



# ***WELCOME!***

***AACD Annual  
Board of Directors Meeting***





# Conservation District Roll Call

Agua Fria – New River  
Apache  
Big Sandy  
Buckeye Valley  
Chinle  
Chino Winds  
Coconino  
East Maricopa  
Eloy  
Florence–Coolidge  
Fort Defiance  
Fredonia  
Gila Bend  
Gila River

Gila Valley  
Hereford  
Hopi  
Hualapai  
Laguna  
Little Colorado River  
Littlefield-Hurricane Valley  
Navajo County  
Navajo Mountain  
Parker Valley  
Pima  
Redington  
San Carlos Apache  
San Pedro

Santa Cruz  
Shiprock  
Tohono O'odham  
Tonto  
Triangle  
Verde  
Wellton-Mohawk Valley  
West Pinal  
White Mountain Apache  
Whitewater Draw  
Wickenburg  
Willox-San Simon  
Winkelman  
Yuma

# AACD UPDATE

## Frank Krentz

AACD President



# AACD Strategic Plan Priority 1 Conservation District Planning & Assessment



Stage 1 – Resource Needs Assessment – Funded in part and in partnership with NRCS

Stage 2 – Local Working Groups

Stage 3 – Conservation Needs Assessment (District-wide Plans)



# Resource Needs Assessment Program Overview

## CHALLENGES TODAY

- ✓ Resource data are not necessarily current or readily available to **share** with stakeholders
- ✓ Strategic conservation **planning** is inhibited
- ✓ Actively **collaborating** across jurisdictional boundaries is **hard to achieve**
- ✓ **Showing** the impact of shared priorities and investments in mitigation work is **not possible** because we lack a consistent, statewide mechanism for tracking accomplishments

**SHARE > PLAN > COLLABORATE > SHOW**



# VISION FOR THE FUTURE

***The Resource Assessment Portal*** will give Conservation Districts the ability to **share** with stakeholders

- ✓ Information on Conservation Districts, ***Assessment Areas, planning***, monitoring, and completed work
- ✓ Facilitate cross-jurisdictional **collaborative** conservation actions
- ✓ Visually ***summarize assessment information showing*** conservation actions
- ✓ Provide easy, 24/7 access for Conservation Districts

**SHARE > PLAN > COLLABORATE > SHOW**



# Where Are We Today?

## Task 5 & 6 - Implementation

- Develop **base GIS maps** and data assembled and put into reporting **template**
- Add GIS maps and data gathered from **other sources** and put into reporting **template**

### **RNA OUTLINE**

#### ✓ **Chapter 1** General Description of the Resources

- Boundaries and acreage of District, population, cities, economic data
- Landownership patterns in the District
- Land Use – farming, irrigation, etc.
- Land ownership patterns – history, problems, solutions?
- Climate
- Geology
- Soils
- Vegetation zones – MLRA, CRA, etc.
- Watersheds
- Hydrology – streamflow, ground water, known dams (particularly NRCS-designed), etc.
- Wildlife




# ConserveAZ

## Resource Assessment Portal

The purpose of the Portal is to provide both the Conservation Districts and the Natural Resources Conservation Service useful information for conducting resource needs assessments, developing conservation plans and priorities, and tracking progress in implementation of conservation practices.

Association of Conservation Districts | P.O. Box 50518 Phoenix, AZ 85076 | [Contact@aacd1944.com](mailto:Contact@aacd1944.com)



**Welcome to The ConserveAZ Portal!**  
A Reporting Application by AACD

### About This App

Welcome to ConserveAZ Portal! This Portal was created by the Arizona Association of Conservation Districts (AACD) in cooperation with the Natural Resources Conservation Service (NRCS) and with technical support from the Timmons Group. The purpose of the Portal is to provide both the Natural Resource Conservation Districts (NRCDS) and the NRCS information useful in conducting resource needs assessments, developing conservation plans and priorities, and tracking progress in implementation of conservation practices.

The maps and data in the Portal are drawn from existing data available in a variety of sources available online from state and federal agencies and entities. They are collected in this Portal to make them more readily available to the NRCDS and NRCS. The data in the Portal may be accessed for specific areas of interest ranging from statewide to specific project areas, (e.g., NRCDS boundaries, counties, watersheds, individual ranches or farms, or land treatment projects). Some of the data are more useful at a broader level of analysis and planning, and some will be more useful for smaller areas, where more detailed information is needed. Therefore, the user can select the data relevant for each project.

AACD has used data from numerous sources in compiling this Portal and cannot guarantee the accuracy or current status of the information. Any users of the Portal are invited to identify where errors may exist or to submit suggestions on additional data or improved presentation of data that would increase the usefulness of the Portal. Contact AACD at [contact@aacd1944.com](mailto:contact@aacd1944.com).

**Are you Interested in ConserveAZ?**

[SIGN UP](#)

[CONTACT US](#)





# CORE FEATURES

- Ability to see layers of interest in the Assessment Portal statewide
- Ability to zoom to locations by name or navigating
- Ability to thematically group layers (soils, water, wildfire, habitat, etc.)
- Ability to identify details about data sources
- Ability to generate reports by Assessment Area (Districts + HUCs + Custom)
- Ability to create Project Areas and plan/track work/accomplishments
- Ability to visually report priorities, accomplishments, and actions statewide



# Vegetation Change by Conservation District

Filter by District



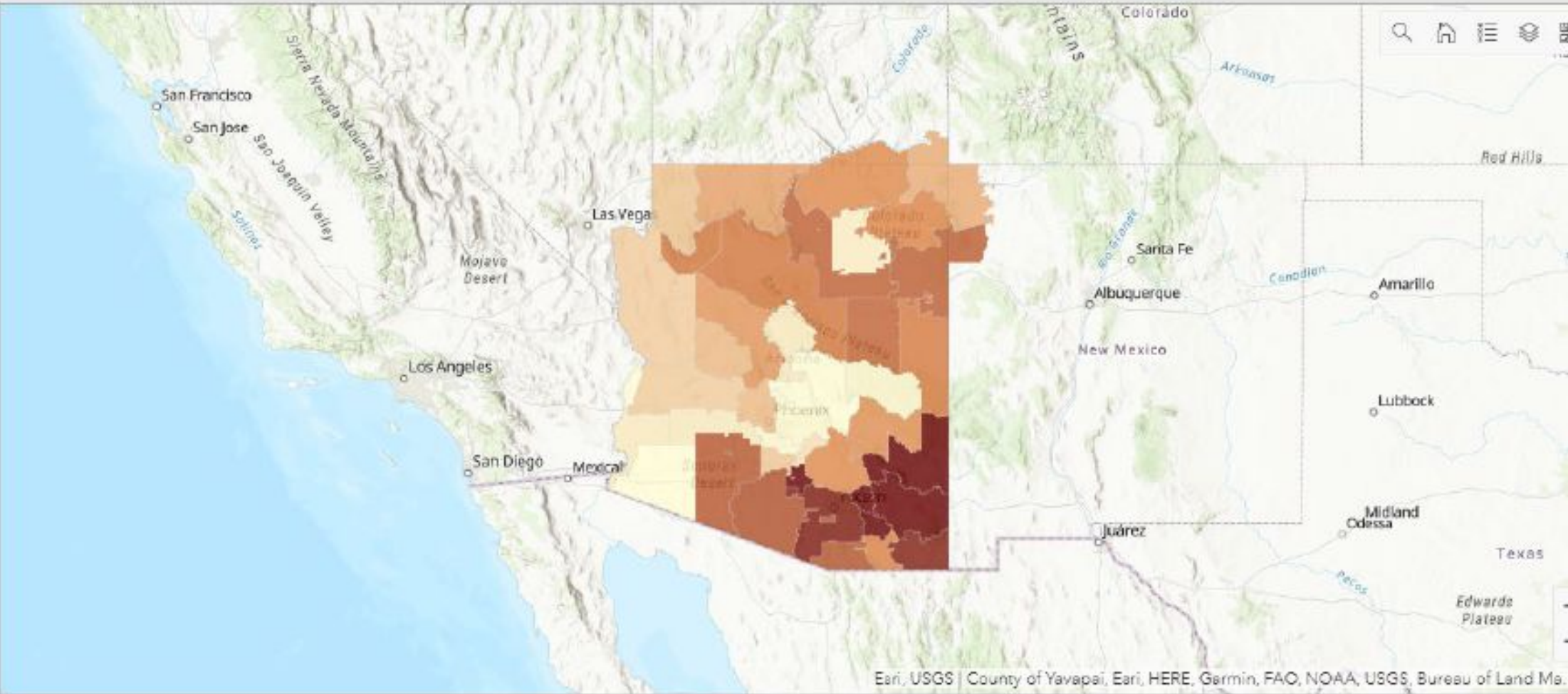
## Vegetation Change

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Donec condimentum dignissim odio quis scelerisque. Suspendisse potenti. Aliquam erat volutpat. Aenean vitae tellus dolor.

- Agua Fria - New River
- Apache
- Big Sandy
- Buckeye Valley
- Chinle
- Chino Winds
- Coconino
- East Maricopa
- Eloy
- Florence - Coolidge
- Fort Defiance
- Fredonia
- Gila Bend
- Gila River
- Gila Valley
- Hereford
- Hopi - Moenkopi
- Hualapai

Last update: a few seconds ago



Eri, USGS | County of Yavapai, Eri, HERE, Germin, FAO, NOAA, USGS, Bureau of Land Ma.





# Vegetation Change by Conservation District

Filter by District



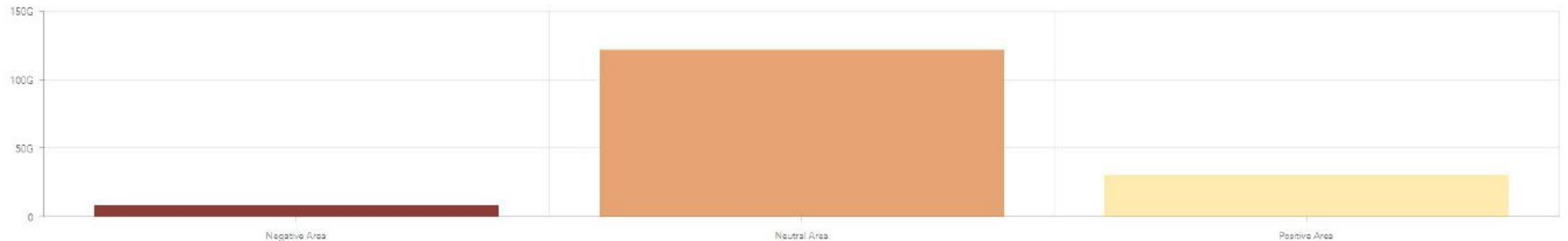
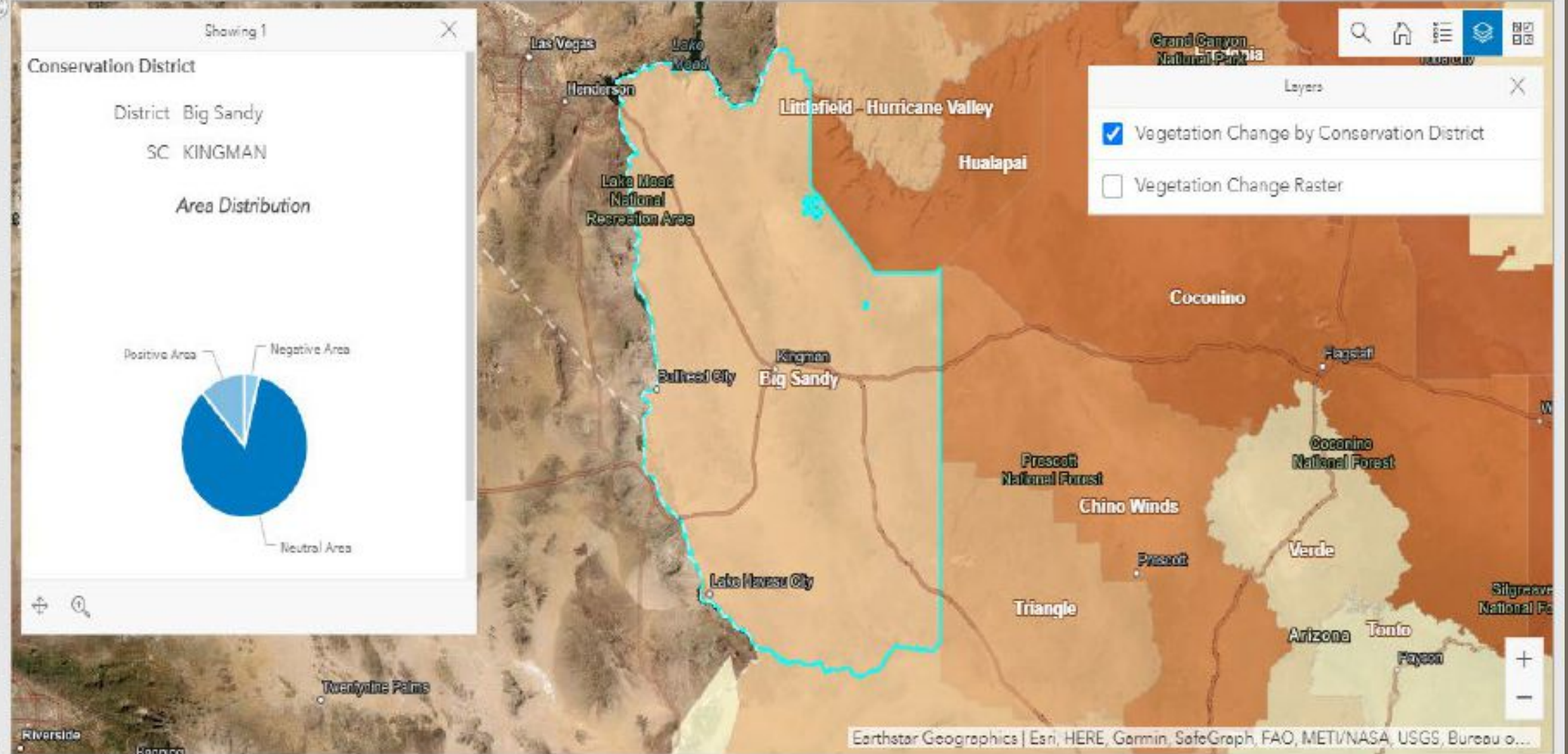
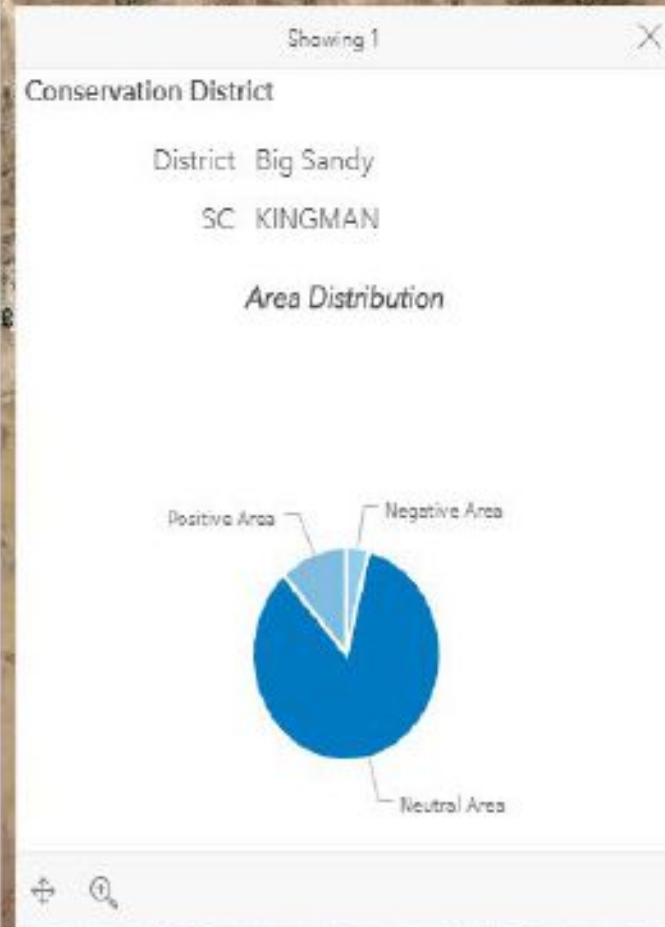
## Vegetation Change

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Donec condimentum dignissim odio quis scelerisque. Suspendisse potenti. Aliquam erat volutpat. Aenean vitae tellus dolor.


- Agua Fria - New River
- Big Sandy
- Chino Winds
- Coconino
- Fredonia
- Hopi - Moenkopi
- Hualapai
- Little Colorado River
- Littlefield - Hurricane Valley
- Navajo County
- Navajo Mountain
- Parker Valley
- Tonto
- Triangle
- Verde
- White Mountain Apache
- Wickenburg

Last update: a few seconds ago





# AACD Strategic Plan Priority 2 Conservation Education & Research



Adult Workshops (Best Management Practices & USDA Programs  
K-12 Education (Curriculum & Classroom Visits)  
Research (Quantifying Benefits For Brush Management on AZ  
Rangelands)



# CONSERVATION DISTRICTS ADULT EDUCATION WORKSHOPS

- Healthy Soils
- Water Quality, Quantity, and Legal Issues
- Best Management Practices
- USDA Programs – CSP highlighted in partnership with NRCS (Contribution Agreement)
  - Surveys
  - Application Assistance
  - Producer Led Resource Assessment Assistance
- RCPP – Arizona Department of Water Resources (District & AACD Support)
  - Local Working Groups
  - CIS (Conservation Implementation Strategy) Development
  - Best Management Practices Workshops



# K-12 EDUCATION

- Curriculum Development
- Classroom Visits
- EPA Environmental Education Grant
- Partners: Arizona Association of Environmental Education, Arizona National Wildlife Federation





# RESEARCH

- ▶ Water Protection Fund Grant
  - ▶ Detailed Report on Published Research
  - ▶ Data Collection Workshops
  - ▶ Field Data Collection
  - ▶ Detailed Final Report
    - ▶ Highlights its benefits to the State of Arizona, and provides Arizona based guidelines and information on why, where, how, and when brush management should be done to improve the cost effectiveness of these practices.



# AACD

## Strategic Plan

### Priority 3

#### Outreach & Recruitment



Website

Social Media

Conservation Magazine

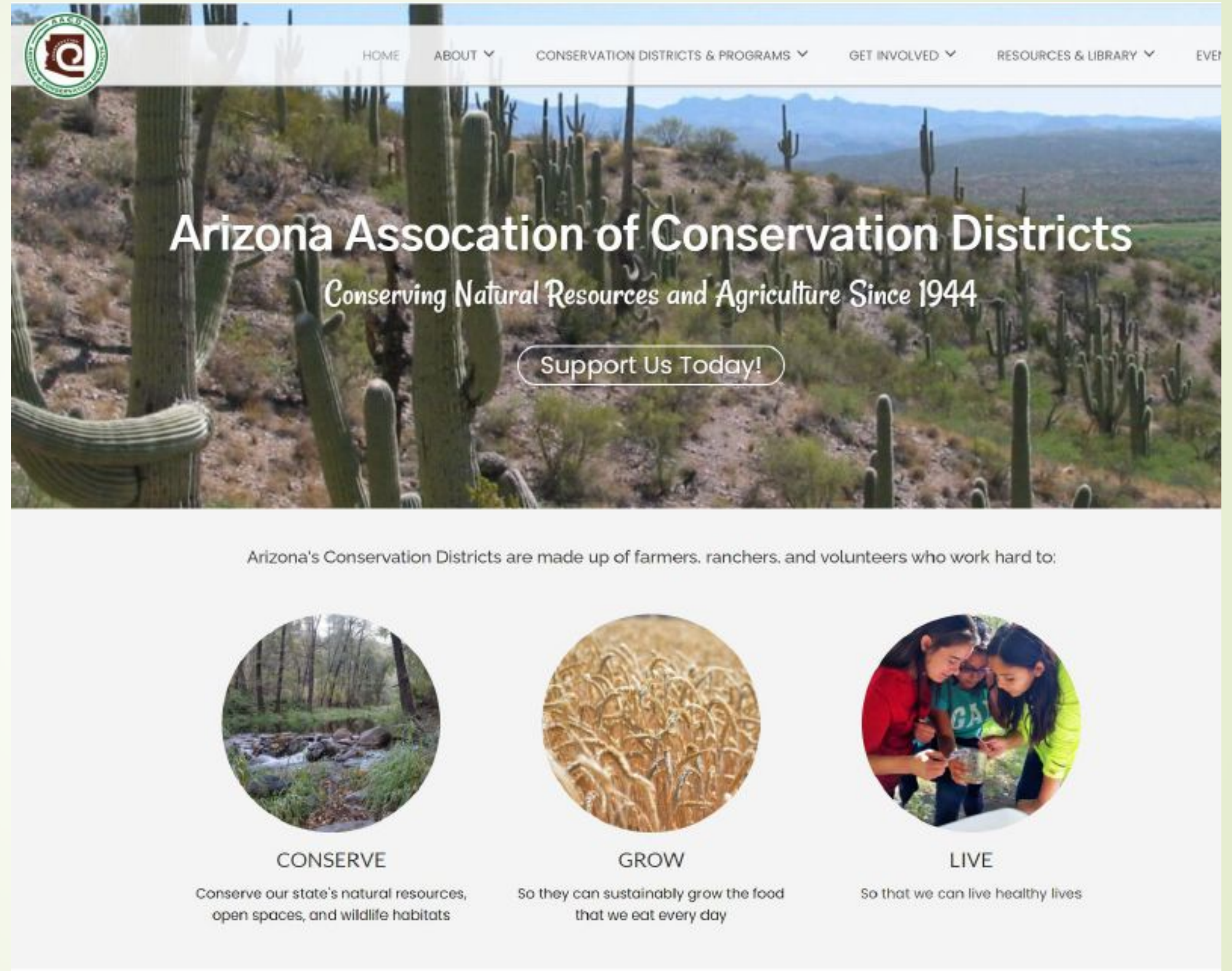
Recruitment (Partnership with University of Arizona)



# WEBSITE UPDATE

► The new website is up and running...but it's an ever-evolving entity!

*Every District has, or will have, a page, but the amount, quality, or substance of the content is currently based on what's been made available. It may be out of date, especially if the questionnaire has not been returned.*



# SOCIAL MEDIA

- AVERAGING 80-100 NEW FOLLOWERS A MONTH!!!!
- RECEIVING MORE SHARED POSTS
- REACHING YOUNG FARMERS AND RANCHERS
- REACHING THE PUBLIC

- GUN RAFFLE DRAWS LOTS OF NEW TRAFFIC
- MEET YOUR LOCAL CONSERVATIONIST REACHES UP TO 2,000 PEOPLE WITH SHARES
- RESULTS IN WEBSITE TRAFFIC
- REACHING THE PUBLIC



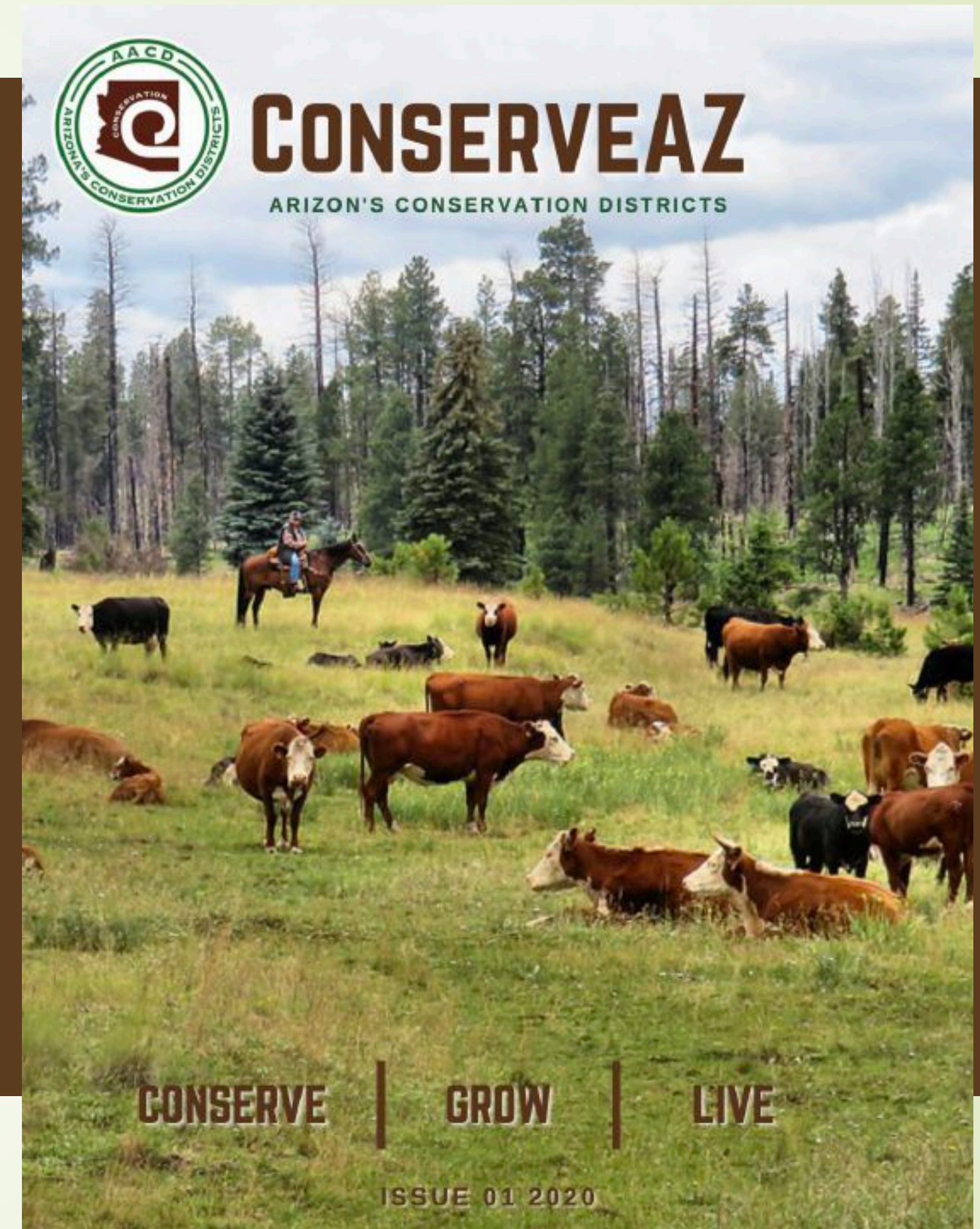
INSTAGRAM

FACEBOOK



A GLANCE AT THE 2020  
CONSERVATION MAGAZINE

*ConserveAZ*





# RECRUITMENT

## Beginning Farmers & Ranchers

### Program Goals


- Compile, develop, and provide educational materials and information around USDA programs and agricultural and natural resource conservation practices
- Promote healthy working lands in Arizona and create effective land stewards to increase our food supply while wisely using our natural resources
- Hold strategically located networking events to facilitate connections within the farming and ranching community for beginning and current farmers and ranchers
- Encourage the next generation to consider careers in agriculture/natural resources
- Give people an appreciation of the hard work and satisfaction of production
- Teach new members of the ranching/farming communities about the Districts and what kinds of support they can get on/for their lands

### Program Development:

- Events are to be fun and interactive as well as educational. Instead of the traditional eight-hour day with a lunch, AACD has found that people are more willing to attend events if they can mingle and learn while enjoying some food and drink
- Zoom to host educational workshops
- Job Recruitment
  - College Job Fairs
  - Agency Jobs
  - District Jobs
  - Rural Natural Resource work
- Networking Events
  - Local beer/wine and foods tastings
  - Ranch tours w/lunch
- Workshops
  - Conservation Management
  - Business Plans
  - Networking
- Informational Materials
  - How to become a cooperator
  - What are Districts?
  - What do Districts do?
  - Take to job fairs, Junior Colleges, Career Councilors' Offices



# AACD Strategic Plan Priority 4 Technical & Financial Support



Technical & Program Assistance (National Association of Conservation Districts & Natural Resources Conservation Service)  
Project Funding (BLM – Arizona Resource Rangeland Management Program)

# National Association of Conservation Districts

## ➤ Seven Grant Contracts in the State of Arizona

- Apache
- Big Sandy
- Triangle & Chino Winds
- Willcox San-Simon
- West Pinal, Eloy, & Florence-Coolidge
- Hereford & Whitewater Draw
- Arizona Association of Conservation Districts

## ➤ Technical Assistance

- Apache
- Big Sandy
- West Pinal, Eloy, & Florence-Coolidge
- Hereford & Whitewater Draw

## ➤ Program Assistance

- Big Sandy
- Archeological Clearance Assistance
- Triangle & Chino Winds
- Willcox San-Simon
- To Be Determined
- Arizona Association of Conservation Districts





# BLM – Resource Rangeland Management Program


- Decrease and or eliminate invasive plant species and limit shrub encroachment within native forest, woodlands, and riparian areas
- Decrease habitat fragmentation
- Manage altered fire regimes and fuel loads to ensure the health and safety of public lands through hazardous fuels reduction
- Improve water quality and quantity
- Support multiple-use opportunities on BLM managed public lands while emphasizing BLM's multiple-use mandate through strategic communication efforts and educational outreach
- Develop and strengthen local, state, and national partnerships to manage and prevent the spread of invasive species to protect public lands and water resources while improving rangeland health

# AACD

## Strategic Plan

### Priority 5

#### District Support



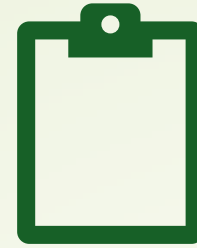
Funding  
Communications  
Assistance with District Requests  
Financial Reporting

Grant Reporting  
Writing & Editing  
Proposal & Grant Writing  
Website & Social Media

Newsletters  
Identifying Partners  
Fundraising  
Local Working Groups  
Workshops



# PROPOSALS



## Proposals written since January and have been awarded

- NACD Technical Assistance – AACD
- NACD Technical Assistance – Hereford/WWD
- NACD Technical Assistance – West Pinal, Eloy, Florence-Coolidge
- EPA Grant
- NRCS Conservation Stewardship Program
- NRCS Resource Needs Assessment Program – “the Portal”
- BLM Arizona Resource Rangeland Management Program

## Waiting on outcome

- NRCS Conservation Innovation Grants
- USDA OPPE - Outreach & Assistance
- ON Semiconductor

## Didn't get this time

- AZ Community Foundation – Phoenix Suns
- Catalyst Fund
- Vitalyst Health Foundation Spark Grant

*According to industry professionals, most organizations, on average, have win rates of ~33% and having a win rate of 50% or higher is atypical*

# AMAZON SMILE

- AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.
- Every item available for purchase on [www.amazon.com](http://www.amazon.com) is also available on AmazonSmile ([smile.amazon.com](http://smile.amazon.com)) at the same price
  - You will see eligible products marked "Eligible for AmazonSmile donation" on their product detail pages
- Sign in to [smile.amazon.com](http://smile.amazon.com) on your desktop or mobile phone browser
- Select Arizona Association of Conservation Districts as your charitable organization to support
- Remember, **always** start at [smile.amazon.com](http://smile.amazon.com) and Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to Arizona's Conservation Districts
- To sign up on Amazon App go to settings > tap AmazonSmile

## Do you shop on Amazon? You Shop. Amazon Gives.

Now, when you shop, Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to Arizona's Conservation Districts.

Register your Amazon account to our charity link:

**<https://smile.amazon.com/ch/86-0695025>**

Or search Arizona Association of Conservation Districts to make your purchases support conserving agriculture and natural resources.



ARIZONA ASSOCIATION OF CONSERVATION DISTRICTS





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# APRIL GIVING DAY



Fundraising for  
Districts



Working Together



**APRIL 7,  
2020**

**ARIZONA'S DAY OF GIVING**

Find your cause. Invest in your community.

**#AZGIVESDAY**

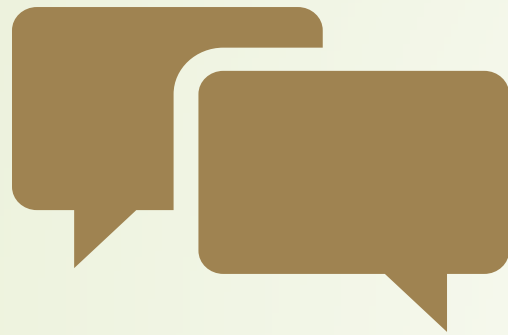
**ARIZONA  
GIVES DAY**  
APRIL 7, 2020

**1TBANK**  
OFFICIAL SPONSOR

The graphic is a central white rectangle with orange and blue text, surrounded by a collage of photos. The photos include: a man blowing confetti, Arizona state flags, a woman kissing a child, hands holding a flower, a graduate, hands planting a cactus, a couple embracing, hands holding a heart, a close-up of a cactus with pink flowers, hands planting more cacti, and hot air balloons.



# NEW COMMUNICATIONS FORMAT



## Weekly Updates

Meeting notices  
Agency updates/information  
Conservation related articles



## Important Company Updates

IMPORTANT PLEASE READ!  
Urgent updates or news

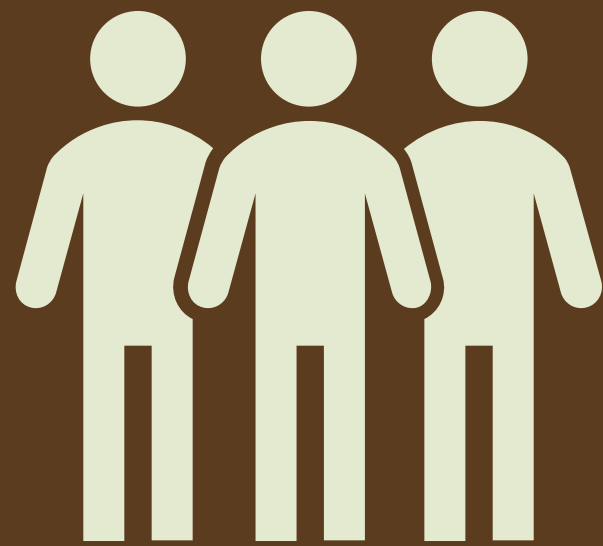


## Newsletter

PUBLIC OUTREACH  
Geared towards  
educating the public  
Includes:

- Meet Your Local Conservationist
- Featured District(s)
- Conservation Education Spotlight
- Conservation Corner

# FUNDRAISING AND PARTNERSHIPS



ID and collaborate with entities to promote Conservation Districts & Education Centers

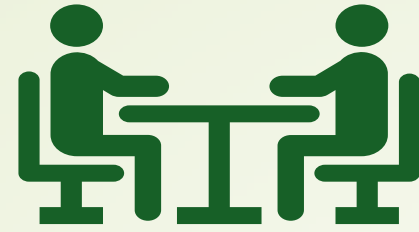
## ***IT IS ALL ABOUT PEOPLE AND RELATIONSHIPS***

Targeting the right person

- Sell them on why they should partner
- Some people can't think outside of the box on how we can work together
- Continuous communication
- Follow suggestions/leads to pursue other partners



# PARTNERS



- Audubon
- The Babbitt Center
- Cochise College
- Cochise County
- Cuenco de los Ojos
- Arizona Association of Environmental Education
- Arizona Cattle Growers Association
- Arizona Department of Agriculture
- Arizona Department of Environmental Quality
- Arizona Department of Education
- Arizona Department of Transportation
- Arizona Farm Bureau
- Arizona Food Bank Network
- Arizona Food System Network
- Arizona Game and Fish
- Arizona Land and Water Trust
- Arizona State University Kyl Center for Water Policy
- Arizona State University Swette Center for Sustainable Food Systems
- Arizona Wildlife Federation
- Krogers
- Local First AZ
- Mullen Foundation
- National Wildlife Federation

- The Nature Conservancy
- Northern Arizona University
- Pheasants/Quail Forever
- Pinnacle Prevention
- Rocky Mountain Elk Foundation
- Santa Cruz County
- Soil Health Institute
- Sprauges
- USDA Natural Resources Conservation Service
- USDI Bureau of Land Management
- University of Arizona
- University of Arizona Cooperative Extension
- University of Arizona Yuma Center of Excellence for Desert Agriculture
- US Fish and Wildlife Service
- US Forest Service
- US Geological Survey
- Vitalyst Health Foundation

DOES ANYONE  
KNOW ANYONE  
ON THE...  
WALTON  
FOUNDATION?  
BASHAS?  
MCDONALDS?  
TARGET?  
CARGILL?





**Thank You Everyone for Joining!!**

