Your Water Trail and Parks

Paddling through the process
Yellow River in Porterdale

Site of 2014 launch funded by RTP
So many ideas – so little money!
Planning and Branding Your Mission

or

(How to look and actually be great on an application for funding!)

Loving Your Project and Spreading the love (ie Marketing!!)
Proof of tremendous grass roots support, positive economic development impact, and health benefits for this alternative recreation activity! (DOCUMENTATION is the theme of this presentation!)

Our beautiful logo graphic was donated by Bryan Bevil
bryanbevil@gmail.com

Share with animals and Special needs friends.

Research the History!
Historic Corp of Engineers map researching possible transportation options. 1891

Part of showing the LOVE

Every bend in the river has a name for example “Berry’s fishing hole” or “Baptising and even gold!!

The Native American name of the river was the Welaunee.
First........Have Fun

Our first official summer of events to introduce the river to state and local paddlers. (Document!)
Technical Assistance from the National Park Service

• Explore GRN for toolbox and other resource information.

• There is so much on-line through Georgia River Network to help with fundraising.

• Charlotte Gillis with the National Park Service set up a seminar for us similar to the one you will see on this website. Listing this type of assistance on a grant application is very important! DOCUMENT Activities
This Application was written by our sister organization, Newton Trail Inc. (Collaborate!)

Application Form for NPS RTCA Assistance

Steps for application:
- Contact RTCA staff at least two weeks before applying for assistance.
- Send Applicant Information and Project Description to RTCA_Applicant@nps.gov by August 1
- or by U.S. Mail to appropriate Program Manager postmarked by August 1.
- We recommend sending maps, large background documents, and support letters by U.S. Mail to appropriate Program Manager postmarked by August 1.

Project Name: Porterdale Yellow River Park Date: August 1, 2011

Project Location: Porterdale
City, County and State: GA
Congressional District(s): 08
Applicant organization: Newton County Trail – Path Foundation, Inc.

Primary Contact: Maurice Carter Title: Chairman
Street Address: 3115 Floyd St
City: Covington State: GA Zip Code: 30014
Email: Maurice@newtontrail.org Daytime Phone: 678-010-0212

Project Description:
1. Describe the goals of your project and any tangible conservation or outdoor recreation results expected. Quantity expected results in terms of miles of trail or protected river, acres of open space, parkland, habitat, etc. Briefly describe any prior activity or history, if any, on the project and its current status. What aspects of projects are going well? What aspects you think need the most help? Include expected completion date if known.

The City of Porterdale sits along side the Yellow River on Georgia Highway 81. Over the years, the city has acquired 27 acres of land adjacent to the river, with the vision of creating a Yellow River Park in the heart of downtown Porterdale. The park will encompass walking and biking trails, the Historic Train Depot trail head, a nature trail along the river, ball fields, picnic areas, and a boat launching area. It is to be a planned pathway for canoists, kayakers, and rafters alike. The river is between the Georgia International Horse Park in Covington and the City of Porterdale. The trail head will serve not only the walking, biking, and nature trails within the Yellow River Park, but also the Turkey Creek/Yellow River trail planned by Newton County to connect to Turner Lake Park in Covington, GA.

The project for which we request RTCA assistance is the development of a comprehensive plan for the elements that make up and connect to the Yellow River Park. That plan should formalize an overall community vision for the park, clarify stakeholder roles in the achievement of the vision, decompose the plan into realistic phases, and outline strategies for building community support and sustainable funding. The plan must also take into account:

Elements in place today:
- 1/4 mile concrete loop trail for walking and biking, with adjoining picnic area, constructed by Newton County Trail – Path Foundation, Inc. in 2006
- Historic Railroad Depot to serve as a trail head and currently housing an all-volunteer public library and a weekly farmers market. The exterior was renovated in 2009 using a Georgia Department of Transportation (GDOT) Transportation Enhancements (TE) grant.
- Mulched woodlands nature trail between the Depot parking lot and the loop trail, also constructed in 2006.

The next phase to start later this year, enabled by a $250,000 GDOT TE grant and local SPLOST funds, to include:
Set your Goal – Know your place –
MASTER PLAN
53 miles – “day trip” sections
Where accessibility is required, grants will be needed
I always wondered why somebody didn’t do something about that, then I realized I am somebody.
Do Good (HARD) works and let everyone know what you are up to. (This comes in handy later)

5,000 Pounds of Trash Removed from Yellow River

Nearly 30 volunteers spent five hours Friday removing an estimated 5,000 pounds of trash from a massive pile that had formed on the Yellow River, just south of the Georgia international Horse Park in Conyers. But there’s still work to be done, and several river cleanups are coming up.

Row, Row, Row Your Boat to a Healthy Lifestyle
July 7, 2014 at 10:59am
http://www.gafcp.org/mobile__communicate/tmp_stories/NewtonObesityCohortBechtler#.U7q0YfldU0t
BY DIANA ST. LIFER
It may have been the Mississippi River that Creedence Clearwater Revival and Tina Turner were referring to when they sang about “rollin’...rollin’... rollin’ on the river.” But it’s the Yellow River in Georgia that has one person singing its praises and encouraging folks to roll on down. The 53-mile river runs through four counties—Newton, Gwinnett, Rockdale, and DeKalb—but Porterdale in Newton is the only river town........
RIVERS ALIVE – KID POWER
Gateway to Conservation – Document Your Collaborations!

“The activist is not the man who says the river is dirty. The activist is the man who cleans up the river.”
Ross Perot

Rivers Alive

Georgia Adopt-A-Stream

PROJECT WET
Water Education for Teachers
Governmental Resolutions of Support
Very important and required in Applications

City of Canton Resolution 2013

A Resolution to Recognize and Support
The Etowah River Water Trail

WHEREAS: The Etowah River flows through the City of Canton from the northeast to the southwest; and
WHEREAS: the citizens of Canton value this outstanding natural resource; its clean and abundant waters, the outdoor recreational opportunities afforded by the River and protection of riverside habitat and protected wetlands; and
WHEREAS: the citizens of Canton and visitors from throughout the State of Georgia and the United States have for more than twenty (20) years regularly and openly enjoyed and exercised a right of passage by boat on the Etowah River as it travels through Canton, thereby establishing a public easement of passage on the River; and
WHEREAS: the Etowah River Water Trail is consistent with the goals and recommendations of the Cherokee County Land Conservation Steering Committee; and
WHEREAS: the recent completion of the Canton Boat Launch along with other official and unofficial launch sites in the County afford citizens access to the River, with many more sites in the planning stage; and
WHEREAS: the citizens of Lumpkin, Dawson, Forsyth, Cherokee, Bartow, and Floyd Counties all share in this valuable resource and have provided for River access; and
WHEREAS: Numerous governmental and non-governmental organizations have worked throughout the years to protect and promote the Etowah River.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Canton, that the public easement of passage established by more than twenty (20) years of regular and open travel by boat on the Etowah River in Canton is hereby recognized and supported by the Mayor and Council on behalf of the citizens of the City of Canton, and visitors from throughout the State of Georgia and the United States.

FURTHER, that
1. The concept of the Etowah River Water Trail as outlined by the website www.etowahwatertrail.org is approved and hereby incorporated by reference; and
2. The Resolution will take effect immediately upon its adoption.
Proclaimed this 28th day of May, 2013.

Approved by Canton City Council
on May 02, 2013

[Signatures]
Non-Profit

OK, this is like homework but for something you really love.

Also, if you are from an affluent county or city that supports your work you can operate through and with them. i.e. you are more likely to receive funding through the budget or your local SPLOST referendum.

It does not hurt to have a wonderful attorney friend who gives back to the community by assisting grass roots groups establish a 501c3.

One of the best things we as paddlers have going for us is the that the river trail already exists. (Unlike the tougher struggle for Rails to Trails.)

Our Kind of “Board” Meeting with our attorney
• **Mission Statement (EXAMPLE- Will Share)**
• To enjoy, share and protect the Yellow River by inspiring river stewardship and recreation, promoting thriving communities, and providing river access, education and outreach.

• **Vision:**
  • Inspiring river stewardship and recreation:
  • Community involvement/investment
  • Offer paddles/event
  • Clean-ups
  • Social media, news media, group presentations
  • Promoting thriving communities:
  • Connecting communities with parks, supported launches, water trailheads, restrooms, parking, Access
  • Supportive local government
  • Outfitters, restaurants
  • Rescue staff knowledgeable trained
  • Providing river access, education & outreach:
  • Creating a desirable destination
  • Supportive launches
  • Citizens, educated & trained to respond water quality issues
Just an example of one of our meeting outcomes

- **Goals:**
  - Funds for projects (Brown Bridge Launch)\$
    - $19,000 match
  - Adopt a stream funds $1000
    - Memberships (Website/events)
    - Grants
  - Silent auction
  - Website—by June
  - Increase donors Request $$ from donors
    - Need brochure
  - Paddle events
    - Wet Wednesday

- Resolution of Support
  - Newton County
  - All Counties
- Organized cleanups
  - Rivers Alive
  - Yellow River Sweep
- Rockdale County access
  - Marty
- Letterhead
- Access below dam/bridge
Goals are set so go for the Gold
This Kiosk poster was a direct result of our group gathering information and the NEGRC (through the GRN). Having a professional - accurate look is important and proves the thoughtfulness going into planning for your goal.

This map was and is still part of our MARKETING and fundraising, and was a grant from GRN and the NEGRC

Keep records of attendees at any events you may host (especially in the beginning).

Keep copies of all media attention.

DOCUMENT
**Resources**

**GRN - garivers.org** – Great for the reason you are here! The umbrella organization that pulls together all the resources needed to help you with your water trail. Google GRN for most of the info you need.

**Ga Canoeing Association - GA paddle.com** – Great resource for legal, safety, and fun adventure info.

**DNR Recreational Trails Program (RTP)** - gastateparks.org/grants/rtp  See power point and other subjects listed on the right side of the site.

  Contact: Jodie Gardner, Program Manager. Telephone: (404) 463-1779  
  E-mail: Jodie.Gardner@dnr.ga.gov

**DNR Land and Water Conservation Fund (LWCF)** - gastateparks.org/grants/lwcf

  **Antoinette Norfleet** Phone: 770-389-7286  
  Email: Antoinette.Norfleet@dnr.ga.gov

**GA DOT TE Funding** - [http://georgiashpo.org/review/transportation](http://georgiashpo.org/review/transportation) (refer back to Depot in Porterdale)

**Other local River Water Trail organizations (Friends)**

**DO NOT RE-INVENT THE WHEEL!**

**BUT DO THINK OUT OF THE BOX!**
Don’t forget that many local industries or businesses will match employee donations.
Event Fundraising

Take note of the sponsors listed on the poster. Coordinate with your associates. This festival event was in conjunction with the Georgia Conservancy special paddle series “Hidden Gems”. They selected our Yellow River group to host this special paddle. Out-of-towners enjoyed the closeness to Atlanta and spent some of their extra time and cash in Porterdale and Covington. Never forget to mention the economic perks to your county officials.
Other fundraisers

Host a Toast to someone famous or very important to your community.
Invite Sponsors to host tables for a substantial contribution.
$40,000 raised!
Abe’s Landing is in honor of a young child who died. His father, Mike Hopkins is the director of the Newton County Water and Sewer Authority.

His team provided this easement, the kiosk, and improved access to the river on their property.
Trailhead in Porterdale to the Yellow River Park. Renovation of the Depot was accomplished with **Transportation Enhancement (TE)** funding through the DOT. The Rail Car (future restrooms / comfort station) by fellow non-profit, Newton Trails.
Combination RTP funding, and Village Public Works to create park
RTP = Recreational Trails Program
Federal Funding administered through the GA Department of Natural Resources

• Grant recipients pay 100% of up front cost
• Eligible for 80% reimbursement

$100,000 + $25,000 = $125,000

80% RTP/ 20% Local

Workshops are provided to applicants with details concerning applications, agreements (contracts), and administration of the funding
Who is Currently Eligible?

- city governments
- county governments
- recreation authorities with legislative sanction
- recreation commissions
- federal agencies
- state agencies
**Benefits: Economics**

**Spending on Type Trip**

- Mountain Climbing: $142,959,417
- Hunting: $179,083,800
- Hiking/Backpacking: $612,684,000
- National/State Park: $1,368,327,600
- Camping: $582,049,800
- Biking: $377,821,800
- Beach/Waterfront: $1,358,061,300
- Rafting: $194,016,600
- Boating/Sailing: $510,570,000
- Fishing: $684,163,800

Total: $1.39B

Longwoods International Travel USA – 2011
55,800,000 Overnight Georgia Trips
$183 per trip
How many pages?????? This equals the Formal Application, Resolution, Project Agreement and Project Requirements for RTP funding (A Pre-Application was also required for initial selection). An Archeological Survey was required prior to receiving the PROJECT AGREEMENT. Our non-profit YRWT is paying all cash match.


**IMPORTANT CHANGES TO RECREATIONAL TRAILS PROGRAM**

The Georgia Recreational Trails Grant Program (RTP) administers the federal funds provided to our state through the Federal Highway Administration (FHWA) for the construction and maintenance of recreational trails. We have traditionally awarded these funds through an annual grant application process that begins each fall, with grant award winners announced in the following spring. For your long term planning purposes, we are making this advanced notice of changes in the funding cycle for the Recreational Trails Program grants.

We are currently processing 45 applications for the 2016 funding cycle. Successful applicants will be announced around April 2017, and recommended to the FHWA for funding.

Our Georgia RTP will undergo an audit by the FHWA beginning next month which will result in some changes to our grant program processes. More emphasis will be placed on awarding grants to project sponsors with trail projects ready for immediate construction, and also on getting projects completed and grants closed on a timelier basis. (This will require more up-front commitment and funding for master planning and design. More reasons for grassroots fund raising or municipal support)

The Georgia RTP will go to a biennial (every other year) application and grant award process beginning in Fall 2017, with the grant awards to be made in 2019, and the next funding cycle announced in Fall 2019. The maximum grants award amounts will also be increased above the current $100,000 level. This biennial process will allow us to better meet federal requirements for the grant program, it will increase the funding amount available each grant cycle, and the selected projects will have cleared all environmental reviews, site ownership / easement issues, and funding match obstacles prior to awarding of the grants.

This is an example of what delayed our Contract agreement after submitting the original application and the Formal application. The Georgia Historic Preservation Division required an Archaelogical Survey of the proposed project to be reviewed by the Federal staff prior to sending the Project Agreement / Contract.
Land and Water Conservation Fund (LWCF)

Provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities including trails.
Part of the same Land and Water Conservation Funding Application
Accessible Fishing Pier at Lake Varner
Administering the Grants or Funding

• As recommended previously, you must make friends with your local government officials and employees. Every step of the way requires contracts, Memorandums of Understanding, and approval from the Board of Commissioners to proceed.

• Administering the funding is as much work as applying for the funding.

• Be aware o DBE (Disadvantaged Business Enterprise) typically requires 10% minority participation in the project and must be documented.

• Typically the government will provide the match which makes it easier.

• Other situations, like ours, with the Yellow River Water Trail, during the economic stress with our county, involves our/ your non-profit to provide the matching funds, adding another layer of complexity to the project.
Our Application

• See the application here on the table or email me for copies of one RTP grant application and one LWCF grant application

• Work closely with your county or city attorney.

• Understand that there are requirements such as DBE (Disadvantaged Business Enterprise) requirements of 10% minority business involvement in the project and proof or explanation why not.

• Pay attention to the requirements for close out documents and be prepared to provide them.
I find using notebooks for administering projects to be very useful and convenient.

The real picture with my award for messiest cubicle!
Grant Basics

- Strictly follow all directions.
- Your government will have to be in support. Utilize their staff if possible.
- If you need to go through government then start with a Resolution of Support and Resolution to proceed.
- Be brief, clear and to the point. (Flowery is not appreciated)
- Be honest concerning the actual situation.
- Provide the What, When, Where, and How info in the narrative.
- Utilize your local planning department for GIS mapping if you need to. Tax maps and Google maps may serve the purpose.
- Have an accurate budget estimate.
- Provide all maps and other requested information (such as mention of trail in any county comprehensive or other plans)
- Emphasize the grass-roots work. Add media proof in attachments.
- Include important letters of support.
- Don’t forget that administering the grant (bid processes, invoices, documentation) is required.
- Be Patient! Depending on your project there will be environmental approvals and evaluations that may slow your project down. Go with the FLOW.
LAST BUT NOT LEAST:

SPLOST (Special Projects Local Option Sales Tax) or the Penny Tax.

Example: After many years of grassroots effort, two of our local non-profit’s projects received funding as a result of the referendum. Documentation

Newton Trails for the Yellow River / Turkey Creek Multi-use Trail. $1.35 million

Friends of Newton Parks for Chimney Park – an accessible magical woodland park. $100,000

Projects will happen much faster with much less RED TAPE. So proving your dedication is worth it!!
AHOY and Bon Voyage!!!!