Santa Clara Valley Agricultural Action Plan
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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

Today

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

Conversion Trends Forward

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
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
SCVAAP

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

SCVAAP – October 2017 Tech Panels
## Rethinking Land Use

**Identified Issue / Challenge to Agriculture**
- 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

<table>
<thead>
<tr>
<th>Name of Tool</th>
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<th>Responsible Party</th>
<th>Time Considerations</th>
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<tbody>
<tr>
<td>Land Use / Zoning Implementation</td>
<td>• Agricultural Zones – Redefine&lt;br&gt;• Limitation on size of Residential development of Ag Parcels&lt;br&gt;• Strengthen Right to Farm – Real Estate Disclosures&lt;br&gt;• Agricultural Buffers&lt;br&gt;• Deregulation of Agricultural support uses - Ag Research, Ag Processing</td>
<td>County Planning Department</td>
<td>Estimated 6 months to 1 year</td>
<td>County Staff Time</td>
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**Indicator of Success**
- Less conversion of agricultural lands to rural residential development, less complaints about farming from rural residents, streamlined permitting for agriculture
## Identified Issue / Challenge

There is insufficient housing to accommodate farmworkers.

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| Land Use Tools Agricultural Worker Housing Projects | Land Use Tools -  
- Streamline Agricultural Worker  
- Housing permitting - Short term and Long term Housing  
Develop Agricultural Worker Housing Projects  
- Projects in Gilroy & Morgan Hill  
- Projects on County owned Land  
- Projects on rural lands | Land Use Tools County Planning  
Housing Projects County Office of Supportive Housing, Gilroy, Morgan Hill, rural landowners | Land Use Tools 3-4 months  
Housing Projects 6 months to 2 years | Land Use Tools – County Staff Time  
Housing Projects – 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

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<th>Identified Issue / Challenge</th>
<th>Financial challenges in farming related to higher land values, higher lease rates.</th>
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| Farmland Security Zones     | * “Super Williamson Act“  
                                * Reduces tax rate 33% below Williamson Act  
                                * 20 year contracts |
| Agricultural Conservation Easements | * Voluntary purchase of easement on agricultural land that removes development potential. |

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<tr>
<td>County of Santa Clara</td>
<td>4-8 months</td>
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<tr>
<td>County Open Space Authority Land Trusts</td>
<td>1-2 years for full program adoption</td>
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| Ordinance / Program preparation – County Staff  
County fiscal impacts TBD  
Application to State SALC Grant  
Funding for program development  
Ongoing Funding  
Source = State Grants, mitigation fees, etc. |

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| Increase in number of agricultural properties protected through Farmland Security Zone or Easement.  
Lesser financial burden for farmers / landowners of agricultural property |

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Farming provides ecosystem services and benefits to the region (beyond food) that are not financially recognized

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<td><strong>Payment for Ecosystem Services</strong></td>
<td>* Resource Conservation Districts – payment for farming practices</td>
<td>Resource Conservation Districts</td>
<td>Resource Conservation Districts – short term / immediate.</td>
<td>funding would come from institutions or carbon markets.</td>
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<td></td>
<td>* Groundwater - Compensation for practices that benefit groundwater recharge</td>
<td>SCVWD</td>
<td>Others – 1+ years – needs more study.</td>
<td></td>
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<td>* Greenhouse Gas Emissions - Carbon Markets – Cap &amp; Trade – payment for maintenance of land in agriculture or for farming that reduces greenhouse gas emission</td>
<td>County / OSA</td>
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**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

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<td><strong>Farm Ombudsperson</strong></td>
<td>* Dedicated position - someone who works on regulatory permitting for farmers.</td>
<td>UC Cooperative Extension, Farm Bureau, County Economic Development</td>
<td>6 months to a year</td>
<td>Comparison Cost of $100,000 for proposed Farm Ombudsperson in San Mateo County</td>
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### 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

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<th>Identified Issue / Challenge to Agriculture</th>
<th>Very difficult for new farmers to get started – access to land, technical support, access to markets, overhead costs. Lack of new and beginning farmers and diverse farmers in Santa Clara Valley.</th>
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<td>Farm Incubator / Ag Park</td>
<td>Large Farming tract held by public entity or land trust – small parcels made available to beginning farmers at reduced rate. Provide technical support and marketing support. Targeting low-resource farmers and ranchers, namely diverse first-generation and immigrant farmers</td>
</tr>
<tr>
<td>Indicator of Success</td>
<td>Growth in new farming operations, succession farming More resiliency, diversity of farming industry. Existence of “hub” location in agricultural areas that provides visibility into farming, potential marketing / branding benefits.</td>
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## Agricultural Economic Development

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<th>Identified Issue / Challenge to Agriculture</th>
<th>Agricultural Enterprise Program from Small Farms</th>
<th>Indicator of Success</th>
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<td>Very difficult for new farmers to get started – access to land, technical support, access to markets, overhead costs.</td>
<td>Designation of Agricultural Enterprise area with variety of financial and technical support tools and actions – Farm Credit Legal Services Food Hub Flexible Zoning</td>
<td>A local constituency that is informed about and supportive of regional agriculture</td>
</tr>
<tr>
<td>Lack of new and beginning farmers and diverse farmers in Santa Clara Valley.</td>
<td>Open Space Authority / Land Trusts / UCCE Banks</td>
<td>SCVAAP – October 2017 Tech Panels</td>
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## Agricultural Economic Development

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<th>Identified Issue / Challenge to Agriculture</th>
<th>Difficult to conduct direct sales with local institutions – food procurement</th>
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<td>Local Institutional Purchasing</td>
<td>Adopt Local Food Procurement Policy</td>
<td>County, OSA, other cities and institutions</td>
<td>4-12 months.</td>
<td>Staff costs to prepare policy</td>
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<th>Indicator of Success</th>
<th>More direct sales from local farms to local institutions Growth of local food economy</th>
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### Identified Issue / Challenge to Agriculture
Lack of public awareness, understanding and appreciation of working lands and agriculture.

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<td>Educational campaign</td>
<td>Partner with various entities to develop and deploy educational campaigns, targeting distinct populations and highlighting specific areas of information.</td>
<td>Open Space Authority / Schools / Cities / Natural Resource Agencies / Private institutions</td>
<td>1-2 years</td>
<td>Likely grant dependent in scope and scale</td>
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| Indicator of Success | A local constituency that is informed about and supportive of regional agriculture |
## 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

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<td>Institutional Outreach</td>
<td>Explore potential partnerships with local institutions, primarily the region's universities, companies, and restaurants</td>
<td>Open Space Authority&lt;br&gt; County Office of Economic Development Institutions</td>
<td>1-2 years</td>
<td>Outreach and marketing efforts likely grant dependent in scope and scale</td>
</tr>
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</table>

| Indicator of Success | Increase in direct purchasing between institutions in Silicon Valley and agricultural / food products from Santa Clara Valley Agriculture |
## Identified Issue / Challenge to Agriculture

Need for new associations with the Santa Clara Valley landscapes, positively associating it with a vibrant agricultural economy.

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<td>Communications Campaign</td>
<td>Develop and launch a Santa Clara Valley Agriculture Campaign. Placemaking of Agriculture associated with the identify of south county communities, Gilroy, San Martin, Morgan Hill</td>
<td>Open Space Authority&lt;br&gt;County Office of Economic Development&lt;br&gt;Morgan Hill / Gilroy</td>
<td>1-2 years</td>
<td>Likely grant dependent in scope and scale</td>
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### 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
North County / Silicon Valley
- Urban
- Tech Economy
- Demand Side

South County / Santa Clara Valley
- Rural
- Ag Economy
- Supply Side
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

- Rethinking land use policy
- Ag land conservation, easements & other voluntary financial incentives
- Agricultural economic development strategy
- Branding, education & awareness campaign
Next Steps

- Finalize Action Plan
- OSA Adoption - December

- Board of Supervisors Adoption – December 12th
  - Mid Year Budget
  - Task Force / Implementation