

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USA spending.gov.

* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

* Applicant Name

ASSOCIATION OF FISH AND WILDLIFE AGENCIES

* Descriptive Title of Applicant's Project

Communicating Conservation Success of the National Fish Habitat Partnership in fulfillment of America's Conservation Enhancement Act

* Project Abstract

Funding for fish habitat restoration projects and promotion of conservation success is woefully insufficient and beyond the scope of any single agency/organization to address adequately. Consequently, public/private partnerships are critical to successfully restoring aquatic habitats, improving their ecological function, and expanding their economic benefits. Leveraging partner funds to successfully complete habitat restoration projects is critical for the National Fish Habitat Partnership (NFHP) to achieve its mission to protect, restore and enhance fish habitat through Partnerships across the United States. To best meet our mission, NFHP must communicate our goals and conservation success at both a nationwide and Partnership scale. Having standardized messaging and modern communications tools available to our Partnerships, including updated websites, is essential for NFHP to address its conservation priorities and fulfill the requirements within Title II of America's Conservation Enhancement Act (PL 116-188) (ACE Act), which codified NFHP in 2020. With limited resources provided to NFHP through the ACE Act annually, promotion of our project successes and communicating our unmet needs is key to leveraging funding and in-kind support to maximize our collective efforts.