



## Land Use & Natural Resources Committee

April 30, 2015

### Food System Multiplier Study Update and Contract

**Issue:** SACOG has released a Request for Qualifications (RFQ) for the contractual component of a Food System Multiplier study and is seeking authority to execute a contract.

**Recommendation:** That the Land Use & Natural Resources Committee recommend that the SACOG Board authorize the Chief Executive Officer to negotiate and execute an agreement with a contractor for the regional Food System Multiplier study.

**Discussion:** SACOG's RUCS program has received a grant from the California Department of Food and Agriculture to conduct a Food System Multiplier study for the region. The Land Use & Natural Resources Committee was last briefed on the project at its October 2014 meeting.

Overall, the project will gather detailed primary data from local growers, processors and distributors, and import this data into the "IMpact analysis for PLANning" (IMPLAN) economic model. Using the updated data, the team will then model the direct, indirect and induced multipliers of the various components of the regional agricultural cluster to better quantify the full contribution of this important economic driver. Public and private sector stakeholders are seeking this tool to provide much-needed data to support agricultural investments and appropriate policies.

The grant-funded project includes a contractual component to complement RUCS staff work. The selected consultant will augment project deliverables by providing technical support in the following areas: survey design and implementation, definition of specialty crop value chain, quantification of regulatory costs in sector, valuation of economic impact, scenario development and project communication.

Consultant submissions to the project RFQ are not due until after the May LUNR committee. Several concurrent efforts from regional partners however would greatly benefit from progression of this contractual work. These efforts include, among others, a parallel investigation by researchers at the University of California, Davis, updates to food system cluster work at Valley Vision and a marked focus on agriculture by the Greater Sacramento Area Economic Council. To ensure the timing of the multiplier project work coincides with complementary regional efforts, staff recommends that the Board authorize the Chief Executive Officer to negotiate and execute an agreement with a contractor for the Food System Multiplier study.

Approved by:

Mike McKeever  
Chief Executive Officer

MM:GBR:ts

Key Staff: Kacey Lizon, Planning Manager, (916) 340-6265  
David Shabazian, Principal Program Expert, (916) 340- 6231  
Garett Ballard-Rosa, Planner II, (916) 319-5183