SET

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Doing Better Together

RD 101

Angela Callie, Rural Development, United States Department of Agriculture
Gregory Dale, Rural Development, United States Department of Agriculture

RD 101:

OVERVIEW

Purpose: During this session, participants will:

- Develop a general understanding of USDA Mission Areas
- Develop a general overview of USDA RD Programs Areas and in depth information on USDA-RD programs that can support the implementation of their identified goals
- Be provided a synopsis of information under Section 6025 of the Farm Bill, Strategic Economic Community Development (SECD)
- A quick overview of information relating to Co-Op Development and Local and Regional Food Systems and contact information for experts in this area for more detailed information on this subject matter

Estimated Time to Complete: 90 minutes

Materials Needed:
- Pencils and paper
- Flip chart or white board
- Markers

Handouts:
- USDA RD Program Matrix
- SECD Fact Sheet
- Flyers on RD programs that might be of interest to the region

This session is best positioned after either Session 3 or 4 as the region needs to at least have goals selected (Session 3) in order to make best use of this session.
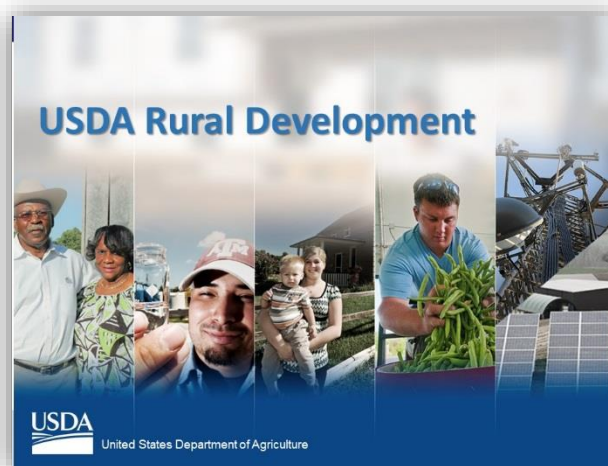
SLIDE 1
INSTRUCTIONS

Have this slide up when participants enter the room. This module is designed to be completed in 1.5 hours.

Welcome everyone and introduce yourself and other presenters. Note that this session will provide a brief discussion about USDA, Rural Development.

Before the Session:
List all the region's goals on separate flip-chart pages and post around the room. As various programs are discussed, ask the group to consider which ones may fit the various goals. Note these on each chart as you go for follow-up discussion at the close of the session. Avoid getting too far into the weeds on each program; rather use these sheets to note where deeper discussions and exploration are needed. Set time at the close of the session for more in-depth investigation if this session's time expires prior to that. You may also want to put up a chart for "other ideas" as the discussion may spark other opportunities not directly tied to the selected goals.

Feel free to add or delete slides to make the presentation more adaptive to their Region.   For instance if the region has Tribal influence, you will want to add information on what RD can do with Tribes while if in area with no Tribes, you probably don't even have to bring that info up.   Likewise, feel free to tailor slides to fit the goals selected.

TIME: 1 MINUTE

SUPPLIES: FLIP CHART, MARKERS, PENCILS, PAPER

HANDOUTS: USDA RD PROGRAM MATRIX

SLIDE 2
INSTRUCTIONS

Explain the purpose of the module to give a basic overview of USDA, Rural Development Programs and how these programs can be used to implement the region's Community and Economic Development goals. USDA and particularly Rural Development is pursuing a Community and Economic Development approach to administering programs. This approach has proven to help communities move forward in reaching their goals.

Clearly identify topics in the slides to audience.

Topics
- USDA Mission Areas
- Rural Development Mission
- Rural Development Programs
- Strategic Economic & Community Development (SECD)
- Cooperative Development
- Local Foods

TIME: 1 MINUTE

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 3
INSTRUCTIONS

Briefly note that USDA is divided into seven mission areas as depicted on the slide, all of which support a common theme of enhancing the food/agricultural economy.

Note the two areas that support the RD and Cooperative Extension Service partnership.

Research, Education, and Economics - dedicated to the creation of a safe, sustainable, competitive U.S. food and fiber system, as well as strong communities, families, and youth through integrated research, analysis, and education. Cooperative Extension Service and the four Regional Rural Development Centers are supported from within this area.

Rural Development (go to next slide for mission statement on the next slide)

One USDA, Seven Mission Areas

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

In case people ask, here are the other mission area purposes. However, for the purpose of this session, there is no need to examine these unless people question them.

Farm & Foreign Ag Services - keeps America's <u>farmers and ranchers</u> in business as they face the uncertainties of weather and markets.

Food and Nutrition Consumer Services – works to harness the Nation's <u>agricultural</u> abundance to end hunger and improve health in the United States.

Food Safety – ensures that our nation's <u>meat, poultry and processed egg supply</u> is wholesome, safe and properly labeled

Marketing & Regulatory Programs – ensures the <u>health and care of animals and plants</u>

Natural Resources and Environment – ensures the <u>health of the land</u> through sustainable management.

SLIDE 4
INSTRUCTIONS

Note RD's mission statement, then discuss:

How do you see your work on regional economic development supported by the work of these two mission areas: Research, Education, & Economics (Cooperative Extension Service) and Rural Development?

Draw participants' attention to the goals charts and "other ideas" chart you prepared prior to the session. Tell the audience to keep these goals in mind as they learn about RD programs that can support implementation.

Provide audience with post-it notes and tell them feel free to ask questions as we progress or jot down their questions/ideas on post-it notes and post it on the charts with each goal.

Rural Development's Mission

Committed to helping improve the economy and quality of life in rural America

TIME: 4 MINUTES

SUPPLIES: GOALS CHARTS AND OTHER IDEAS CHART

POST-IT NOTES

HANDOUTS: NONE

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SLIDE 5
INSTRUCTIONS

Talk about "Rural Development" the agency and discuss the agencies within RD as follows:

Rural Utility Services (RUS) – Administers programs that help eligible entities within rural areas obtain funding for utility services such as electric, telecommunications, and water & environmental programs.

Rural Housing Service (RHS) – Administers programs to rural areas for safe and reliable housing and community facility type projects within rural areas.

Rural Business Cooperative Service (RBS) – Administers programs to rural areas for business and cooperative development.

At this slide provide an overarching description of each of the Service Areas and briefly note which ones might connect to the SET goals. Note that the next few slides will go into further detail on each area.
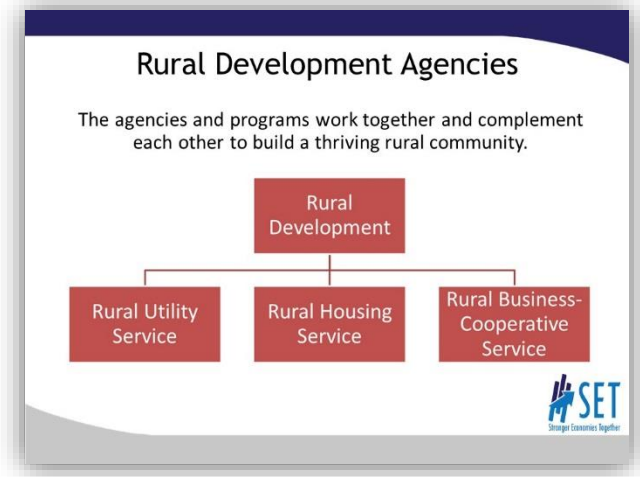
TIME: 3 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 6
INSTRUCTIONS

Explain RUS's new system called RD Apply. RD Apply is an application intake system that allows you to apply for loans and grants for Rural Utilities Service (RUS) Programs.

NOTE: Don't talk about all programs RUS administers but talk about programs generally as follows:

Electric Programs – provide funding for electric infrastructure for eligible applicants.

Telecommunications Programs – Provides funding to rural areas for telecommunications equipment for rural areas that don't have Broadband. Distance Learning & Telemedicine Grants and Community Connect Grant are worth mentioning.

Water & Environmental Programs – Provides funding for rural areas that need services for Water and Wastewater or need existing systems repaired.

Activity: Are there any of these three areas that may be connected to the SET goals in some way? Provide 5 minutes for people to write questions or thoughts related to these three program areas on post-it notes to add to the charts.
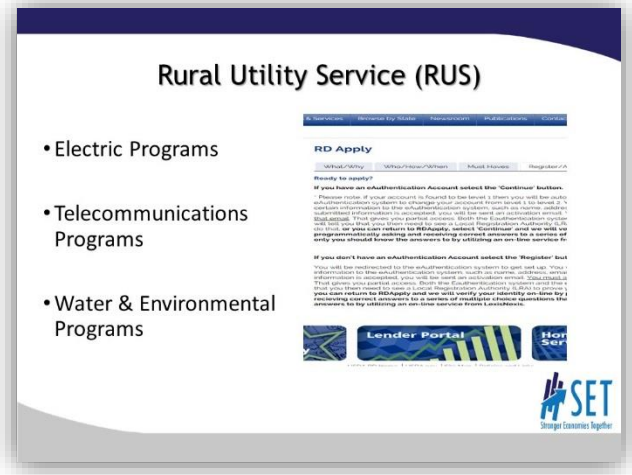
TIME: 7 MINUTES

SUPPLIES: WHITE BOARD, MARKERS,

POST-IT NOTES

HANDOUTS: NONE

SLIDE 7
INSTRUCTIONS

Discuss that Rural Housing Service program as follows:

Multi-Family Housing – Provides funding for the construction and rehab of Multi-Family Housing units in rural areas.

Single Family Housing – Provides funding to low-income persons in rural areas for single family housing.

Community Facilities Program – Provides funding for Community Facility type projects that benefit rural citizens within rural areas.

Activity: Are there any of these three areas that may be connected to the SET goals in some way? Provide 5 minutes for people to write questions or thoughts related to these three program areas on post-it notes to add to the charts.

TIME: 7 MINUTES

SUPPLIES: POST-IT NOTES

HANDOUTS: NONE

SLIDE 8

INSTRUCTIONS

Discuss that RBCS program as follows:

Business Programs – Provides funding for projects geared toward small businesses in rural areas.

Energy Programs – Provides funding for electric and telecommunications type projects.

Cooperative Programs – Provides funding and technical assistance for development of Cooperatives.

Activity: Are there any of these three areas that may be connected to the SET goals in some way? Provide 5 minutes for people to write questions or thoughts related to these three program areas on post-it notes to add to the charts


TIME: 7 MINUTES

SUPPLIES: POST IT NOTES

HANDOUTS: NONE

SLIDE 9

INSTRUCTIONS

Refer to this document that has links to all programs discussed. Encourage everyone to utilize this document for reference when working on various projects in their communities that they serve. This will provide basic knowledge of RD programs but still encourage potential applicants to reach out to local RD Area Office for more information on a programs.

DISCUSSION: Refer to the charts where regional SET goals are listed. Ask the audience which program they think would best support their goal and why.

Be prepared to provide in depth information about a program of interest that can support the region implement their top goals.


Rural Development
Type of Financial Assistance

http://www.rd.usda.gov/files/RD_ProgramMatrix.pdf
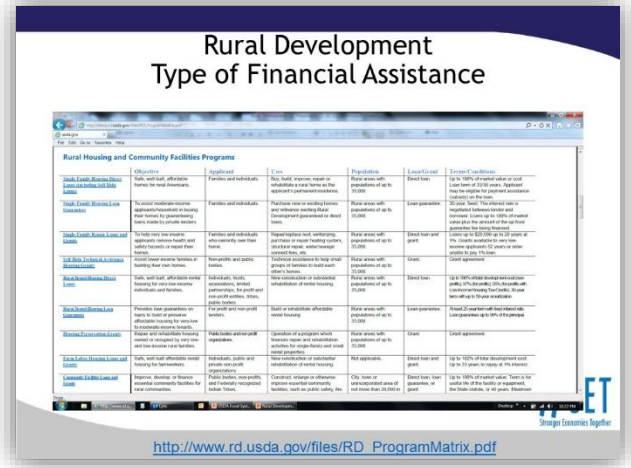
TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: FLYERS ON RD PROGRAMS THAT CAN BE OF INTEREST TO THE REGION

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SLIDE 10

INSTRUCTIONS

Now that an overview of RD program has been given, move the discussion to the opportunity provided by Section 6025 of the 2014 Farm Bill. Emphasize how writing a High Quality Plan in SET will be directly tied to this opportunity.

This Strategic Economic & Community Development (SECD) section of the presentation will demonstrate how RD will promote a holistic approach for developing sustainable community [regional] and economic development efforts.

Section 6025 of 2014 Farm Bill

Strategic Economic and
Community Development (SECD)
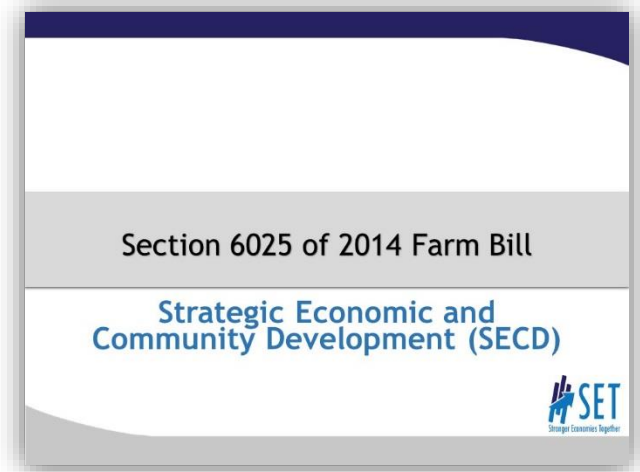
TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: SECD FACT SHEET

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SLIDE 11
INSTRUCTIONS

This slides goes into what SECD is. Explain that each program listed can set aside up to 10% of existing program funds to fund projects that support a multi-jurisdictional plan.
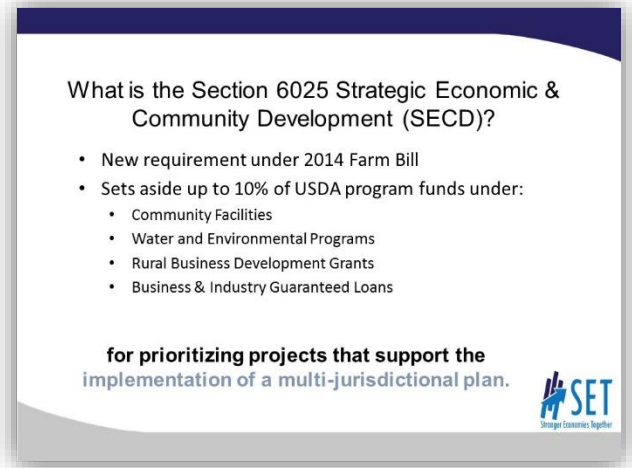
Note: A jurisdiction is defined as one unit of government. So a multi-jurisdictional plan has to be a plan that is for a region or area that includes more than one unit of government. SET regions, given multi-county design, meet this requirement. However, be mindful that most counties have several cities and towns within them. So county-wide plan would meet the definition of multi-jurisdictional also.

The importance of moving forward with a Regional Plan can be emphasized as follows: Regional plans identify:

- Areas of improvement for the region. Communities within the region can use the plan as a guide to assess local needs and address those needs.
- Assets to build upon in attracting and promoting business and tourism
- Partners and stakeholders within the region
- Potential funders for projects and technical assistance providers to assist in areas where regions lack capacity

Explain to the audience the importance of finalizing their regional plan in order to benefit from this opportunity.

DISCUSSION: Discuss timeline of SECD and how it should align with the region's finalization of its plan.

What is the Section 6025 Strategic Economic & Community Development (SECD)?

- New requirement under 2014 Farm Bill
- Sets aside up to 10% of USDA program funds under:
    - Community Facilities
    - Water and Environmental Programs
    - Rural Business Development Grants
    - Business & Industry Guaranteed Loans

for prioritizing projects that support the implementation of a multi-jurisdictional plan.

TIME: 4 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 12
INSTRUCTIONS

This slide depicts the four program areas that are included in the SECD program. Since these were just discussed in the previous slide, there is no need to repeat purposes. Rather, simply point out which ones are relevant.

• **Community Facilities**

• **Water and Environmental Programs**

• **Rural Business Development Grants**

• **Business & Industry Loans**

DISCUSSION: Refer audience to the white board with the regional development goals. Discuss which program with a set aside under SECD can support the region's goals.

TIME: 3 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 13

INSTRUCTIONS

This slide outlines the two part process of applying for SECD funding.

First, the applicant should work with the appropriate RD Specialist to ensure that all required grant/loan paperwork is submitted.

Second, the applicant submits RD Form 1980-88 and the applicant check list for SECD to be considered for these priority points.

Note that the SECD form can be submitted along with the loan/grant application materials.

How the Process Works

First: Prepare loan/grant application for underlying program
- Work with appropriate RD Specialist to ensure all appropriate financial, environmental and back up data is submitted.

Second: Submit for scoring under SECD*
- RD Form 1980-88 (the application for SECD consideration)
- Applicant check list for SECD

(*Can be submitted concurrently with loan/grant application)
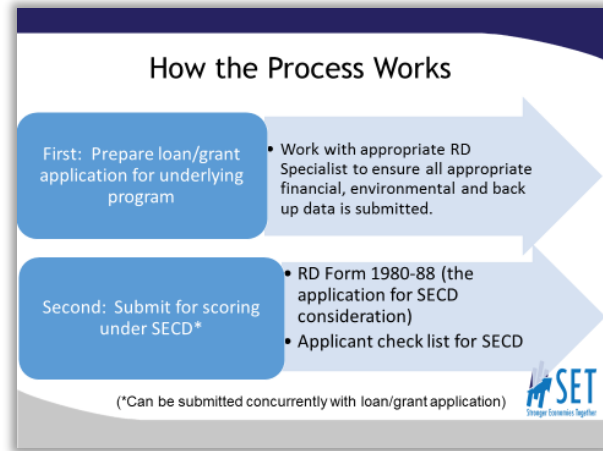
TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 14

INSTRUCTIONS

"Why SECD": Starting at this slide it is important to highlight how RD is working with communities to encourage and promote community and economic development activities. This starts with a plan, then uses RD programs and technical assistance to move goals and objectives of a region forward to improve the standard of living for its citizens.

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 15
INSTRUCTIONS

Regional Planning - *research and practice have proven that a regional approach can increase the success of economic development strategies within a region.*

This slide starts the discussion of how points can be given to projects that support a regional plan. These points can be added to the project total score for SECD funding. These points can only be used toward SECD Funds and not general program funding.

In this slide it should be emphasized that these SECD points can make projects more competitive and increase chances of their project being funded.

Specifically in this slide points for meeting objectives of plan, measurable performance measures, and collaboration of multiple stakeholders should be discussed but also incorporate benefits to communities when the objectives of the plan are met, ability to measure performance, and collaborating with stakeholders in a region. All these items promote community and economic development and are rewarded through SECD points towards eligible projects.

The Regional Approach: A Proven Success

Rural Development rewards projects that:	Number of points
Are tied to a Multijurisdictional Plan & meet at least 2 objectives	Up to 10 points
Have a Regional Plan with clear objectives and the ability to establish measureable performance measures	Up to 2 points
Have a plan developed from a collaboration of multiple stakeholders from its service area	Up to 2 points

TIME: 3 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 16

INSTRUCTIONS

This slide continues the discussion of how points can be given to projects that support a regional plan. These points can be added to project total score for SECD funding. These points can only be used toward SECD Funds and not general program funding.

In this slide it should be emphasized that these SECD points can make projects more competitive and increase chances of their project being funded.

Specifically in this slide points for identifying regional assets, other federal investments, and philanthropic investments should be discussed but also incorporate benefits to communities when these items have been implemented. All these items promote community and economic development and are rewarded through SECD points towards eligible projects.

A Good Plan…

Rural Development rewards projects that include:	Number of points
Resources – The Plan demonstrates an understanding of the applicable regional assets that could support the Plan	Up to 2 points
Other Federal Investments - The Plan includes practical Investments from Federal agencies other than the USDA	Up to 2 points
Philanthropic Investment – The Plan includes practical investments from Philanthropic organizations	Up to 2 points

TIME: 3 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 17
INSTRUCTIONS

Conversation should be expanded to how SECD moves hand and hand with Cooperative Development and Local Foods Initiative. Rural Communities have the option of providing essential services to residence and allowing these residence to be members in the form of a cooperative. Rural communities typically have agricultural economies that are essential to their livelihood. These communities can use funding and technical assistance provided through Local Food Initiatives to promote Regional Hubs and/or Farmers Markets.

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 18

INSTRUCTIONS

Co-op discussion should be lead as Cooperatives being a viable option for providing needed services to rural communities. Be prepared to provide examples of some good co-ops providing services that are essential to rural customers. Try to have some examples of co-ops that are close to the region where this presentation is being done.

Make sure that everyone understands that services that can be provided by co-ops are not limited to items listed in the PowerPoint slide. Any type of service that is needed for a community or region can most likely be provided in the form of a co-op.

Cooperative Development

Co-ops are producer and user-owned businesses that are controlled by, and operate for the benefit of, their members.

• **Farmer Co-ops** – market and process crops

• **Rural Utility Co-ops** – electrical and telecommunication services

• **Financial Co-ops** – credit and financial services

• **Other Co-ops** – Food stores, daycare, health services

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

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SLIDE 19
INSTRUCTIONS

Rural Development has a Cooperative Development Specialist available to assist. Also discuss that Extension Services can assist and partner with Rural Development to help a group set up a co-op.

Participants should be encouraged to discuss the option of co-ops to rural areas to provide needed services to customers. Also note that as well as technical assistance on creating co-ops, that Rural Development has various programs that co-ops can utilize. This includes loan and grant opportunities for a potential co-op.

Finally make sure participants are aware that there are Co-op Development Centers available to assist them as well.

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 20
INSTRUCTIONS

One asset many rural communities has is their agriculture economy that can be used promote their community and economic development efforts. Rural Development has Local and Regional Food Systems. This effort led by Rural Development can make technical assistance and funding available to rural areas and enhance their local economy

Examples of the type of assistance should be given such as development of a regional food hub and farmers' market.

Local and Regional Food Systems

• Helps communities scale up local and regional food systems and strengthen their economies.

• Offers assistance in funding and technical assistance for developing regional food systems
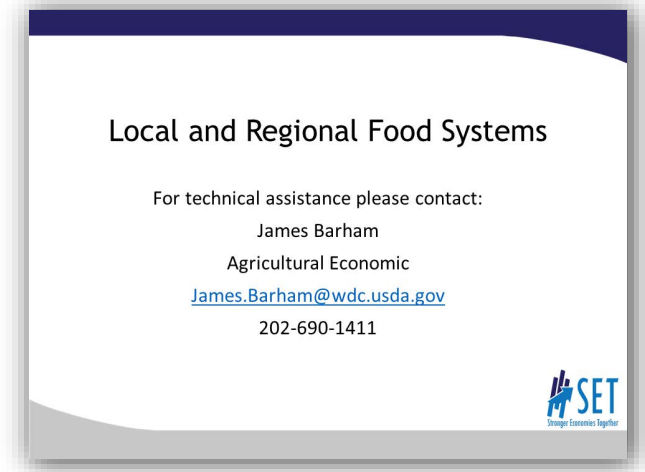
TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 21

INSTRUCTIONS

The technical assistance contact for Local and Regional Food Systems is on this slide.

Local and Regional Food Systems

For technical assistance please contact:

James Barham

Agricultural Economic

James.Barham@wdc.usda.gov

202-690-1411

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TIME: 1 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

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SLIDE 22

INSTRUCTIONS

This slide is a good way to sum up all that was discussed and leave listeners with a final thought. Discuss how RD programs can be used in a holistic way to produce sustainable results in moving communities forward.

Final Thoughts

- Rural Development has programs and committed staff that can address a variety of community and regional challenges

- SECD promotes and rewards a regional approach when using RD programs.

- RD Programs can be used to lift rural communities out of poverty when programs are used strategically.

- Co-ops and Local Foods Systems can be used to promote community and economic efforts for rural communities.
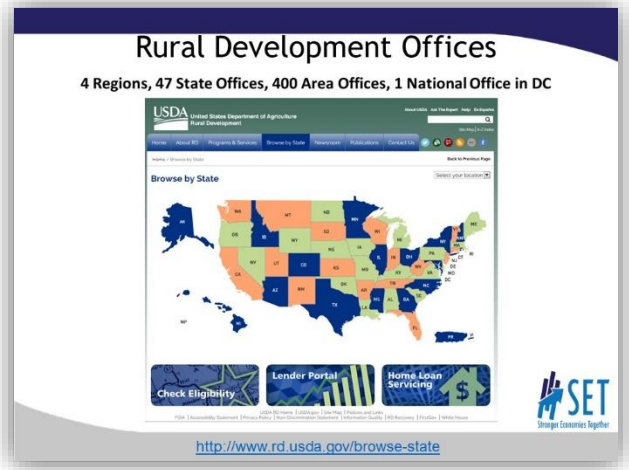
KEY POINT

SET

TIME: 2 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

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SLIDE 23

INSTRUCTIONS

This slide supports the previous slide and statement about reaching out to Area Offices. This link can be used to identify the local area office in your state.

TIME: 1 MINUTES

SUPPLIES: NONE

HANDOUTS: RD STATE OFFICE AND REGIONAL GENERAL FIELD REPRESENTATIVE (GFR'S) CONTACT PERSONS SERVING THE REGION FOR RURAL DEVELOPMENT PROGRAMS

SLIDE 24
INSTRUCTIONS

Explain the role of Regional CED Coordinators

CED staff – both in the national office and in the field – will continue to help RD assist communities in **building their capacity** and providing targeted **technical assistance**. By doing so, Rural Development will increase the communities' readiness for sustainable economic development and build **project pipelines** to take advantage of other RD Programs down the road. Additionally, CED staff can help ensure that partnerships are established and that other resources are leverages so **unserved and underserved socially disadvantaged and minority groups** can be effectively assisted.

They are also committed to helping implement Stroger Economies Together (SET) and Farm Bill's Section 6025 requirements (Strategic Economic & Community Development SECD

TIME: 1 MINUTES

SUPPLIES: NONE

HANDOUTS: CONTACT DETAILS OF REGIONAL CED COORDINATORS

SLIDE 25

INSTRUCTIONS

Be prepared to address any questions from listeners.

Refer to "Ideas Board" – try to address questions/suggestions that have been raised.
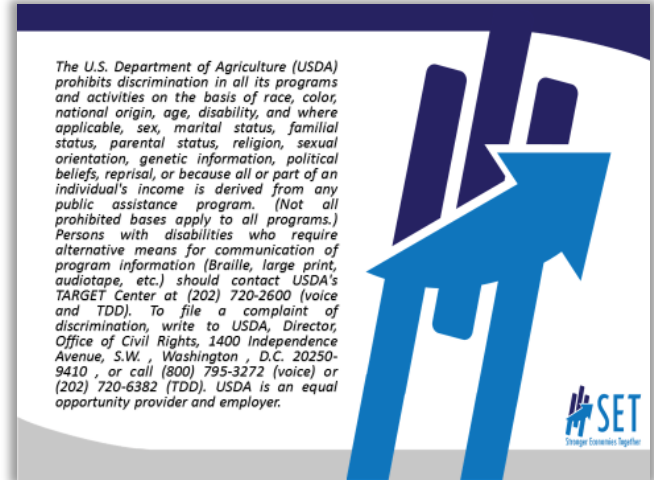

TIME: 5 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 26
INSTRUCTIONS

Note RD's civil rights statement.

TIME: 5 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE

SLIDE 27
INSTRUCTIONS

Be sure to insert your team contact information on this slide.

TIME: 5 MINUTES

SUPPLIES: NONE

HANDOUTS: NONE