

# Identifying Measures of Performance and Achieving Conservation Targets

## *The Neotropical Migratory Bird Conservation Act IMPACT Program*

### IMPACT

Identifying Measures of Performance and Achieving Conservation Targets (IMPACT) is a pilot effort targeting 13 highly threatened Neotropical migratory bird species, with the goal of achieving a **measurable biological improvement** in these species over the next 5-10 years.

Twenty-five to 30 percent of grant funding from the Neotropical Migratory Bird Conservation Act is dedicated to the IMPACT program. IMPACT program projects must demonstrate and measure the improvement they have made in priority species' populations, or improve information on the factors limiting these and other threatened species' populations. Projects not accepted for IMPACT program funding remain eligible for funding through the core NMBCA grants program.

### IMPACT...

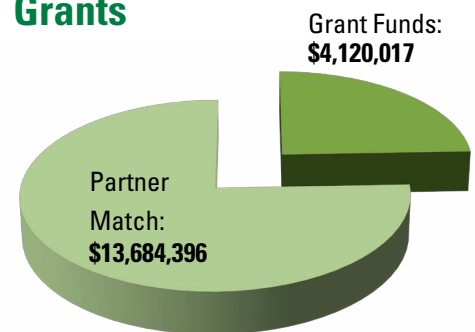
- **Conserves high priority species**
- **Requires measurable outcomes**
- **Focuses conservation efforts**
- **Catalyzes partnerships**
- **Promotes stewardship**

### A Strategy for the Future

The Neotropical Migratory Bird Conservation Act Advisory Group led the development of the IMPACT program, which began funding projects in 2012 and may run through 2022. The group will use the results of the IMPACT program to determine a strategy for the future direction of the NMBCA program.

### 2012-2016 IMPACT Program

#### Grants



**Grant Funds:** \$4,120,017

**Matching Funds:** \$13,684,396

**Match Ratio:** 3.3 to 1

**Projects:** 33

**Countries:** 12

### The Core Program

The Neotropical Migratory Bird Conservation Act grants program conserves Neotropical migrants for the benefit of the American people. It provides financial resources to conserve 386 species of Neotropical migratory birds throughout the Western Hemisphere. Since 2002, the grant program has awarded \$58 million in grants, matched nearly 4-to-1 by non-federal partners, affecting more than 4.2 million acres across 36 countries.

The core NMBCA program complements the IMPACT program by maintaining a funding source for all Neotropical migratory species and addressing broader, more difficult to measure conservation outcomes.



*Golden-cheeked warblers are one of 13 species prioritized for support through the IMPACT program of the Neotropical Migratory Bird Conservation Act. Credit: Steve Maslowski/USFWS*



## Priority Species

*Bicknell's thrush*  
*Buff-breasted sandpiper*  
*Cerulean warbler*  
*Golden-cheeked warbler*  
*Golden-winged warbler*  
*Hudsonian godwit*  
*Kirtland's warbler*  
*Long-billed curlew*  
*Mountain plover*  
*Painted bunting*  
*Reddish egret*  
*Red knot*  
*Sprague's pipit*

The IMPACT program focuses on 13 highly threatened species. These species were chosen both for their urgent conservation need and for our partners' capacity to monitor them and measure population-level results.

The U.S.-Mexico Grassland Conservation Project conserves declining species of grassland birds like the mountain plover. Credit: Tim Lenz CC BY 2.0

### Projects

Projects funded through the Neotropical Migratory Bird Conservation Act IMPACT program must demonstrate an improvement in conservation status for a priority species in a measurable way, or increase conservation knowledge about factors limiting these species' populations. Examples of long-term goals include:

- **increase a species' reproductive success** on a portion of its breeding grounds as measured by local or regional surveys;
- **improve the population trend of a species** as measured by the North American Breeding Bird Survey;
- **improve the survival of a species** on a portion of its wintering grounds (used by a significant percentage of the population); or
- **reduce the most significant threat** to a target species in a locality or region.

***IMPACT program projects will show targeted conservation results within 5-10 years, keeping priority species from decline and complementing long-term investment strategies.***

### 2016 Project Examples

- ***Conservation for Bicknell's Thrush on Canadian Breeding Grounds IV.*** Bicknell's thrush is one of the most range-restricted neotropical migrants in Eastern Canada, where almost 40% of the global population breeds. Substantial declines have been noted throughout its Canadian range. This project will improve conservation for Bicknell's thrush in New Brunswick and Nova Scotia by addressing breeding habitat destruction and degradation occurring in industrial forest and other unprotected areas.
- ***Saving Critical Wintering Habitat for the Hudsonian Godwit on Chiloé Island II.*** This project will increase sustainable, habitat-conservation focused practices and policies surrounding agriculture and ranching in the area. It will also educate and engage the community on environmental issues to support conservation actions.



IMPACT-funded outreach campaigns in Bolivia educate people about species that spend their summers in the north. Credit: Armonia

- ***U.S.-Mexico Grassland Bird Conservation, Phase XIV.*** This project will expand work with landowners in the Valles Centrales and Janos priority areas to improve habitat for Sprague's pipit and other grassland birds; advance research on grassland birds in the Chihuahuan Desert; protect native grasslands and shrublands within a large conservation area in northern Colorado and continue a long-term monitoring effort.

## How To Apply

IMPACT Program applications follow the same deadlines and submission process as the core NMBCA program, but there are additional requirements. Proposals must clearly address the most important factors limiting growth or stability in populations of targeted species. Proposals should show clear cause-and-effect linkages between the proposed one- to two-year grant period objectives and activities and the identified long-term goals for improved population status. For detailed instructions visit <http://www.fws.gov/birds/grants/neotropical-migratory-bird-conservation-act/how-to-apply.php>

### More Information

For more information, contact Guy Foulks, NMBCA Program Coordinator, at 703/358-1944 or [Guy\\_B\\_Foulks@fws.gov](mailto:Guy_B_Foulks@fws.gov)

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