



## **Biodiversity Conservation Grant: Enhancing Pollinator Habitat**

NEEF and our partners at Toyota track specific metrics as a part of this annual grant to help us reach our goals for improved acreage, volunteerism, and community engagement, and we are also review annually to track for grant success. We understand each project is different, so please use this sheet as a guide, using your best judgement. We understand some of these metrics might be difficult to generate hard numbers within your allotted funding. Please reach out to [Kelly Burnett](#) at NEEF if you have any questions or concerns about a particular metric.

### **Acres Enhanced:**

- Number of Acres – The total number of acres of land with direct conservation activities tied to grant funds. Examples of conservation activities are habitat restoration or creation via invasive species chemical treatment, select invasive species removal by hand, controlled burns, seeding, supplemental plantings in an ongoing restoration area, or fully new plantings in a restored area.
- Number of Acres Monarch Habitat – Considered as a piece of your acreage calculation above, please designate how many acres the project will impact through direct conservation activity to maintain, improve, or create new habitat that is suitable feeding, breeding, and overwintering habitat for monarch butterflies. Please consider the [National Wildlife Federation's description](#) of range, seasonality, and diet. While milkweed is essential to caterpillars, NEEF will also count improved habitat along migratory routes with a wide range of blooming native plants that support an adult population.
- Number of Individual Project Work Sites – Count how many individual restoration units or projects within the grant-funded work. For one connected piece of land with a single conservation management plan, we would consider one project site. However, many projects have distinct quadrants or sites that have different management plans or are dispersed across several public land sites.

### **Biodiversity Enhanced:**

- Number of Pollinator Species Promoted – The total number of pollinator species predicted to be supported by the habitat improvement project. This includes pollinators removed from the endangered/threatened list but will also include the full list of pollinator species you estimate to impact in your area with this improvement. We do not expect this number to come from direct counts or surveys, but we do rely on you to base your answer on fact. We recommend consulting with your local Ag Extension office or local pollinator expert who can help estimate how many species would be expected to utilize in the improved landscape.
- Number of Imperiled Species Protected – The number of animal or plant species impacted by the habitat improvement project that are listed as threatened, endangered, critically endangered, etc. with the International Union for the Conservation of Nature (IUCN), US Endangered Species List under the Endangered Species Act, or your local state entity.
- Number of Native Plant Species Installed – Total number of species planted or introduced as seed that are recognized as native to the area. Please include milkweed (*Asclepias*) species in your count.
- Number of Milkweed Plants Installed – The number of individual plants in the genus *Asclepias* that were physically planted with grant funds.



### **Community Members Engaged:**

- Number of Individuals Engaged in Volunteer Activities – number of individual volunteers directly engaged in grant activities, either conservation or community engagement/education.
- Number of Individuals Engaged in Outreach Activities – number of individuals engaged in direct outreach activities such as guided hikes, classroom visits, field trips, etc. If signage was installed as a part of the grant funding, number of visitors that had access to the sign do not qualify here, unless it was combined with more direct engagement such as an audio tour or in-person docent engaging with the public.
- Number of Landowners Engaged – this metric applies to projects that include landowner education as part of the post-grant sustainability plan, to expand the habitat beyond public land borders. If you are engaging with landowners in other ways, such as a neighborhood volunteering or visiting often, they should be counted above and not in this category.
- Number of Toyota Employees Engaged – number of Toyota employees or family members of Toyota team members from Toyota sites, either manufacturing, corporate offices, or dealership staff.
- Number of Individuals Engaged from Underserved Communities – Number of individuals served from underserved, historically disinvested, or disadvantaged communities. NEEF recommends the [Climate and Economic Justice Screening Tool](#) of the Justice40 Initiative to better identify disadvantaged communities based on income and also via risk thresholds for climate change, energy, environmental or community health, housing, pollution, transportation, water and wastewater, workforce development, and employment rates. However, if the grantee already screens for this metric in a different way, such as schools with a high percentage of students on free- or reduced-lunch, we will consider those metrics to reduce overburdensome tracking.