

Climate and Agricultural Preservation Plan

Action Plan Outline

HLUET Committee
August 17, 2017



Outline

1. SALC / CAPP / Program Context
2. Agricultural Trends – Key Findings
3. CAPP Action Plan
 1. Agricultural Core
 2. Program Elements
4. Next steps

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
- * Ongoing Outreach – Technical Panels – Agriculturalists / Agency Reps.

- * **Funded by SALC Grant– Sustainable Agricultural Land Conservation**

- * Greenhouse Gas Reduction Funds / Strategic Growth Council
- * Agricultural Land Preservation to reduce Greenhouse Gas Emissions

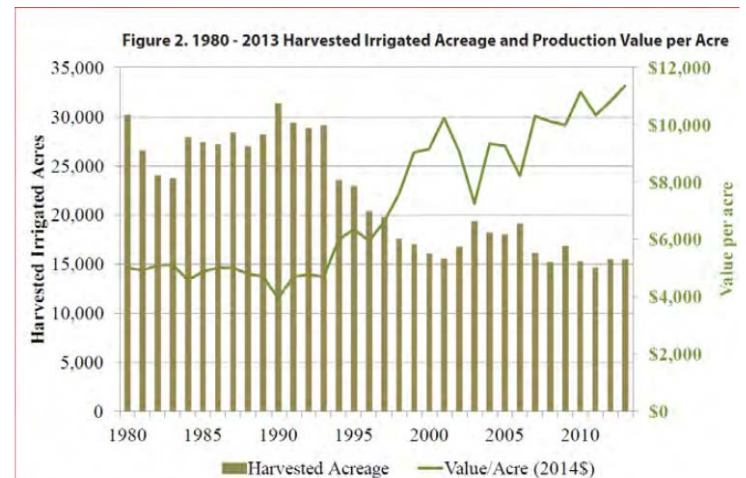
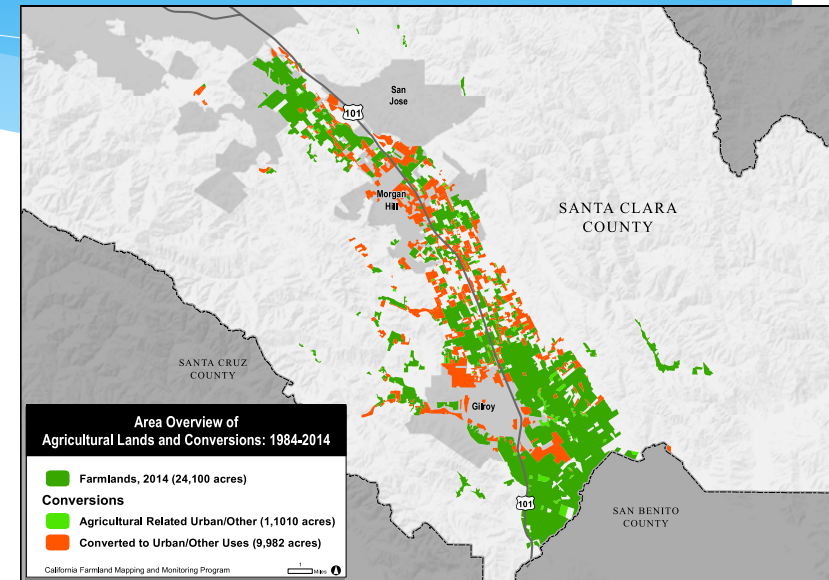
Agriculture – Past to Present

* Land Conversions

- * Approximately 10,000 acres converted since 1984
- * City Annexations (42%) and Rural Development (58%)
- * Rural Conversions – parcels < 10 acres

* Agricultural Economy

- * Higher Value Crops (Vegetables)
- * Higher value crops less dependent upon open land (mushrooms, nurseries).
- * Export Economy driven

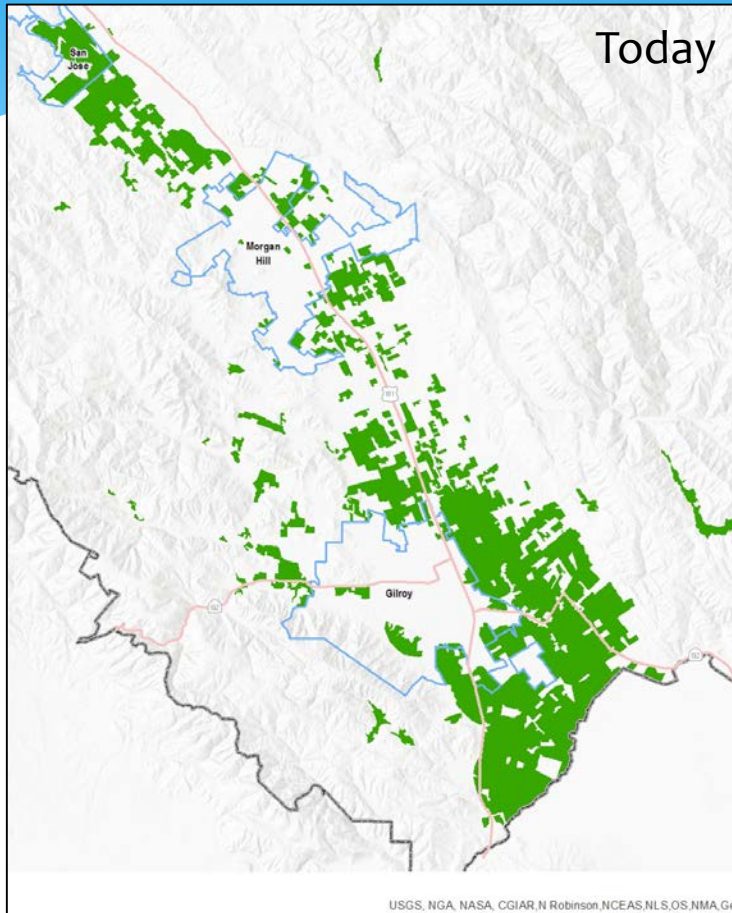


Agriculture – Challenges Today

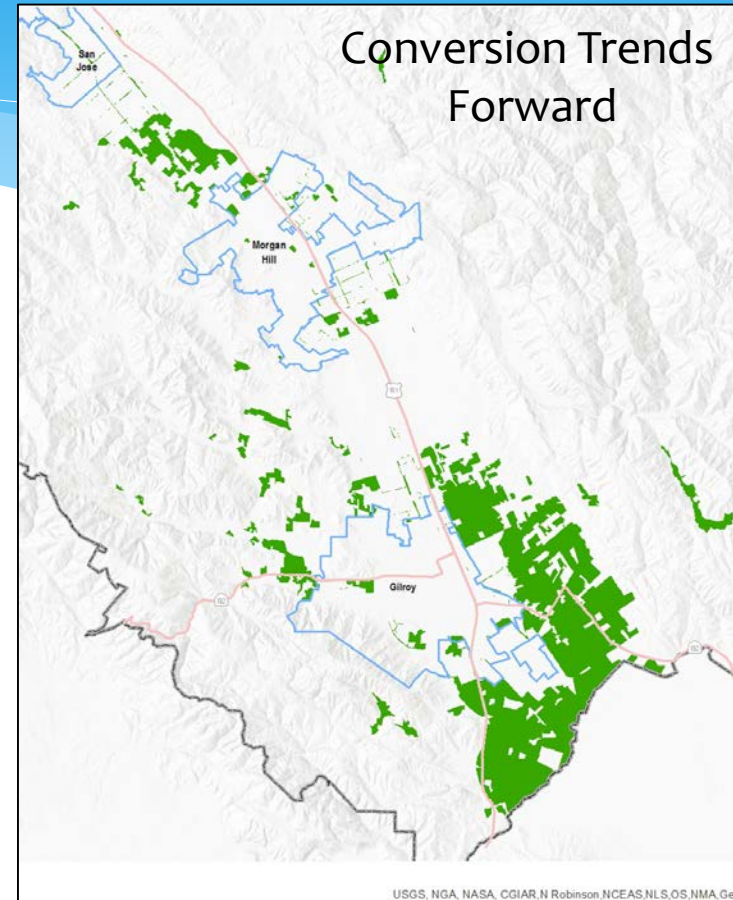
- * Large number of small lots
- * Parcels are not available
- * Land held for speculation
- * Urban Interface - (a) commuters (b) complaining neighbors
- * Local Markets / direct marketing difficult
- * Lack of Agricultural Worker Housing
- * Regulations, Disease, Pests, Weather



The Risk of Doing Nothing



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



Loss of approximately 8,400
acres (36% of farmlands)

Vision Statement

An Action Plan to grow a Vibrant Regional Food Economy in Santa Clara Valley

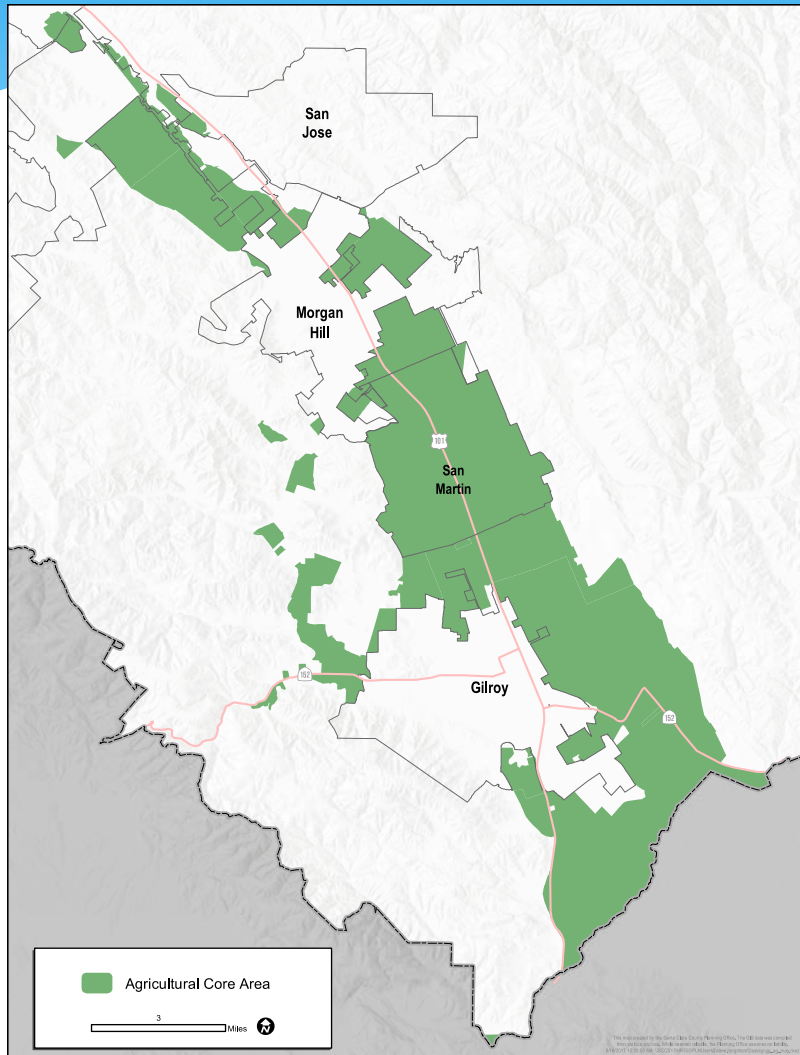


**CLIMATE AND AGRICULTURAL PRESERVATION
PROGRAM**

Objectives

- * **Keeping Lands in Ranching and Farming**
- * **Protecting critical lands from conversion to Urban and Rural Residential Development**
- * **Building upon the Agricultural Legacy of Santa Clara Valley**
- * **Unified Policy for the Future**

Agricultural Core

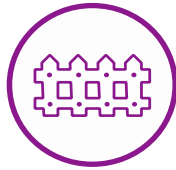


- * Designation of a **priority area** that focuses all policies and programs
- * Prime Farmland Soils
- * Groundwater
- * Outside Cities
- * Large Contiguous tracts of farming

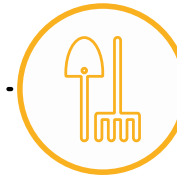
Creating the ideal environment in the Agricultural Core

- * Large Lots
- * Inexpensive Lots (leases / fee title)
- * Good Soil
- * Water available and inexpensive
- * Seasonal and year-around labor – (housing)
- * No urban interface
- * Easy access to markets and customers
- * Less “red-tape”
- * Support System– packing, warehousing, distribution, equipment, farm supply

VIBRANT AGRICULTURAL ECONOMY



LANDUSE
ORDINANCES AND POLICIES



REGIONAL AGRICULTURAL
CONSERVATION EASEMENT
PROGRAM & VOLUNTARY
FINANCIAL INCENTIVES



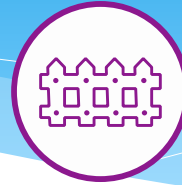
AGRICULTURAL ECONOMIC
DEVELOPMENT STRATEGY



REGIONAL BRANDING,
EDUCATION &
AWARENESS STRATEGY

Vibrant Agricultural Economy

ELEMENT 1: LAND USE ORDINANCES & POLICIES



- * General Plan & Zoning- Agricultural Core
- * Zoning Ordinance Changes
 - * Rural Residential – size / location limitations
 - * Restrict non-residential (non) agricultural development
 - * Regulatory Reform – Agricultural Worker Housing, Ag Processing
- * 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)
- * 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
- * Local Food Preference Procurement Policy
- * Farmbudsperson
- * Farmer Training Program

Vibrant and Sustainable Agricultural Economy



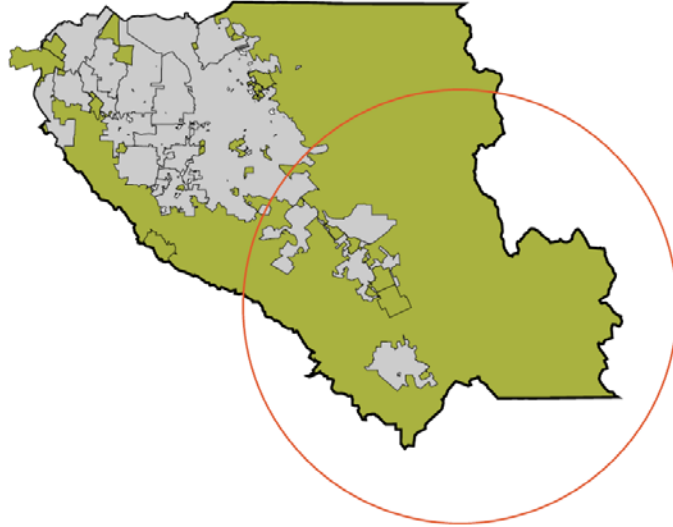
ELEMENT 4:

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

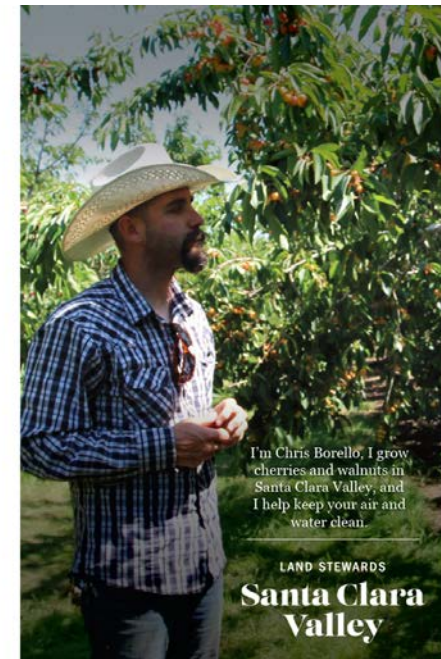
North County / Silicon Valley

- Urban
- Tech Economy
- Demand Side

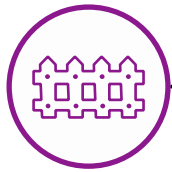


South County / Santa Clara Valley

- Rural
- Ag Economy
- Supply Side



VIBRANT AGRICULTURAL ECONOMY



LAND USE ORDINANCES AND POLICIES

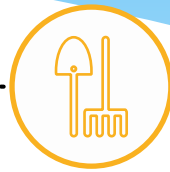
General Plan Land Use Designation
- Agricultural Core

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

Next Steps

- * Application for SALC Grant for ACE Regional Purchasing Program
- * **September 12th Board of Supervisors**
 - * CAPP Update & Resolution for SALC Grant Application
- * Finalize CAPP Action Plan
- * Outreach - Technical Panels, Local Agencies, Farm Bureau
- * Board of Supervisors Adoption
 - * **November / December 2017**