

2011
Central Coast Resource Conservation & Development Council
Annual Plan of Work

OUR VISION

Natural Resource Management and Community Economic Sustainability are Priorities for the Citizens of the Central Coast.

OUR MISSION

To Develop Partnerships in Order to Facilitate the Sustainability of Our Communities and the Diverse Natural Resources of the Central Coast.

Council President

Date

State Conservationist

Date

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<u>ELEMENT</u>	GOAL 1	Enhance and sustain the long-term productivity of our farms and ranches by making soil erosion control and sedimentation reduction information available to Central Coast land managers each of the years from 2011-2015.	Target Date	Key People	Accomplishments
Land Conservation	Objective 1	Annually provide supplemental funding to 3 partner organizations already engaged in soil erosion control technical assistance through outreach programs.			
STRATEGIES					

1	Co-sponsor "Drought and Vegetation Management Preparation Workshop for Ranchers" with US-LT RCD.	Oct-10	USLT RCD, Rodriguez	Scheduled for October 28 in Paso Robles
2	Provide financial support to Coastal San Luis RCD to update and enhance RCD website.	Jun-10	Coastal San Luis RCD, Rodriguez	RCD request is \$2430
3	Provide financial support to US-LT RCD for web site update and RCD brochure development and printing.	Apr-10	Bailey, Rodriguez	Project Completed, RC&D contributed \$2600.

Land Conservation	Objective 2	Provide funding to partners for 2 resource conservation technical documents by 2015			
STRATEGIES					

1	Assist Loma Prieta RCD with Cal Recycle grant application for clean-up of polluted ranch site.	Mar-10	Marfia, Rodriguez	Project determined not appropriate for Cal Recycle Grant
2	Provide laminated GIS map of the Pajaro River Watershed to the RCD of Santa Cruz County.	May-10	MLRA Soils, Rodriguez	
3	Support and partner with UCCE on Western SARE grant to quantify the total cost of regulations landowners face on a farm or ranch.	Sep-10	Larson, Rodriguez, US-LT RCD	

Land Conservation	Objective 3	Provide technical assistance to 3 Coordinated Resource Management and Planning (CRMP) watershed groups each year from 2011-2015			
	STRATEGIES				

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| 1 | Co-sponsor 2 Pajaro River Watershed Council meetings in FY-2011 | Sep-11 | Presley, Rodriguez |
| 2 | Co-sponsor and provide technical assistance to the See Canyon Watershed group in FY-2011. | Sep-11 | Brooks, Wald |
| 3 | Provide technical assistance to the Pajaro River Integrated Regional Watershed Management Planning Team. | Aug-11 | Rodriguez |

Water Management	Goal 3	Promote programs for Central Coast land users that result in measurable water quality improvement and help satisfy Regional Water Quality control Board Requirements by 2013	Target Date	Key People	Accomplishments
	Objective 1	Manage Central Coast Ag Water Enhancement Program until 2013 and meet annual goals established in 2009 for producers assisted and funds obligated.			

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| 1 | Obligate \$1,497,000 worth of conservation practices for Central Coast farmers. | Sep-11 | Central Coast NRCS Offices |
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Water Management	Objective 2	Complete Conservation innovation Grant for greenhouse operation by 2012 and publicize water quality and conservation benefits for other operators.			
	STRATEGIES				

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| 1 | Provide water quality improvement data from Clearwater Nursery to RCD's and help develop a greenhouse operator outreach strategy to encourage adoption. | Sep-11 | Rodriguez, Cluster Engineer |
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Water Management	Goal 4	Promote water conservation programs for Central Coast irrigators that result in a 10% reduction in water use by 2015.	Target Date	Key People	Accomplishments
	Objective 1	Develop strategy with area RCD's to utilized Cachuma RCD mobile lab in adjoining counties.			
STRATEGIES					

1	Assist US-LT and Coastal San Luis RCD develop a cooperative irrigation evaluation program with Cachuma RCD by 2012.	Sep-11	Rodriguez, RCD Staff, Cluster Engineer
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Water Management	Objective 2	Work with Cal Poly Irrigation Training Research Center to develop irrigation scheduling software compatible with NRCS and RCD computer systems by 2014.			
	STRATEGIES				

1	By 2012, review and develop funding alternatives for IRTC AGWATER program including software and training.	Sep-11	Rodriguez, Cluster Engineer and RCD Staff
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Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 2	By 2012, establish demand for the Mobile harvest Trailer in Monterey County.			
STRATEGIES					

1	Work with Big Sur Land Trust and Coast Grown Cooperative to utilize MHU in Monterey County.	Jun-11	Vasconcellos, Rodriguez, BSLT
2	Establish 1 MHU ranch site in Monterey County.	Sep-11	Rodriguez, BSLT

Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 3	During FY-2011, assist High Sierra RC&D Council implement statewide program to promote mobile livestock harvest.			
STRATEGIES					

1	Assist with statewide Mobile Harvest Unit Informational workshop to be held in Modesto and serve on project planning committee.	Dec-11	Rodriguez, High Sierra RC&D
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Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 4	By 2012, establish a fish distribution system using locally caught fish from Morro Bay and San Luis harbor.			
STRATEGIES					

1	Work with supporters to continue fish community supported agriculture business	Aug-11	CC Salmon Enhancement, Rodriguez
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Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 5	By 2015, the <u>Central Coast Grown</u> brand is highlighted in 5 grocery stores and produce outlets which contributes to increased sales for local producers measured by grower feedback from the Central Coast Ag Network.			
STRATEGIES					

1	Work with CCAN to promote Central Coast Grown label in local produce venues.	Sep-11	CCAN, Rodriguez
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Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 6	By 2011, partner with UC Cooperative Extension and UC Davis Small Farm Center to develop an Ag Tourism promotional strategy for the Central Coast.			
STRATEGIES					

1	Co-sponsor with UCCE and Small Farm Center Ag Tourism informational workshops for ranchers in SLO and Monterey Counties.	Oct-11	UCCE, Rodriguez, Vasconcellos	Completed
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Community Development	Goal 5	Develop 4 alternative marketing strategies for Central Coast Agricultural Products during 2011-2015	Target Date	Key People	Accomplishments
	Objective 7	By end of 2011, develop a value-added product proposal with a fiber organization.			
STRATEGIES					

1	Assist the West Coast Alpaca Network develop a funding proposal for the 2011 funding cycle.	Apr-11	WCAN, Rodriguez	
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Land Management	Goal 7	By 2015, develop plans for 1 agriculturally-based renewable energy system	Target Date	Key People	Accomplishments
	Objective 1	Establish feasibility of a biomass to Bio-energy plant located in the Monterey Bay Area by 2012.			
STRATEGIES					

1	Continue to work with local Bio-energy group CATARE to find funding for Biomass to Bio-energy Feasibility Study.	Jul-11	CATARE, Rodriguez	
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Land Management	Goal 8	During each year of 2011-2015, 2 Council projects are adopted that help maintain agricultural productivity and benefit fish and wildlife habitats.	Target Date	Key People	Accomplishments
	Objective 1	Each year, participate in 4 partner organizations efforts to manage and protect natural landscapes from deterioration.			
STRATEGIES					

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| 1 | Participate in the San Luis Obispo Native Tree Committee including field activities. | Sep-11 | Brooks, Rodriguez |
| 2 | Participate and provide technical assistance to the Central Coast Rangeland Coalition. | Sep-11 | Rodriguez |
| 3 | Participate and provide technical assistance to the Pajaro River Integrated Regional Watershed Mangement Program. | Jul-11 | Rodriguez |