

Santa Clara Valley Agricultural Action Plan

Climate and Agricultural Preservation Plan

**Technical Panel Meeting
October 30, 2017**



Agenda

- * Introductions
- * Meeting Objectives
- * SALC / CAPP / Program Context
- * Summary of Findings and Program Updates
- * Implementation Discussion
 - * Priorities and timing
- * Roles of Partner Agencies
- * Early Wins
- * Next Steps

Meeting Objectives

- * Inform the Panels about updates since June meeting
- * Discussion and Feedback on Implementation
 - * Priority on Programs / Policies / Tools
- * Discuss Roles of Partner Agencies – Collaboration going forward

SALC & CAPP

- * **Santa Clara Valley Agricultural Action Plan
(formerly CAPP)**
 - * Regional program to grow a regional agricultural economy in Santa Clara Valley
 - * 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 Outline

- * **October – December 2017 – Final Program**

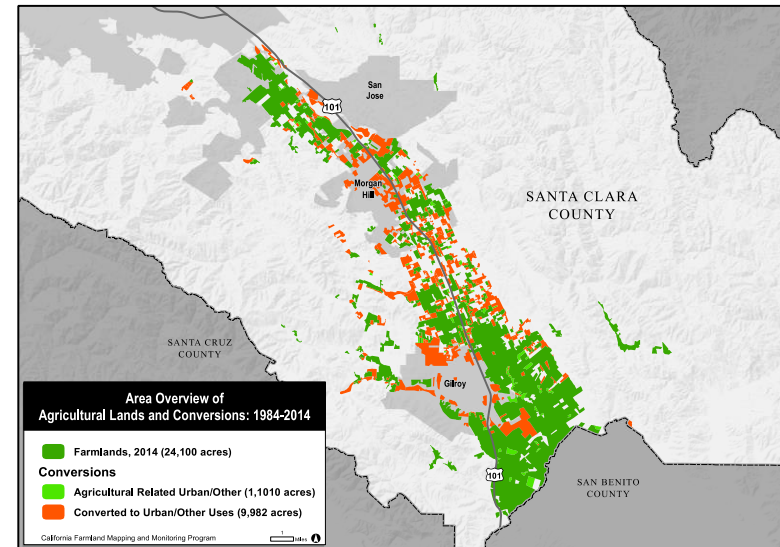
Santa Clara Valley Agriculture Trends

* Land Conversions

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

* Agricultural Economy Trends

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

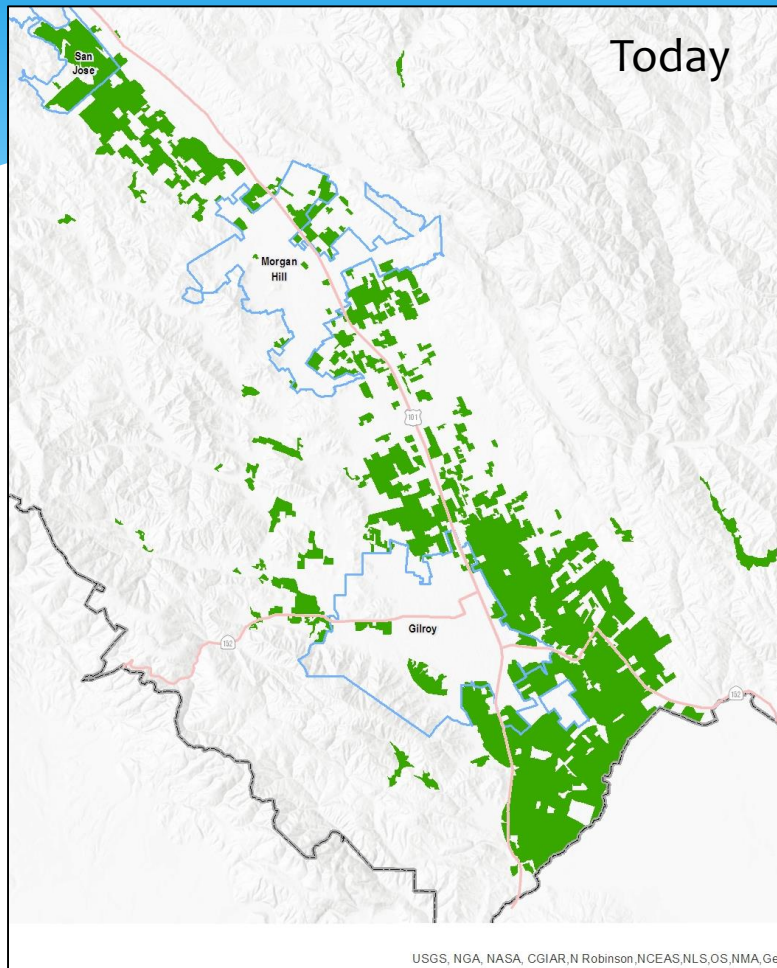


Agriculture – Challenges Today

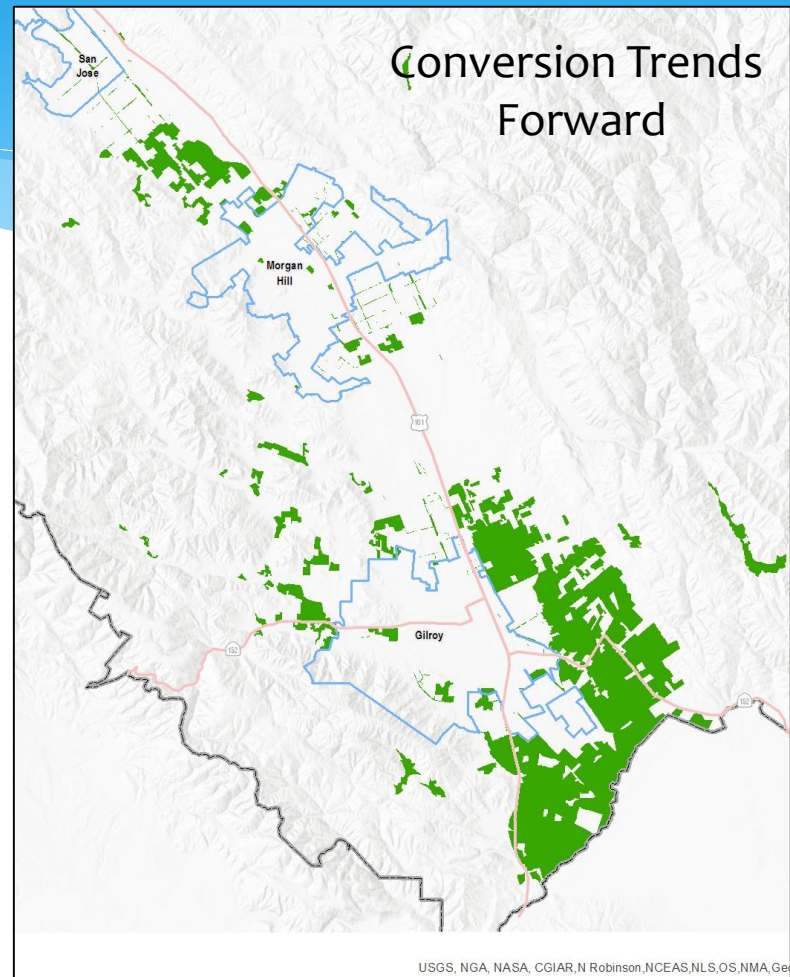
- * Large number of small lots
- * Parcels are not available
- * Land held for speculation
- * Urban Interface - (a) commuters (b) complaining neighbors
- * Local Markets / direct marketing difficult
- * Lack of Agricultural Worker Housing
- * Regulations, Disease, Pests, Weather



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)**

Santa Clara Valley Agricultural Action Plan

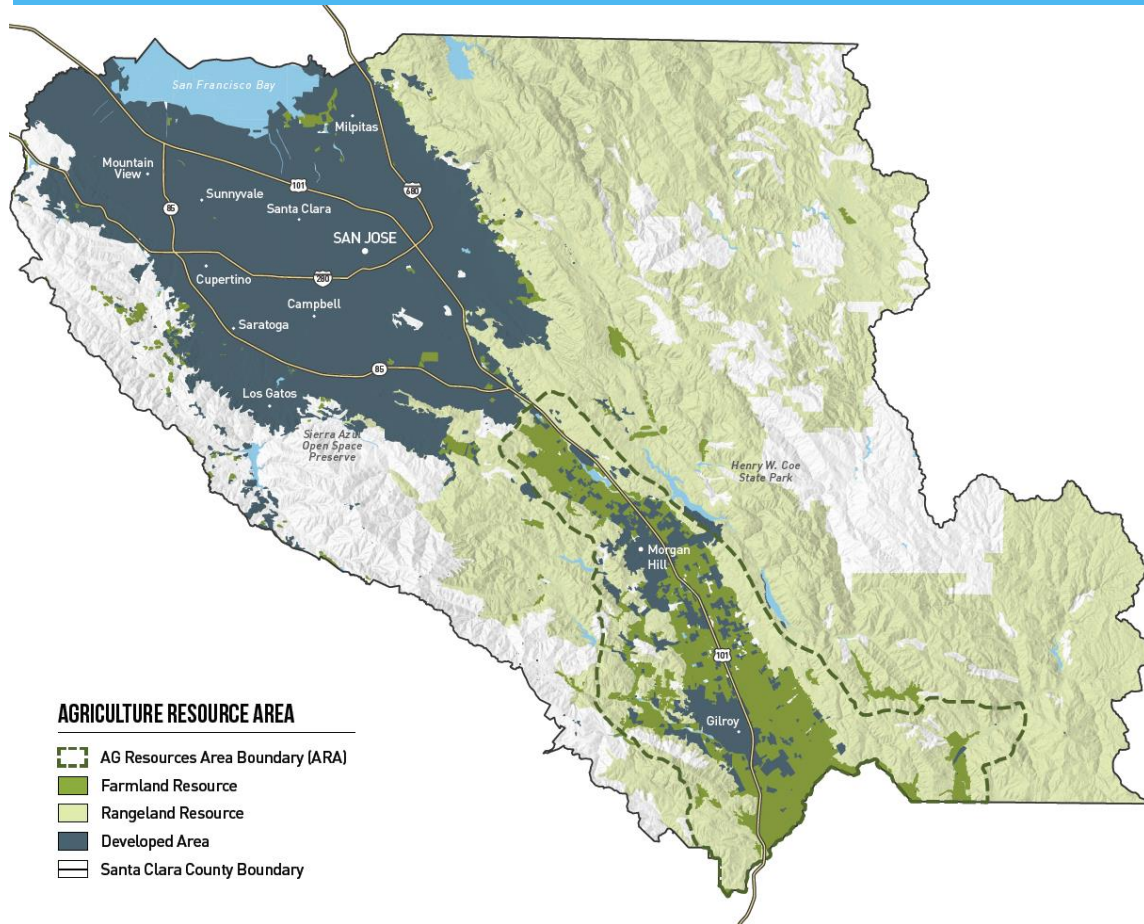
- Keeping Lands in Ranching and Farming
- Protecting critical lands from conversion to development
- Unified Regional Policy
- **Recognize Farming's Benefits to the Region**
 - Greenhouse Gas Reduction
 - Food Security
 - Groundwater, Flooding
 - Economic Importance

Creating the ideal environment

- * 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



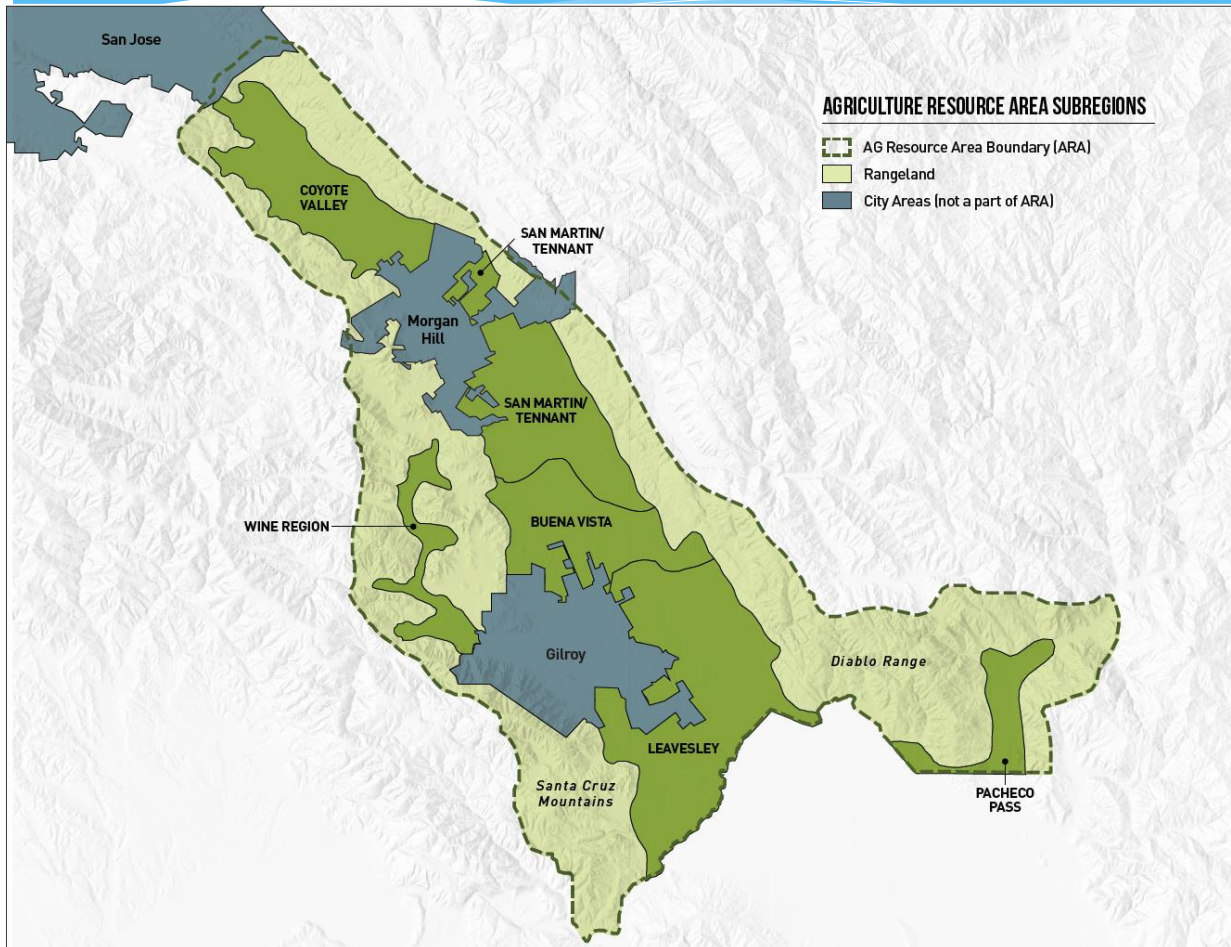
Agricultural Resource Area



* A **priority area** that focuses all policies and programs

- * Prime Farmland Soils
- * Groundwater
- * Outside Cities
- * Large Contiguous tracts of farming
- * Adjacent Ranchlands

Agricultural Resource Area

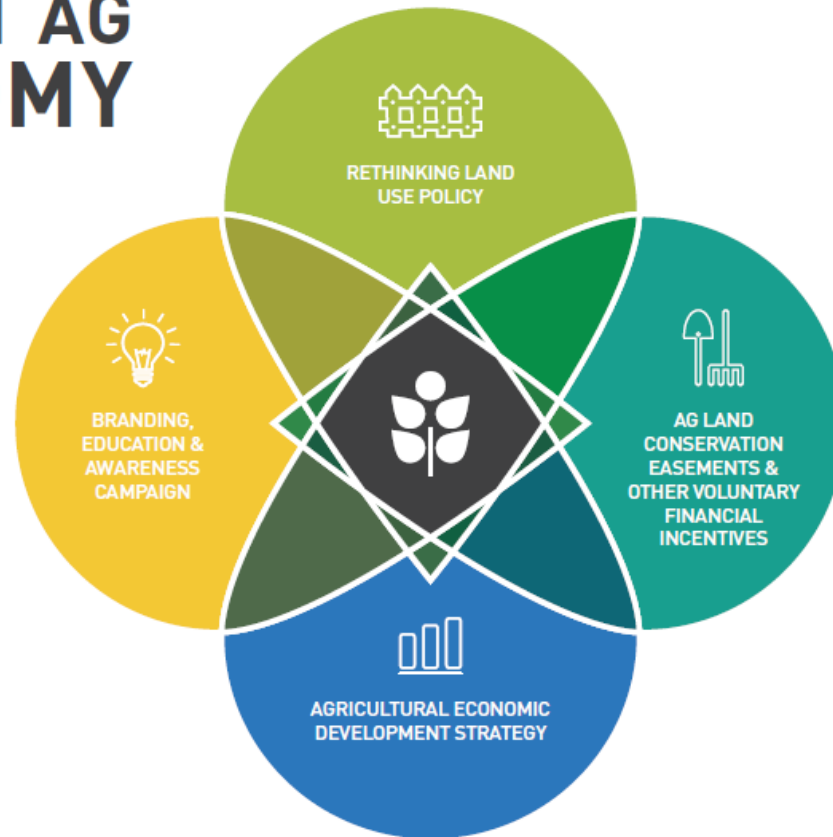


* Six Sub Areas on Valley Floor

- * Coyote Valley
- * Tennant / San Martin
- * Buena Vista
- * Wine Region
- * Leavesley
- * Pacheco Pass
- * Ranchlands

Santa Clara Valley Agricultural Action Plan

GROWING A VIBRANT AG ECONOMY

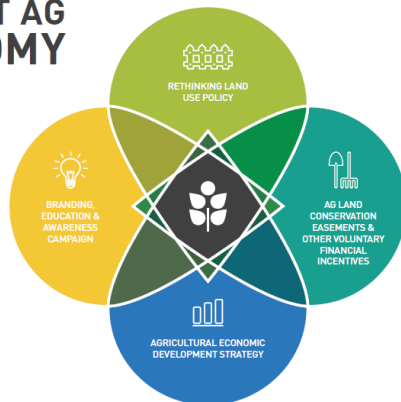


SCVAAP

- * **Implementation Priorities**

- * Discuss Potential Tools / Programs
- * Priority on Implementation
- * Ideas on Funding / Partnerships / Resources

GROWING A VIBRANT AG ECONOMY



Rethinking Land Use Policy

Zoning / General Plan
Changes

Agricultural Worker
Housing Program



Ag Land Conservation Easements & Other Voluntary Financial Incentives

Farmland Security Zone
(FSZ)

Agricultural
Conservation Easement
(ACE) Purchase Program

Stewardship
Payments for
Environmental
Services



Agricultural Economic Development Strategy

Farm
Ombudsperson

Agricultural
Enterprise Grant
Program

Farm Incubator / Ag
Park

Local Food
Preference
Procurement
Policy



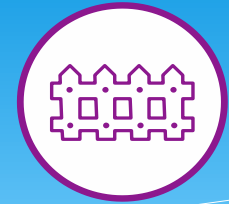
Branding, Education & Awareness

Educational Campaign

Institutional Outreach

Communications
Campaign

Rethinking Land Use



Identified Issue / Challenge to Agriculture	<ul style="list-style-type: none"> * Conversion of Agricultural Lands to Rural Ranchettes * Residents in Ag areas complain about adjacent agriculture * Land speculation value of agricultural land is high * Regulatory barriers for Agricultural supportive uses 			
Name of Tool	Action	Responsible Party	Time Considerations	Cost Considerations
Land Use / Zoning Implementation	<ul style="list-style-type: none"> • Agricultural Zones – Redefine • Limitation on size of Residential development of Ag Parcels • Strengthen Right to Farm – Real Estate Disclosures • Agricultural Buffers • Deregulation of Agricultural support uses - Ag Research, Ag Processing 	County Planning Department	Estimated 6 months to 1 year	County Staff Time
Indicator of Success	Less conversion of agricultural lands to rural residential development, less complaints about farming from rural residents, streamlined permitting for agriculture			

Rethinking Land Use

Identified Issue / Challenge	There is insufficient housing to accommodate farmworkers.			
Name of Tool	Action	Responsible Party	Time Considerations	Cost Considerations
Land Use Tools Agricultural Worker Housing Projects	<u>Land Use Tools -</u> <ul style="list-style-type: none"> Streamline Agricultural Worker Housing permitting - Short term and Long term Housing <u>Develop Agricultural Worker Housing Projects</u> <ul style="list-style-type: none"> Projects in Gilroy & Morgan Hill Projects on County owned Land Projects on rural lands 	<u>Land Use Tools</u> County Planning <u>Housing Projects -</u> County Office of Supportive Housing, Gilroy, Morgan Hill, rural landowners	<u>Land Use Tools</u> – 3-4 months <u>Housing Projects</u> 6 months to 2 years	<u>Land Use Tools -</u> County Staff Time <u>Housing Projects -</u> Cost of up to \$50k per unit Potential Measure A funding.
Indicator of Success	Availability of Agricultural Worker Housing to meet demand within region – both long term and seasonal agricultural workers.			

Voluntary Financial Incentives

Identified Issue / Challenge	Financial challenges in farming related to higher land values, higher lease rates.			
Name of Tool	Action	Responsible Party	Time Considerations	Cost Considerations
Farmland Security Zones	<ul style="list-style-type: none"> * "Super Williamson Act " * Reduces tax rate 33% below Williamson Act * 20 year contracts 	County of Santa Clara	4-8 months	Ordinance / Program preparation – County Staff County fiscal impacts TBD
Agricultural Conservation Easements	<ul style="list-style-type: none"> * Voluntary purchase of easement on agricultural land that removes development potential. 	County Open Space Authority Land Trusts	1-2 years for full program adoption	Application to State SALC Grant Funding for program development Ongoing Funding Source = State Grants, mitigation fees, etc.
Indicator of Success	Increase in number of agricultural properties protected through Farmland Security Zone or Easement. Lesser financial burden for farmers / landowners of agricultural property			

Voluntary Financial Incentives

Identified Issue / Challenge to Agriculture	Farming provides ecosystem services and benefits to the region (beyond food) that are not financially recognized			
Name of Tool	Action	Responsible Party	Time Considerations	Cost Considerations
Payment for Ecosystem Services	<ul style="list-style-type: none"> * Resource Conservation Districts – payment for farming practices * Groundwater - Compensation for practices that benefit groundwater recharge * Greenhouse Gas Emissions - Carbon Markets – Cap & Trade – payment for maintenance of land in agriculture or for farming that reduces greenhouse gas emission 	Resource Conservation Districts SCVWD County / OSA	Resource Conservation Districts – short term / immediate. Others – 1+ years – needs more study.	funding would come from institutions or carbon markets.
Indicator of Success	Farmers receive financial incentives and compensation to continue farming. Increase in available agricultural land that is actively farmed			

Agricultural Economic Development



Identified Issue / Challenge to Agriculture	Very difficult for farmers to navigate regulatory process and obtain permits			
Name of Tool	Action	Responsible Party	Time Considerations	Cost Considerations
Farm Ombudsperson	* Dedicated position - someone who works on regulatory permitting for farmers.	UC Cooperative Extension, Farm Bureau, County Economic Development	6 months to a year	Comparison Cost of \$100,000 for proposed Farm Ombudsperson in San Mateo County
Indicator of Success	Farmers more easily obtain regulatory permitting – less concern about regulatory compliance, Farmers able to focus on farming / agriculture operations.			

Agricultural Economic Development

Identified Issue / Challenge to Agriculture	<p>Very difficult for new farmers to get started – access to land, technical support, access to markets, overhead costs.</p> <p>Lack of new and beginning farmers and diverse farmers in Santa Clara Valley.</p>			
<i>Name of Tool</i>	<i>Action</i>	<i>Responsible Party</i>	<i>Time Considerations</i>	<i>Cost Considerations</i>
Farm Incubator / Ag Park	<p>Large Farming tract held by public entity or land trust – small parcels made available to beginning farmers at reduced rate.</p> <p>Provide technical support and marketing support.</p> <p>Targeting low-resource farmers and ranchers, namely diverse first-generation and immigrant farmers</p>	Open Space Authority / Land Trusts / UCCE	1 to 2 years	Depending upon location, up to \$5m in land costs for 100 acre parcel (\$50k per acre). Financial sources unknown.
Indicator of Success	<p>Growth in new farming operations, succession farming</p> <p>More resiliency, diversity of farming industry.</p> <p>Existence of “hub” location in agricultural areas that provides visibility into farming, potential marketing / branding benefits.</p>			

Agricultural Economic Development

Identified Issue / Challenge to Agriculture	<p>Very difficult for new farmers to get started – access to land, technical support, access to markets, overhead costs.</p> <p>Lack of new and beginning farmers and diverse farmers in Santa Clara Valley.</p>			
Agricultural Enterprise Program from Small Farms	<p>Designation of Agricultural Enterprise area with variety of financial and technical support tools and actions –</p> <ul style="list-style-type: none"> Farm Credit Legal Services Food Hub Flexible Zoning 	<p>Open Space Authority / Land Trusts / UCCE Banks</p>	<p>1 to 2 years</p>	<p>Unknown</p>
Indicator of Success	<p>A local constituency that is informed about and supportive of regional agriculture</p>			

Agricultural Economic Development

Identified Issue / Challenge to Agriculture	Difficult to conduct direct sales with local institutions – food procurement			
<i>Name of Tool</i>	<i>Action</i>	<i>Responsible Party</i>	<i>Time Considerations</i>	<i>Cost Considerations</i>
Local Institutional Purchasing	Adopt Local Food Procurement Policy	County, OSA, other cities and institutions	4-12 months.	Staff costs to prepare policy
Indicator of Success	More direct sales from local farms to local institutions Growth of local food economy			

Branding, Education & Awareness

Identified Issue / Challenge to Agriculture	Lack of public awareness, understanding and appreciation of working lands and agriculture.			
<i>Name of Tool</i>	<i>Action</i>	<i>Responsible Party</i>	<i>Time Considerations</i>	<i>Cost Considerations</i>
Educational campaign	Partner with various entities to develop and deploy educational campaigns, targeting distinct populations and highlighting specific areas of information.	Open Space Authority / Schools / Cities / Natural Resource Agencies / Private institutions	1-2 years	Likely grant dependent in scope and scale
Indicator of Success	A local constituency that is informed about and supportive of regional agriculture			



Branding, Education & Awareness

Identified Issue / Challenge to Agriculture	Lack of meaningful purchasing relationships or other connections between supply and demand, between Silicon Valley and Santa Clara Valley Agriculture			
<i>Name of Tool</i>	<i>Action</i>	<i>Responsible Party</i>	<i>Time Considerations</i>	<i>Cost Considerations</i>
Institutional Outreach	Explore potential partnerships with local institutions, primarily the region's universities, companies, and restaurants	Open Space Authority County Office of Economic Development Institutions	1-2 years	Outreach and marketing efforts likely grant dependent in scope and scale
Indicator of Success	Increase in direct purchasing between institutions in Silicon Valley and agricultural / food products from Santa Clara Valley Agriculture			

Branding, Education & Awareness

Identified Issue / Challenge to Agriculture	Need for new associations with the Santa Clara Valley landscapes, positively associating it with a vibrant agricultural economy.			
<i>Name of Tool</i>	<i>Action</i>	<i>Responsible Party</i>	<i>Time Considerations</i>	<i>Cost Considerations</i>
Communications Campaign	<p>Develop and launch a Santa Clara Valley Agriculture Campaign.</p> <p>Placemaking of Agriculture associated with the identify of south county communities, Gilroy, San Martin, Morgan Hill</p>	<p>Open Space Authority</p> <p>County Office of Economic Development</p> <p>Morgan Hill / Gilroy</p>	1-2 years	Likely grant dependent in scope and scale
Indicator of Success	An increasing association between Santa Clara Valley as an identifiable place and the working lands and ecological value there, rather than suburban sprawl and traffic.			

Role of Partner Agencies

- * **Cities – San Jose, Morgan Hill, Gilroy**

- * Land Use

- * Agricultural Buffers
 - * Agricultural Mitigation Fees
 - * Designation of Agricultural Areas

- * Institutional Purchasing

- * Local Food Procurement Policy

- * Branding, Education, & Awareness

- * **Santa Clara Valley Water District**

- * Water Rates
 - * Groundwater recharge -

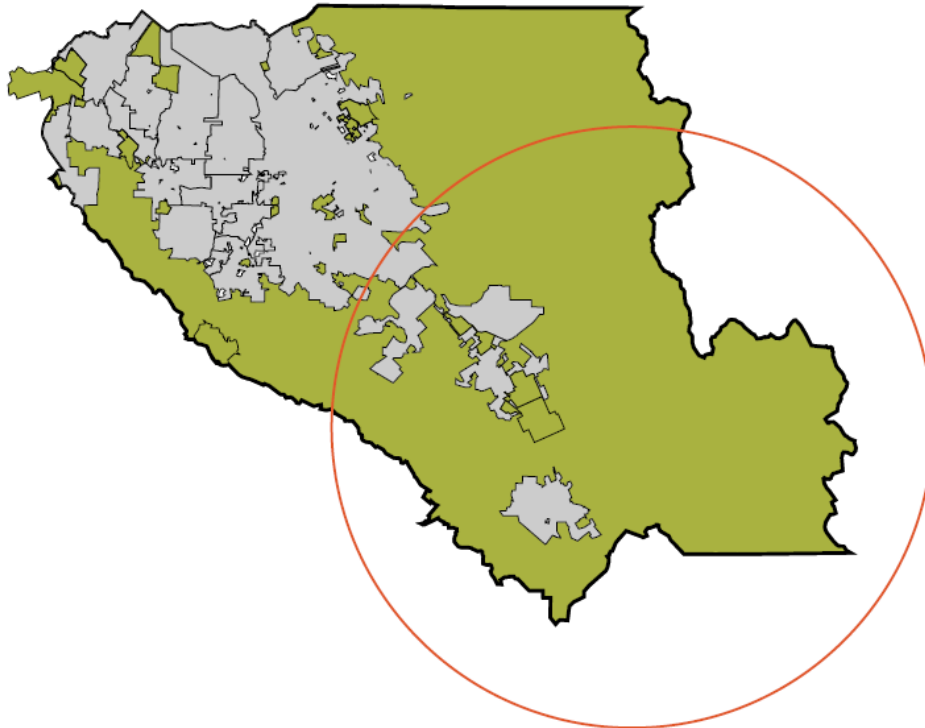
Early Actions / Wins

- * **Second SALC Application** – Regional ACE Purchasing Program
- * **Fountain Oaks Agricultural Conservation Easement**
 - * 70 Acres in Southeast Quadrant area
 - * Morgan Hill / OSA / County
 - * High Speed Rail - Ag Mitigation Funding
- * **Branding / Awareness**
 - * Continued Work & Work Products
 - * CDFA Grant

NAMING

North County / Silicon Valley

- Urban
- Tech Economy
- Demand Side



South County / Santa Clara Valley

- Rural
- Ag Economy
- Supply Side

LANDS AT WORK

Santa Clara Valley

WORKING LANDS

Santa Clara Valley

Santa
Clara
Valley

YOUR LANDS AT WORK

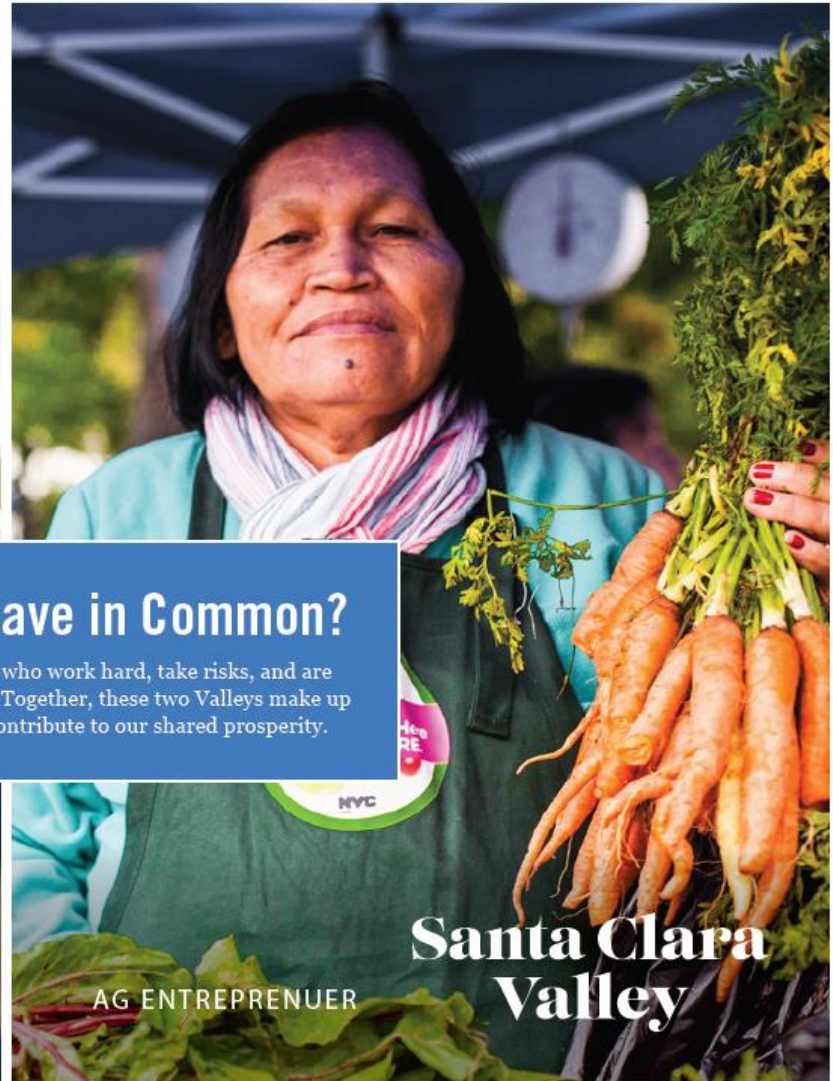


AD / POSTER / BILLBOARD SERIES



SILICON VALLEY

TECH ENTREPRENEUR



**Santa Clara
Valley**

AG ENTREPRENEUR

What do they have in Common?

Both are home to entrepreneurs who work hard, take risks, and are committed to growing businesses. Together, these two Valleys make up the County of Santa Clara and contribute to our shared prosperity.

VIBRANT AGRICULTURAL ECONOMY



Next Steps

- * **Finalize Action Plan**
- * **OSA Adoption - December**
- * **Board of Supervisors Adoption – December 12th**
 - * Mid Year Budget
 - * Task Force / Implementation



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