

# **NADO Webinar on USDA's Strategic Economic and Community Development Program: How Rural Communities Can Apply**

**January 12, 2016  
2:00 – 3:15 p.m. ET**



**Committed to the future of rural communities.**

# Our Mission

## The National Association of Development Organizations (NADO)



To strengthen local governments, communities, and economies through the regional strategies, partnerships, and solutions of the nation's regional development organizations.



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.  
NADO.ORG

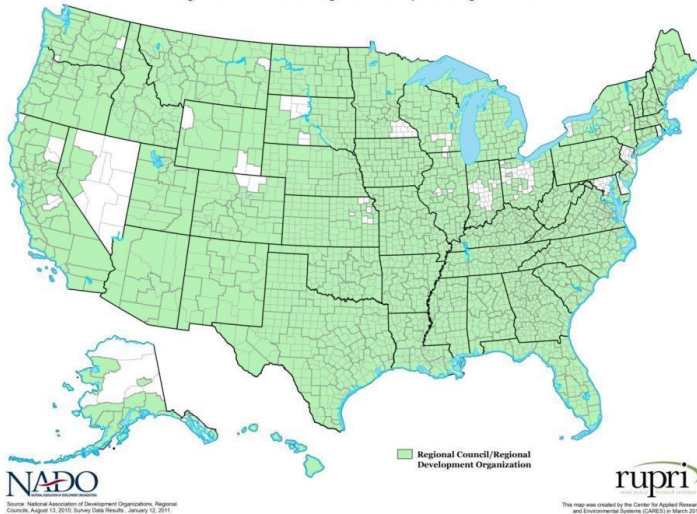
# Our Membership

National membership organization for the network of over 520 **regional development organizations (RDOs)** throughout the U.S.

RDOs are also known as Councils of Government, Regional Planning Commissions, Economic Development Districts, and by other names.

They promote efforts that **strengthen local governments, communities, and economies through regional strategies** focusing on economic development, infrastructure, housing, transportation, and regional planning.

Regional Councils and Regional Development Organizations



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.  
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# On Today's Webinar

## Speakers

- **Jeff Kiely**, NADO and Northwest New Mexico Council of Governments
- **Sam Rikkers**, USDA
- **Dave Ives**, EDA

## Presenters

- **Farah Ahmad**, USDA
- **Jeff Hays**, USDA
- **Greg Dale**, USDA
- **Andres Gonzalez**, USDA

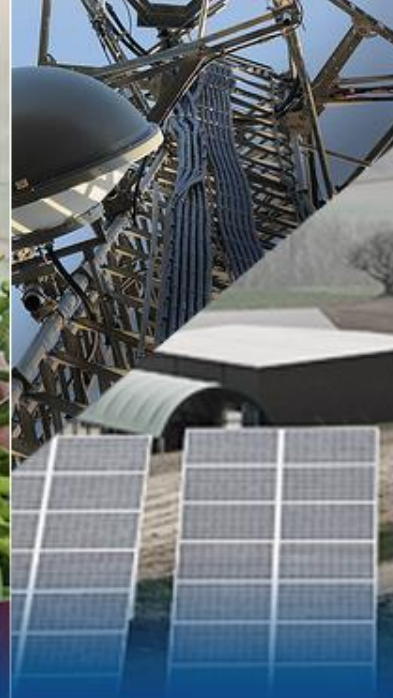
## Moderators

- **Susan Howard**, NADO
- **Ted Stiger**, NADO



# Section 6025: Strategic Economic and Community Development (SECD)

January 12, 2016  
External Customers



United States Department of Agriculture

# Speakers Today

Rural Development Staff

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# Objective:

The objective of this presentation is to introduce a new program, *Section 6025 Strategic Economic and Community Development (SECD)*.

6025=SECD

# Today we will cover:

- I. What is Section 6025 Strategic Economic and Community Development (SECD)?
  - a. Eligible Underlying Programs
  - b. Funding
- II. Multi-Jurisdictional Plans
- III. SECD Eligibility
- IV. SECD Application Requirements
- V. Review/Scoring of SECD Application
- VI. Q&A





# What is the Section 6025 Strategic Economic & Community Development?

As required by the 2014 Farm Bill, Rural Development is implementing Section 6025, Strategic Economic Community Development

**SECD prioritizes projects that support the implementation of a multi-jurisdictional plan.**

# Why SECD?

Recognizing that poverty reduction is a systemic problem that requires systemic solutions, the Strategic Economic and Community Development (SECD) is an opportunity to prioritize projects that support the implementation of a regional economic development plan.

# Eligible Programs

- Direct Community Facility Loans & Grants
- Direct Water and Waste Loans and Grants
- Rural Business Development Grants
- Guaranteed Community Facility Loans
- Guaranteed Water and Waste Disposal Loans
- Business and Industry Guaranteed Loans

# Funding SECD

- Eligible SECD programs will be able to **set aside up to 10% of program funds** for projects that support SECD.
- SECD applications can be accepted **for projects “in progress” or new projects**, for FY 2016 funding based on their funding cycles.
- The SECD applications for **RBDG and Direct CF Loans/Grants will be reviewed and awarded at the state level.**
  - All other programs will be reviewed and awarded at the national level.
- Unobligated funds will go back to applicable program after **June 30<sup>th</sup>** of Fiscal Year

# SECD Projects Funded in FY15

- Royalton, VT – (CEDs plan) Community Facility Grant for Emergency Equipment and System Upgrades to complement remodel and consolidation of Town Hall offices.
- West Stewartstown, NH- (CEDs plan) Water System Improvement Grant to address public health & safety concerns from contamination in failing supply lines.
- Springerville, AZ- (Multi-Community Plan) RBDG-White Mountain Regional Medical Center- Feasibility study to expand internal daycare services to surrounding communities to support working families.

# Eligible Multi-Jurisdictional Plans





# Definition: Multi-Jurisdictional Plan

**Plan** means a comprehensive economic development or community development strategy that **outlines a region's vision for shaping its economy**, and includes, as appropriate and necessary, consideration of such aspects as natural resources, land use, transportation, and housing. Such Plans bring together key community stakeholders to create a roadmap to diversify and strengthen their communities and to build a foundation to create the environment for regional economic prosperity. To be acceptable under this subpart, **the Plan must be vetted and supported by the Jurisdictions affected by the Plan and must contain at a minimum** the following:

- (1) **A summary of the economic conditions of the region;**
- (2) **An in-depth analysis of the economic and community strengths, weaknesses, opportunities, and threats for the region**, to include consideration of such aspects as the environmental and social conditions;
- (3) **Strategies and implementation** (of) Plan to build upon the region's strengths and opportunities and to resolve the weaknesses and threats facing the region;
- (4) **Performance measures** that evaluate the successful implementation of the Plan's objectives; and
- (5) **Support of key community stakeholders**. Acceptable forms of supporting documentation showing this support include, but are not limited to, memos of understanding with authorizing signatures, letters of support, and cooperative agreements between the applicant and key entities.

# What is an *adopted* plan?

*Adopted.* The statute requires “applications involving **State, county, municipal, or tribal governments** shall include an indication of consistency with an adopted regional economic or community development plan.”

The primary consideration in defining “adopted” is that the appropriate entity has, or **entities have, officially approved the plan for implementation.** The appropriate entity or entities will vary among plans and may be, **for example, a governing body or planning board.**

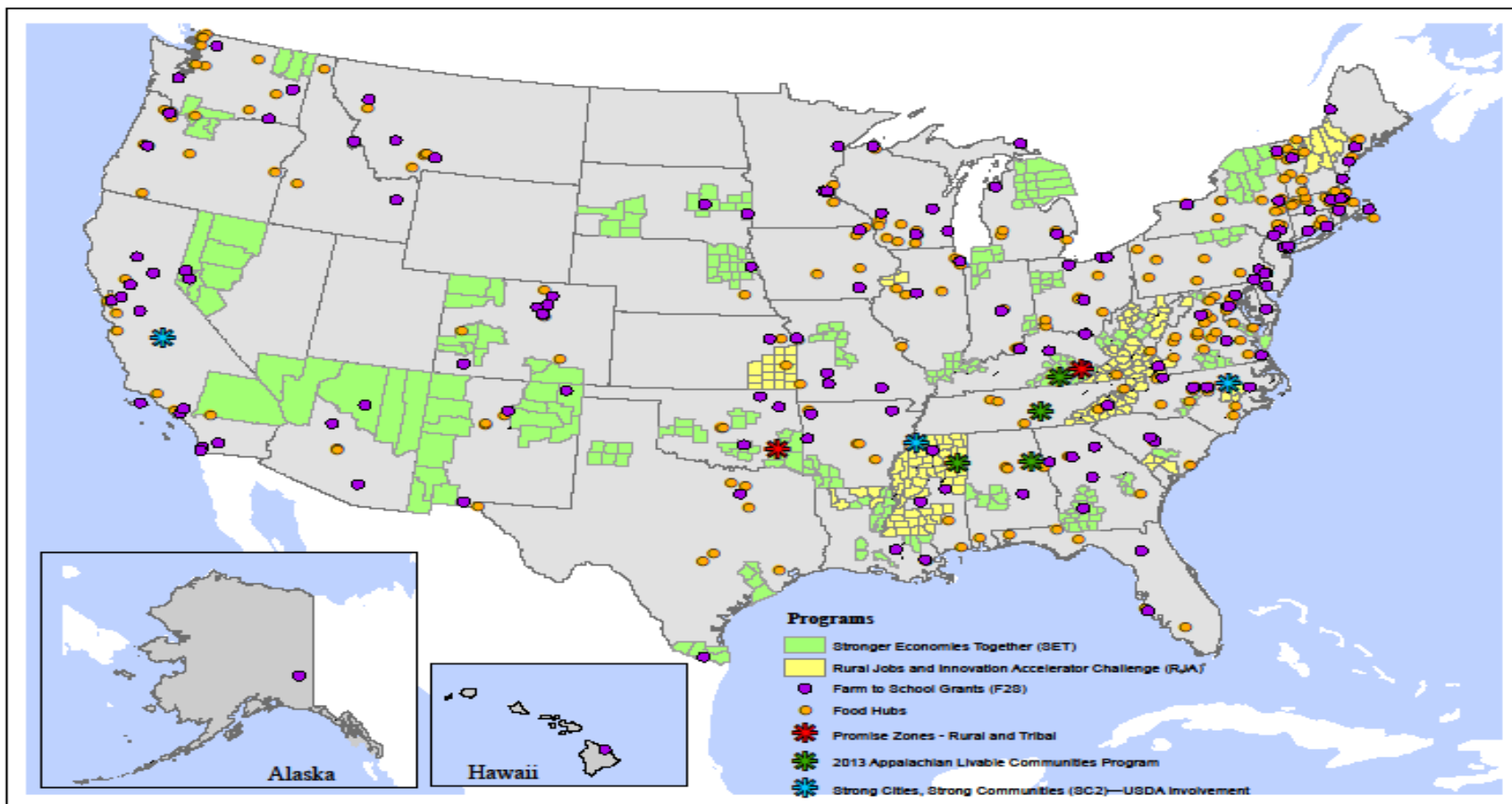
# Who Has Regional Plans?

- Councils of Governments-Public and Non-Profit
- Regional Authorities
- State Agencies
- Coalitions of Counties, Towns, etc.
- Special Initiative Coalitions like Stronger Economics Together (SET), Promise Zones, Investing in Manufacturing Communities Partnership (IMCP), Sustainable Communities and Comprehensive Economic Development Strategy (CEDS)

*A plan can also be a product of a non-profit organization serving multiple jurisdictions.*

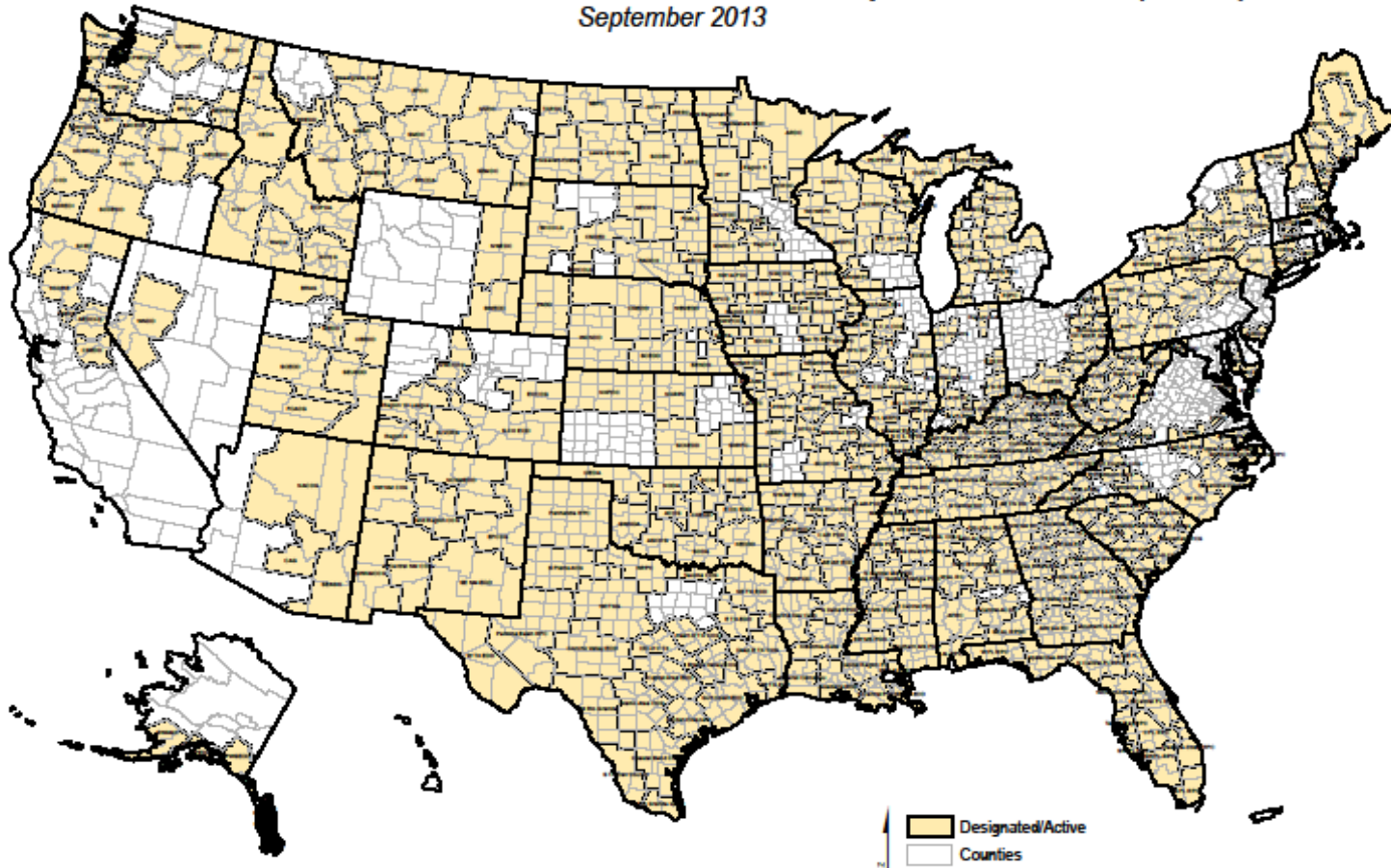
# USDA Placed Based Initiatives utilizing strategic planning

## Select USDA Place-Based Initiatives and Programs



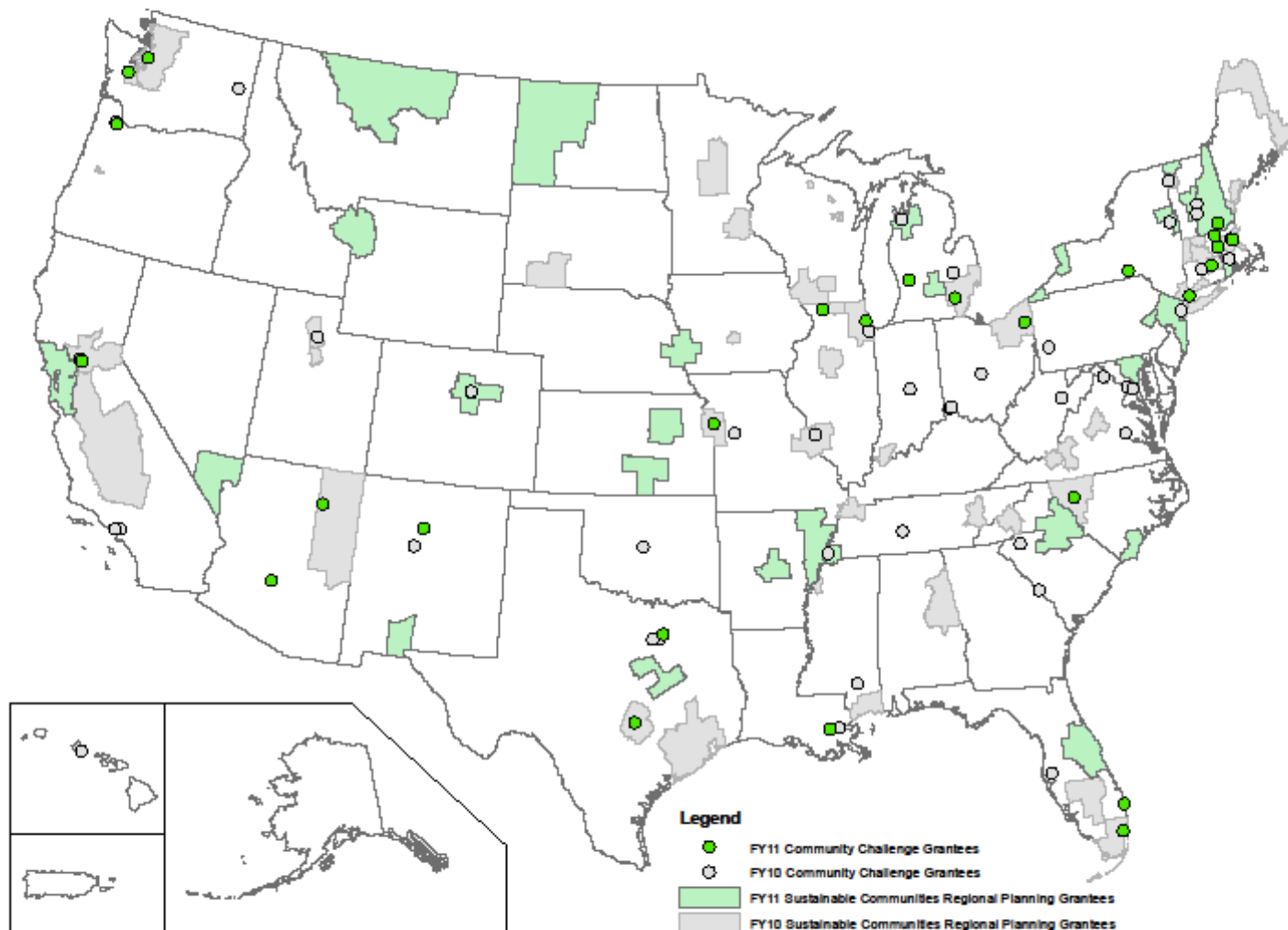
## *Economic Development Districts (EDDs)*

*September 2013*



Examples of EDA CEDS plans are located at <http://www.eda.gov/resources/>

## HUD Sustainable Communities Grantees, FY2010 - FY2011





# So you have a multi-jurisdictional plan, now what?

- 1) Find Eligible Projects
- 2) Connect Projects to USDA Rural Development
- 3) Assess Project and Multi-Jurisdictional Plan Compatibility
  - If compatible, submit SECD application for approval
  - If NOT compatible, consider updating multi-jurisdictional plan

# SECD Eligibility



## To be eligible for SECD, the proposed project must:

1. Meet the underlying program's eligibility criteria as determined by the program
2. Be carried out solely in a rural area
3. Support a multi-jurisdictional strategic economic and community development plan

To be eligible for SECD, the proposed project must meet:

## **Underlying Program Eligibility Criteria**

- *Community Facilities Program*
- *Water and Waste Program*
- *Business and Industry Guaranteed Loans*
- *Rural Business Development Grants*

*Please Note:*

- *RD Staff should be consulted on eligibility requirement of programs*
- *If project does not meet individual program's eligibility criteria than project will not be eligible for SECD.*

To be eligible for SECD, the proposed project must be:

## **Carried out solely in a rural area.**

*Carried out solely in a rural area means either one of two ways  
(the project must meet one or the other of the following definitions):*

- (1) **Physical Location** - The Project is physically located in a rural area; This definition of “carried out solely in a rural area” focuses on the physical location of the project and without regard as to who will benefit from the project.*
- (2) **Service Area** - All of the beneficiaries of the services provided by the Project either reside in a rural area (for individuals) or are located in a rural area (for businesses).*

To be eligible for SECD, the proposed project must be:

# **Support a multi-jurisdictional strategic economic community development plan.**

Jurisdiction means a unit of government or other entity with similar powers. Examples include, but are not limited to: city, county, district, special purpose district, township, town, borough, parish, village, State, and Indian tribe.

***An Indian tribe may have multiple jurisdictions within the tribal land holdings and these may count as individual units.***



## RECAP: To be eligible for SECD, the proposed project must:

1. Meet the underlying program's eligibility criteria as determined by the program
2. Be carried out solely in a rural area
3. Support a multi-jurisdictional strategic economic and community development plan

# SECD Application Package



# So what's in the SECD application package?

If applicant is interested in SECD, then they will need to have submitted the underlying program application to State Rural Development Staff and **separately provide a summary or narrative of the project** along with the following:

1. Form 1980-88 and all attachments
2. Multi-Jurisdictional Plan (relevant sections)
3. Supporting Documentation

*SECD Application Package:*

## **Form 1980-88 - Who's Who?**

- Applicant is whoever will receive the funds.
- Plan contact is entity(s) involved in creating the multi-jurisdictional plan.



Form RD 1980-88  
(11/30/15)

Form Approved  
OMB No. 0570-0068

<b>U.S. DEPARTMENT OF AGRICULTURE</b>	
Rural Development	
<b>STRATEGIC ECONOMIC AND COMMUNITY DEVELOPMENT (SECTION 6025) PRIORITY</b>	
<small><b>NOTE:</b> The following statement is made in accordance with the Privacy Act of 1974 (5 USC 552a) and the Paperwork Act of 1995, as amended. The authority for requesting the following information is Section 9001 of the Agricultural Act of 2014 (Public Law 113-79). This information may be provided to other agencies, Internal Revenue Service, Department of Justice, or other State and Federal law enforcement agencies, and in response to a court, magistrate or administrative tribunal. The provisions of criminal and civil fraud statutes, including 18 USC 286, 287, 371, 641, 1001, 1014, 1014, 15 USC 714m, and 31 USC 3720, may be applicable to the information provided.</small>	
Attached to this form are detailed instructions, the Forms Manual Insert (FMI), for each section. Please refer to the FMI when completing this form for guidance. Use attachments as necessary.	
<b>I. Applicant Information</b>	
<b>A. Applicant Legal Name:</b>	
<b>B. Applicant telephone number:</b>	<b>C. Applicant email address:</b>
<b>D. If applicable, type of Government entity (check all that apply):</b> State <input type="checkbox"/> County <input type="checkbox"/> Municipal <input type="checkbox"/> Tribal <input type="checkbox"/> Not applicable <input type="checkbox"/>	

<b>II. Strategic Economic or Community Development Plan (the Plan) Information</b>		
<b>A. Name of the Plan:</b>		
<b>B. Plan Date:</b>		
<b>1. Effective date of the Plan:</b>	<b>2. Dates Plan is in effect:</b>	
<b>C. Plan Contact Information (if more rows are needed, please provide an attachment with the requested information):</b>		
Name:	Telephone Number:	Email Address:
Organization:		
Title:		
Name:	Telephone Number:	Email Address:
Organization:		
Title:		
Name:	Telephone Number:	Email Address:
Organization:		
Title:		

Form RD 1980-88  
(07-2015)

2

<b>D. Describe the service area of the Plan.</b> In lieu of providing your own description, you may submit an excerpt from the Plan that describes the Plan's service area. If you are submitting an excerpt, please check this box: <input type="checkbox"/> This described the service area of the Plan.
<b>E. Web site link for the Plan (if one is available):</b>

<b>III. Project Information:</b>
<b>A. Project Name:</b>
<b>B. In order to be eligible for Section 6025 priority, the project must be "carried out solely in a rural area." Please answer both of the following questions. Note that the definition of "rural area" depends on the specific program you are applying for.</b>
Is your project physically located in a rural area? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Do all of the beneficiaries of the services provided by the Project either reside in a rural area if they are individuals) or are located in a rural area if they are businesses? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>C. If you are one or more of the Government entity types identified in Block I.D above, attach a letter from the appropriate entity(ies) indicating that the Project is consistent with the Plan and that the Plan has been Adopted.</b>

<b>IV. Scoring Information for Section 6025 Priority:</b>
<b>A. Scoring of the Proposed Project</b> For each of the Plan's objectives that the proposed project directly supports, complete Attachment A. Information provided in Attachment A will be used to determine how many Section 6025 priority points will be awarded in accordance with § 1980.1020(b)(1).
<b>B. Scoring of the Plan.</b> Attach documentation that addresses each of the five areas described below. Information provided will be used to determine how many Section 6025 priority points will be awarded in accordance with § 1980.1020(b)(2). <ol style="list-style-type: none"><li>1. The Plan was developed through the collaboration of multiple stakeholders in the service area of the plan, including the participation of combinations of stakeholders</li><li>2. The Plan demonstrates an understanding of the applicable region's assets that could support the Plan</li><li>3. Whether or not the Plan includes monetary or non-monetary contributions from Federal agencies other than the U.S. Department of Agriculture</li><li>4. Whether or not the Plan includes monetary or non-monetary contributions from one or more philanthropic organizations</li><li>5. The Plan contains clear objectives, the ability to establish measurable performance measures and to track progress towards meeting the Plan's objectives</li></ol>

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0570-0068. The time required to complete this information collection is estimated to average 8 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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## *SECD Application Package:*

# **2. Multi-Jurisdictional Plan**

- Previously defined and discussed
- Relevant sections only need to be submitted
- Links to multi-jurisdictional plans available online are helpful as a verification tool

## *SECD Application Package:*

### **3. Supporting Documentation**

- Acceptable forms of supporting documentation include, but are not limited to, memos of understanding with authorizing signatures, letters of support, and cooperative agreements between the applicant and key entities.
- These documents may pertain to jurisdictional support of plan, federal funds associated with the plan, and philanthropic funds associated with the plan.



# SECD Applicant Checklist

## Farm Bill Section 6025

### Strategic Economic and Community Development Applicant Checklist

☐ **Project Name:**

☐ **Project Application for One of the Following Programs:**

- |  |   |
|--|---|
| <input type="checkbox"/> Community Facility Loans                                      | <input type="checkbox"/> Water and Waste Disposal Programs      |
| <input type="checkbox"/> Community Facilities Grant Program                            | <input type="checkbox"/> Guaranteed Loans                       |
| <input type="checkbox"/> Community Programs Guaranteed Loans                           | <input type="checkbox"/> Water and Waste Loans and Grants       |
| <input type="checkbox"/> Fire and Rescue and Other Small Community Facilities Projects | <input type="checkbox"/> Business and Industry Guaranteed Loans |
|  | <input type="checkbox"/> Rural Business Development Grants      |

Note: The project must comply with all of the eligibility requirements of the underlying program to be considered for Section 6025 SECD.

☐ The project is carried out **solely in a rural area.**

☐ **Farm Bill Section 6025 SECD Form 1980-88** with the following details:

- ☐ Table of contents with page numbers for supporting documentation
- ☐ Attachment A(s) – Plan objectives\*\*  
(Note: a separate Attachment A is required for **each** objective)
- ☐ (If applicable) Attachment B – Previous applications

☐ **Key Elements of the Multi-Jurisdictional Plan**

- ☐ Plan service area covers more than jurisdiction. *Jurisdiction means a unit of government or other entity with similar powers. Examples include, but are not limited to: city, county, district, special purpose district, township, town, borough, parish, village, State, and Indian tribe.*
- ☐ A summary of the economic conditions of the region;
- ☐ An in-depth analysis of the economic and community strengths, weaknesses, opportunities, and threats for the region, to include consideration of such aspects as the environmental and social conditions;
- ☐ Strategies and implementation Plan to build upon the region's strengths and opportunities and to resolve the weaknesses and threats facing the region;
- ☐ Performance measures that evaluate the successful implementation of the Plan's objectives; and
- ☐ Support of key community stakeholders.

☐ **Demonstration of support to a qualified multi-jurisdictional plan:**

- ☐ Official letter from the appropriate entity/entities who approved the Plan  
(Note: This is only mandatory if applicant is a government entity.)
- ☐ Documentation showing that the Plan was developed through the collaboration of multiple stakeholders in the service area of the plan\*\*
- ☐ Documentation showing that the Plan demonstrates an understanding of the applicable region's assets that could support the Plan\*\*
- ☐ (If applicable) Documentation showing that the Plan includes practical monetary or non-monetary contributions from Federal agencies other than the U.S. Department of Agriculture  
(Note: Applicant should demonstrate the connection between the Project and the Plan)
- ☐ (If applicable) Documentation showing that the Plan includes practical monetary or non-monetary contributions from one or more philanthropic organizations  
(Note: Applicant should demonstrate the connection between the Project and the Plan)
- ☐ Documentation showing clear objectives, the ability to establish measurable performance measures and to track progress towards meeting the Plan's objectives\*\*

**Note:** URLs alone do NOT suffice as supporting documentation, but should be included if available. Supporting documentation must be attached to the Section 6025 SECD package.

**\*\*Documentation must include page numbers or pages containing plan excerpts as exhibits referring to a section in the Plan that addresses the five items above.**



# SECD Score Sheet



Score Sheet - Strategic Economic and Community Development (Section 6025)				
Project Name:		State:		
Applicant(s):		Type of Applicant:		
Underlying Program:				
Underlying Program Score:				
Does the plan meet the definition of multi-jurisdictional?		<input type="checkbox"/> NO <input type="checkbox"/> YES		
Is project carried out solely in a rural area?		<input type="checkbox"/> NO <input type="checkbox"/> YES		
		Points Awarded		
Objectives Supported by Project	If the Project directly supports implementation of 3 of the Plan's objectives, 10 points will be awarded. (ii) If the Project directly supports implementation of 2 of the Plan's objectives, 5 points will be awarded. (iii) If the Project directly supports implementation of less than 2 of the Plan's objectives, no points will be awarded.	<input type="checkbox"/> (0 points) Zero-One Objective	<input type="checkbox"/> (5 Points) Two Objectives	<input type="checkbox"/> (10 points) Three Objectives
Collaboration	If the Plan was developed through the collaboration of multiple stakeholders in the service area of the Plan, including the participation of combinations of stakeholders, such as State, local, and tribal governments, nonprofit institutions, institutions of higher education, and private entities, two points will be awarded.	<input type="checkbox"/> No (0 points)	<input type="checkbox"/> Yes (2 points)	
Resources	If the Plan demonstrates an understanding of the applicable regional assets that could support the Plan, including natural resources, human resources, infrastructure, and financial resources, two points will be awarded.	<input type="checkbox"/> No (0 points)	<input type="checkbox"/> Yes (2 points)	
Other Federal Agencies Investment	If the Plan includes Investments from Federal agencies other than the U.S. Department of Agriculture, two points will be awarded.	<input type="checkbox"/> No (0 points)	<input type="checkbox"/> Yes (2 points)	
Philanthropic Organizations Investments	If the Plan includes Investments from Philanthropic organizations, two points will be awarded.	<input type="checkbox"/> No (0 points)	<input type="checkbox"/> Yes (2 points)	
Objectives and Performance Measures	If the Plan contains clear objectives and the ability to establish measurable performance measures and to track progress toward meeting the objectives, two points will be awarded.	<input type="checkbox"/> No (0 points)	<input type="checkbox"/> Yes (2 points)	
		<b>Total Points</b>		
		<b>Underlying Program Score</b>		
		Total Score (Total Points+Underlying Program Score)		

(Name and Date)

CED Staff Reviewer \_\_\_\_\_

Program Office \_\_\_\_\_

Concurrence \_\_\_\_\_

Additional Reviewer Comments (Optional):          
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# Scoring of Regional Plans

- Supported Objectives – 10 pts
- Collaboration – 2 pts
- Resources – 2 pts
- Other Federal Agencies – 2 pts
- Philanthropic Investment - 2 pts
- Performance Measures – 2 pts

# Scoring SECD

## Supported Objectives – 10 pts

- Project directly supports implementation of 3 plan objectives = 10 points
- Project directly supports implementation of 2 plan objectives = 5 points
- Project directly supports implementation of less than 2 objectives = 0 points

### FY 15 Example:

- Underlying Program: Water and Environmental Programs
- Project: Water/Sewer Repairs
- Eligibility: Project meets WEP eligibility and is located solely in rural area
- Multi-Jurisdictional Plan: Five County Service Area, CEDS Plan
- Plan Objectives:
  - *Infrastructure Objective*: Encourage and support development of capital improvement programs that serve to enhance infrastructure
  - *Natural Resources Objective*: Maintain the region's pristine water resources

**Project directly supports implementation of 2 plan objectives = 5 points**

# Scoring SECD

## Collaboration – 2 pts

- Plan should be developed from a collaboration of multiple stakeholders from its service area. Stakeholders should be a combination of State, local, and tribal governments, nonprofit institutions, institutions of higher education, and private entities = **2 points**.
  - *Acceptable forms of supporting documentation showing this support include, but are not limited to, letters of support, memos of understanding with authorizing signatures, and cooperative agreements between the applicant and key entities.*

## Resources – 2 pts

- The Plan should demonstrate an understanding of the applicable regional assets that could support the Plan, including natural resources, human resources, infrastructure, and financial resources = **2 points**.

# Scoring SECD

## **Other Federal Agencies Investment – 2 pts**

If the Plan includes **practical** Investments from Federal agencies other than the USDA =2 points

*Documentation should be included such as: statements from Federal agencies attesting to their support (monetary or non-monetary) or other sufficient information to validate their support in order to receive the maximum number of points.*

## **Philanthropic Investment - 2 pts**

If the Plan includes **practical** investments from Philanthropic organizations= 2pts

*Documentation should be included such as: statements from those organizations attesting to their support (monetary or non-monetary) or sufficient information that demonstrate their support in order to receive the maximum number of points.*

## **Performance Measures – 2 pts**

The Plan should contain clear objectives and the ability to establish measurable performance measures and to track progress toward meeting the objectives= 2pts



## NEXT STEPS

Feel free to contact the Regional or State CED lead or your existing program contact to discuss accessing the SECD set-aside for your pending project.

### CED Regional Coordinators

#### Southern Region:

- Gregory Dale [Gregory.Dale@wdc.usda.gov](mailto:Gregory.Dale@wdc.usda.gov)  
(202) 568-9558

#### Western Region:

- Jeff Hays [Jeff.Hays@az.usda.gov](mailto:Jeff.Hays@az.usda.gov)  
(928) 759-9301 x 103

#### Midwest Region:

- Christine Sorensen [Christine.Sorensen@wdc.usda.gov](mailto:Christine.Sorensen@wdc.usda.gov)  
(202) 568-9832

#### Northeast Region:

- Angela Callie [Angela.Callie@wdc.usda.gov](mailto:Angela.Callie@wdc.usda.gov)  
(202) 568-9738

# Materials to Follow

- Link to recorded presentation
- Directory of State CED Leads

# Questions?

**Please type your questions in the question box on the side panel of your screen.**

**Presenters:**

- **Farah Ahmad, USDA**
- **Jeff Hays, USDA**
- **Greg Dale, USDA**
- **Andres Gonzalez, USDA**

The recording of this webinar, along with the PowerPoint slides, will be available at **[www.nado.org](http://www.nado.org)**.