

SUPPORTING AGRICULTURAL CONSERVATION, ECONOMIC GROWTH & SUSTAINABLE DEVELOPMENT



What are the outcomes to accomplish by June 2023?

Project Schedule

		2022	2022							ļ				2023	2023			
	December/21	21 January/22	February	March	April	May	June	July	August	September	October	November	December	January/23	February	March	April	\bot
TASK 1: Outreach	4						'											
Convene Partners, ID Local & Regional Experts, Craft Community Engagement Plan							4'											
1b. ID, Convene & Engage Stakeholders			_															
1c. ID, Convene, & Engage Ag Community			_															
1d. Hold Local/Regional Expert Convenings/Interviews										4	4							-
1e. Creation of Ventura Cty SALC Project Gateway		4	4	4	4		4'											
1f. Prepare a Stakeholder Input Report										+		4	+	4				
TASK 2: Economic Analysis	4																	
2a. Document Exstg. Ag Activity					4 '													
2b. Calculate Indirect & Induced Econ Impacts in VC				4	4													
2c. Prepare Draft Ag Economic Impact Study					4													
2d. Prepare Final Ag Economic Impact Study								+										
TASK 3: Risk and Opportunity Assessment																		
3a. Convene Data Basin Gateway Webinar					· · · · · ·													
3b. Aggregate and Curate Relevant Spatial Datasets 3c. Work with Subgroups to Develop VC Risk &																		
Opportunity Models 3d. Produce VC Ag Risk Assessment Report and Final Models			<u> </u>															
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TASK 4: Develop criteria to prioritize agricultural land	4					\leftarrow												
Aggregate and Curate Relevant Spatial Datasets Work with the County and Subgroups to Develop Ventura County Agriculture Prioritization Models						1												
4c. Produce Final Data Review and Model Results																		
TASK 5: Incentive Structure	4																	
5a. Evaluate and assess conservation and financial tools											4							
Synthesize most promising tools for VC Prepare Draft Ag Land Protection Implementation Program																		
Program														4				
TASK 6: Education and Awareness Strategy																		
6a. Document Current Education & Awareness Efforts/ID associated local experts																		
6b. Best Practices for Ag education and Awareness, solicit Stakeholder Feedback			'								4							
6c. Develop Plan for Education and Awareness Strategy							-											
TASK 7: Complete Draft Ventura County Ag Conservation Planning Strategy																		
7a. Prepare Draft #1 of Planning Strategy Doc															4			
7b. Prepare Draft #2 of Planning Strategy Doc.																	4	I
7c. Prepare Draft #3 of Planning Strategy Doc for presentation to Board														'				1
7d. Prepare Final Strategy Doc for Adoption																		4



Ventura County Planning & Ag Commissioner's Office

- Grant Administrator
- **Provide** data
- Make **connections** with other planning related efforts
- Board of Supervisors to **approve** final Strategy document

Cultivate Team

Leads: Amie MacPhee, Cultivate and Serena Unger, URRS

Engagement and facilitation: Joseph McIntyre **Economic Analysis**: Matt Kowta, BAE and Sibella Kraus, SAGE

Mapping, Risk Assessment, Prioritization: Jim Stritthold, Conservation Biology Institute Incentives Structure: Amie and Serena

Education and Awareness: Sibella Kraus, SAGE



Project Partners

- Standing **Advisors** throughout all phases of the project
- **Connect** the Cultivate Team to the community
- Help identify a Local Engagement Lead
- **Help identify** Local and Regional Experts to advise on various aspects of the work
- **Identify key questions** that the project should address
- **Serve as a gateway** for disseminating information to your community so they learn about and provide input on the project

Local Engagement Lead

- **Support** the engagement effort by bringing people together around agriculture, natural resources, ag viability, environmental justice, etc.
- Connect the Cultivate Team to the community
- Co-facilitate engagement meetings
- Provision of \$3000 stipend



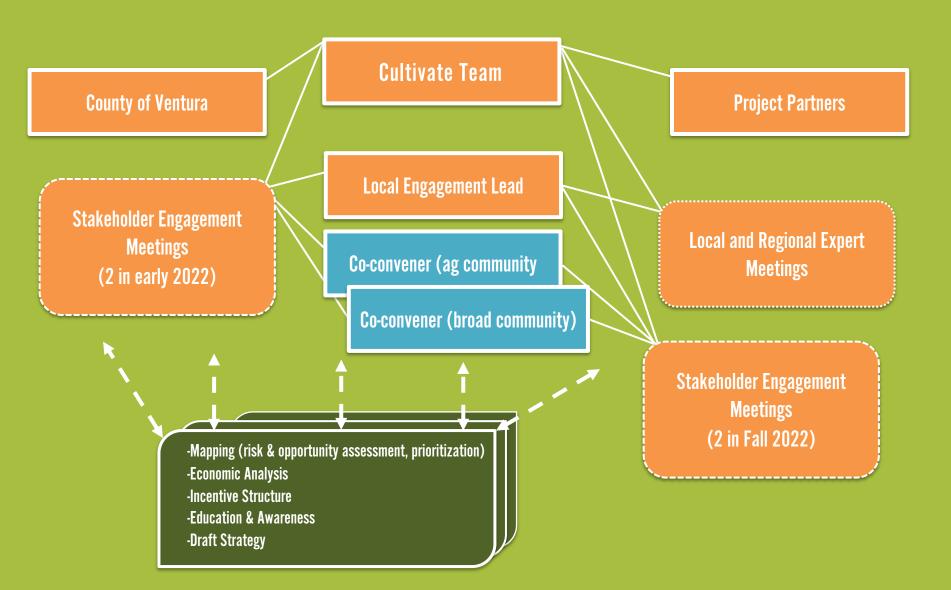
Co-Conveners

- **Identify** stakeholders for engagement from a wide variety of community interests
- **Create** positive engagement spaces and cohost stakeholder workshops (2 in the early 2022, 2 in fall 2022)
- One convener focused on the **ag community**, the other on the **broader community** \$1000 stipend each

Local and Regional Experts

- Provide **input**, **knowledge**, and **insights** and technical knowledge for the risk and opportunity assessment, economic analysis, education and awareness strategy, prioritization process and the drafting of the Strategy.

"Network" Approach Engagement Strategy



RISK AND OPPORTUNITY **ASSESSMENT**

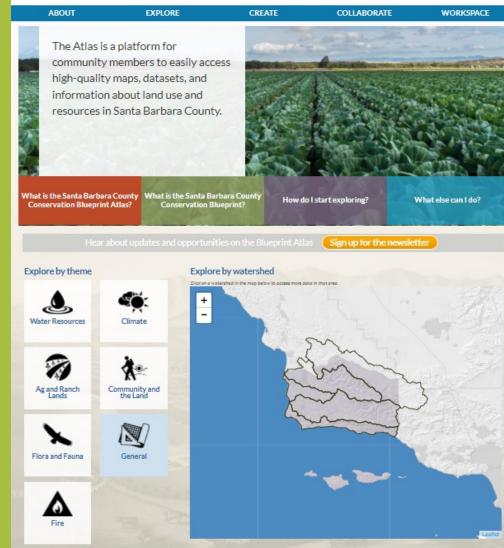
Ventura County SALC Project Gateway

- · A map-based risk assessment model using Environmental Evaluation Modeling System (EEMS).
- Includes several layers of spatial data important to understanding and synthesizing the threats to agriculture in
- Created in close collaboration with stakeholders.





Search by keyword or location



A Collaborative Project Of:







- Do we have your commitment to advise the Cultivate Team throughout each phase of the project?
- Ideas for Local Engagement Lead?
- Who are the Co-Conveners?
- What are the key questions that this project needs to answer?