

CONTRACT

This contract (hereafter, "Contract") is entered into this 20TH day of DECEMBER by and between the County of Ventura, hereinafter called "County," and Cultivate LLC, hereinafter called "Contractor."

WITNESSETH

WHEREAS, it is necessary and desirable that Contractor be engaged by County for the purpose of performing services relating to the preparation of Ventura County Agriculture Conservation Planning Strategy (hereinafter, "Strategy") pursuant to GRANT AGREEMENT NUMBER 3020-909 between the California Department of Conservation and County (hereinafter, the "Grant Agreement") as stated in Contractor's proposal for "Preparation of Ventura County Sustainable Agricultural Conservation Planning Strategy," dated 10 September 2021, hereafter called "Proposal";

NOW, THEREFORE, IT IS HEREBY AGREED by the parties as follows:

1. SERVICES TO BE PERFORMED BY CONTRACTOR

In consideration of the payments hereinafter set forth, Contractor will perform the services described in Exhibit 1 (Scope of Work, Schedule and Payment), attached hereto, in accordance with the terms, conditions, and specifications set forth in the Contract and the Grant Agreement.

2. PAYMENTS

In consideration of the services described in section 1, above, County will make payment to Contractor as specified in Exhibit 1 (Scope of Work, Schedule and Payment).

3. INDEPENDENT CONTRACTOR

No relationship of employer and employee is created by this Contract, it being understood that Contractor is an independent contractor, and neither Contractor nor any of the persons performing services for Contractor pursuant to this contract, whether said person be member, partner, employee, subcontractor, or otherwise, will have any claim under this contract or otherwise against County for sick leave, vacation pay, retirement benefits, social security, workers' compensation, disability, unemployment insurance benefits, or employee benefits of any kind.

It is further understood and agreed by the parties hereto that, except as provided in this Contract, Contractor in the performance of its obligation hereunder is subject to the control or direction of County merely as to the result to be accomplished by the services hereunder agreed to be rendered and performed and not as to the means and methods for accomplishing the results.

If, in the performance of this Contract, any third persons are employed by Contractor, such persons will be entirely and exclusively under direction, supervision and control of Contractor. All terms of employment, including hours, wages, working conditions, discipline, hiring and discharging or any other terms of employment or requirements of law, will be determined by Contractor, and County will have no right or authority over such persons or the terms of such employment, except as provided in this Contract.

The Contractor shall comply with all of the provisions of the Worker's Compensation Insurance and Safety Acts of the State of California, the applicable provisions of Division 4 and 5 of the California Labor Code and all amendments, thereto; and all similar State and Federal acts or laws applicable; and will indemnify and hold harmless the County of Ventura from and against all claims, demands, payments, suits, actions, proceedings and judgments of every nature and description, including attorney's fees and costs, presented, brought or recovered against the County, for or on account of any liability under any of said Acts which may be incurred by reasons of any work to be performed under this Contract.

4. NON-ASSIGNABILITY

Contractor shall not assign this Contract or any portion thereof, to a third party without the prior written consent of County, and any attempted assignment without such prior written consent will be null and void and will be cause, at County's sole and absolute discretion, for immediate termination of this Contract.

5. TIME SCHEDULE

Time is of the essence in the performance of this Contract. The Contractor shall complete all obligations, services and work within the times specified in Exhibit 1 hereto. All services and deliverables shall be provided by no later than 30 April 2023. If delays are caused by unforeseen events beyond the control of the Contractor, Contractor will be entitled to an extension of time to the extent such events in fact delay the Contractor's completion of its obligations, services and work.

Any extension of time shall be effective only when incorporated in written amendments to this Contract in accordance with section 14 below.

6. TERMINATION

The County may terminate this Contract at any time for any reason by providing 10 days written notice to Contractor. In the event of termination under this section, Contractor shall be paid for all work provided to the date of termination, as long as such work meets the terms and conditions of this Contract. Contractor hereby expressly waives any and all claims for damages or compensation arising under this Contract except as set forth in this section in the event of such termination.

This right of termination belonging to the County may be exercised without prejudice to any other remedy which it may be entitled at law or under this Contract.

7. DEFAULT

If Contractor defaults in the performance of any term or condition of this Contract, Contractor must cure that default by a satisfactory performance within 10 days after service upon Contractor of written notice of the default. If Contractor fails to cure the default within that time, then County may terminate this Contract without further notice.

The foregoing requirement for written notice and opportunity to cure does not apply with respect to County's right to terminate this Contract without cause pursuant to section 4 above.

8. INDEMNIFICATION AND HOLD HARMLESS

Contractor agrees to defend, through attorneys approved by County, indemnify and hold harmless County and its boards, agencies, departments, officers, employees, agents and volunteers (collectively, "Indemnatee") from and against any and all third party claims, lawsuits, judgments, debts, demands and liability (including attorney fees and costs) (collectively, "Third Party Claims"), including, without limitation, those arising from injuries or death of persons and/or damage to property, that arise out of, pertain to, or relate to the negligence, recklessness or willful misconduct of Contractor or its principals, officers, employees, agents or subcontractors in the performance of this Contract. This indemnity provision does not apply to Third Party Claims arising from the sole negligence or willful misconduct of Indemnatee or to the extent caused by the active negligence of Indemnatee. Contractor shall not settle or otherwise compromise a Third-Party Claim covered by this section without County's advance written approval.

9. INSURANCE PROVISIONS

A) Contractor, at its sole cost and expense, shall obtain and maintain in full force during the term of this Contract the following types of insurance:

- 1) General Liability "occurrence" coverage in the minimum amount of \$1,000,000 combined single limit (CSL) bodily injury & property damage each occurrence and \$2,000,000 aggregate, including personal injury, broad form property damage, products/completed operations, broad form blanket contractual and \$50,000 fire legal liability.
- 2) Commercial Automobile Liability coverage in the minimum amount of \$1,000,000 CSL bodily injury & property damage, including owned, non-owned, and hired automobiles. Also, to include Uninsured/Underinsured Motorists coverage in the minimum amount of \$100,000 when there are owned vehicles.

- 3) Workers' Compensation coverage, in full compliance with California statutory requirements, for all employees of Contractor and Employer's Liability in the minimum amount of \$1,000,000.
- 4) Professional Liability coverage in the minimum amount of \$1,000,000 each occurrence and \$2,000,000 aggregate.
- B) All insurance required shall be primary coverage as respects County and any insurance or self-insurance maintained by County will be excess of Contractor's insurance coverage and will not contribute to it.
- C) County is to be notified immediately if any aggregate insurance limit is exceeded. Additional coverage must be purchased to meet requirements.
- D) The County of Ventura, and any related entities as identified by County, including all of their respective boards, agencies, departments, officers, employees, agents and volunteers, are to be named as Additional Insured as respects to work done by Contractor under the terms of this Contract for General Liability Insurance.
- E) Contractor agrees to waive all rights of subrogation against the County of Ventura, all related entities as identified by County, and all of their respective boards, agencies, departments, officers, employees, agents and volunteers, for losses arising from work performed by Contractor under the terms of this Contract.
- F) Policies shall not be canceled, nonrenewed or reduced in scope of coverage until after sixty (60) days written notice has been given to the County.
- G) Contractor agrees to provide County with the following insurance documents on or before the effective date of this Contract:
 - 1. Certificates of Insurance for all required coverage.
 - 2. Additional Insured endorsement for General Liability Insurance.
 - 3. Waiver of Subrogation endorsement (a.k.a.: Waiver of Transfer Rights of Recovery Against Others, Waiver of Our Right to Recover from Others) for Workers' Compensation.

Failure to provide these documents shall be grounds for immediate termination or suspension of this Contract.

10. NONDISCRIMINATION

- A) General.

No person shall on the grounds of race, color, national origin, religious affiliation or nonaffiliation, sex, age, handicap, disability, or political affiliation, be excluded from participation in, be denied the benefits, or be subjected to discrimination under this Contract.

B) Employment.

Contractor shall insure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations, for all employees under this Contract. Contractor's personnel policies shall be made available to County upon request.

11. SUBSTITUTION

If particular people are identified in "2. COST SHEET Ventura County Agricultural Conservation Planning Strategy" attached to Exhibit 1 hereto as working under this Contract, the Contractor will not assign others to work in their place without written permission from the County. Any substitution shall be with a person of commensurate experience and knowledge.

12. INVESTIGATION AND RESEARCH

Contractor by investigation and research has acquired reasonable knowledge of all conditions affecting the work to be done and labor and material needed, and the execution of this Contract is to be based upon such investigation and research, and not upon any representation made by the County or any of its officers, agents or employees, except as provided herein.

13. CONTRACT MONITORING

The County shall have the right to review the work being performed by the Contractor under this Contract at any time during Contractor's usual working hours. Review, checking, approval or other action by the County shall not relieve Contractor of Contractor's responsibility for the thoroughness of the services to be provided hereunder. This Contract shall be administered by the County's Agricultural Commissioner or designee.

14. AMENDMENTS

This Contract may not be altered, amended, extended or modified except by written instrument signed by the duly authorized representative of both parties.

County may from time to time require changes in the scope of the services required hereunder. Such changes, including any increase or decrease in the amount of Contractor's compensation which are mutually agreed upon by and between County and Contractor shall be effective when incorporated in written amendments to this Contract.

15. CONFLICT OF INTEREST

- a. Contractor covenants that Contractor presently has no interest, including, but not limited to, other projects or independent contracts, and shall not acquire any such interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. Contractor further covenants that in the performance of this Contract no person having such interest shall be employed or retained by Contractor to provide services in the performance of this Contract. Contractor shall promptly inform County of any matter that could reasonably be interpreted as creating a conflict of interest for Contractor with respect to this Contract.
- b. Contractor acknowledges that the California Political Reform Act ("Act"), Government Code section 81000 et seq., provides that principals, officers, employees and agents of consultants retained by a public agency may be deemed "public officials" subject to the Act if they make or advise County on decisions or actions to be taken by County. To the extent County determines that the Act applies to Contractor or its principals, officers, employees or agents, each designated person shall abide by the Act, including the requirement for public officials to prepare and file statements disclosing specified economic interests, as directed by County. In addition, Contractor acknowledges and shall abide by the contractual conflict of interest restrictions imposed on public officials by Government Code section 1090 et seq.
- c. During the term of this Contract, Contractor shall not employ or compensate County's current employees.

16. CONFIDENTIALITY

Any reports, information, data, statistics, forms, procedures, systems, studies and any other communication or form of knowledge given to or prepared or assembled by Contractor under this Contract which County requests in writing to be kept confidential, shall not be made available to any individual or organization by Contractor without the prior written approval of the County except as authorized by law.

17. NOTICES

All notices required under this Contract will be made in writing and addressed or delivered as follows:

TO CONTRACTOR:
Procurement
Cultivate LLC
Attn: Amie MacPhee
P.O. Box 590871

TO COUNTY:
Project Manager:
Ventura County Agricultural
Commissioner
Attn: Korinne Bell

San Francisco, CA 94159

Or via email at
amie@cultivate-ca.com

P.O. Box 889

Santa Paula, CA 93060

or via email at korinne.bell@ventura.org
and Alec.Thille@ventura.org

Either party may, by giving written notice in accordance with this section, change the names or addresses of the persons of departments designated for receipt of future notices. When addressed in accordance with this paragraph and deposited in the United States mail, postage prepaid, notices will be deemed given on the third day following such deposit in the United States mail. In all other instances, notices will be deemed given at the time of actual delivery.

18. Work Product

Upon completion or termination of the Contract for any reason, County shall be entitled to immediate possession of, and Contractor shall promptly furnish to County, on request, copies of all reports, drawings, designs, plans, specifications, data, correspondence (not including Contractor's internal communications), notes, and other work product prepared or gathered by Contractor in the performance of this Contract (collectively, "Work Product"). County has a royalty-free nonexclusive and irrevocable right to reproduce, publish, or otherwise use, and authorize others to use, Work Product for government purposes.

19. ENTIRE AGREEMENT

This Contract supersedes all previous agreements, understandings, and representations of any nature whatsoever, whether oral or written, and constitutes the entire understanding between the parties hereto regarding the subject matter hereof.

20. GOVERNING LAW; VENUE

This Contract is made and entered into in the State of California and shall, in all respects, be interpreted, governed and enforced in accordance with the laws of the State of California applicable to contracts entered into and fully to be performed therein. The venue for any action, suit, arbitration, judicial reference or other proceeding concerning this contract shall be in Ventura County, California.

21. SEVERABILITY OF CONTRACT

If any term of this Contract is held by a court of competent jurisdiction to be void or unenforceable, the remainder of the Contract terms shall remain in full force and effect and shall not be affected.

22. CUMULATIVE REMEDIES

The exercise or failure to exercise of legal rights and remedies by the County in the event of any default or breach hereunder shall not constitute a waiver or

forfeiture of any other rights and remedies and will be without prejudice to the enforcement of any other right or remedy available by law or authorized by this Contract.

23. COMPLIANCE WITH LAWS

Each party to this Contract will comply with all applicable laws.

24. CONSTRUCTION OF COVENANTS AND CONDITIONS

Each term and each provision of this Contract shall be construed to be both a covenant and a condition.

IN WITNESS WHEREOF the parties hereto have executed this Contract.

COUNTY OF VENTURA



Authorized Signature

EDMUND E. WILLIAMS

Printed Name

AGRICULTURAL COMMISSIONER

Title

12/20/2021

Date

CULTIVATE LLC

By: Amie MacPhee
Amie MacPhee, Manager

December 15, 2021
Date

By: Chester MacPhee
Chester MacPhee, Manager

December 15, 2021
Date

27-5340299
Tax Identification Number

EXHIBIT 1 - SCOPE OF WORK, SCHEDULE AND PAYMENT

1. Description of Work and Services

Contractor shall perform the work and services (hereafter, “work”) described in, and reasonably inferable from, this Exhibit 1 and section 03 of Proposal (titled, Workplan Proposal and Schedule), attached hereto and incorporated by reference herein. Where the description of the work in Exhibit 1 conflicts with or explicitly modifies the description of the work in Proposal, this Exhibit 1 shall take precedence, otherwise they shall be read together. Contractor shall perform the work in a manner and provide any documentation necessary to allow County to obtain reimbursement for payments to Contractor under the Grant Agreement to the maximum extent possible.

Task Table:

TASK	DEADLINE	MAXIMUM FEE
TASK 1. STAKEHOLDER AND COMMUNITY OUTREACH	31 December 2022	\$42,000
TASK 2. ECONOMIC ANALYSIS	30 June 2022	\$35,500
TASK 3. RISK AND OPPORTUNITY ASSESSMENT	30 June 2022	\$40,000
TASK 4. CRITERIA FOR PRIORITIZING AGRICULTURAL LAND	31 December 2022	\$52,000
TASK 5. INCENTIVE STRUCTURE FOR LANDOWNERS	31 December 2022	\$24,000
TASK 6. EDUCATION AND AWARENESS STRATEGY	31 December 2022	\$24,000
TASK 7. COMPLETION OF DRAFT VENTURA COUNTY AGRICULTURE CONSERVATION PLANNING STRATEGY	30 April 2023	\$32,500

Modifications to Proposal, Section 03 and “2. COST SHEET Ventura County Agricultural Conservation Planning Strategy”:

1. Contractor shall be compensated for work described in section 03 of Proposal under “Task AA - Administrative Coordination, Kick-off Meeting and Project Schedule Preparation and Management” only under Tasks 1-7 and to the extent such work is included in and compensable under Tasks 1-7.
2. Task timelines are extrapolated to the above deadlines.

2. Schedule

Contractor shall complete the work and intermediate tasks by the deadlines shown in the Task Table, above.

3. Fees and Payments

Compensation Summary: The following summarizes the maximum amount of compensation available to Contractor under this Contract. The actual amount of compensation shall be established and paid in accordance with the applicable provisions of the Contract including this Exhibit 1:

Maximum Fees for Work:	\$ 242,503
Maximum Reimbursement for Expenses:	\$ 7,450
Total Amount Not to Exceed:	\$ 249,953

Fees for Work: County shall pay Contractor an hourly rate compensation, for actual hours of work performed that is based upon the hourly rates set forth in "2. COST SHEET Ventura County Agricultural Conservation Planning Strategy" attached hereto and incorporated by reference herein, which rates shall remain fixed for the duration of the Contract, not to exceed the maximum fee amount of \$ 242,503 and not to exceed the maximum fees for the respective tasks indicated in the Task Table, above, without prior written approval by County.

4. Reimbursable Expenses

Contractor shall be reimbursed for the following out-of-pocket expenses that are incurred and paid for by Contractor in furtherance of performance of its obligations under this Contract, but only to the extent that such expenses are reasonable, reimbursable under the Grant Agreement, directly related to Contractor's services hereunder and do not exceed the maximum reimbursable amount of \$2,450 total for items (i) and (ii), and \$5,000 for item (iii):

(i) Printing, reproduction or reprographic costs directly related to deliverables but not for internal uses of Contractor or internal use of a subcontractor;

(ii) Travel expenses for the personnel or position descriptions set forth in "2. COST SHEET Ventura County Agricultural Conservation Planning Strategy" attached hereto, consistent with the policies and amounts approved for County employees pursuant to the County's Administrative Policy Manual in effect at the time the expense is incurred or the State of California travel reimbursement rates in effect at the time the expense it incurred, whichever is less.


(iii) Allowance for Local Engagement Consultant and Constituent Groups Stipend. Any Local Engagement Consultant or Constituent Group must be presented to and approved by the County prior to activities that would incur use of the stipend.

No Administrative Charge or Mark-Ups. The reimbursement provided for herein shall not include an administrative charge, multiplier or other mark-up unless authorized in writing, in advance, by County.

5. Requesting Payment

To request payment, Contractor shall submit invoices to the County no more frequently than monthly, in conjunction with the submission of deliverables created by the invoiced work. The Contractor shall submit invoices in accordance with all terms, conditions, and specifications set forth in Exhibit B, Budget Detail and Payment Provisions, of the Grant Agreement. Invoices shall be submitted using the template invoice provided in Attachment 5 to said Exhibit B. The County shall remit payment to the Contractor no more than 45 days after receipt of an invoice that satisfies all terms, conditions, and specifications set forth in Exhibit B.

CONSULTANT shall submit all invoices to: Ventura County Agricultural Commissioner, ATTN Korinne Bell & Alec Thille via email at korinne.bell@ventura.org AND Alec.Thille@ventura.org OR via mail at PO Box 889, Santa Paula, CA 93060



VENTURA COUNTY

**SUSTAINABLE AGRICULTURAL
CONSERVATION
PLANNING STRATEGY**

03

**WORKPLAN
PROPOSAL
AND SCHEDULE**

03 WORKPLAN PROPOSAL AND SCHEDULE

This section outlines the Cultivate Team's methodology and recommended approach for preparing the Strategy. The approach is informed by careful review of the Request for Proposal, and our team's participation in assisting the County and Partner organizations in assembling the grant submission for SALC funds. The following Workplan will result in a Strategy that supports strategic investment in agricultural land protection and agricultural viability to implement climate adaptation and greenhouse gas (GHG) emission goals. The approach, as detailed in this Section and outlined in *Table 1 - Workplan Outline and Timeline*, includes seven tasks, consistent with the Request for Proposal as well as Task AA for project administration.

3A PROJECT UNDERSTANDING

The Cultivate Team served as a technical assistance advisor to Ventura County's SALC grant application process and worked closely with the authors of the SALC grant on developing the project concept, cultivating stakeholder involvement, and identifying priorities for the work. During that time, the Cultivate Team engaged regularly with the project partners (the County, Farm Bureau, and the Nature Conservancy) and had the opportunity to conduct two in-person community stakeholder meetings that included representation from the Farm Bureau, the Nature Conservancy, the County Cooperative Extension office, the County Agricultural Commissioner's office, and County Resource Management Agency, farmers, labor and social justice advocates, and others. The Cultivate Team has a very good understanding of the project requirements, workplan, and methodology to prepare a Ventura County Agricultural Conservation Planning Strategy.

“Funding for the California Agricultural Lands Conservation Program originates from the State's Greenhouse Gas Reduction Fund. The intent of the program is to protect and maintain existing agricultural lands to avoid urban land conversion and the resulting increased greenhouse gas emissions.”

Ventura County (County) is an epicenter of productive agriculture. With nearly \$2 billion in estimated gross annual crop production value (ranking 10th largest among California Counties), along with the myriad businesses it supports in the local economy, Ventura agriculture is among the state's and nation's leading agricultural regions. Despite rapid urbanization in many parts of the County and growth pressures from the ever-expanding Los Angeles mega region, Ventura County is trying to hold on to its identity as an agricultural hub. Over recent years, government agencies, non-profit organizations, and the private sector in the region have launched numerous plans, programs, initiatives, and policies to address agricultural land protection and economic viability. However, in addition to persistent housing shortages and urban pressures, there remains uncertainty given climate change, water insecurity and the fairly new Sustainable Groundwater Management Act (SGMA), labor shortages, invasive pests, and challenging agricultural market conditions.

The development of an Agricultural Conservation Planning Strategy is an opportunity to assess these local risks and conditions and evaluate options for economic incentives, implementation of existing community planning goals, and climate adaptation planning – developed and delivered as a comprehensive “Action Plan.” The Strategy and Action Plan are a pathway for the County's agricultural lands and economy to serve and sustain the County's growth and further the State's climate adaptation and GHG emission goals, but only if these lands are strategically protected through integrated policies, programs, innovative incentives and investments, and collaborative action.

PREPARATION OF THE STRATEGY AND WORKPLAN IS SHAPED BY FOUR KEY PRIORITIES:

1. **Understanding.** It is important to understand the multi-faceted issues that comprise Ventura County's agriculture, including the interests of a wide range of community stakeholders, on-the-ground factors affecting agriculture production, land, water, and labor, and the policies and regulations that have shaped agriculture in the past and will shape it going forward. The Cultivate Team understands the complexity of agriculture in California. The Team is structured so that expertise and knowledge will be interwoven across the workplan tasks so that each phase of work builds on and adds relevancy as the work progresses. The Team is committed to building on this understanding by using a range of both social and technical tools, insightful analyses, leveraging stakeholder expertise and input, and drafting thoughtful, coherent reports.
2. **Exploring.** The Cultivate Team is committed to a process that effectively explores innovative solutions and options for sustaining and building the viability of Ventura County agriculture. This means exploring existing tools and innovative incentive programs throughout the state and country (and even internationally) and designing various options that are relevant to Ventura County agriculture, including an exploration of innovative financing, economic development incentives, groundwater recharge incentives, markets for ecosystem services (e.g. carbon farming), and various types of conservation easement programs.
3. **Deciding.** Preparing a Strategy that balances a comprehensive Action Plan while incorporating flexibility to respond to stakeholder and community concerns is our team's objective. We will work closely with County, Farm Bureau and Nature Conservancy staff to identify stakeholders, and craft a targeted engagement process that includes specific milestones and decision points to ensure that a timely and effective process occurs. The collective experience of the Cultivate Team brings years of insight into the realistic steps and coordination needed so that County leadership can embrace and adopt the Strategy and successfully accomplish the work laid out in the Action Plan.

4. **Building Awareness and Ownership.** The Cultivate Team believes that building awareness and educating the community on how agricultural viability fits into the broader set of community goals is more than an individual task. Throughout the process, we will thoughtfully engage with stakeholders to understand where they see themselves fit in and how, as a community, they can proactively design a future that simultaneously conserves food production, reduces GHGs, and supports healthy, economically vibrant communities. To do that successfully, we believe that the engagement process is a co-creation process, where we listen and learn and where simultaneously, we help build capacity so that the resulting Strategy can be carried out by and with the community.

3B WORKPLAN

This section outlines the Cultivate team's methodology and recommended approach for preparing the Strategy. Our approach is informed by careful review of the Request for Proposal and our team's participation in assembling the proposal to obtain the Round 6 SALC grant. Our team's knowledge of the goals of the SALC program also inform our approach. The following Workplan will result in a Strategy that supports strategic investment in agricultural land protection and agricultural viability to implement climate adaptation and greenhouse gas (GHG) emission goals.

The approach, as detailed in this Section and outlined in *Table 1 - Workplan Outline and Timeline*, includes seven tasks as well as an added Task AA for project management costs.

TASK AA — ADMINISTRATIVE COORDINATION, KICK-OFF MEETING AND PROJECT SCHEDULE PREPARATION AND MANAGEMENT

Cultivate will coordinate and administer the contracts with the County of Ventura (County) per an agreed upon Workplan and timeline. Cultivate will manage and maintain a project schedule and budget, and update these documents regularly. This project requires close collaboration with the County, to achieve that our Team proposes:

- *Monthly coordination calls between the project principals and County staff and partner organizations to review progress, troubleshoot any issues, and keep a strong level of communication between all parties.*
- *Virtual Kick-Off Meeting with Project Partners to introduce Cultivate Team and discuss overall project goals, timeline and team framework.*
- *Preparation and ongoing management of the Project Schedule.*

Deliverables

Deliverable A1: Project Kick-Off Meeting

Deliverable A2: Monthly coordination calls

Deliverable A3: Preparation of Project Schedule

TASK 1. STAKEHOLDER AND COMMUNITY OUTREACH

SUBTASK 1A. Convene Partners, Identify Local and Regional Experts, and Craft Community Engagement and Outreach Plan

The Cultivate Team's approach to community engagement is based on three consistent principles:

- **Inclusion:** *We work with the Project Partners and community resources to ensure the project has broad, timely, and effective inclusion of community needs and perspectives both from individuals and organizations who regularly contribute to these kinds of planning processes as well as those who historically have not been engaged.*
- **Focus:** *We take an objectives-based approach to engagement, with each engagement opportunity designed to achieve a specific and achievable outcome in service to the creation of a plan that has broad support and community buy-in.*
- **Creativity:** *Community engagement is much more than a series of meetings, it is an invitation to step into the complexity and nuance of problem solving in Ventura County today. We design engagement steps that vary input methods from individual interviews, to small group working sessions, to community workshops. In each setting we design meetings that bring out the best in people.*

The Cultivate Team will implement these principles by:

Working with the Project Partners to identify a group of Local and Regional Experts/Resources that will assist in identifying relevant stakeholders, synthesize data, help to create prioritization criteria, and evaluate models and policies. These Local and Regional Experts will be a diverse group of leaders in the agricultural, equity, climate, planning and policy and conservation/ ecosystem services fields. The Local and Regional Experts will inform the Strategy's development throughout the process.

Developing a detailed **Community Engagement and Outreach Plan** with Project Partners as a method to coordinate engagement with both Local and Regional Experts and key community stakeholders so that their input is timely and relevant to the economic analysis, risk and opportunity assessment, land prioritization, incentive structure, and draft Strategy.

Task 1 describes how the Cultivate Team will engage Local and Regional Experts and community stakeholders throughout the process of co-creating the Strategy.

SUBTASK 1B. Identify, Convene, and Engage Community Stakeholders

The Cultivate Team, with assistance from the Project Partners, will identify key constituent groups that can serve as a portal to community stakeholders. The Cultivate Team will engage with up to three key Constituent Groups to identify a Local Engagement Lead and community stakeholders to co-host workshops/listening sessions. Cultivate will provide stipends to the key constituent groups for their role as co-hosts. Key Constituent Groups will include farming, and also represent a wide variety of community interests including farmworkers of underserved communities, environmental groups, equity and environmental justice, agricultural support businesses, funders, lenders, and other community-based organizations.

The Cultivate Team will hold two community stakeholder workshops/listening sessions, each strategically focused and timed along points in the timeline to:

1. *Solicit input on Strategy goals and objectives, gauge community concerns, and inventory key questions to consider in the risk and opportunities assessment, and*
2. *Review mapping and risk and opportunity assessment findings (Refer to Tasks 3 and 4).*

Along every point of the process, this outreach and engagement will also provide an opportunity to introduce agricultural conservation strategies and build awareness among the community on how agricultural viability and vitality fits into the broader set of long-range community goals.

SUBTASK 1C. Identify, Convene, and Engage the Agricultural-specific Community

In addition to engagement with a broader set of community stakeholders, the Cultivate Team, with assistance from the Project Partners, community organizations, and Local and Regional Experts, will identify a diverse set of agricultural stakeholders to provide input specific to agricultural concerns that should be considered in the risk and opportunity assessment and the drafting of the Strategy. The Cultivate Team will facilitate two meetings with these stakeholders, timed to complement Subtask 1B above.

SUBTASK 1D. Hold Local and Regional Expert Convenings and Interviews

The Cultivate Team will coordinate and conduct conference calls, one-on-one interviews and/or small virtual meetings with Local and Regional Experts to solicit input, knowledge, and insights and technical knowledge on the variables that should be considered in the risk and opportunity assessment, economic analysis, education and awareness strategy, prioritization process and the drafting of the Strategy. The information gained from these convenings and interviews will ultimately inform the development and completion of the risk and opportunity assessment, the Economic Impact Study, Education and Awareness Strategy, mapping and ultimate preparation of the Strategy (Task 7).

SUBTASK 1E. Creation of a Ventura County SALC Project Gateway

To support all outreach and engagement activities, the Cultivate Team will create a *Ventura County SALC Project Gateway* using Data Basin technology. This will allow for the efficient collection, organization, and review of all data and information relevant to the project deliverables. This proven web-based approach is particularly valuable with the need to either severely limit or completely avoid face-to-face meetings throughout the course of the project due to anticipated ongoing covid-19 restrictions. The proposed gateway improves project transparency and provides the means for participants to become meaningfully involved and informed on the project. Data Basin is highly intuitive and easy-to-use, and the Cultivate Team will provide introductory webinars to reduce any anxiety over using the technology and by extension will reduce anxiety over the project as a whole. Providing these webinars early in the process helps to establish a tone of inclusiveness and empowerment for participants while providing high scientific and technical quality.

SUBTASK 1F. Prepare a Stakeholder Input Report

The Cultivate Team will document input from Tasks 1B-1E and synthesize findings into a *Stakeholder Input Report* that will inform the ultimate preparation of the Strategy (Task 7).

Deliverables

Deliverable 1.1: Preparation of Community Engagement Strategy and Outreach Plan

Deliverable 1.2: Two Community Stakeholder Workshops/Listening Sessions

Deliverable 1.3: Two Agricultural Stakeholder Meetings

Deliverable 1.4: 15-20 one-on-one interviews and/or conference calls to solicit targeted input from Local and Regional Experts

Deliverable 1.5: Creation of the Ventura County SALC Project Gateway

Deliverable 1.6: Preparation of a Stakeholder Input Report

**TASK 2.
ECONOMIC ANALYSIS**

It is important to document the economic contributions of agriculture in Ventura County so that stakeholders have a clear understanding of the local economic activity that depends upon conservation of the County's agricultural lands. BAE and SAGE will lead the consultant team's efforts for this task. The two organizations will collaborate to conduct an economic analysis of Ventura County agriculture, including its direct, indirect, and induced contributions to the overall Ventura County economy; the employment base; trends in on-farm income and expenditures; and tax receipts paid to local government. These analyses will feed into the preparation of a *Ventura County Agricultural Economic Impact Report* that will support the overall Strategy, in addition to serving as a stand-alone communications piece to inform the public and policy-makers about the industry's contributions to the local economy.

SUBTASK 2A. Document Existing Agricultural Activity

The consultant team will compile baseline economic data to document the existing agricultural activity and trends in Ventura County, including farm income and agricultural employment over time. This information will come from sources such as the County Agricultural Commissioner's annual crop reports, the California Employment Development Department, and the U.S. Census of Agriculture, and the American Community Survey. The data and analysis will include such variables as total crop value and farmed acreage by type, crop value per acre by type, number of farms by acreage and revenue, and operating expenditures, agricultural sector employment, and local residents employed in agricultural occupations. To provide context and understanding of the story behind the published data, BAE and SAGE will interview up to five local agricultural industry experts (see Task 1) to obtain their perspectives on the state of the County's agricultural industry and the factors driving various trends seen in the data. In addition, these experts will help to validate the data and/or provide insights into inconsistencies between data sources, fill in gaps that are not fully explained by the data, etc.

SUBTASK 2B. Calculate Indirect and Induced Economic Impacts in Ventura County

Utilizing information regarding the direct economic activity of the County's agricultural industry from Subtask 2A and IMPLAN economic impact modeling software, the consultant team will prepare an analysis of the indirect and induced economic impacts of agriculture within Ventura County. This will quantify the additional economic output, jobs, and labor income generated by the County's direct economic activity in other business sectors that support the agricultural industry such as utilities, suppliers, retailers, professional services and others, as well as the additional spending throughout the local economy that flows from the wages paid to workers in the agricultural sector.

SUBTASK 2C. Prepare Draft Agricultural Economic Impact Study

The Agricultural Economic Impact Study will compile the data, analysis, and findings from Subtasks 2A and 2B. The report will include data tables, narrative text, and illustrative graphs and charts to provide an easy-to-read reference that highlights the Ventura County agricultural industry's current economic contributions and highlights important trends and implications for the Agricultural Conservation Strategy. The consultant team will first prepare an *Administrative Draft Agricultural Economic Impact Study* in electronic format, for review and comment by the project team. BAE and SAGE will be available to meet with County staff and the rest of the project team to discuss the Administrative Draft and answer any questions. Upon receipt of a single, consolidated set of comments on the Administrative Draft, BAE and SAGE will make revisions as appropriate and prepare a Draft Report in electronic format.

SUBTASK 2D. Prepare Final Agricultural Economic Impact Study

BAE and SAGE will be available to present the *Draft Agricultural Impact Study* at a public meeting and solicit public feedback. After the public meeting, BAE and SAGE will meet with County staff and other project team members to discuss the public feedback on the Draft study and agree on necessary revisions. BAE and SAGE will then prepare revisions as appropriate and submit a *Final Agricultural Economic Impact Study* for the team's use and for the County's use. The consultant team will submit the Final Report in electronic format.

Deliverables

Deliverable 2.1: Administrative Draft Agricultural Economic Impact Study

Deliverable 2.2: Web meeting: Review Administrative Draft Agricultural Economic Impact Study

Deliverable 2.3: Draft Agricultural Economic Impact Study

Deliverable 2.4: In-person meeting: Present Draft Agricultural Economic Impact Study

Deliverable 2.5: Web meeting: Discuss revisions to create Final Study

Deliverable 2.6: Final Agricultural Economic Impact Study

TASK 3. RISK AND OPPORTUNITY ASSESSMENT

Conducting a risk and opportunity assessment that includes multiple and varied components is a complex undertaking, especially if some of the main end-products are maps of the county that accurately portray various levels of threat to agriculture. The Cultivate Team, with leadership and expertise from CBI, will assemble and curate the relevant spatial data layers and ancillary information, all organized within the project gateway, upon which a map-based risk assessment model using an Environmental Evaluation Modeling System (EEMS) can be created. The initial data collection phase is not only important technically, but also socially. Critical to our outreach strategy, participants will be encouraged to review and contribute to the data and information that will be included throughout the planning project. Inviting early involvement in the data collection and review phase by everyone helps assure nothing is missed but, more importantly, that a social atmosphere of inclusiveness and empowerment is created and maintained. Given the list of risk and opportunity factors, we anticipate the need for several topical submodels – water availability (which includes current and future water availability), vulnerability to agricultural pests and disease, and economic factors. Each submodel will be as robust as possible, highly transparent, and created in close collaboration with stakeholders. Results from each submodel will have value as standalone outputs that will also be combined to create comprehensive risk and opportunity maps. The resulting maps will be uploaded into the *Ventura County SALC Project Gateway* for review and use along with all of the raw inputs and other complementary datasets of potential interest.

After the Cultivate team produces draft EEMS models for the various risk and opportunity components, participants will be invited to participate in making suggestions and modifications to reflect the group's understanding about how important the different components are to each issue. EEMS allows for easy editing by participants via structured webinars as well as on their own using [EEMS online](#). This CBI created online tool, which is different from but complementary to the gateway, allows users to interact with the models to test different assumptions, compare results and make recommendations. For example, a recent model developed to identify open space wildfire risk reduction priority areas in Santa Barbara County was uploaded to EEMS online and vetted by local stakeholders (Figure 1).

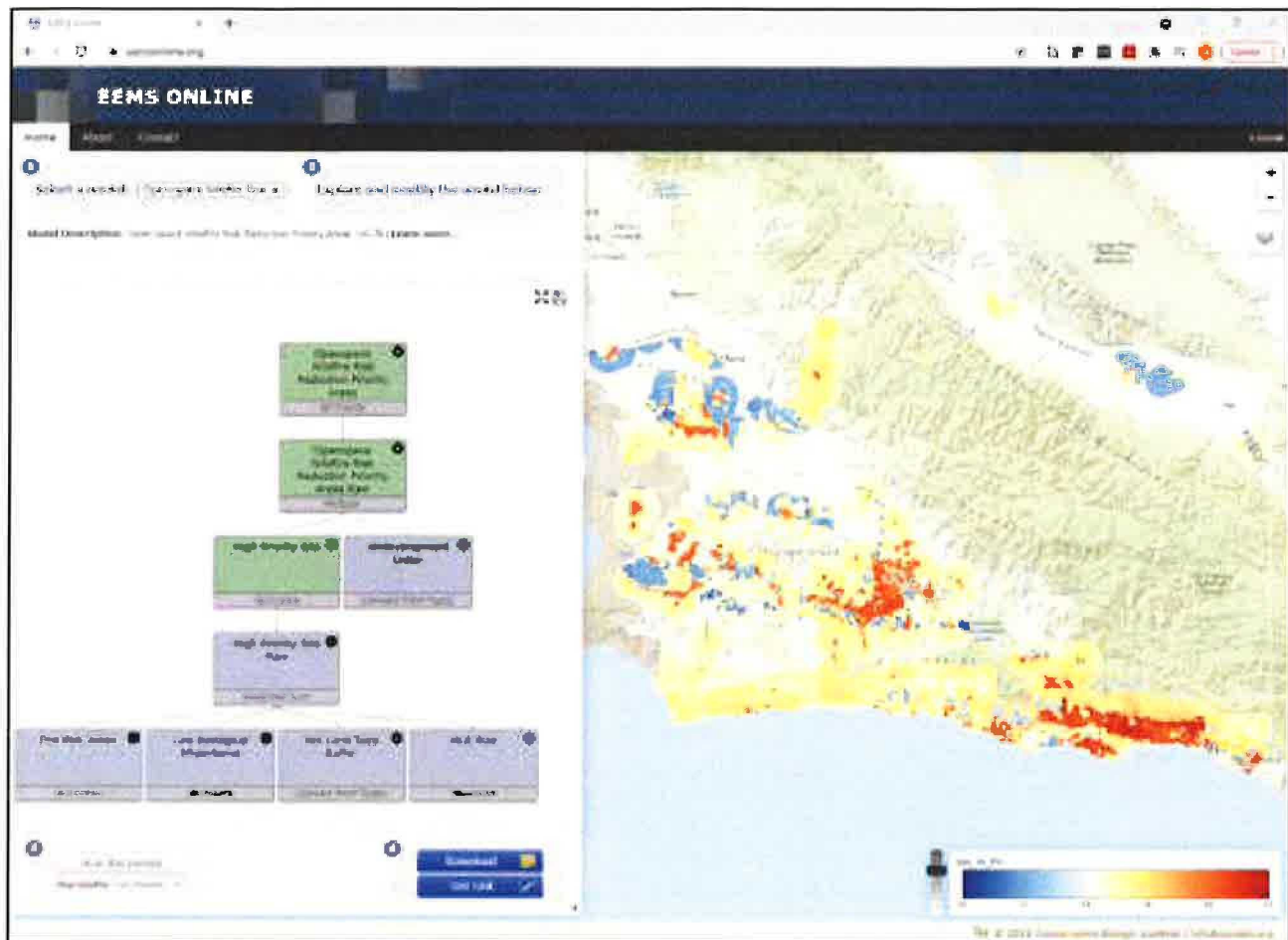


FIGURE 1. SCREENSHOT OF A DRAFT OPEN SPACE WILDFIRE RISK REDUCTION PRIORITY AREAS MODEL FOR SANTA BARBARA COUNTY. The dynamic EEMS model diagram is located in the left panel and map results for each selected node (i.e., rectangles in the diagram) in the right panel. EEMS models run from the bottom up with all nodes fully transparent and editable by users by changing the settings for each model step.

Risk and opportunity assessment results will be included in the final *Ventura County Agricultural Risk and Opportunity Assessment Report* and will be maintained as active datasets in the project gateway for more dynamic exploration and use.

SUBTASK 3A. Convene Data Basin Gateway Webinar

Data Basin was developed to be highly intuitive and easy-to-use so anyone could work with map-based data and information. In order to quickly get participants comfortable with this online system, a separate webinar will be held to present the Data Basin Gateway as well as the EEMS modeling approach at the beginning of the project. The webinar will be open to everyone and recorded for those individuals unable to make the meeting. Data Basin topics will include:

- (1) *What is Data Basin and why is it being used to support the project*
- (2) *General overview of Data Basin organization and design*
- (3) *How to create your own free user account*

- (4) *How to find and understand the data*
- (5) *How to contribute data*
- (6) *How to make and share a map*
- (7) *How to participate in a working group*
- (8) *Commenting*

A high-level description of EEMS modeling software will also be reviewed at the same meeting in preparation for subgroup meetings that follow where more details will be explained. An example of an EEMS model will be used in the mapping portion of the demonstration to illustrate how these logic models can easily be combined with other relevant data of interest. The Cultivate Team will also be available on-call to answer questions that might arise throughout the course of the project.

SUBTASK 3B. Aggregate and Curate Relevant Spatial Datasets

The modeling team will mine its existing data holdings and work with local and regional experts and agency staff to acquire and process additional recent spatial datasets and associated information relevant to the agricultural risk and opportunity assessment. Special attention will be paid to data that will be incorporated directly into the spatial models, but other contextual data that might help inform the project in some other way will also be obtained and curated into the Data Basin Gateway.

SUBTASK 3C. Work with Subgroups to Develop Ventura County Agricultural Risk and Opportunity Models

The modeling team will work with two separate groups (agriculture and non-ag community) to develop EEMS models that use available spatial data and information to generate a robust, highly transparent agricultural risk and opportunity map for the county. Most of this work will be carried out between the whole group meetings through a series of webinar work sessions. We also plan to use [EEMS online](#) so participants can work with the models on their own between guided sessions. EEMS online allows users to change certain aspects of the models (e.g., logic operators, factor weighting, and thresholds) to explore how different decisions impact the end result. The reason for working with the two groups separately first is to create a work environment where all participants feel comfortable to voice their opinions; people are more likely to do this if they are working directly with their peers as it is common that significant disagreements exist within sector groups.

Some of the risks identified (e.g., current and future water use and availability) will have considerable datasets from which to choose. Other risks such as some of the economic factors may prove more challenging due to their lack of spatial resolution. We may also find that participants will either contribute or provide the means to generate new datasets that are not available through official data libraries. Each model from the two groups will capture important similarities and differences that should lead to greater understanding between the participants.

SUBTASK 3D. Produce Ventura County Agricultural Risk Assessment Report and Model Results

After working separately with the two groups to find internal agreement as to the model construction and its outcomes, we will compare the two models and intersect the end results. We will then ask representatives from each group to present the logic and the findings from their group's perspective.

The end result will either be the two models and a separate dataset on where they agree, or a final model that the two groups agree captures the information as accurately as possible and is inclusive of all perspectives. The final model(s) will be uploaded into the gateway for further examination with other contextual datasets. Description of the modeling process, final results, and findings will be included in a *Ventura County Agricultural Risk Assessment Report*.

Deliverables

Deliverable 3.1: Web meetings to review Data Basin Gateway and modeling process

Deliverable 3.2: All spatial data uploaded into Data Basin for public review

Deliverable 3.3: Editable Ventura County Agriculture Risk and Opportunity EEMS models

Deliverable 3.4: Final Ventura County Agricultural Risk and Opportunity Assessment models uploaded into the Data Basin Gateway and description of the process, final results, and findings in a Ventura County Agricultural Risk Assessment Report

TASK 4. CRITERIA FOR PRIORITIZING AGRICULTURAL LAND

Working with Project Partners, and using the inputs from community stakeholders and Local and Regional Experts, the Cultivate Team will develop criteria for identifying and prioritizing agricultural land for its best use given current conditions and future projections. Results from Task 3 (in particular the results from the water submodel) will be combined with other datasets pertaining to soil characteristics, land use history, and climate projections to map potential future conditions on agricultural land that highlights opportunities and constraints in the county. A separate EEMS model will be created that will allow for testing different scenarios. Greenhouse gas emissions associated with the different agricultural land use practices will be a separate arm of the model that may be incorporated into the larger model, or it can be used to provide stand-alone information. Mapped model results will be included in a *Ventura County Agricultural Land Use Report* and will be uploaded to the project gateway for ongoing use in combination with other relevant datasets of interest.

SUBTASK 4A. Aggregate and Curate Relevant Spatial Datasets

The modeling team will mine its existing data holdings and work with local and regional experts and agency staff to acquire and process additional recent spatial datasets and associated information relevant to creating a model that prioritizes land where agricultural practices can be maintained or changed to be made more viable into the future. Special attention will be paid to data that will be incorporated directly into the spatial models, but other contextual data that might help inform this aspect of the project will also be obtained and curated into the Data Basin Gateway.

SUBTASK 4B. Work with the County and Subgroups to Develop Ventura County Agriculture Prioritization Models

Following a similar workflow from Task 3 with the exception of including county planning staff more closely, we will conduct a thorough data review and develop one or more EEMS models to test how to use available criteria for prioritizing best uses for agricultural lands in the future. The emphasis here is the identification of the criteria that help assign prioritization while using EEMS to test how these criteria could best be organized and weighted in a decision making framework. Based on the social outcome from Task 3, we will determine whether two separate working groups will be more effective or we can combine the two groups together for this task from the outset. Compared to the previous task, there is considerably more data available from which the most informative criteria can be identified and illustrated in a map-based prioritization model.

SUBTASK 4C. Produce Final Data Review and Model Results

Based on the data review process and modeling outcomes, a final list of criteria will be chosen that best inform agriculture prioritization for the county and final example EEMS models using these datasets will be created and uploaded into the gateway. Another possible outcome is the identification of data that would be important to include but is either currently out-of-date or is a data gap.

Deliverables

Deliverable 4.1: All spatial data uploaded into Data Basin for review

Deliverable 4.2: Prioritization criteria identified and example illustrative EEMS models produced

Deliverable 4.3: Agricultural Land Use Report and criteria datasets and example models uploaded into the Data Basin Gateway

TASK 5. INCENTIVE STRUCTURE FOR LANDOWNERS

Based on the findings from the *Agricultural Risk and Opportunity Assessment* report, and considering the criteria for agricultural land preservation, the Cultivate Team will develop an incentive structure that is relevant to the existing conditions in Ventura County and that will have the effect of preserving the long-term viability of agriculture in the County. The process will involve three phases:

SUBTASK 5A. Evaluate and assess existing and innovative conservation and financial tools

Evaluating existing conservation and financial tools, as well as exploring new, innovative models. As a part of this task, the Cultivate Team will engage thought leaders in conservation finance, such as FarmLink, Environmental Defense Fund, and Sustainable Conservation.

SUBTASK 5B. Synthesize most promising tools for Ventura County

Narrowing down tools that are relevant to the circumstances in Ventura County and that have a high likelihood of buy-in from landowners, government agencies, funders, and others. This step will involve the economic modeling of scenarios where tools might be applied to show proof of concept.

SUBTASK 5C. Prepare Draft Agricultural Land Protection Implementation Program

Develop a framework for the incentive structure that can be adopted and that poises the County and partners to seek funding for implementation. The Cultivate Team and Project Partners, will together summarize the agreed upon framework into a *"Draft Agricultural Land Protection Implementation Program"* that ultimately is incorporated into the overall Strategy document prepared in Task 7.

Deliverable

Deliverable 5.1: Draft Agricultural Land Protection Implementation Program

TASK 6. EDUCATION AND AWARENESS STRATEGY

The conservation and economic viability of agriculture goes well beyond the purview of direct stakeholders, including farmers, ranchers, farm workers, landowners, processors, distributors, direct market outlets, agricultural support businesses, funders, lenders, and community organizations focused on agricultural issues. A robust agricultural economy and permanent protection of agricultural resources requires public awareness, sense of connection and commitment to action. The purpose of this Task is to co-create, with a wide array of public stakeholders, a strategy for making a vibrant agriculture sector a foundation for community health, well-being and identity, as well as essential for climate change resilience and a diverse, equitable economy.

The Education and Awareness Strategy will be developed in tandem and in collaboration with other project activities. Subtasks will include the following:

SUBTASK 6A. Document Current Education and Awareness Efforts and Identify Associated Local and Regional Experts

Conduct this discovery phase of the work in close coordination with the Community Engagement task. Such additional experts and their efforts would likely include: K-12 education leaders for Agro-Eco Literacy programs; agriculture, culinary, business and environmental science programs in the County's four Community Colleges and its state university; program leaders for the County UCCE office; Chambers of Commerce and Visitors' Bureaus promoting local experiences, retailers with local, sustainable product marketing, [Healthy Ventura County](#) partners; and food system leaders advocating for consumption of local foods. These stakeholders could be organized as a sub-advisory group. In coordination with the Community Stakeholder Engagement process and tools, the team would conduct an initial scan to solicit input from this sub-advisory group as well as all stakeholders. The input questions would be developed around the following areas: General perceptions of current agricultural awareness; description and opinions about existing ag education programs; needs for new types of programs; and ideas for principles, parameters and metrics for what successful agriculture education could look like. (This last set of questions could be drawn from some of the scorecard formats in the Bay Area Food Futures Roadmap.) The team would analyze the findings for presentation to stakeholders as part of Subtask 6B.

SUBTASK 6B. Research Best Practices for Agricultural Education and Awareness and Solicit Feedback

Drawing from local knowledge, its own extensive experience and additional research, the Team would develop as a primer, generic descriptions and examples of many kinds of agricultural education and awareness efforts. These would be organized in terms of factors such as type of audience, desired (and actual) impact, key partners, cost, and funding sources, as well as synergy with emerging findings from the Risk Assessment and Incentives Tasks. The team would then present this primer, along with the findings of the initial scan, first to the local subject-matter experts and then to stakeholders, in order to rank options for new programs and to establish priorities for final assessment.

SUBTASK 6C. Develop an Implementation Plan for a Multifaceted Education and Awareness Strategy

Building on the previous work, the Team would conduct an initial assessment of the prioritized programs, in terms of engaged partners, cost and benefit, and potential funding sources. The team would then ask stakeholders for their feedback. Based on this feedback, the team would develop a final action plan for implementation of a multifaceted education and awareness strategy that would be incorporated into the final Strategy plan in Task 7.

Deliverables

Deliverable 6.1: Documentation and analysis of existing Agricultural and Awareness Efforts

Deliverable 6.2: Best Practices Primer on Agricultural Education and Awareness

Deliverable 6.3: Draft Education and Awareness Strategy

TASK 7. COMPLETION OF DRAFT VENTURA COUNTY AGRICULTURE CONSERVATION PLANNING STRATEGY

SUBTASK 7A. Prepare Draft #1 of Planning Strategy Document

Using the mapping, analyses, and outreach information from Tasks 1–6, the Cultivate Team, with inputs from Project Partners, will prepare the *Draft Agriculture Conservation Planning Strategy for Ventura County*. This document will identify strategies, programs and policies that help to align existing and future agricultural land use policies, County programs and plans, and approaches to fostering interagency collaboration to support climate adaptation and GHG emission goals. The Local and Regional Experts selected in Task 1, as well as the Project Partners, will also provide ongoing inputs to the draft document. The document will contain the following main components:

EXECUTIVE SUMMARY

1. *Purpose*
2. *Background*
3. *Action Plan — Establishing A Sustainable Agricultural Conservation Planning Strategy, and*
4. *Implementation and next steps*

After completion of the Draft, the Cultivate Team will gather input from key community stakeholders, Local and Regional Experts and Project Partners on the Draft. This step will be coordinated and organized by the Cultivate Team with Project Partners and local community organizations.

SUBTASK 7B. Prepare Draft #2 of Planning Strategy Document

Using the inputs from the Local and Regional Experts, community stakeholders and Project Partners, the Cultivate Team shall incorporate refinements to the *Draft Strategy Document* into a Revised Draft for review by Project Partners and Local and Regional Experts.

SUBTASK 7C. Prepare Draft #3 for Presentation to Board of Supervisors

Using the inputs from Local and Regional Experts and Project Partners on the #2 Draft, the Cultivate Team shall incorporate updates and revisions into a Final Draft for review by the Board of Supervisors (Board) and Project Partners. The Cultivate Team will coordinate with the County on presenting the Strategy to the Board and after getting feedback from the Board will incorporate that feedback into a final document for adoption in Task 7D.

SUBTASK 7D. Prepare Final Strategy Document for Adoption by Board of Supervisors

The Cultivate Team, with oversight by the Project Partners, will prepare the final document, *The Agriculture Conservation Planning Strategy for Ventura County* for presentation and adoption by the Board.

Deliverables

Deliverable 7.1: Draft #1 – Agriculture Conservation Planning Strategy for Ventura County

Deliverable 7.2: Draft #2 – Agriculture Conservation Planning Strategy for Ventura County

Deliverable 7.3: Draft #3 – Agriculture Conservation Planning Strategy for Ventura County

Deliverable 7.4: Prepare Final Document for Adoption – Agriculture Conservation Planning Strategy for Ventura County

3C SCHEDULE AND WORKPLAN SUMMARY TABLE

TASKS	WORKPLAN HIGHLIGHTS	QUARTERS Q4/2021 – Q4/2022
TASK AA PROJECT ADMINISTRATION & MANAGEMENT	<ul style="list-style-type: none"> Monthly Coordination Calls Project Kick Off Meeting Prep and management of Project Schedule Contract administration 	Q4/2021 – Q4/2022
TASK 1 STAKEHOLDER AND COMMUNITY OUTREACH	<ul style="list-style-type: none"> Convene Partners, Identify Local and Regional Experts, Craft Community Engagement Plan Engage Community Stakeholders Engage Ag Community Engage Local & Regional Experts Create Ventura County SALC Project Gateway Prepare a Stakeholder Input Report 	Q4/2021 – Q4/2022
TASK 2 ECONOMIC ANALYSIS	<ul style="list-style-type: none"> Document Existing Ag Activity Calculate Indirect and Induced Economic Impacts Prepare Draft Ag Economic Impact Study Prepare Final Ag Economic Impact Study 	Q4/2021 – Q1/2022
TASK 3 RISK AND OPPORTUNITY ASSESSMENT	<ul style="list-style-type: none"> Convene Data Basin Gateway Webinar Aggregate and Curate Relevant Spatial Datasets Work with Subgroups to Develop VC Risk and Opportunity Models Produce VC Ag Risk Assessment Report and Final Models 	Q4/2021 – Q2/2022
TASK 4 CRITERIA FOR PRIORITIZING AGRICULTURAL LAND	<ul style="list-style-type: none"> Aggregate and Curate Relevant Spatial Datasets Work with the County and Subgroups to Develop Ventura County Agriculture Prioritization Models Produce Final Data Review and Model Results 	Q2/2022 – Q3/2022
TASK 5 INCENTIVE STRUCTURE FOR LANDOWNERS	<ul style="list-style-type: none"> Evaluate and assess extstg. & innovative conservation/ financial tools Synthesize promising tools Prepare Ag Land Protection Implementation Program 	Q2/2022 – Q3/2022
TASK 6 EDUCATION AND AWARENESS STRATEGY	<ul style="list-style-type: none"> Document Current Education/Awareness Efforts Research Best Practices for Ag Education and Awareness, Solicit Feedback Develop Implementation Plan for Education and Awareness Strategy. Prepare Draft Education and Awareness Strategy 	Q1/2022 – Q3/2022
TASK 7 COMPLETION OF DRAFT VENTURA COUNTY AGRICULTURE CONSERVATION PLANNING STRATEGY	<ul style="list-style-type: none"> Prepare Draft #1 of Planning Strategy Document Prepare Draft #2 of Planning Strategy Document Prepare Draft #3 for Presentation to BOS Prepare Final Strategy Document for Adoption by BOS 	Q3/2022 – Q4/2022

Ventura County Agricultural Conservation Planning Strategy

[illegible]