

Section 3: PROJECT NARRATIVE

1. Goals and Strategies

See: [Appalachia Envisioned: ARC's 2022-2026 Strategic Plan - Appalachian Regional Commission](#)

ARC goals, you can have more than one, but on the official forms you will have to ID one primary goal.

See [State Plans and Strategies - Appalachian Regional Commission \(arc.gov\)](#)

2. Project Description

- a. Short Summary: Provide a one- to two-sentence statement that describes the project's overall purpose.

- b. Workplan/Timeline: Refer to the detailed work plan and timeline provided in the required forms. Discuss in narrative form the major tasks and activities needed to complete the project from the time the grant is awarded. Explain what will be done and by whom and discuss timelines for each activity of the project.

Timeline for your project you can go month by month, or quarter by quarter, this is where you may rationalize your timeline. Applicants will also include this in separate table form provided.

- c. Service area: Identify the counties where the proposed project will be based and the counties in the project's entire service area. If the project is not county-wide, identify the census tracts (and economic status, particularly if "distressed") of the project's entire service area. Attach maps to illustrate the project's service area. If applicable, identify any parts of the service area designated as Federal Opportunity Zones. Optional: state whether the area meets income requirements of any other funding sources such as HUD or Rural Development. Other relevant demographic information such as educational attainment, employment, housing and poverty levels may also be appropriate here.

Check your area's status here: [Classifying Economic Distress in Appalachian Counties - Appalachian Regional Commission \(arc.gov\)](#)

3. Strategic Rationale

- a. What is the problem/opportunity the project addresses? How will this project improve economic conditions in the project service area?

- b. Why was this strategy chosen? Why is this project the most practical, cost-effective solution when compared to alternative approaches?
- c. What is the evidence of the demand for the project? Document local/regional demand for your project. Refer to any regional or other planning documents confirming the relevance of a project to address the concerns the proposed project will address. This may include quotes from stakeholders, excerpts from studies or other research on the issue, and/ or support letters from stakeholders. Summarize here; include longer sections of references in Section 5: Additional Documentation.
- d. How does this project relate to the region's strategies? Refer to Comprehensive Economic Development Strategy (CEDS) and Regional Economic Development Council priorities.

SEE: [Publications - SOUTHERN TIER WEST REGIONAL PLANNING & DEVELOPMENT BOARD](#)

4. Collaborative Partnerships

Describe all collaborations with partners (community, state, regional or federal). What exactly will the partners contribute? All partners referenced in this section must have a corresponding Support Letter in Section 5: Additional Documentation.

5. Project Sustainability and Grantee Capacity

- a. Sustainability Plan: Describe how the project's long-term sustainability will be ensured once ARC funds are expended. This is applicable to projects that initiate activities that are intended to become permanent. Projects that include acquisition or rehabilitation of property or equipment must address concerns ownership and future maintenance, repair and replacement costs.
- b. Grantee Capacity: Provide a brief description of the applicant and key project partners and detail of the applicant's capacity to manage the project to completion and to continue its long-term activities. If the applicant is a 501(c)3 not-for-profit, a one-page documentation of that status should also be included in Section 5.

- **Institutional/Municipality stability, reputation, capacity for running similar programs, examples of programs/projects of similar scale that ran successful**
- **Institutional and/or personnel expertise – past successful projects run or implemented. Skills/degrees or leadership.**
- **How the program relates and supports the mission of the institution/organization/municipality applying**

Anything other information you feel would lend strength to this section.

Provide a summary of the qualification of the staff. You may also provide a weblink to CV. Full CV/Resumes are not necessarily required as part of the final application!

6. Performance/ Impact Measures

- a. Outputs and Outcomes: Refer to the Guide to ARC Project Performance Measures for this section. Present projected Outputs and Outcomes in a table inserted into the narrative as below:

Outputs	Outcomes	Additional Benefits

Numbers, numbers, numbers!! ARC likes to see numbers of how many people the proposed project will affect positively!

EXAMPLE!!!

Stand-Alone Performance Measures

Stand-alone output measures can be used with any of the outcome measures on the stand-alone outcome measures list below.

Stand-Alone Output Measures

- access road miles
- acreage
- data--megabits per second (Mbps)
- data--terabytes (TB)
- gas--million cubic feet (MMCF)
- gas--million cubic feet per day (MMCFD)
- heat--million BTU (MMBTU)
- heat--million BTU per day (MMBTUD)
- linear feet
- million gallons (MG)
- million gallons per day (MGD)
- new visitors: days
- new visitors: overnights
- power- kilowatt-hours (kWh) per year
- power--kilowatts (kW)

Output Measure	Outcome Measure
businesses served	businesses improved
communities served	communities improved
households served	households improved
organizations served	organizations improved
participants served	participants improved
patients served	patients improved
students served	students improved
workers/trainees served	workers/trainees improved

- plans/reports
- square feet

- waste--tons per day reduced/reused/recycled (TPD)
- waste--tons reduced/reused/recycled

Stand-Alone Outcome Measures

- businesses created
- costs reduced
- housing units constructed/rehabbed
- jobs created
- jobs retained
- leveraged private investment (LPI)
- programs implemented
- revenues increased: export sales
- revenues increased: non-export sales
- telecom sites

Paired Performance Measures

- b. Additional Project Benefits: Explain any additional benefits to the region and local economy that will result from the project. This may include achieving regional priorities or economic or employment growth or future “leveraged private investment” that is expected to follow the project’s completion.

Think about how your project will ripple out like a wave of goodness. Think of the butterfly effect!