



Working Together for the Good Health of our Watersheds and a Sustainable Economy

***Central Coast
Resource Conservation & Development Council, Inc.***

Area Plan

2011-2015

**This Strategic Long Range Plan Documents the Program Area
Needs and Opportunities, and RC&D Council Goals, Objectives,
and Strategies to Address those Issues**

***“Prepared in Collaboration with our Central Coast RC&D Council
Partner Organizations, Citizens, Businesses, and Agencies of Santa
Cruz, Santa Clara, Monterey, San Benito, San Luis Obispo, and Santa
Barbara Counties in California”***

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Central Coast RC&D Council Area Plan Checklist

RC&D Area Name	Central Coast		
State	California		
Date Signed by State Conservationist			
Reviewer Name/Date			
Required Items	Included	Not Included	Comments
Cover Page	X		
Table of Contents	X		
Introduction	X		
Organizational Overview	X		
• Vision	X		
• Mission	X		
• Geographic, natural resource & socio-economic information	X		
Resource Needs & Opportunities	X		
• Description of Public Participation Activities	X		
• Summary of Findings by Required Element:	X		
• Land Conservation	X		
• Water Management	X		
• Community Development	X		
• Land Management	X		
• Other (optional)	X		

Required Items	Included	Not Included	Comments
SMART Goals	X		
SMART Objectives	X		
SMART Strategies	X		
Required Items	X		
USDA and Other Partnerships	X		
Linkages to NRCS Strategic Plan	X		
Required Clauses (compliance statements)	X		
Signatures			
• Chairperson	X		
• Council Secretary	X		
• State Conservationist			
Documented Public Input	X		
Optional Items			
• State Endorsement		X	
• Budget-Cost Projections	X		
• Staffing Plan	X		
<u>Qualitative Determinations</u>	<u>Yes</u>	<u>No</u>	<u>Comments</u>
Goals Relate to Issues			
Measurable Goals/Objectives/Strategies			
Progress can be documented			

Central Coast RC&D Council Area Plan

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Views of California's Central Coast



AREA PLAN 2011-2015

INTRODUCTION

This document represents the 2011-2015 long-range plan for the Central Coast Resource Conservation and Development (RC&D) Council, Inc., a 501 C3 non-profit organization chartered in California. The last area plan covered the years 2006-2010. The Council has grown to include the program area of 6 Central Coast counties including Santa Clara, Santa Cruz, Monterey, San Benito, San Luis Obispo, and Santa Barbara. This plan was developed with the input of Central Coast citizens, organizations, agencies, and the many partners working towards the identified goals and objectives.

ORGANIZATIONAL OVERVIEW

Our Vision

Our vision is that natural resource management and community economic sustainability are priorities for the citizens of the Central Coast.

Our Mission

Our mission is to develop partnerships in order to facilitate the sustainability of our communities and the diverse natural resources of the Central Coast.

Background and Council Structure

One of the first RC&D Councils in California, the Central Coast RC&D Council was authorized in 1974 and received their 501-c3 Non-Profit status on January 2003. The original council sponsors were San Benito County, Santa Cruz County, Monterey County, San Luis Obispo County, RCD of Santa Cruz County, Monterey County RCD, San Benito County RCD, Coastal San Luis RCD, Upper Salinas-Las Tablas RCD, the Agricultural Land Based Training Association, and the Association of Monterey Bay Area Governments. The Community Alliance of Family Farmers, Loma Prieta RCD, Cachuma RCD, Santa Clara County, and Santa Barbara County were added to the Council at a later date. All of these organizations remain on the 16 member board.

The Council meets quarterly in the months of October, February, May, and August in King City, the geographic center of the Council area. The Council fiscal year runs from October 1 through September 30. The October date is the annual meeting.



Physical Geographic Setting

The Central Coast RC&D Council program area is located along the Pacific Coast of California. It includes 4 coastal and 2 inland counties from Santa Cruz to the north and Santa Barbara to the south. The northern boundary is approximately 50 miles south of San Francisco and the southern boundary is approximately 100 north of Los Angeles. Major cities within the area include Santa Cruz, Monterey, Morgan Hill, Gilroy, Watsonville, Salinas, Hollister, Paso Robles, San Luis Obispo, Santa Maria, and Santa Barbara. The area consists of over 8 million acres, with the majority in private ownership. Public holdings include the Forest Service, BLM, California State Parks, and local agencies. The area covers all or portions of 8 congressional districts; 11, 14, 15, 16, 17, 22, 23, and 24.

The Central Coast is one of ten bioregions in California with each having similar biological and physical components. Within this region, climatic conditions are Mediterranean characterized by late fall and winter rainfall, mild to moderate temperatures, summer fog along the coastline, and clear warm days inland most of the year. Topography ranges from flat to gently sloping coastal valleys; to coast mountain ranges; to interior valleys; to inland mountain ranges. Streams and rivers are important natural features of the area. Major rivers include the Santa Maria, Santa Inez, Salinas, Pajaro, and the San Lorenzo. The area also includes a national marine sanctuary and a nationally recognized estuary. Much of what our council does, both

resource and community development, is related to protecting the beneficial uses of these water bodies.

Soils in the area are divided into 3 general categories. The first and most productive are the deep alluvial soils that occur in the valley floors where the majority of the irrigated crops are grown. The second being soils of old alluvial fans and terraces with higher elevations that support vineyards, some irrigated row crops, and hay and grain. The third and most prevalent are the soils of the uplands which make up about 79% of the area which support our range and forest lands.

Natural Resource Issues

One of the most important natural resources we have on the Central Coast is water. Agricultural and municipal water is supplied primarily by groundwater pumping. Groundwater overdraft and saltwater intrusion are common issues up and down the coast of California. Irrigation Water Management is a common technical assistance request made of NRCS and UC Cooperative Extension. Maintaining water quality for a variety of beneficial uses is now mandated by the Regional Water Quality Control Boards through the Total Maximum Daily Load (TMDL) requirements and the regulatory Ag Waiver program for irrigated agriculture. The main issue for the regulatory agencies is nutrient rich irrigation runoff and leaching into the groundwater. There are also TMDL's for other land uses including rangeland.

The Central Coast has some of the most productive soils in the world. The need exists for continued outreach and education on erosion control practices for agricultural producers, rural residential properties, rangeland managers, forest owners, and other land managers. Some of our high value cropland is highly erodible and in need of specialized erosion and sediment control treatment.

Other agriculture related issues include loss of productive farmland to development, sustainable agriculture, transition to organic production, generational transition, energy conservation, alternative marketing strategies, public perception of agriculture, native tree, plant and animal species management, invasive plant and animal species, food safety, non-point source pollution, fish and wildlife habitat management, development of a local food system, increased regulatory requirements, national estuary and marine sanctuary protection requirements.

As for most of California, Wildland fuel management, especially in the rural-urban interface, is a critical concern on the Central Coast. Annually occurring wildfires cause massive property, human, and resource damage. Fuel reduction and pre-fire planning is the answer to reducing damages and firefighting costs.



Demographics

The Central Coast RC&D area is a mixture of rural, rural residential and urban population centers. The total population of the region is nearing 1.5 million compared to over 36.4 million for California. The majority of the people live in the larger urban centers. The area citizens are approximately 85% white with 37% being of Hispanic or Latino ethnicity. Central Coast population closely resembles the state age characteristics with approximately 12% older than 65 and 24% under 18.

County	2006-2008 Median Household Income	% of People Below Poverty Level	2006-2008 Unemployment	Educational Attainment % High School Graduate	Educational Attainment % Bachelor's Degree or Higher
	CA Average \$61,154	CA Average 12.9%	CA Average 6.9%	CA Average 80.3%	CA Average 29.4%
Santa Clara	\$87,287	8.2%	5.7%	85.8%	44.2%
Santa Cruz	\$67,070	12.0%	6.8%	85.0%	38.9%
Monterey	\$59,140	11.5%	9.3%	70.2%	23.3%
San Benito	\$72,228	10.4%	7.4%	72.1%	19.6%

San Luis Obispo	\$57,722	12.9%	5.7%	87.8%	30.4%
Santa Barbara	\$59,850	13.5%	5.4%	80.7%	31.7%
Central Coast Average	\$67,216	11.4%	6.7%	80.3%	31.4%

Source in both tables: U.S. Census Bureau, 2006-2008, American Community Survey



Agriculture

The Central Coast of California has the fortunate combination of soils and climate that make it an ideal place to grow many of the specialty crops enjoyed throughout the world. With a total agricultural crop production value of over \$6 billion annually, many regions have year round vegetable production. The Salinas Valley is a highly productive vegetable growing region and is also known as the world’s salad bowl. Crops like strawberries, wine grapes, avocados, citrus, spinach, artichokes, lettuce, mushrooms broccoli, brussels sprouts, cut flowers, potted plants, garlic, onions, tomatoes, and Chinese vegetables are common in all counties. Cattle and calves, sheep, and goats are raised on our annual rangeland that produces grass forage during the cool

winter and spring seasons. During the dry seasons, livestock are fed dry forage and hay, moved to late producing pastures, or shipped to market.

County	Total Ag Value	Vegetable Acreage	Fruit & Nut Acreage	Field Crop Acreage	Livestock Numbers	Timber Bd. Ft.
Santa Clara	\$247,950,000	12,428	3,226	212,500	12,050	
Santa Cruz	\$485,300,000	7,198	9,851	5,240	18,477	12.7 m
Monterey	\$4,003,000,000	314,311	55,095	3,550	92,100	-
San Benito	\$262,032,000	25,000	7,641	530,082	38,700	-
San Luis Obispo	\$606,755,000	36,907	49,863	28,025	95,000	-
Santa Barbara	\$1,241,000,000	65,775	39,963	600,727	37,694	-
Totals	\$6,846,037,000	461,619	165,639	1,380,124	294,021	12.7 m

Source: County Crop Reports, 2008-2009



The Central Coast has a proactive sustainable agriculture program that involves:

- Certified organic agricultural production program with Central Coast counties holding 4 of the top 10 spots for registered organic producers.
- Integrated Pest Management or IPM, program that encourages using less toxic means to solve common insect and rodent pest problems.
- Biological pest control using beneficial insects to battle crop destroying pests.
- Pest Detection and Exclusion to determine presence, and then product certification or quarantine to maintain quality.

Socioeconomic Aspects

In 2006-2008 the leading industries on the Central Coast for the employed population 16 years and older were: Educational and health care services; agriculture; professional, scientific, and management; and manufacturing. Among the most common occupations were: management and professional; sales and office; service; farming and construction. On average, 76% of the people employed were private and wage salary workers; 15% were public employees; and 9% were self-employed.

County	Number of Households	% of Households that are Families	% of People that are Foreign Born	% Speaking a Language Other than English at Home
	CA 12.2 million	CA Average 68%	CA Average 27%	CA Average 42%
Santa Clara	585,000	70%	37%	50%
Santa Cruz	94,000	62%	18%	29%
Monterey	125,000	71%	30%	52%
San Benito	17,000	78%	22%	41%
San Luis Obispo	103,000	62%	10%	16%
Santa Barbara	141,000	63%	23%	37%
Central Coast Average	1,065,000 Total	68%	23%	38%



RESOURCE NEEDS AND OPPORTUNITIES

Public Participation Activities in the Development of the Plan

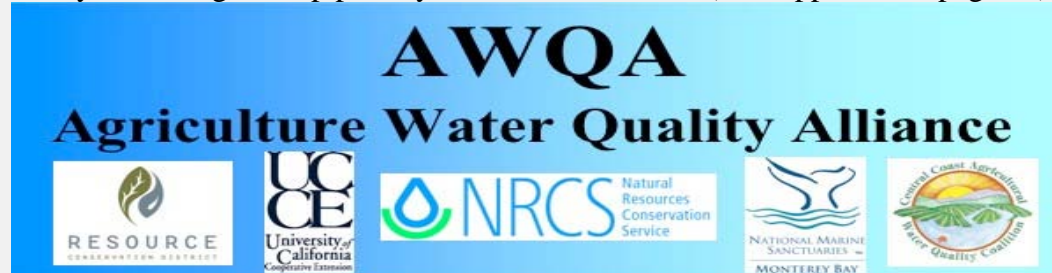
Our public participation strategy was to involve as many different citizen, group, agency and issue specific perspectives as possible by using a combination of public participation methods. We have found that issue specific public meetings are not well attended and do not provide the broad-based feedback we desire. Our first strategy was to use existing scheduled and advertized public meetings to present the RC&D Area Plan update topic and gather comments from the participants. This option proved to be more successful in getting a greater diversity of response (see appendix 1 for agenda example). Our experience is that residents are over committed to meetings and appreciate the opportunity to consolidate topics. Our second strategy was to mail and e-mail over 600 invitations to participate and survey form to a variety of mailing lists compiled with our partners. We received over 80 completed surveys (see appendix 1 for letter and survey). Our third strategy was to select several key community organizations, group representatives, and tribes representing citizens and topics who do not typically participate publically in this type of program and conduct a personal interview. Our fourth strategy was to interview experts on issues gleaned from our survey responses. For example water quality, irrigation water management and local food systems.

Summary of public participation:

- Area Plan Update work sessions during regular quarterly RC&D Board meetings.
- Area Plan survey form distributed to over 600 Central Coast citizens and organizations by e-mail, US Mail and distributed at public stakeholder meetings, 80 surveys were completed and returned.

- Public meetings:

1. Agricultural Water Quality Alliance, June 30, 2010, 20 in attendance. Excerpt from meeting minutes: “Jeff Rodriguez of the Central Coast RC&D Council announced that the Strategic Area Plan is going through an update this next year. The RC&D is seeking public input on priority issues in the region related to land management, water management, and community economic development. Jeff gathered a lot of great information from our discussion today about our priority issues which he will take back to inform the Area Plan update. He has also prepared a short survey, which he distributed, and asked that we fax return the survey indicating our top priority issues in each area”. (See Appendix 1, page 30)



2. Integrated Regional Water Management Program Meeting, July 12, 2010, 35 in attendance. Discussed Area Plan process and distributed survey to attendees.
3. Native Tree Committee Meeting, July 17, 2009, 8 in attendance. Presented RC&D program and gathered comments for area plan update. (See Appendix 1, page 31)
4. USDA All Lands Meeting, June 29, 2010, 17 in attendance. Presented RC&D program and recorded agency needs and opportunities.
5. Central Coast Ag Network, August 5, 2010, 6 in attendance. Presented RC&D program, distributed survey and recorded group interests. CCAN is a struggling non-profit with a purpose to support sustainable local agriculture to ensure a wholesome, diverse and nourishing supply of food and other agricultural products for residents of the Central Coast.

- Personal Interviews and Issues Recorded

1. Ann Marie Sayers, Tribal Chair, Mutsun language group of the Costanoan People – Her people wish to form vital partnerships with the common goal of protecting both the natural as well as the cultural resources of the region. Continue to involve the Costanoan/Ohlone Nation in the RC&D program to identify and help implement the needs of local native descendant’s of our region. Their goal in working with the Council is the ultimate construction of a traditional village meeting house or lodge in Indian Canyon. Indian Canyon is the only federally recognized “Indian Country” for 300 miles along coastal California. It currently provides ceremonial traditional lands for over thousands of Native Americans, and is a continuous educational resource for middle, high school and college students.

2. Lisa Dobbins, Executive Director, Action Pajaro Valley, Santa Cruz and Monterey County – Farmland and community flooding; water quality regulations imposed on the smaller farmers; substandard and overcrowded low income housing; shortage of labor; 15% local unemployment; fewer dollars for public safety; shortage of affordable housing; need for vocational education; and lack of business training and support.
3. Brett Melone, Executive Director, Agricultural Land Based Training Association, Monterey, Latino Farmer Education Organization – new Latino farmers need farm production, marketing, and business planning education along with access to land and capital to set up farming businesses.
4. Kay Mercer, Central Coast Farm Bureau Ag Water Quality Program – “I don’t see how farming is sustainable with the current government model which adds conflicting and duplicative regulations while ignoring the cumulative regulatory burden created by a collection of single discipline regulations. If growers on the Central Coast cannot sustain themselves, much of the nation’s fresh fruit and vegetable supply will have to be outsourced to other parts of the country or other parts of the world. This, then, moves the discussion from sustainable agriculture to whether our society is sustainable because we do not have a secure food supply”.
5. Roots of Change, George Work, Fellow – ROC believes that the best way to make the food system sustainable is to connect and support the people and parts within the system that have the knowledge, roles, and relationships and commitments required to successfully manage a rapid transformation.
6. Lisa Lurie, Monterey Bay National Marine Sanctuary – Protecting water quality and the productivity of Central Coast ag lands; recognizing the dignity and importance of voluntary stewardship even in a regulatory environment; creating a space of trust for producers to work on ag water quality issues; and coordinating entities to address regionally-scaled water quality issues, reducing redundancy and leveraging the efforts of many partners.
7. Central Coast Rangeland Coalition – The value of grazing and other land stewardship practices of California’s ranchers is being increasingly acknowledged as not only a preferred land use but also as an essential resource management tool. Recent published research studies on rangelands throughout California have documented the positive impact of grazing on habitat of several species of concern. The group is also working on a Ranching Sustainability self evaluation modeled after the successful Vineyard Team process.
8. Michael Cahn, UC Cooperative Extension (Food Safety, Water Quality) – Issues important to the farming community are increased regulations from the Regional Water Quality Control Board for water discharges from irrigated cropland and

food security issues that create conflicts between conservation practices and produce buyers.

9. George Work, California Cattleman's Association – Issues important to the ranching community are rangeland sustainability, water availability for livestock and wildlife, cover and food for wildlife, hunting options for income diversification, and Ag Tourism opportunities.

Summary of Findings by RC&D Program Elements

- Land Conservation – Priority concerns of the respondents: 25% protection of ag land from soil erosion; 15% invasive plant control; 14% soil health; 13% conservation easements; 12% Wildland fuel management and rural residential resource conservation; and 10% sedimentation issues.
- Water Management – Priority concerns of the respondents: 22% agricultural water conservation; 14% riparian area protection; 13% for surface and ground water quality; 12% residential water conservation; and 8% non-point source pollution.
- Community Development – Priority concerns of the respondents: 16% locally grown food and fiber; 15% agricultural and environmental education; 11% sustainable resource based industries; 10% adequate rural water and sewer systems; and 7% job creation.
- Land Management – Priority concerns of the respondents: 15% sustainable agriculture; 14% assist farmers with resource conservation; 10% invasive plants; 7% alternative ag opportunities, properly functioning natural ecosystems, loss of fish and wildlife habitat, and watershed planning; and 5% alternative energy production and loss of productive farmland.
- Other
 1. Farm to School Programs
 2. Rural Road Erosion
 3. Regional-wide Groundwater Monitoring
 4. Conservation Easements for Conducting Research
 5. Urban Water Disposal Systems
 6. Alternative Uses of Animal Manure
 7. Groundwater Depletion
 8. Rural Residential Impacts to Water Quality
 9. Loss of Wildlife Habitat
 10. Using Stream Gages to Compile Flow Data
 11. Focus on Large Users and Polluters of Water, not the Little Guy
 12. Ag Tourism
 13. Disaster Preparedness

Goals, Objectives and Strategies

Land Conservation Element

Statement of Need: Central Coast residents are in need of an easy to locate and user friendly source of technical information, assistance and cost-sharing in dealing with soil erosion control and reduction of sedimentation.

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.

Objective 1: Annually provide supplemental funding to 3 partner organizations already engaged in soil erosion control technical assistance through outreach programs.

- Strategy 1: Utilized Council Information/Education grant account to fund 2 local grower workshops focused on land management issues by 2015.
- Strategy 2: Each year from 2011-2015, provide technical assistance to Loma Prieta RCD for their annual Small Acreage Rural Landowner Resource Management program.
- Strategy 3: Utilized National Institute of Food and Ag Risk Management grant to provide erosion and sediment control technology to 15 Spanish-speaking farmers in the Santa Maria Valley by the end of 2011 and develop a similar program for 201.

Objective 2: Provide funding to partners for 2 resource conservation technical documents by 2015.

- Strategy 1: Acquire grant funding to develop or reprint 2 technical erosion control or conservation practice guides tailored to land users by 2015.

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

- Strategy 1: Work with Watershed Coordinators to organize and hold at least 2 CRMP meeting for each group annually.
- Strategy 2: Promote the CRMP process at 2 partnership meetings each year.
- Strategy 3: Participate and provide technical assistance for the 2011 Coast and Ocean Regional Roundtable.

Goal 2: Promote Cost-Sharing for Farmers and Ranchers that is Available for the Installation of Soil Conservation Practices on Agricultural Lands for 2011-2015.

Objective 1: Take the lead on implementing the soil conservation aspects of the 6 county Central Coast AWEP program for 2011-2013.

- Strategy 1: Using the Council-sponsored AWEP, soil conservation practices are installed on 10 farms and ranches in each year of 2011-2013.

Water Management Element

Statement of Need: Central Coast farmers and residents are facing a critical time dealing with increased water quality regulations and the urgent need to reduce water use.

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.

Objective 1: Manage Central Coast Ag Water Enhancement Program until 2013 and meet annual goals established in 2009 for producers assisted and funds obligated.

- Strategy 1: In 2011, obligate \$1,497, 500 worth of conservation practices; in 2012 \$462,982 and 2013 complete all administrative agreement obligations.
- Strategy 2: By 2013, utilized local UC Cooperative Extension irrigation evaluation research to modify NRCS EQIP cost share lists that more accurately reflects evaluation costs in turn promoting water saving conservation practices.

Objective 2: Complete Conservation Innovation Grant for greenhouse operation by 2012 and publicize water quality benefits for other operators.

- Strategy 1: At Clearwater Nursery, document water quality improvement of runoff in control area and test plot and compare results by end of 2011.
- Strategy 2: Provide data to Coastal San Luis RCD and help develop a greenhouse operator outreach strategy by 2012 to encourage adoption of this technology.

Goal 4: Promote Water Conservation Programs for Central Coast Irrigators that Result in a 10% Reduction in Water Use by 2015.

Objective 1: Complete CIG project for greenhouse operation by 2012 and publicize water conservation benefits to Central Coast irrigators.

- Strategy 1: In 2011, document water use in pilot greenhouse control area and test plot to compare savings.
- Strategy 2: By 2012, provide Aquamat water savings data to Coastal San Luis RCD. Assist RCD develop a promotional program strategy to encourage use of this or similar alternative irrigation products.

Objective 2: Work with Cal Poly Irrigation Training Research Center to develop irrigation scheduling software compatible with NRCS and RCD computer systems by 2014.

- Strategy 1: By 2014, develop funding to convert existing Cal Poly IRTC AGWATER dos program to a windows based version with a new crop database and software copies for each user and training.

Objective 3: Develop funding for Mobile Irrigation Lab operations for Santa Clara, San Benito and Monterey Counties by 2015 and continued operation of Santa Barbara and San Luis Obispo Counties program.

- Strategy 1: By end of 2013, develop Mobile Irrigation Lab project proposal utilizing the Central Coast Integrated Regional Watershed Management Program funding program.

Community Development Element

Statement of Need: The Central Coast of California is dependent on a diverse agricultural economy and a vibrant tourism industry. Central Coast communities are dependent on both agriculture and tourism in order to remain viable places to live and work.

Goal 5: Develop 4 Alternative Marketing Strategies for Central Coast Agricultural Products during 2011-2015.

Objective 1: By 2012, work with Cachuma RCD to incorporate Spanish-speaking fruit and vegetable growers in the “Central Coast Grown” marketing campaign.

- Strategy 1: Continue Risk Management Training program with Spanish-speaking vegetable growers into 2011 and complete first phase of project.

Objective 2: By 2012, establish demand for the Mobile Harvest Trailer in Monterey County.

- Strategy 1: In 2011, work with Big Sur Land Trust and Coast Grown Cooperative to move MHU into Monterey County.
- Strategy 2: By 2012, establish 1 ranch site for MHU to operate.

Objective 3: During FY-2011, assist High Sierra RC&D Council implement statewide program to promote mobile livestock harvest.

- Strategy 1: Assist with 1 state MHU workshop, supply MHU feasibility study, HACCP, trailer design, and ranch site specifications to High Sierra during FY-2011.

Objective 4: By 2012, establish a fish distribution system using locally caught fish from Morro Bay and San Luis Harbor.

- Strategy 1: Utilize existing Community Supported Agriculture customer base to incorporate fish along with fruit and vegetables to consumers by 2012.

Objective 5: By 2015, the Central Coast Grown 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.

- Strategy 1: Each year from 2011-2015, provide technical assistance to the Central Coast Ag Network to have the Central Coast Grown Label on display in 1 new farmers market and 1 new grocery store.

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.

- Strategy 1: Host 1 Ag Tourism informational workshop for farm and ranch operators by 2011.

Goal 6: By 2015, Develop and Document a Working Compromise between Conservation Needs and Food Security Requirements.

Objective 1: Hold a Food Security Summit by 2014 to bring together leaders in conservation and food security.

- Strategy 1: Partner with UC Cooperative Extension to find a workable compromise for Central Coast produce buyers wary of wildlife habitat near cropland by 2013.
- Strategy 2: Each year from 2011-2015, develop an outreach document to promote benefits of conservation practices to consumers considering supporting progressive farmers and their products.

Land Management Element

Statement of Need: Central Coast farmers and ranchers are under constant pressure to remain economically viable as land values and the cost of production continue to rise and impacts to fish and wildlife habitats increase.

Goal 7: By 2015, Develop Plans for 1 Agriculturally-Based Renewable Energy System.

Objective 1: Establish feasibility of a Biomass to Bio-energy plant located in the Monterey Bay area by 2012.

- Strategy 1: Secure funding to quantify the amount of feedstock available in Monterey Bay area watersheds by 2012.
- Strategy 2: By 2012, determine community support and potential investors in a biomass to bio-energy plant and produce 1 report to document findings.

Objective 2: By 2015, develop an on-farm alternative power production and efficiency informational program.

- Strategy 1: By 2013, incorporate energy audits into 25% of irrigation evaluations.
- Strategy 2: By 2012, complete 1 greenhouse energy conservation evaluation.

Goal 8: During Each Year of 2011-2015, 2 Council Projects are Adopted that Help Maintain Agricultural Productivity and Benefit Fish and Wildlife Habitats.

Objective 1: Each year, participate in 4 partner organizations efforts to manage and protect natural landscapes from deterioration.

- Strategy 1: Attend and participate in 4 SLO County Native Tree Committee meetings and activities each year from 2011-2015.
- Strategy 2: Attend and participate in 2 Central Coast Rangeland Coalition meetings each year from 2011-2015. By 2013, cooperate with Coalition on 1 project.
- Strategy 3: By 2012, develop 1 project idea for the Pajaro Integrated Regional Watershed Management Program funding cycle.

Objective 2: By 2013, develop 2 farmer and rancher workshops to promote innovated conservation practices that contribute to agricultural sustainability.

- Strategy 1: Partner with Upper Salinas-Las Tablas RCD to host 1 workshop by the end of 2012 targeting rangeland managers.
- Strategy 2: Partner with Loma Prieta RCD to host 1 Resource Management for Small Acreage Landowner workshop series by 2013.

CURRENT AND POTENTIAL

PARTNERSHIPS WITH USDA AND OTHERS

USDA Partnerships

Following along with the mission of USDA's RC&D Policy Advisory Board to integrate the RC&D program into all relevant USDA community development activities, there was broad participation by Central Coast USDA agencies into the development of this revised area plan. For the implementation of our existing area plan, the following working relationships exist with these USDA agencies:

- Natural Resources Conservation Service – our primary partner responsible for coordinator staffing, office space, and vehicle. Have utilized agency funding for Conservation Innovation Grant, Ag Water Enhancement Program (AWEP), Cooperative Agreements, Technical Assistance, Training, and Mentoring.

- Rural Development – utilized RD funding in their Rural Business Enterprise Grant program and Value Added Producer Grant program.
- Forest Service – The Los Padres National Forest occurs in our council planning area, including 2 ranger districts. Working with Forest Service staff on fuel management, fire recovery, range management, and wildlife issues common to federal and private lands.
- National Institute of Food and Ag (formerly CSREES) – Utilizing the Outreach and Assistance for Socially Disadvantaged Farmers Program to fund our Risk Management Training Program for Spanish-speaking Farmers.
- Farm Service Agency – a key partner in our Central Coast Ag Water Enhancement Program along with NRCS
- Agricultural Research Service – ongoing agricultural research at facility in Salinas.
- Agricultural Marketing Service – Utilized the Farmers Market Promotional Program for the Central Coast Ag Tourism Program.

Examples of the Central Coast RC&D Council participating on common USDA issues and programs:

- Hosted Deputy USDA Secretary Merrigan visit of our Mobile Slaughter Unit and meat packing facility to connect with the new USDA strategy “Know Your Farmer, Know Your Food.
- Worked closely with USDA Food Safety Inspection Service to permit the first Mobile Slaughter Trailer in California.
- Coordinating our local USDA “All Lands” working group to examine how our Central Coast USDA agencies can work together more effectively.

Other Partnerships

The success of the Central Coast RC&D program is due to the partnerships developed over the past 36 years. The following partners have an existing working relationship with the RC&D program.

- Central Coast Resource Conservation Districts
- University of California Cooperative Extension
- Cal Poly University
- Central Coast County Farm Bureaus
- Monterey Bay National Marine Sanctuary
- The Dunes Center
- Regional Water Quality Control Board
- Ag Land Based Training Association
- Morro Bay National Estuary Program
- Visitor and Conference Bureaus

- Chambers of Commerce
- County Planning Agencies
- Santa Clara Valley Water District
- Sustainable Conservation
- Cal Fish and Game
- Cal Fire
- Action Pajaro Valley
- Environmental Center of San Luis Obispo
- Central Coast Ag Network
- California and County Cattlemen's Association
- Central Coast Land Trusts
- Agricultural Water Quality Alliance
- Central Coast Ag Tourism Council
- Community Alliance With Family Farmers
- Association of Monterey Bay Area Governments
- Central Coast Ag Water Quality Coalition
- Central Coast Salmon Enhancement
- Federal Legislators
- U.S. Fish and Wildlife
- U.S. Bureau of Reclamation
- Bureau of Land Management
- Packard Foundation
- Davenport Resource Service Center
- Coast Grown Cooperative
- Buy Fresh – Buy Local
- Farm to School
- Sustainable Ag Resources Consortium
- Cal State Monterey Bay
- Central Coast Vineyard Team
- Agricultural Education Committee
- California Center for Cooperative Development
- Pajaro Valley Water Management Agency
- Roots of Change
- Economic Vitality Corporation of SLO
- UC Davis Small Farm Center
- SLO, Monterey, Santa Cruz, San Benito County Community Foundations
- Central Coast and CA Rangeland Coalition
- Tri-County Fish Team



LINKAGES TO THE USDA NRCS STRATEGIC PLAN

The goals in this revised area plan closely resemble those in the recently updated 2011-2015 NRCS Strategic Plan and the 2010-2015 USDA Strategic Plan.

Central Coast RC&D Council Area Plan goals specifically link to the following USDA Strategic Goals and Objectives.

- Assist Rural Communities to Create Prosperity so they are Self-sustaining, Repopulating, and Economically Thriving.
 1. Facilitate Sustainable Renewable Energy Development
 2. Develop and Support Regional Food Systems
 3. Generate and Retain Green Jobs and Economic Benefits Through Natural Resource and Recreation Programs
- Ensure our National Forests and Private Working Lands are Conserved, Restored, and Made More Resilient to Climate Change, While Enhancing our Water Resources
 1. Restore and Conserve the Nation's Forests, Farms, Ranches, and Grasslands.
 2. Lead Efforts to Mitigate and Adapt to Climate Change
 3. Protect and Enhance America's Water Resources
 4. Reduce Risk from Catastrophic Wildfire and Restore Fire to its Appropriate Place on the Landscape
- Help America Promote Agricultural Production and Biotechnology Exports as America Works to Increase Food Security
 1. Ensure U.S. Agricultural Resources Contribute to Enhanced Global Food Security
- Ensure that all of America's Children have Access to Safe, Nutritious, and Balanced Meals
 1. Increase Access to Nutritious Food

Central Coast RC&D Council Area Plan activities and program goals also specifically link to the following NRCS National Mission Goals.

- High Quality, Productive Soils
- Clean and Abundant Water
- Clean Air
- Healthy Plant and Animal Communities

Assisting rural communities to be sustainable; maintaining the productivity of our private lands; sustaining agricultural production; and maintaining a safe and healthy local food system are all local and national priorities.



COMPLIANCE STATEMENTS AND SIGNATURES

“The Central Coast RC&D Council’s program will be conducted in compliance with the nondiscrimination provisions as contained in Title VI and VII of the Civil Rights Act of 1964 as amended, the Civil Rights Restoration Act of 1987 (P.L. 100-259) and other nondiscrimination statutes; namely, Section 504, of the Rehabilitation Act of 1973, Title IX of the Education amendments of 1972, the Age Discrimination Act of 1975 and in accordance with regulations of the Secretary of Agriculture (7CFR-15, Subparts A&B) which provide that no person in the United States shall, on the grounds of race, color, national origin, age, sex, religion, marital status, or handicap/disability be excluded from participation in, or be denied the benefits of, or be otherwise subject to discrimination under any program or activity receiving federal financial (or technical) assistance from the Department of Agriculture or any agency thereof”.

The Central Coast RC&D Council agrees that the signing of this document constitutes agreement to comply with federal laws concerning restrictions on lobbying, a drug-free workplace, and responsibilities for procurement, suspension, disbarment, and state review.

The Central Coast RC&D Council hereby adopts this RC&D Area Plan and agrees to use effectively the assistance provided by the U.S. Department of Agriculture to realize the goals and objectives outlined herein.

Central Coast RC&D Council, California

By: _____ Date: _____

Chairperson

Attest: _____ Date: _____

Secretary/Treasurer

This action authorized at an official meeting of the Central Coast RC&D Council on August 25, 2010.

U.S. Department of Agriculture – Natural Resources Conservation Service

The State Conservationist hereby acknowledges the attached Area Plan of the Central Coast RC&D Council as meeting the requirements under Public Law 97-98 to receive assistance from USDA.

Acknowledged By: _____ Date: _____

NRCS State Conservationist

Appendix 1: Documentation of Public Participation

- Area Plan Survey Letter

CENTRAL COAST RESOURCE CONSERVATION & DEVELOPMENT COUNCIL



Working Together for the Good Health of Our Watersheds and A Sustainable Economy

Area Plan Survey June 2010

The Central Coast Resource Conservation and Development (RC&D) Council is in the process of updating their 5 year Area or Long Range Plan. The RC&D Council is a 501 (c)3 non-profit organization working in the counties of Santa Cruz, Santa Clara, Monterey, San Benito, San Luis Obispo, and Santa Barbara. The Central Coast RC&D Council is one of 12 councils in California and 375 in the United States. Our Board of Directors is comprised of community representatives from the 6 county region.

Project ideas are developed annually and relate back to our area plan. The council works with area partners to coordinate the technical and financial needs of communities not currently being met by other programs. We are seeking broad-based public input to guide our operations for the next 5 years.

Council projects completed during our last area plan cycle include: development of an AgTourism program; development of the Central Coast Grown local food marketing program; development of the Mobile Harvest Unit to supply locally produced meat to consumers, coordinating watershed planning activities in the Pajaro River and See Canyon Watersheds; assisting partners develop technical publications for small acreage resource management and an ag practice handbook; participated in resource management planning activities such as the Coast and Ocean Regional Roundtable, the Ag Water Quality Alliance, and the SLO County Native Tree Committee; and sponsored the Central Coast Ag Water Enhancement Program that funded over \$2 million dollars of water quality and water conservation practices for our Central Coast farmers. These are a few examples of how our RC&D Council can meet the needs of our communities.

The RC&D program typically works to address concerns in 4 categories: Land Management, Water Management, Community Development, and Land Conservation. Please take a few minutes to indicate your top priority interests, or the interests of your organization within these categories. Any questions can be directed to Jeff Rodriguez, Project Coordinator. Thank you for your time.

Sincerely,



Chuck Pritchard, President
Central Coast RC&D Council

65 South Main Street, Suite 105, Templeton, CA 93465
(805) 434-0396, x.119 fax 434-0284
Jeff.Rodriguez@ca.usda.gov

Appendix 1 continued:

- Area Plan Survey Form

Area Plan Survey - June 2010

Please select no more than 3 community needs in each category

Land Management

- Sustainable Agriculture
- Loss of Soil Fertility
- Food Safety
- Alternative Agriculture Opportunities
- Alternative Energy Production/Use
- Properly Functioning Natural Ecosystems
- Sustainable Land Use Planning
- Loss of Fish and Wildlife Habitats
- Invasive Plants
- Open Space Preservation
- Air Quality
- Watershed Planning
- Loss of Productive Farmland
- Public Lands Planning and Management
- Assist Farmers with Resource Conservation
- Assist Urban Landowners in Conservation
- Energy Audits for Landowners
- Other:

Water Management

- Agricultural Water Conservation
- Residential Water Conservation
- Surface Water Quality Issues
- Groundwater Quality Issues
- Non-point Source Pollution
- Riparian Area Protection and Management
- Storm Water Management
- Wetland Protection and Management
- Urban Water Quality Education
- Water Quality Monitoring Programs
- Other:

Community Development

- Recycling and Re-use Programs
- Locally Grown Food and Fiber
- Rural Fire Protection
- Adequate Rural Water and Sewer Systems
- Agriculture and Environmental Education
- Sustainable Resource Based Industries
- Diversity of Employment Opportunities
- Job Creation
- Alternative Energy Businesses
- Broadband Communication
- Improvement of Recreational Facilities
- Solid Waste Management
- Historic Preservation
- Tourism Development
- Rural Community Beautification Programs
- Other:

Land Conservation

- Protection of Ag Land from Soil Erosion
- Sedimentation Issues
- Wildland Fuel Management
- Soil Health
- Rural Residential Resource Conservation
- Conservation Easement Programs
- Invasive Plant Control
- Other:

Other Issues Not Listed:

Appendix 1 continued:

- First Example of actual public meeting agenda; type of meeting used to gather public input.

AWQA Committee Meeting
June 30, 2010
9:00-12:00
Monterey County Water Resources Agency Board Room
893 Blanco Circle, Salinas
Agenda

Meeting Objectives:

- Foster a shared understanding of AWQA's mission and a renewed commitment to the success of our partnership
- Foster a shared understanding of the Coalition's current goals and mission
- Hear grower concerns and identify concrete recommendations for how AWQA can best address these concerns and adapt.

- 9:00 INTRODUCTIONS
- 9:10 AGENDA OVERVIEW
- 9:15 REFLECTING ON OUR HISTORY OF COLLABORATION
All, led by Lisa Lurie (MBNMS)
- History of AWQA and grower involvement, and the formation of the Coalition
 - Evolution of our partnership
 - Current goals and priority activities
- 10:00 PARTNER DISCUSSION
- What concerns do growers have about the AWQA partnership?
- 10:45 IDENTIFY CONCRETE ACTION ITEMS
- How can AWQA best address each of the concerns raised by growers and keep an effective partnership in the current ag water quality arena?
- 11:40 WRAP UP AND NEXT STEPS
- 11:50 **AREA PLAN UPDATE, Jeff Rodriguez, CC RC&D**

Appendix 1 continued:

- Second example of actual public meeting agenda; type of meeting used to gather public input.

Native Tree Committee of SLO County
Meeting Agenda: Friday, July 17, 2009
UCCE Cooperative Extension Office Auditorium

9:00-9:15 ***Introductions:*** Tina/Dan

9:15-9:45 ***Discussion/Standing Report Items:***

- Learning Among the Oaks Beverly
- Working Among the Oaks Bill T
- Oak Seedling/High School Project Bill W
- Stewardship Award Jackie/Tina
- Oak Seedling/Tannin Evaluation Study Bill T

9:45-10:00 Ideas/Dates for future NTC Tailgates All

10:00-10:25 Tailgate Presentation & Group Discussion

Jeff Rodriguez and Bill Brooks: "Central Coast Resource Conservation & Development Council Activities and Area Plan Update"

Don't miss it!

10:25-10:30 ***Other Business/Updates/Announcements*** All

10:30 ***Next Meeting Date & Adjourn***

Appendix 2:

5 Year Budget and Staffing Plan

	2011 Budget/Staffing	2012 Budget/Staffing	2013 Budget/Staffing	2014 Budget/Staffing	2015 Budget/Staffing
Goal 1					
Object. 1					
Strategy 1	\$1000/RCD staff & Bd./Coordinator		\$1000/RCD staff & Bd./Coordinator		
Strategy 2	\$600/RCD/Cord	\$600/RCD/Cord.	\$600/RCD/Cord	\$600/RCD/Cord	\$600/RCD/Cord.
Strategy 3	96,400/Consult.				120,000/RCD
Object. 2					
Strategy 1			\$1100/RCD/Con	\$1100/RCD/Con	
Object. 3					
Strategy 1	In-Kind/Cord.TA	In-Kind/Cord.T/A	In-Kind/Cord.TA	In-Kind/Cord.TA	In-Kind/Cord.T/A
Strategy 2	In-Kind/Cord.TA	In-Kind/Cord.T/A	In-Kind/Cord.TA	In-Kind/Cord.TA	In-Kind/Cord.T/A
Strategy 3	In-Kind/Cord.TA				
Goal 2					
Object. 1					
Strategy 1	NRCS/Cord. T/A	NRCS/Cord. T/A	NRCS/Cord. T/A		
Goal 3					
Object. 1					
Strategy 1	NRCS/Cord. T/A	NRCS/Cord. T/A	NRCS/Cord. T/A		
Strategy 2	UCCE/Cord. T/A				
Object.2					
Strategy 1	\$5000/Grower/RCD/NRCS/Cord. T/A				
Strategy 2	\$500/RCD/Cord.				
Goal 4					
Object. 1					
Strategy 1	\$500/NRCS/Grower/Coord. T/A				
Strategy 2	\$600/NRCS/Grower/Coord. T/A				
Object. 2					
Strategy 1					\$140,000/Cal Poly/NRCS/Coord. T/A
Object. 3					
Strategy 1	50,000/Consultant/Coord. T/A				

	2011 Budget/Staffing	2012 Budget/Staffing	2013 Budget/Staffing	2014 Budget/Staffing	2015 Budget/Staffing
Goal 5					
Object. 1					
Strategy 1		\$5000/Consultant/RCD/Coord. T/A			
Goal 5					
Object. 2					
Strategy 1	No Cost In-Kind/Big Sur LT/Council Volunteers/Cord.				
Strategy 2	No Cost In-Kind/Rancher/Council Volunteers/Coord.				
Object. 3					
Strategy 1	No Cost In-Kind/HighSierra/Cord.				
Object. 4					
Strategy 1	No Cost/Consult/Volunteer/Cord.TA				
Object. 5					
Strategy 1	N/C/CCAN/Cord	N/C/CCAN/Cord.	N/C/CCAN/Cord	N/C/CCAN/Cord	N/C/CCAN/Cord.
Object. 6					
Strategy 1	N/C/UCCE/Cord				
Goal 6					
Object. 1					
Strategy 1			No Cost/UCCE/Council/Coord. T/A		
Strategy 2	\$200/Council	\$200/Council	\$200/Council	\$200/Council	\$200/Council
Goal 7					
Object. 1					
Strategy 1		\$99,000/Consultant/Partners/Coord. T/A			
Strategy 2		\$20,000/Consultant/Partners/Coord. T/A			
Object. 2					
Strategy 1			\$500/NRCS/Coord. T/A		
Strategy 2		\$1500/Consultant/NRCS/Coord. T/A			
Goal 8					
Object. 1					
Strategy 1	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord
Strategy 2	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord	N/C/Vol/Cord
Strategy 3		\$500/Consult/Volunteer/Coord. T/A			
Object. 2					
Strategy 1		\$800/US-LT RCD/Coord. T/A			
Strategy 2			\$500/LP RCD Staff/Coord. T/A		
Totals	\$103,700	\$129,800	\$52,800	\$140,800	\$121,900

