SALC & CAPP

* **CAPP – Climate and Agricultural Preservation Program**
  * New Regional program for sustaining farming and farmland in Southern Santa Clara County
  * County of Santa Clara & Open Space Authority

* **Funded by SALC Grant–** Sustainable Agricultural Land Conservation
  * Greenhouse Gas Reduction Funds / Strategic Growth Council
  * Agricultural Land Preservation to reduce Greenhouse Gas Emissions

Overall CAPP Program

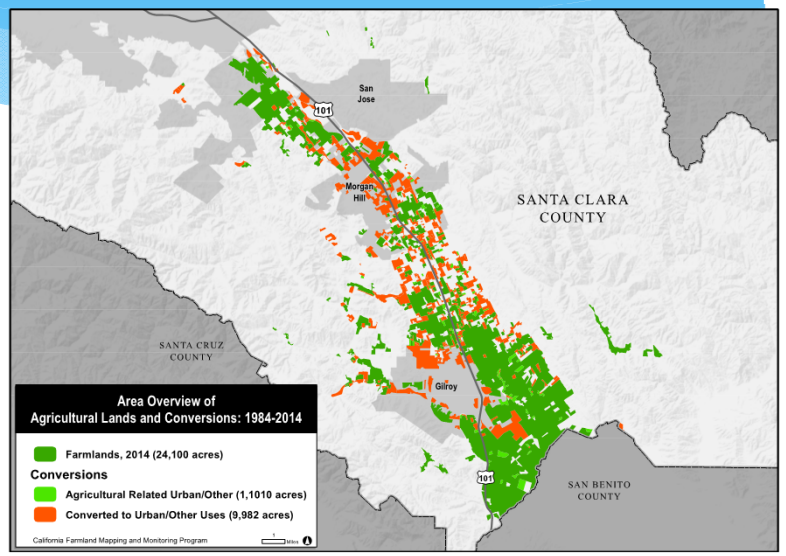
* Two Year Program – 2016 – 2017
  * November 2016 – Introductory Meeting
  * February 2017 – Initial Findings – Santa Clara Valley Farming Trends and Agricultural Support Programs
  * **May / June 2017 – Draft Program (Action Plan)**
  * September / October – Final Program

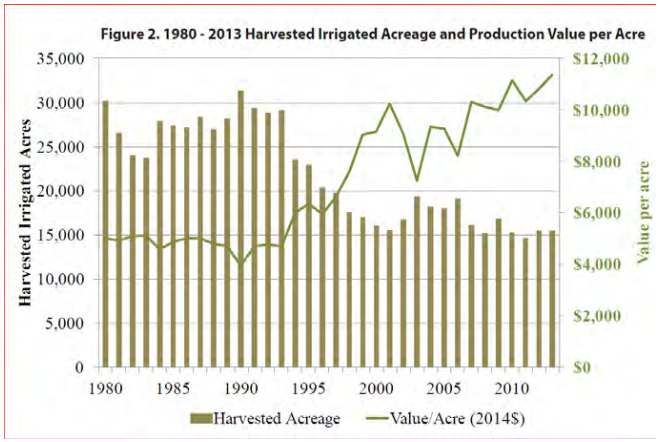
Objectives Today

* Introduce the Outline of the Draft Program
  * Key Concepts
    * Agricultural Core
    * Elements
    * Tools
  * Discussion and Feedback
    * Sub-regions
    * Role of Partner Agencies

Key Findings so Far– Agricultural Trends

* **Land Conversions**
  * Approximately 10,000 acres converted since 1984
  * City Annexations (42%) and Rural Development (58%)
  * Peaked circa 2000 and has slowed.
  * City Conversions– Gilroy & Morgan Hill
  * Rural Conversions – parcels smaller than 10 acres
* **Agricultural Economy**
  * Higher Value Crops (Vegetables)
  * Higher value crops less dependent upon open land (mushrooms, nurseries).
  * Export Economy driven





Challenges to Agriculture

* Large number of small lots – 10 acres or less, less desirable.
* Parcels are not available – Available ag land is hard to find
* Land is held for speculation and converted to rural ranchette or urban uses
* Difficult to farm in North County – (a) commuter traffic (b) complaining neighbors (c) urban interface in general
* Hard to find / establish access to local markets (restaurants, institutional purchasing, farmers markets, CSA) – lots of legwork and outreach required.
* Not enough ag worker housing – seasonal and year around.
* Regulations, Disease, Pests, Weather

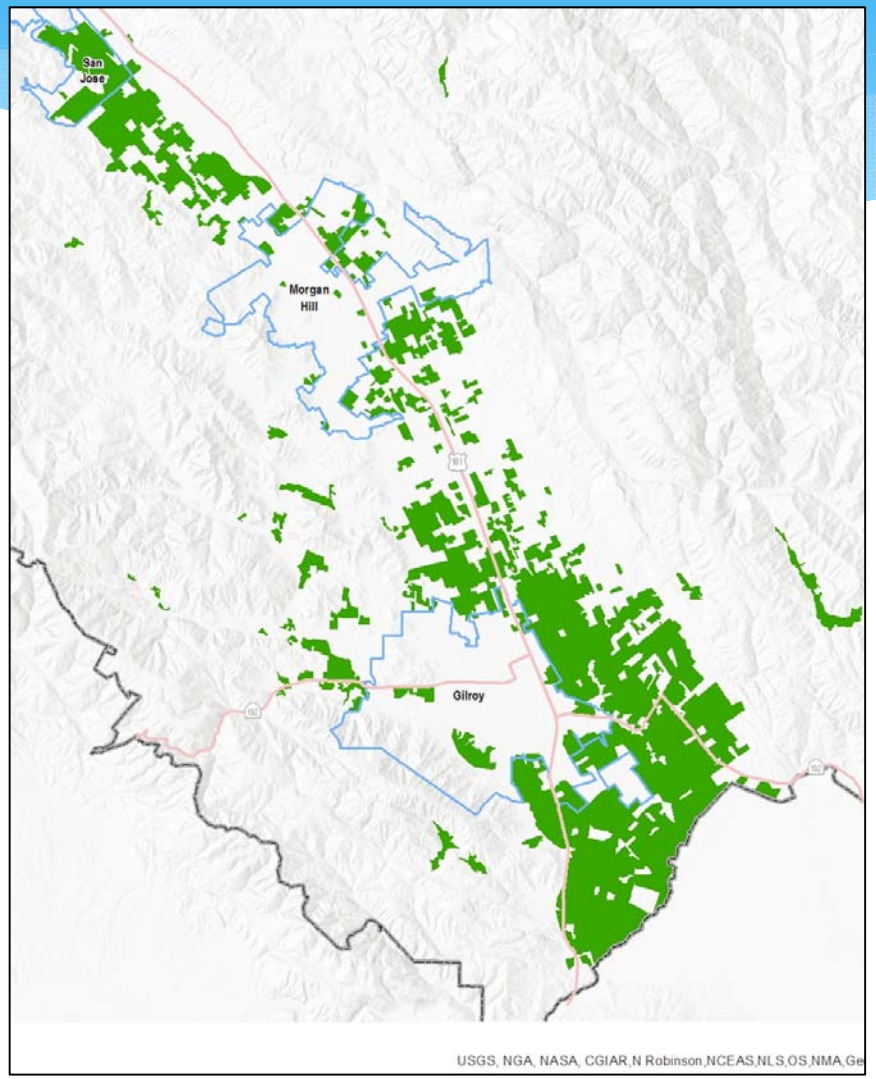
The Risk of Doing Nothing

Today

* 24,000 Acres in Farmland Production
* 8,100 Jobs
* $830 million in Economic Output

Co-Benefits

* groundwater recharge
* Flooding
* Open space, rural character

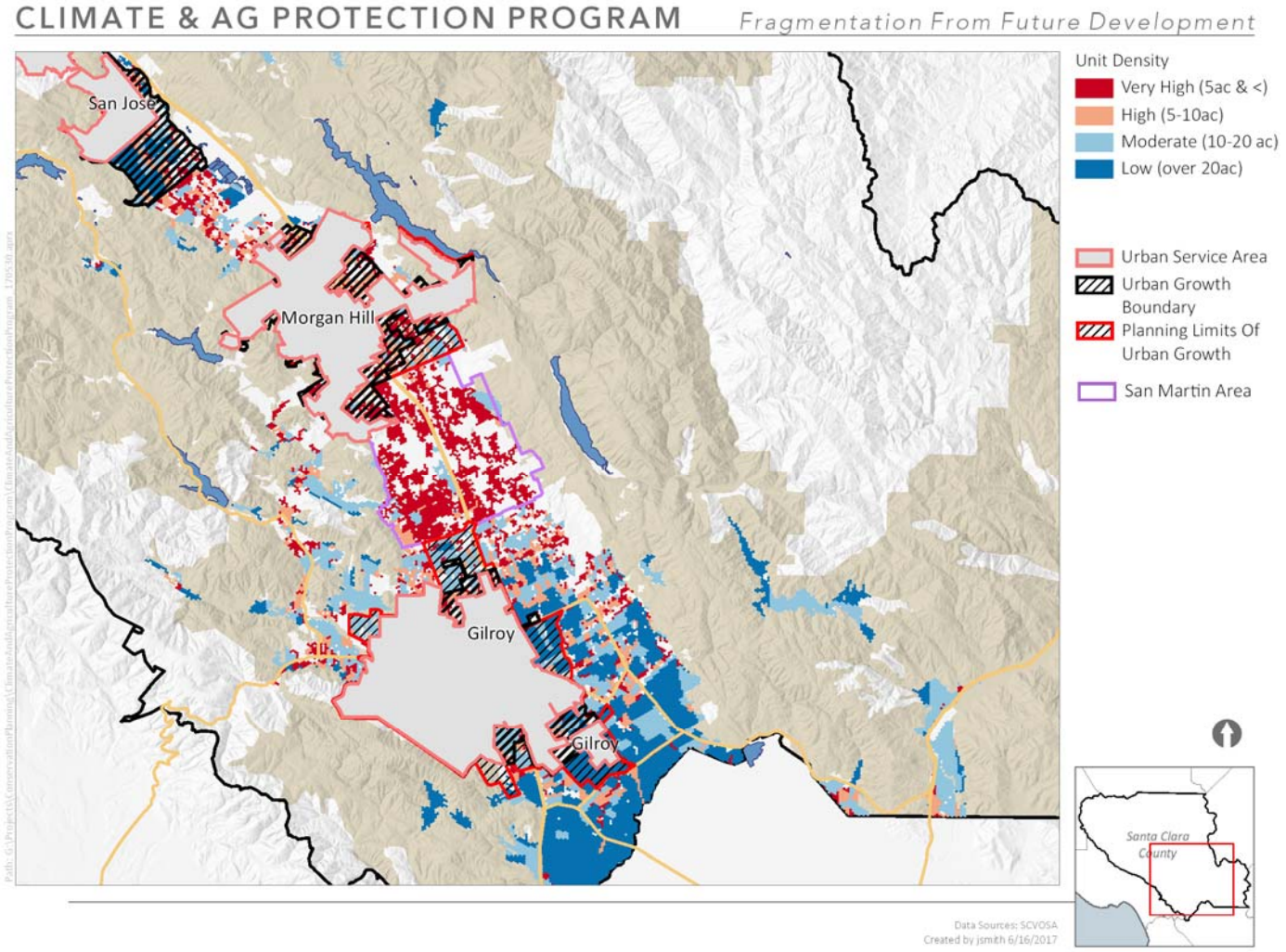


The Risk of doing nothing

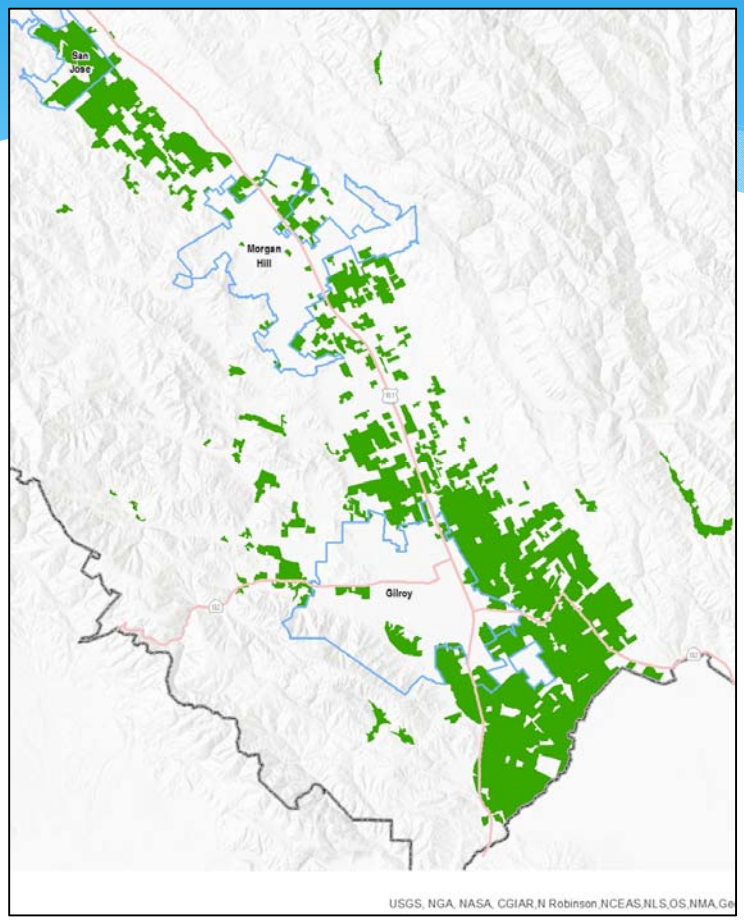
Conversion Risk

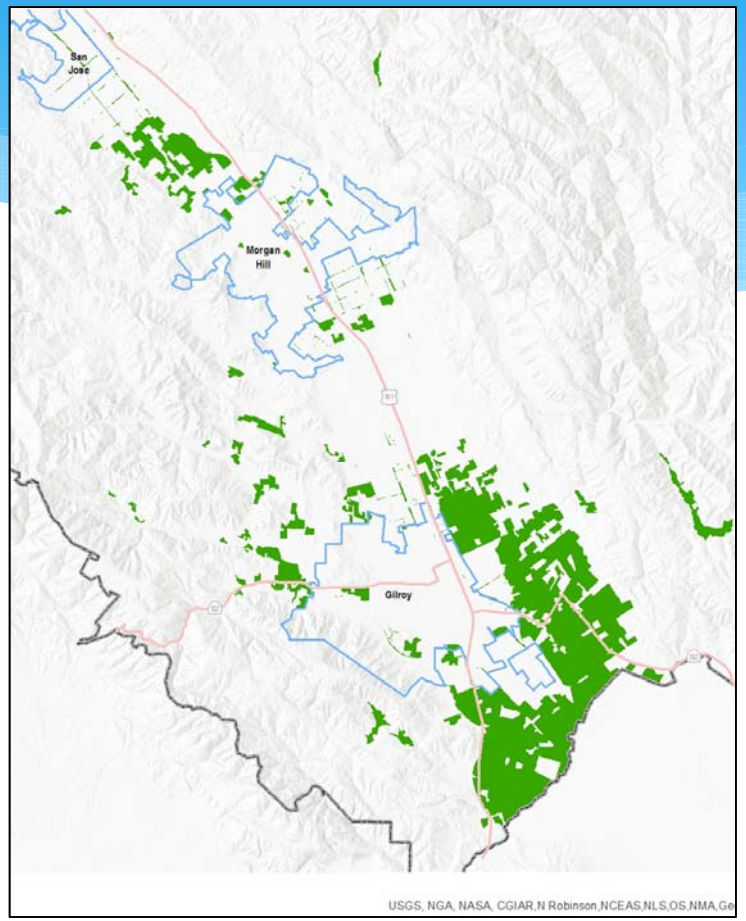
Rural Ranchettes

City Annexations



The Risk of Doing Nothing





* Loss of approximately 8,400 acres (36% of farmlands)
* Resulting economic impacts, loss of co-benefits

Vision Statement

CLIMATE AND AGRICULTURAL PRESERVATION PROGRAM

A FRAMEWORK FOR CREATING A VIBRANT AND ENDURING AGRICULTURAL ECONOMY IN SANTA CLARA VALLEY

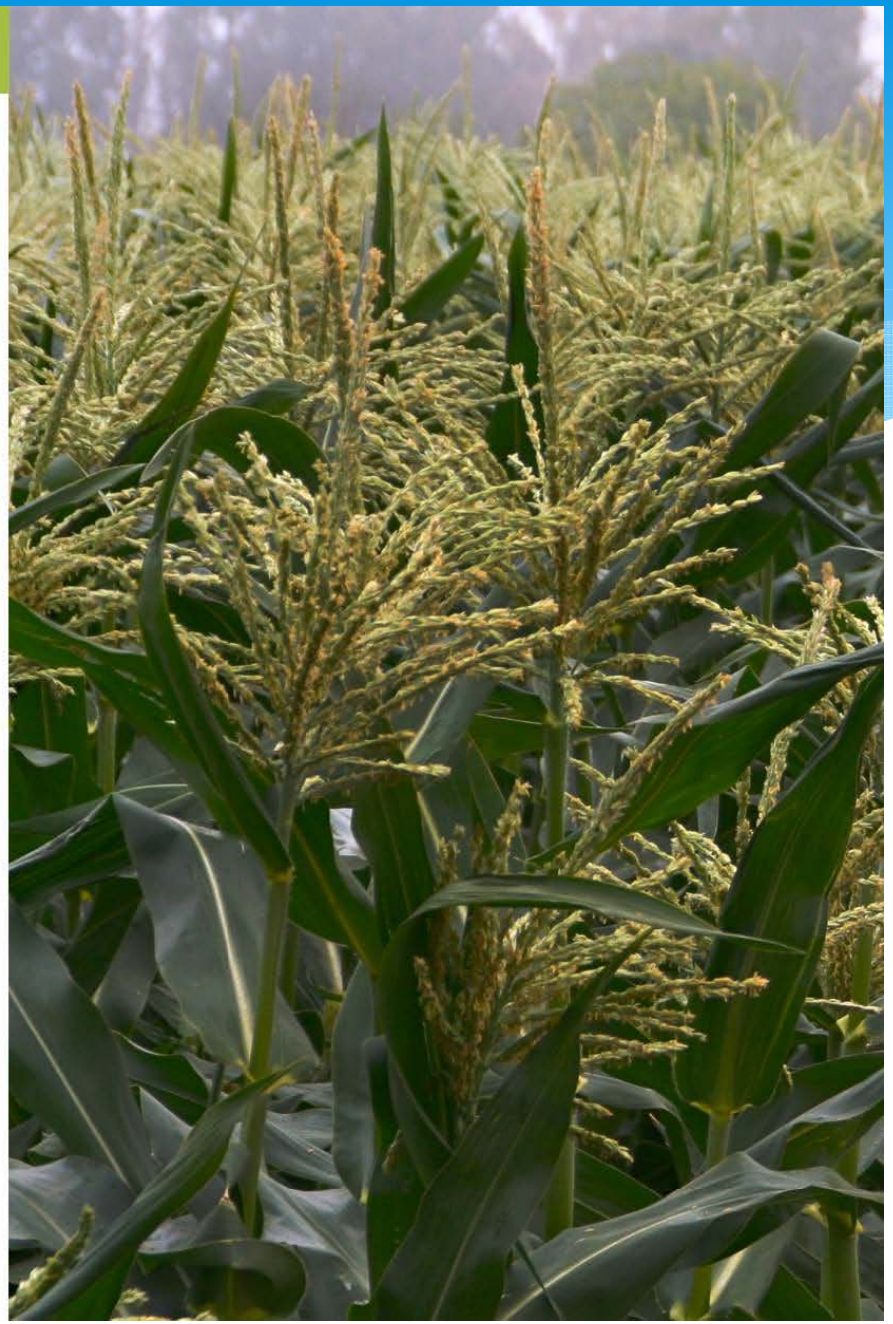
A regional effort to protect Santa Clara Valley's working lands and minimize the impacts of climate change.

1 KEEPING LAND IN FARMING AND RANCHING

Build awareness and support that a sustainable future for the region includes the importance of thriving working lands within its boundaries.

2 PROTECTING CRITICAL AGRICULTURAL LANDS FROM CONVERSION TO URBAN OR RURAL RESIDENTIAL DEVELOPMENT

Avoid generation of greenhouse gas emissions by limiting the conversion of farmland and rangeland to urban land uses.

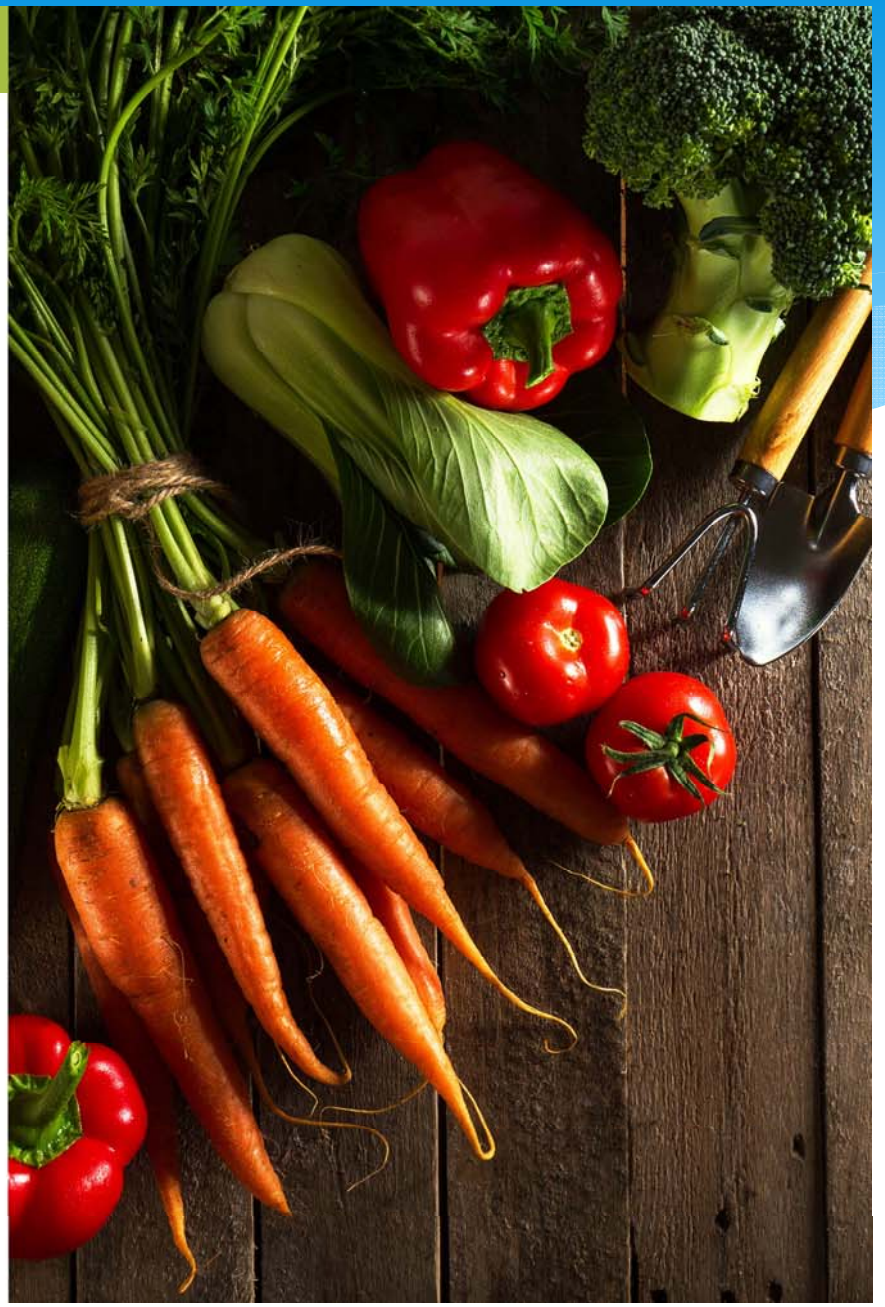


3 HONORING AND BUILDING UPON THE AGRICULTURAL LEGACY OF SANTA CLARA VALLEY

Reconnect people to the rich farming and ranching legacy of Santa Clara Valley and its sense of place.

4 CRAFTING A UNIFIED POLICY FRAMEWORK FOR THE FUTURE

Bring together local and regional government agencies together to develop a shared vision and policy agenda for protecting agriculture in the region.



Establishing the Agricultural Core

The foundation to a comprehensive Agricultural Preservation and Economic Development Plan

* Designation of **a priority area** that focuses all conservation efforts and priorities

* Sub-districts - "Ag Enterprise Districts/Areas" within the Core to focus on distinctive local ag opportunities with their own custom tools if needed.

Criteria for the Agricultural Core

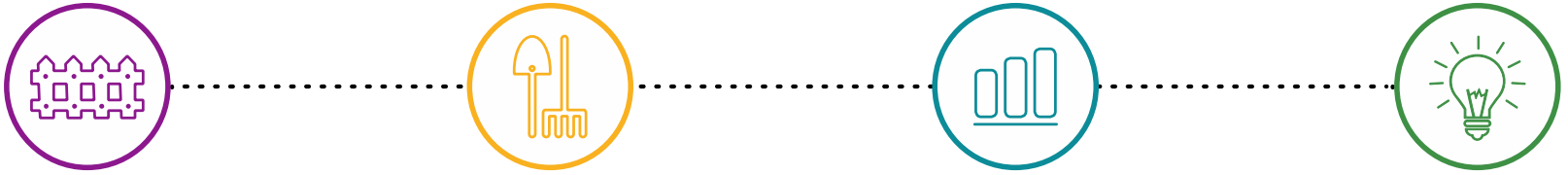
* Prime farmland soil or previously mapped as "Important farmland" by Farmland Mapping & Monitoring Program
* Overly groundwater aquifers
* Outside of developed areas and urban service areas
* Large contiguous tracts (over 40 acres) with active operations

Creating the ideal environment in the Agricultural Core

* Large Lots
* Inexpensive Lots (leases / fee title)
* Good Soil
* Water available and inexpensive
* Access to seasonal and year-around labor – (housing)
* No urban interface that impairs farming – residences and commuters
* Easy access to markets and customers
* Less red-tape – food safety, permitting, regulations
* Supportive infrastructure – packing, warehousing, distribution, equipment, farm supply

CAPP Elements

VIBRANT
AGRICULTURAL ECONOMY



LANDUSE ORDINANCES AND POLICIES

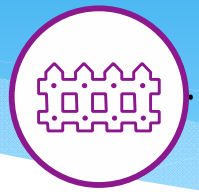
REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES

AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY

Vibrant Agricultural Economy

ELEMENT 1:
LAND USE ORDINANCES & POLICIES



* General Plan & Zoning- Agricultural Core

* Development Standards for Ag Zoning Districts
  * Cap on residential building size and location
  * Restrict non-residential (non) agricultural development
  * Streamline agricultural supportive uses & Farmworker housing

* Agricultural Buffers
* Agricultural Conversion Fees / Mitigation Program
* Strengthen the Right to Farm Ordinance

Vibrant Agricultural Economy

ELEMENT 2:

REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES

* Agricultural Conservation Easement (ACE) Purchase Program
* Farmland Security Zone (FSZ)
* Transfer of Agricultural Credits (TAC) Program
* Stewardship payment for Environmental Services

Vibrant Agricultural Economy

ELEMENT 3:
AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

* Agriculture Economic Development Action Plan
* Agricultural Enterprise Grant Program
* Small Farms Initiative Program
* Farmbudsperson
* Local Food Preference Procurement Policy
* Farmer Training Program

Vibrant and Sustainable Agricultural Economy

ELEMENT 4:

REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY

* Placemaking / Branding
* Recognizing Farmers
* Marketing local Agricultural products to tech companies and institutions
* Increasing Agricultural Tourism
* Education & Awareness of Santa Clara Valley Agriculture

VIBRANT
AGRICULTURAL ECONOMY

LANDUSE ORDINANCES AND POLICIES

General Plan Land Use Designation
- Agricultural Core

Development Standards for Ag Zoning Districts:
- Cap on residential building size and location
- Restrict non-residential (non) agricultural development
- Streamline agricultural supportive uses and farmworker housing

Agricultural Buffers

Mitigation Program/Agricultural Conversion Fees

Strengthening Right to Farm Ordinance

REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES

Agricultural Conservation Easement (ACE) Purchase Program

Farmland Security Zone (FSZ)

Transfer of Agricultural Credits (TAC) Program

Stewardship Payments for Environmental Services

AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

Agricultural Economic Development Action Plan

Agricultural Enterprise Grant Program

Small Farms Initiative Programs

Farmbudsmen

Local Food Preference Procurement Policy

Farmer Training Programs

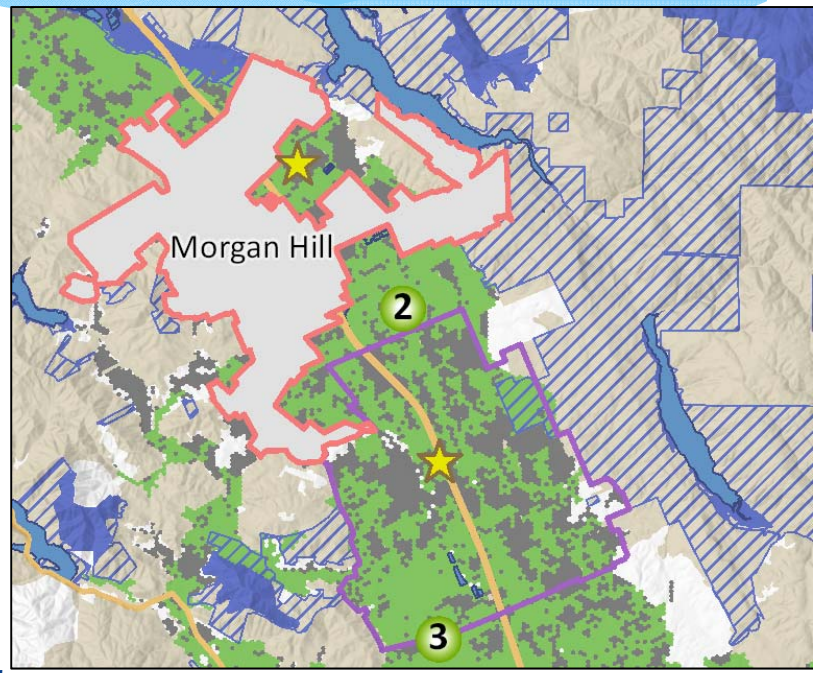
REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY

Marketing & Branding Program:
- Placemaking/ Branding
- Identify farmers
-Market local Ag produce to tech companies/institutions
- Increase agricultural tourism
-Educate the populace about Ag in Santa Clara County

Agricultural Core Sub Districts

Agricultural Historical Districts

Past Agricultural History but heavily fragmented by other land uses



* San Martin

Recognized as Rural Residential Community in County General Plan

* Northeast Morgan Hill

Area substantially fragmented by rural residential and urban development

Agricultural Core Sub-Areas

Different Strategies

Branding / Placemaking

Land Use Tools

Agency Partnerships

* **Land Use**
  * Agricultural Conversion Mitigation Fees
  * Agricultural Buffers
  * Transfer of Agricultural (Development) Credits
  * Zoning Consistency

* **Economic Incentives**
  * Stewardship Payment for Environmental Services – groundwater, flooding, greenhouse gasses

* **Marketing & Branding**

Next Steps

* Agency Engagement
* Community Outreach

* Preparation of Detailed Action Plan
  * September / October

Thank You!!

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More information -
https://www.sccgov.org/sites/dpd/PlansOrdinances/Studies/Pages/SustainableAgLands.aspx