Meeting Agenda

1. Introductions
2. SALC / CAPP / Program Context
3. Meeting Objectives
4. CAPP Vision Statement
5. Establishing the Agricultural Core
6. CAPP Program Main Elements
7. 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

* **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

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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

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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
Establishing the Agricultural Core

CLIMATE & AG PROTECTION PROGRAM

Core Resource Areas

- Farmland Resource
- Rangeland Resource
- Developed Area
- Urban Service Areas
- San Martin Area
- Protected Ag Resource
- Other Protected Lands

DRAFT
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
* Farmbuds-person
* 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
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
- Farmlink
- Stewardship Payments for Environmental Services
- 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

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Agricultural Core Sub Districts
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

(1) Coyote Valley

- Large lots in Middle / Upper Coyote
- Closer to local Markets
- Crops – Hay, New Investment in Walnuts, Asian Vegetables, Mushrooms
- Interface with Commuter Traffic / Residential / Future City Annexation

(2) Tennant / Morgan Hill

- Smaller Parcels (most under 10 acres)
- Urban / Rural Interface
- Higher Land Values
- Chiala Processing Plant
Agricultural Core Sub Areas

(3) Fitzgerald / Santa Teresa
* Larger Farming Pieces between San Martin & Gilroy
* Row Crops
* LJB Farmers Market, Martin Ranch, Frantoio Grove

(4) Watsonville Road Wine Region
* Santa Clara Valley American Viticultural Area
* Existing Wine trails
Agricultural Core Sub Areas

(5) Leavesley
- Large Lots - over 20 & 40 acres
- Lower property values, less land speculation and urban interface
- Good Infrastructure / Distribution – Vegetables – Uesugi Farms, Christopher Ranch

(6) Pacheco Pass
- Farming Lands around Highway 152
- Casa De Fruita
- Farm stands
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