, segue or "bridge" to a key message. For example, phrases like "Yes, and in addition to that..." or "No, let me explain..." can steer you to key messages. Using flagging phrases such as "What I want people to remember is..." emphasizes or "flags" key messages.

Tips

The easier it is for a newspaper to work with your information, the more likely the editors will be to run your story. Likewise, the better your relationship is with the newspaper staff, the greater the likelihood that they will

As you draft your news release, keep in mind the possibility that the paper will print it just the way you wrote it.

give you the chance to make your pitch. Be organized, and be friendly.

The function of most press releases is to provide your "frame" for the story as well as to highlight the points (statistics, quotes, names) that you want to see reported. The press release on its own does not make the sale. You do that in person or over the phone. So, follow up each release with a telephone call, but don't simply say, "I'm just calling to see if you got my release." Use the call as an opportunity to tell the reporter about your story idea. And if you get voice mail, be prepared to leave your "pitch" in headlines and a phone number for the reporter to get back in touch with you.

Many small community newspapers operate with minimal staff. For these media outlets, a well-written news release can be a godsend, as it means that they can print it "as is," or with only minor changes. Having a news release reprinted word-for-word can be a boon to the writer as well, as it gives him or her complete control over the message. As you draft your news release, keep in mind the possibility that the paper will print it just the way you wrote it.

Consider, also, the fact that an illustrated story grabs a

reader's attention. If possible, send photos to accompany your news release, and think about photo opportunities in advance. Offer new information in the caption, and make sure everyone in the picture is identified.

It is important for the story you're presenting to be interesting to as many people as possible. As you write your article or press release and plan your pitch, try to keep the audience in mind. Avoid technical jargon and acronyms (like stumpage, bucking or OSB). Also explain forestry terms (like Sustainable Forestry Initiative (SFI)SM program or Best Management Practices (BMPs)) in a way that non-forestry folks can understand.

From an editor's point of view, it is important for stories to be easy to confirm. Offer your assistance as a subject matter expert if appropriate, and give the reporter your business card so that he or she may follow up as needed. When you meet with members of the local media, stick to the facts. Feel free to share your state Tree Farm program's positions with reporters, but do not get involved with erroneous accusations or unsupported speculation about an issue. You may want to make prior arrangements with other good sources willing to be quoted as experts.

Remember that most general-interest reporters and editors have never worked in forestry or on environmental issues. They only have an outsider's understanding of your subject, at best. It is important to build positive, working relationships with your key media contacts and help them wherever you can to report a story accurately.

Getting your story "in ink" is not that difficult. Like any other endeavor, media relations becomes easier with practice. Try it and see! After all, the more people know about sustainable forestry and protecting streams and watersheds, the better for all of us.

Seeking Project Funding

A variety of resources can be tapped to support stream habitat work on private forestland. It can take some legwork, but start with these leads we provide in this section, and it's likely you will find sponsors with an interest in stream restoration in your area. Each sponsor will have a unique set of criteria that must be met, so the best advice is to assess all available options, then pursue those that are most feasible first. Also, create a budget with costs estimated for each step in the project process. Remember to include your labor and that of your family (typically estimated at minimum wage per hour), as this can be used as match for cash in some cases. If you're including an educational component, be sure to factor in the costs of publicity and outreach measures, and written materials.

Don't underestimate the power of in-kind support—especially that provided by fishery experts at TU and local government agencies and volunteer foresters in the ATFS network. Several of the sponsors described offer technical assistance to private landowners. They might

conduct an on-site review of your stream site and evaluate the results when the project is done.

Other volunteered labor might include students who get involved in the project through a school science activity you've arranged. They can help with clearing brush, planting trees and other light work. They will do this with enthusiasm!

Shared Streams. A Tree Farm conservation program area focused on stream habitat, Shared Streams seeks project sites with attributes that offer strong demonstration potential, and with restoration measures that can be replicated by other forest landowners with similar forested riparian conditions. A limited number of projects are initiated each year, usually according to a regional plan. Shared Streams helps find funding to support project activities, including an educational field day event held on the property. For more information, call 202/463-2462, or go to www.treefarmssystem.org/conservation.

Embrace-A-Stream. This small grants program awards cash to cold-water fish habitat projects that meet the goals of the local TU chapter. A one-to-one match of funds or in-kind contributions is required, and the average grant size in 2000 was \$5,350 (the maximum is \$10,000). The first step is to review the EAS Program Request for Proposals (www.TU.org/library/funding.html) for the coming year, and determine if your site meets EAS criteria by contacting your local TU chapter or TU state council. Projects must also be reviewed and approved by a credible fishery scientist and government agencies involved in administering or regulating aspects of the project. EAS grants require significant TU volunteer involvement in the project, and their time is valued as EAS match. TU volunteers can assist in project design, and in water quality monitoring, among other important project tasks.

Partners for Fish & Wildlife. A technical and financial assistance program administered by the U.S. Fish and Wildlife Service, this resource should be at the top of your list. It supports projects initiated by private landowners that restore stream and river habitats for Federal trust species, including anadromous fish. Start by contacting your state's Partners for Fish & Wildlife Coordinator. State program priorities, available funds, and seasonal conditions may limit PFW interest in sponsoring your project in a given year, but you can join a "waiting list" of projects. Generally, if your stream habitat site requires significant restoration because of erosion, intensive land use, and/or absence of vegetation, it will take priority. Cost-share potential and the involvement of other local partners also increase a project's chance for funding. Before implementing habitat projects with PFW assistance, you will be required to confirm in writing that you will not disassemble the project nor reduce the habitat benefits of the project for at least 10 years. The advantage to PFW lies in its dual support role: cost-share assistance up to \$25,000; and high quality technical advice from FWS biologists, who will help with project design and engineering.



The CRP program can provide cost-share assistance for planting trees in riparian areas.

FEDERAL COST-SHARE PROGRAMS

Forestry Incentives Program. This program administered jointly by the U.S. Department of Agriculture's Forest Service (USFS) and Natural Resource Conservation Service (NRCS) awards landowners annual payments for practicing environmentally-beneficial timber management. Landowners in counties designated by an USFS survey of eligible private timber acreage may participate.

Stewardship Incentives Program. Although this USFS program may not receive appropriations for cost-share payments to private landowners, it does offer technical assistance to forest owners interested in developing a Forest Stewardship Plan. This program is focused on non-industrial private forest owners who own 1,000 acres or less.

Conservation Reserve Program. Administered by the Farm Service Agency of the U.S. Department of Agriculture (USDA), the Conservation Reserve Program (CRP) awards landowners annual rents over the term of a multi-year contract to convert erodible or otherwise environmentally-sensitive lands to vegetative cover (including trees). This program might help cover the cost of replantings in riparian management zones.

Environmental Quality Incentives Program. Technical and financial assistance are provided through this program, administered by NRCS. Participants must implement a conservation plan that includes soil, water, and/or vegetative resource management practices. Streamside filter strips, tree planting, and permanent wildlife habitat establishment are some of the practices for which cost-share payments may be made over the course of a 5-10 year contract with USDA.

Wetlands Reserve Program. This NRCS program involves the long-term commitment of a forest landowner to restore and maintain a wetland (including riparian habitat) on private property. By placing a site in a permanent easement, the landowner receives payment up to the agricultural value of the land and reimbursement of all of the costs involved in restoration. Shorter-term commitments result in reduced payments.

A variety of resources are available to support stream habitat work on private forestland.

Wildlife Habitat Incentives Program. NRCS provides financial incentives to private landowners to develop fish habitat according to a plan created with the assistance of NRCS staff. Cost-share agreements lasting 10 years or more are required.

North American Wetlands Conservation Act Small Grants. Projects offering substantial restorative effects may be considered by the Small Grants program of the U.S. Fish & Wildlife Service. Matching funds are required, and additional partnerships are encouraged. Ideally, projects should address the habitat needs of FWS priority species of riparian birds.

STATE SOURCES OF FUNDING

Sport Fish & Wildlife Restoration. Federal taxes on fishing and boating equipment are disbursed to state fishery agencies for sport fish restoration projects. Contact your state department of fish and game to determine whether your project fits state priorities.

Department of Natural Resources. Called a variety of different names across the states, these agencies often house both wildlife and forest conservation programs. Most will offer in-kind technical assistance for on-the-

ground project planning, implementation and evaluation, and some offer grants to individuals.

Environmental Protection Agency Section 319 Grants. Federal funds appropriated under the authority of the Clean Water Act are disbursed to state water quality agencies for the purpose of preventing or reducing nonpoint source pollutants entering water resources. Alert your local soil and water conservation district or watershed council to the water quality contribution of your project, who may apply for a 319 grant on your behalf.

Private Foundations. There are very few environmental grantmaking foundations that will provide grants or cost-share assistance to private landowners. The Flintridge Foundation in Pasadena, California is one, and is focused on fishery and forest conservation in the Northwest. Most individual grants are made for the purpose of research. There may be a local or regional foundation that will fund a non-profit organization project partner, and channel funds to pay for restoration costs.

Local Sponsors. Describe your project to your local watershed council or municipal water quality agency, and inquire about financial and technical assistance. Check into watershed community activities and their sponsors. Often, a local retail chain, restaurant or bank will sponsor a stream habitat project to appeal to its customer base. Fishing tackle suppliers are a good choice, as are other retailers supplying recreation equipment and clothing. Also, a local construction company may lend heavy equipment and operators to a project, and a building supply company may donate materials, such as gravel.