



SACOG Board of Directors

Item #13-1-8
Consent

January 10, 2013

Approve Grant Funding Applications and Opportunities

Issue: Should SACOG accept grant funding and submit additional grant funding applications to support the work in the Overall Work Plan for fiscal year 2012/2013.

Recommendation: The Strategic Planning Committee recommends that the SACOG Board of Directors authorize staff to proceed with model development work under a Specialty Crop Block Grant received in December 2012; to submit proposals for the 2013 Specialty Crop Block Grant program; to accept funding in the amount of \$300,000 from the Capital South East Connector Authority for the development of a Regional Open Space Inventory/Plan to benefit the South Sacramento Habitat Conservation Plan; to submit a proposal to the Federal Highway Administration for Climate Vulnerability Assessment of transportation infrastructure; to submit a proposed scope of work for public health and economic opportunity funding from the Sierra Health Foundation and The California Endowment; and to explore funding for staff to provide technical assistance to other metropolitan regions relating to the implementation of SB 375 principles.

Committee Action/Discussion: The following grants or funding sources/opportunities have either been secured, or will be sought, for work that would be started and/or completed in 2013:

1. Specialty Crop Block Grant, 2012 – Urban Footprint Model Improvement

SACOG was awarded an \$85,000 grant by the California Department of Food and Agriculture (CDFA) to add RUCS functionality to the Urban Footprint model that is currently being developed for SACOG. The work would provide the same RUCS functionality currently available in the I-PLACE³S model. The work would be completed by June 2013. The proposal is included as Attachment A. Staff will bring an item in February seeking authorization to proceed with a sole source contract with Calthorpe Associates, the designer and builder of the Urban Footprint model.

2. Specialty Crop Block Grant, 2013 – Agriculture Multipliers and the Expanded Use of Fairgrounds

SACOG has submitted concept proposals for two projects that would support the RUCS project and stakeholders in the region. Concept proposals for both projects are included as Attachments B and C. Staff is seeking authorization to proceed with full grant proposals if invited by CDFA in February. Proposals would be due by March 22, 2013.

The first proposal addresses a need for better information to describe the economic benefits from agricultural activity in a region. RUCS stakeholders have repeatedly noted that current reports do not capture the full impact of agriculture on local and regional economies. SACOG is proposing to estimate better economic multipliers that represent the full range of economic activity related to agriculture and to differentiate local and regional food systems from conventional food systems. Staff is seeking \$375,400 for a two-year project that would start in November 2013.

SACOG is also proposing a project that would develop strategies for the expanded use of county fairgrounds to become part of the local/regional food system. Fairgrounds have underutilized facilities that can be upgraded to aggregate, process, store and distribute food. Some land may also be available for small-scale agriculture. Most fairgrounds are located in areas that provide ready access to underserved communities, so this project places particular attention on how these facilities can be used to provide food access for areas considered “food deserts.” Staff is seeking \$315,125 for a two-year project that would start in November 2013.

3. Capital South East Connector Authority – Development of a Regional Open Space Inventory/Plan

The Capital South East Connector Authority and the Environmental Council of Sacramento recently entered into an agreement to resolve a dispute over the Program Environmental Impact Report for the general alignment Capital South East Connector Project. The settlement agreement generally provides as follows: (1) the Connector Authority shall contribute \$300,000 to SACOG for the development of a Regional Open Space Inventory/Plan, with up to \$50,000 for the study of alternative funding sources for advance mitigation acquisition; (2) the funds shall be available and prorated over 3 fiscal years pursuant to an approved memorandum of understanding between SACOG and the Connector Authority; and (3) the expenditure plan for the funds is subject to the review of ECOS.

4. Federal Highway Administration – Climate Vulnerability Assessment

A Federal Highway Administration grant program will fund from 4 to 10 pilot projects to conduct climate vulnerability assessments of transportation infrastructure. The awards are expected to be between \$75,000 and \$300,000 each for an 18-month period. The program requires a 50/50 match, which can come from non-federal cash or in-kind contributions. Staff proposes to work with various regional stakeholders and partner agencies to develop a scope of work and identify matching funds. One source of these funds may be from existing funds dedicated to climate change projects that are currently in the OWP. The scope and budget will be written to ensure that the project does not duplicate any activities of member or partner (e.g. Caltrans) agencies. The application is due on January 22, 2013, with awards expected by February 19, 2013. If approved, staff will bring a final project scope and funding plan to the March 2013 Board meeting.

5. Sierra Health/California Endowment – Public Health and Economic Opportunity Work

Our recently adopted MTP/SCS committed to conduct further research and develop policies related to the impacts of our land use and transportation actions on public health and economic opportunity. This work will encompass all segments of our society, but give particular focus on lower income and disadvantaged populations. Over the last few months, we have had exploratory discussions with the Sierra Health Foundation and The California Endowment about financial support for some of this work. They are supportive and have invited us to submit a proposed scope of work for approximately \$150,000 of activities. We likely will propose to segment the work, starting with a scoping phase that will allow us time to develop a broad-base of participation for the project (and possibly broaden the funding base to include business sector partners) and fully engage the Board in the effort. We anticipate bringing the proposed approach to the

Board in February.

6. Technical Assistance to Other Metropolitan Regions

For the last few years, SACOG has had a revenue strategy of using our technical expertise to provide fee for service help on various contracts that relate directly to our work and to help build our expertise as well as cover staff costs. We provide some peer-to-peer assistance without charge, especially to other regions in-state, but for out-of-state work we usually charge a fee. We have received preliminary interest through a prominent national funder, the Rockefeller Foundation, about our willingness to provide technical assistance to three other metropolitan regions around the country to train them how to prepare plans based on the principles in SB375. The Foundation has an interest in encouraging others to follow California's lead. These discussions are very preliminary; if they gain momentum we would anticipate bringing details to the Board for approval sometime over the next six months.

Approved by:

Mike McKeever
Chief Executive Officer

MM:rt

Attachments

Key Staff: Kirk Trost, Chief Operating Officer/General Counsel, (916) 340-6210
Gordon Garry, Director of Data Resources, (916) 340-6230
David Shabazian, Supervising Senior Planner, (916) 340-6231
Raef Porter, Senior Planner, (916) 340-6261



California Department of Food and Agriculture
2010 Specialty Crop Block Grant Program
Attachment 1 – Scope of Work

Project 73 *Sacramento Area Council of Governments (SACOG)* **\$85,000**

Title: A Rural-Urban Connection Strategy for the Sacramento Region: Assisting communities in the planning for specialty crop agriculture.

Abstract: On average, California loses approximately 55,000 acres of agricultural land per year or about one square mile every four days. The primary cause of agricultural land loss is urbanization. This project will result in an analytical tool to evaluate land-use scenarios within rural communities to assist decision makers and communities in sustainable growth planning, which will protect and enhance specialty crop agriculture.

Project Purpose: The conversion of agricultural land to commercial and residential development is a significant issue for the specialty crop industry in rural communities. Development of specialty crop farmland leads to a loss of agricultural production in rural communities and with this follows the loss of the associated economic activity. Agricultural land preservation provides a variety of co-benefits to local communities including environmental stewardship, green space, and local employment. Finding strategies that enhance the value of production of specialty crops not only maintains—if not increases—agricultural value of remaining lands, but also acts as a disincentive to urbanize land because its value as agriculture is enhanced and supported by land use and economic development policies.

With the loss of one square mile of agricultural land every four days, the availability of modeling tools to assist rural communities in development planning and economic development strategies is critically needed and timely. This project is pro-rated to only include cost associated with applicable specialty crop production and associated landscapes.

This project will result in a publically available rural modeling tool for the Sacramento region, and a template for statewide application, that will allow local communities within the region to evaluate land use decisions. What will happen to the local economy if specialty crop agriculture is decreased or increased by 25 percent, what happens if wine grapes are replaced with walnut production, etc? This analysis would be available on a parcel-by-parcel basis and provide information to decision makers and community stakeholders that are currently not available. Specifically this project will: (1) develop and integrate landscape types (crop map designations) for rural areas within the Sacramento region into existing computer land use modeling technology. This will allow decision makers and communities to make input modifications on a parcel-by-parcel basis to build scenarios of possible future conditions; (2) Expand existing rural and agricultural metrics to include new functionality to analyze scenarios for a range of variables and geographic scales. Expand existing rural and agricultural metrics to include new functionality that will allow for scenario analysis with a range of variables and geographic parameters. This will allow for the analysis of scenarios representing changes in market, cropping patterns, cost of production, and yields and prices for specialty crop agriculture.

This project does not build on a prior Specialty Crop Block Grant Program project and it has not been submitted to or funded by other state or federal grant programs.

This project is also supported with more than \$250,000 in non-federal matching funds, from non-profit organizations, to complete a Rural-Urban Connection Strategy for the Sacramento region. The portion of funding for this project supports the rural mapping of specialty crop agricultural products (landscape type integration), scenario modeling and a customized user interface for specialty crop scenario analysis. Non-specialty crop mapping and scenario modeling is funded by the matching funds associated with this overall project. Oversight and compliance to this standard will be monitored directly by the contractor.



California Department of Food and Agriculture
 2010 Specialty Crop Block Grant Program
 Attachment 1 – Scope of Work

Funding for this portion of the overall project therefore solely supports and benefits specialty crop agriculture. Grant funds will not supplant state funds, but will be used to supplement and expand on existing rural and agricultural metrics tools. Without this funding, specialty crop agricultural would not be included within mapping and scenario modeling available by this interactive tool.

Potential Impact: The scope of this project involves six counties (El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba). Total agricultural production for these counties is valued at more than \$1.5 billion, in which a majority of commodities are specialty crop agriculture. The targeted area has more than 7,000 farmers and involves a number of small rural communities. This project will directly assist rural communities and the public, within the target area, with development planning for specialty crop agriculture - specifically how changes in specialty crop production will impact local communities.

This project has the potential to reduce specialty crop agricultural land loss and enhance specialty crop value in the targeted region through more detailed analysis of land use decisions and the associated economic impact upon local communities. Decision makers, the public and specialty crop growers will be able to determine the economic impacts to agricultural land-loss in rural communities – economic activity, job loss, etc – as well as formulate strategies to increase the production value of agricultural lands.

The developed modeling tool demonstrates a template that other counties statewide can utilize for planning purposes. Customization requires additional fiscal resources.

Expected Measurable Outcomes:

GOAL: To increase specialty crop stakeholders knowledge, as well as other interested stakeholders, of current land use and potential outcomes for specialty crop production in the rural communities of the Sacramento Region

PERFORMANCE MEASURE: Number of individuals this information has disseminated to through presentations and other mechanism to distribute the analysis findings.

BENCHMARK: Number of stakeholders/individuals exposed to analysis findings: 0

TARGET: It is anticipated that the analytical modeling tool will be exposed to over 1,000 target individuals.

Performance Monitoring Plan:

Activities:	Performed by:	Timeframe (Month/Year):	Performance Indicator:
Progress reporting on modeling tool development	CDFA/SACOG	Oct 2012 – Jun 2013	Monthly meetings with contractor to update on progress and adjust implementation plans accordingly.



California Department of Food and Agriculture
2010 Specialty Crop Block Grant Program
Attachment 1 – Scope of Work

Project Outreach/Communication	SACOG	Oct 2012 – Jun 2013	Public outreach to targeted community stakeholders on scope of modeling tool. Number of project presentations and meetings at city/county level.
Once modeling tool is completed and made available, provide benchmarks through website analytics – number of communities modeled through public access, etc.	SACOG	Apr – Jun 2013	Number of models/scenarios completed at county/rural city level. Based on modeling results/utilization – further outreach to targeted communities to improve utilization.

Work Plan:

Project Activity:	Who:	Timeline (Month/Year):
Develop and integrate landscape types (specialty crop typology) into the modeling tool.	SACOG: Lead Researcher and Senior Researcher	Nov – Dec 2012
Integrate global variables for agriculture (e.g., fuel cost, labor cost) into the modeling tool.	SACOG: Lead Researcher and Senior Researcher	Dec 2012
Enable scenario building functionality to apply global variables or specific changes to specific crops or study areas.	SACOG: Lead Researcher and Senior Researcher	Jan – Feb 2013
Add enhancements, customization, and upgrades to the modeling tool graphical user interface (GUI) to report agriculture indicators for scenarios.	SACOG: Lead Researcher and Senior Researcher	Mar – Apr 2013
Test model functionality using “what if” scenarios of changes in specialty crop production in the Sacramento region; compare scenarios and report results.	SACOG: Lead Researcher and Senior Researcher	Apr – Jun 2013
Publically release of modeling tool and final reporting.	SACOG: Lead Researcher and Senior Researcher	Apr – Jun 2013

Budget Narrative \$85,000:

Personnel (Salaries & Wages) \$12,000

SACOG will be in charge of developing and providing specialty crop content into modeling tool, conducting outreach to targeted communities and completing a final report on the project.

Personnel (Salaries & Wages) \$12,000:

Lead Researcher, at 4.74% FTE, Annual Salary \$134,547
Year 1: \$134,547 @ 4.74% FTE ~ \$6,375

Senior Researcher at 4.21% FTE, Annual Salary \$133,639
Year 1: \$133,639 @ 4.21% FTE ~ \$5,625



California Department of Food and Agriculture
2010 Specialty Crop Block Grant Program
Attachment 1 – Scope of Work

Fringe Benefits \$0

Travel \$0

Equipment \$0

Supplies \$0

Contractual \$73,000:

Calthorpe

Task 1: Landscape Type Integration; flat fee - \$32,350

Programming – integrate landscape types (crop map designations) into the model, enabling users to build agriculture scenarios in a manner similar to building urban scenarios. This will allow users to make ‘on the fly’ modifications to landscape types—on a parcel-by-parcel basis—during the scenario development process. Users will also be able to apply user-specified global changes to all areas and all crops (e.g., labor costs rise for everyone), and/or specific changes to a subset/sub-area of a study area (e.g., some farmers replace peaches with walnuts). This task offers the basic building block for scenario development.

Task 2: Scenario Analysis; flat fee - \$40,650

Programming - this level adds enhancements, customization, and upgrades to the graphical user interface (GUI) to include components and modules related to reporting rural and agriculture metrics currently within the existing modeling framework. The focus of tasks at this level will be to ensure that the details of the basic analytical functionality and reports of the existing platform are enhanced and threaded into the GUI for web-based accessibility by users. Coupled with level 1, this level offers the ability to analyze different scenarios representing changes in markets, cropping patterns, cost of production, and yield and prices.

Subcontracting will be managed by SACOG in accordance with federal expenditure guidelines.

Other \$0

Indirect Charges \$0

Program Income \$0

Project Oversight: CDFA will have direct oversight of this project through monthly meetings with the selected contractor and product demonstrations. This will provide CDFA with sufficient knowledge of grant activities and program expenditures.

Project Director: Josh Eddy, Executive Office

Co-Project Director: Jim Houston, Deputy Secretary, Executive Office

List of oversight practices and activities:

Practices & Activities: Monthly meetings with contractor to review project work plan. In addition, contractual management of the project is monitored by the administrative division within the department, providing an additional level of oversight to project implementation and compliance.



California Department of Food and Agriculture
2010 Specialty Crop Block Grant Program
Attachment 1 – Scope of Work

Project Commitment: Preserving agricultural farmland was determined to be one of the key strategic priorities of the California Agricultural Vision – a consensus document among a diversity of California agricultural stakeholders to ensure the sustainability of California agriculture to 2030 and beyond. Currently, a diverse array of state and national programs are in existence to protect agriculture lands from development. Further, many communities have enacted programs that encourage local/regional food production and development.

The continued focus of local communities (statewide) to protect agricultural lands and encourage specialty crop production demonstrates significant support for the program. This is demonstrated by the number of locally grown programs, food policy councils, farm to school programs, and farmers markets – each with focus on local specialty crop production. Community planning through enhanced GIS mapping is a critical tool supported by non-profit associations, local county government agencies, and community stakeholders that represent the Sacramento Council of Governments (SACOG) membership. This membership includes: 6 counties, 21 cities and 1 town. As part of overall GIS modeling efforts, SACOG is supporting this project with \$250,000 in non-federal matching funds, providing the basic GIS platform for the modeling tool proposed by this project. This funding has been provided by non-profit community foundations. The proposed modeling tool provides a land-use decision making tool for local communities to further the specialty crop production and viability.

**2010 Specialty Crop Block Grant Program
Budget
SCB10073**

BUDGET CATEGORIES	GRANT YEAR 1 (Oct.10'- Sept.11')	GRANT YEAR 2 (Oct.11'- Sept.12')	GRANT YEAR 3 (Oct.12'- June 13')	TOTAL GRANT FUNDS
PERSONNEL				
1) Lead Researcher			6,375	6,375
2) Senior Researcher			5,625	5,625
3)				0
TOTAL PERSONNEL	\$ -	\$ -	\$ 12,000.00	12,000
FRINGE BENEFITS:				
1)				0
2)				0
3)				0
TOTAL FRINGE BENEFITS	\$ -	\$ -	\$ -	0
TRAVEL				
1)				0
2)				0
3)				0
TOTAL TRAVEL	\$ -	\$ -	\$ -	\$ -
EQUIPMENT (> \$5,000)				
1)				0
2)				0
3)				0
TOTAL EQUIPMENT	\$ -	\$ -	\$ -	\$ -
SUPPLIES (< \$5,000)				
1)				0
2)				0
3)				0
TOTAL SUPPLIES	\$ -	\$ -	\$ -	\$ -
CONTRACTUAL				
1) Calthorpe - Task 1			32,350	32,350
2) Calthorpe - Task 2			40,650	40,650
3)				0
TOTAL CONTRACTUAL	\$ -	\$ -	\$ 73,000.00	\$ 73,000.00
OTHER COSTS				
1)				0
2)				0
3)				0
TOTAL OTHER COSTS	\$ -	\$ -	\$ -	\$ -
TOTAL DIRECT COSTS	\$ -	\$ -	\$ 85,000.00	\$ 85,000.00
INDIRECT COSTS (Cannot Exceed 5% of Grant Amount)				
Indirect costs				
TOTAL INDIRECT COSTS	\$ -	\$ -	\$ -	\$ -
TOTAL COSTS	\$ -	\$ -	\$ 85,000.00	\$ 85,000.00
PROGRAM INCOME	\$	\$	\$	\$

Print Application

Pin No: 25283 - Food System Multipliers for Specialty Crops in the Sacramento Region - SUBMITTED

Application Overview

RFP/Survey Title: 2013 Specialty Crop Block Grant Program

Submitting Organization: Sacramento Area Council of Governments
Submitting Organization

Division:

Project Title: Food System Multipliers for Specialty Crops in the Sacramento Region

Project Description: California agriculture is not only highly productive and diverse; it is a major economic driver. However, agriculture is often overlooked due to a poor understanding of the industry's economic impacts. Current models do not capture all economic activity from agriculture. SACOG has cutting-edge analysis of ag viability, from farm to fork, but lacks tools to fully assess economic benefits. This proposal tackles this problem by developing a model that accurately reflects the full range of economic contributions from specialty crops. SACOG will calculate multipliers that include taxes, costs of regulations, and all jobs in the food system. The model will show how multipliers can change via changes in demand for specialty crops, shifts from international/national markets to regional markets, regulatory changes, and new value-added processing. Such a tool is sought by public and private stakeholders to provide much-needed data for effective investments and policies to support agriculture.

APPLICANT DETAILS

Applicant Organization: Sacramento Area Council of Governments
Applicant Organization
Division:

Applicant Address: 1415 L Street, Suite 300 , Sacramento , CA - 95814

PROJECT LOCATION

Latitude : **Longitude:**

Watershed:

County: Multiple Counties

Responsible Regional Water Board: State Wide

PROJECT BUDGET

Funds Requested(\$): 375,400.00

Local Cost Match(\$): 100,000.00

Total Budget(\$): 475,400.00

Funding Program	Applied	Amount Recommended by State Water Board
2013 Specialty Crop Block Grant Program	Yes	\$0.00

Project Management Role	First Name	Last Name	Phone	Fax	Email
Project Director: Authorized Representative from Applicant Organization to execute funding agreement	Mike	McKeever	916-321-9000	916-321-9551	mmckeever@sacog.org
Project Manager: Day to day contact on this project from Applicant Organization	David	Shabazian	916-321-6231	916-321-9551	dshabazian@sacog.org

Applicant Information

Name: Sacramento Area Council of Governments
Division:
Address: 1415 L Street, Suite 300 Sacramento, CA , 95814
Federal Tax ID: 680153162 **DUNS Number:** 555895705

Person Submitting Information

Submitter Name: David Shabazian
Submitter Phone: 916-340-6231
Submitter Phone: 916-321-9551
Submitter Fax: dshabazian@sacog.org
Submitter Email:

Legislative Information	Primary	Additional District(s)
Senate District	06	04,05,
Assembly District	09	03,04,05,08,10,15,
US Congressional District	05	01,02,03,04,10,

Cooperating Entities	Role	Name	Phone	Email
Sacramento Co. Farm Bureau	Stakeholder	Charlotte Mitchell	916-685-6958	sacfarmbur@msn.com
El Dorado Co. Farm Bureau	Stakeholder	Valerie Zentner	530-622-7773	valeriez@edcfb.com
Placer Co. Farm Bureau	Stakeholder	Sandy Schwartzler	916-663-2929	pcfb@ncbb.net
El Dorado Co. Ag. Commissioner	Stakeholder	Charlene Carveth	530-621-5520	charlene.carveth@edcgov.us
Sutter Co. Ag. Commissioner	Stakeholder	Mark Quisenberry	530-822-7500	mquis@co.sutter.ca.us

Yolo Co. Ag. Commissioner	Stakeholder	John Young	530-666-8100	john.young@yolocounty.org
Yuba Co. Ag. Commissioner	Stakeholder	Louie Mendoza	530-749-5400	lmendoza@co.yuba.ca.us
Placer Co. Office of Economic Development Dept.	Stakeholder	David Synder	530-889-4016	dsnyder@placer.ca.gov
Sacramento Co. Dept. Economic Development	Stakeholder	Troy Grivans	916-874-2413	givanst@saccounty.net
Yuba Sutter Economic Development Corp.	Stakeholder	Brynda Stranix	530-751-8555	bstranix@ysedc.org
El Dorado Co. Office of Economic Development Dept.	Stakeholder	Kathy Matranga-Cooper	530-621-5569	kathy.matranga-cooper@edcgov.us
Sacramento Co. Ag. Commissioner	Stakeholder	Juli Jensen	916-875-6603	jensenj@saccounty.net
Placer Co. Ag. Commissioner	Stakeholder	Joshua Huntsinger	530-889-7372	jhuntsin@placer.ca.gov
Yolo Co. Dept. Economic Development	Stakeholder	Wes Ervin	530-666-8066	wes.ervin@yolocounty.org
Yuba/Sutter Co. Farm Bureau	Stakeholder	Megan Foster	530-673-6550	yuba-sutterfb@sbcglobal.net
Yolo Co. Farm Bureau	Stakeholder	Denise Sagara	530-662-6316	denise@yolofarmbureau.org

Pre Award Attachment Title	Phase	Submission Period	Date & Time
Budget PIN 25283	PHASE1	PRE_AWARD	12/7/2012 3:58:06 PM

[Download all PreAward Attachments](#)

Questionnaire - Phase1

1 **ORGANIZATION TYPE**

Select one of the following organization types that correctly reflects the nature of the applicant organization.

Answer: | Local/State/Federal

2 **FUNDING CATEGORY**

Select one of the following which most accurately aligns with the nature of the proposal. (Refer to Appendix A of the 2013 Notice of Funding Availability).

A - Market Enhancement

B - Agriculture Education

C - Nutrition

D - Environmental Stewardship and Conservation

E - Plant Health and Invasive Species Impact Mitigation

Answer: | Category A

3 **PROJECT PURPOSE**

Identify the specific issue, problem or need that the proposal will address, and explain why the proposal is important and timely.

Answer: The project purpose is to show the full economic impact of agriculture to inform regional policies and economic development strategies that support increased specialty crop production. By illustrating the economic potential of agricultural lands and related food industries, there will be more incentive to investment in food system infrastructure and preservation of working lands. The findings of this study can be used by public and private stakeholders throughout the region and state.

Identify the main objective(s) of the proposal and how it meets one of the program's goals and objectives of the 2013 SCBGP. (Refer to page 3 of the 2013 Notice of Funding Availability).

Answer: The project objective is to develop data and models that better analyze the full impact of specialty crop production on a region's economy. A range of economic multipliers will be estimated based in changes in production, markets, jobs, taxes and regulations. We will collect data and estimate new multipliers to address shortcomings in current models. Reports and presentations will easily and effectively communicate the range of economic activities and jobs related to agriculture.

4 **PRIOR-YEAR SCBGP PROJECTS**

Indicate if the proposal builds on a previously funded SCBGP project. If 'YES', provide Grant Agreement number(s), explain how the new proposal compliments previous work, the results of the completed work and long-term quantifiable effects of the results - specifically the impact on the specialty crop industry. Include sustainability efforts.

Answer: I NO

Answer: This project does not directly build upon a previously approved proposal, but it supports ongoing work for SACOG's Rural-Urban Connections Strategy. This work includes cost of production models for specialty crops, business models for various food industries, and analysis of the needs for agricultural infrastructure. These tools will be useful for framing discussions with various stakeholders about their employment and operational costs, taxes and regulations, which will help SACOG develop more accurate multipliers for specialty crop production.

5 **POTENTIAL IMPACT**

Identify and quantify beneficiaries. State economic impact(s) to specialty crop industry.

Answer: Project stakeholders complain that crop reports, census data and current multipliers do not accurately reflect the true economic impact of agriculture. This project's findings can be used for efforts to support and enhance specialty crop production by our region's 28 local governments, 6 agriculture commissioners, 5 farm bureaus, 5 county economic development departments, advocacy groups, educators, and institutions. This tool can also be used by advocates throughout the state.

6 **EXPECTED MEASURABLE OUTCOME**

Provide at least one distinct, quantifiable and measurable outcome that directly and meaningfully supports the proposal's purpose and is of direct importance to the intended beneficiaries.

Answer: The project will enable SACOG and its partners to complete much-needed economic analysis to illustrate the importance of specialty crop production in the region. The work will improve upon current methods of calculating economic multipliers for agriculture, which

lacks detail about the full range of inputs and outputs in the industry and does not capture regional differences. Through testing various scenarios, the project will estimate a range of multipliers that reflect various types and scales of production, markets and value-added processing within the SACOG region. The project team will compare these new multipliers to existing multipliers to measure how much specialty crops have been undervalued in past economic studies. Metrics include economic value, income, and jobs. This has implications for changes in policies, regulations, land use and marketing efforts.

7

PROJECT DURATION

Estimate the "Start Date" and "End Date" for the proposal in MM/YYYY format.

Answer: 11/2013-10/2015

8

WORK PLAN

Describe activities that will be performed to accomplish the objectives of the proposal and support expected measurable outcomes.

Only grant funded activities occurring during the timeframe of the proposed project should be included. Do not include activities funded with match and/or in kind contributions.

Answer: The project has three phases: 1) data collection and model building; 2) development of scenarios; and 3) reporting findings. Phase 1 will include a review of regional economic impact studies with attention to multiplier calculations for agriculture and specialty crops. We will use SACOG's cost of production studies and food system infrastructure business models to frame interviews with stakeholders about their business inputs and outputs. This information will be used to populate the model and develop multipliers that reflect expenditures within the region and beyond. In phase 2, scenarios will be created and used to calculate new multipliers that reflect potential changes in the food system. Examples include increased demand for specialty crops, and regionalized food systems with greater use of local value-added infrastructure. Phase 3 will involve running scenarios, testing model sensitivity, estimating multipliers, analyzing findings, and reporting easily understandable results.

9

BUDGET

Click [HERE](#) to download the "Budget Template."

The budget should only include grant funds - not match and/or in kind contributions.

IMPORTANT REMINDER: The Budget must be saved as Excel 97-2003 Workbook (*.xls). Please upload the Budget to your FAAST application (click NEXT to access the Attachments tab).

Certification And Submission Statement

Please read before signing and submitting application.

I - certify under penalty of perjury:

- The information entered on behalf of Applicant Organization is true and complete to the best of my knowledge;
- I am an employee of or a consultant for the Applicant Organization authorized to submit the application on behalf of the Applicant Organization; and
- I understand that any false, incomplete or incorrect statements may result in the disqualification of this application.

By signing this application, I waive any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.

Submission By: sacoguser

Submitter Initials: DS
4:11:16 PM

Submission Date: 12/7/2012

Print Application

Pin No: 25332 - Using County Fairgrounds to Increase Consumer Access to Specialty Crops - SUBMITTED

Application Overview

RFP/Survey Title: 2013 Specialty Crop Block Grant Program

Submitting Organization: Sacramento Area Council of Governments

Division:

Project Title: Using County Fairgrounds to Increase Consumer Access to Specialty Crops

Project Description: Access to healthy and nutritious food is a growing concern for communities throughout the state and nation. Nearly 1 in 8 of the SACOG region's adults could not afford enough food in 2009. This project will leverage existing fairground infrastructure to produce affordable, convenient, and nutritious specialty crop products. As noted by the California Healthy Food Financing Initiative, fairgrounds are uniquely positioned to utilize existing resources to increase food access. This project includes a feasibility analysis of establishing commercial kitchens, cold storage and specialty crop production at fairgrounds, with attention towards creating economic opportunities for underrepresented producers and food entrepreneurs. SACOG will work with these partners as well as potential outlets that work with underserved communities to identify distribution strategies to expand food access. Some of these potential outlets are food banks, schools and hospitals.

APPLICANT DETAILS

Applicant Organization: Sacramento Area Council of Governments

Applicant Address: 1415 L Street, Suite 300 , Sacramento , CA - 95814

PROJECT LOCATION

Latitude : **Longitude:**

Watershed:

County: Multiple Counties

Responsible Regional Water Board: State Wide

PROJECT BUDGET

Funds Requested(\$): 315,125.00

Local Cost Match(\$): 100,000.00

Total Budget(\$): 415,152.00

Funding Program	Applied	Amount Recommended by State Water Board
2013 Specialty Crop Block Grant Program	Yes	\$0.00

Project Management Role	First Name	Last Name	Phone	Fax	Email
Project Director: Authorized Representative from Applicant Organization to execute funding agreement	Mike	McKeever	916-321-9000	916-321-9551	mmckeever@sacog.org
Project Manager: Day to day contact on this project from Applicant Organization	David	Shabazian	916-321-6231	916-321-9551	dshabazian@sacog.org

Applicant Information

Name: Sacramento Area Council of Governments
Division:
Address: 1415 L Street, Suite 300 Sacramento, CA , 95814
Federal Tax ID: 680153162 **DUNS Number:** 555895705

Person Submitting Information

Submitter Name: David Shabazian
Submitter Phone: 916-340-6231
Submitter Phone: 916-321-9551
Submitter Fax: dshabazian@sacog.org
Submitter Email:

Legislative Information	Primary	Additional District(s)
Senate District	06	04,05,
Assembly District	09	03,04,05,08,10,15,
US Congressional District	05	01,02,03,04,10,

Cooperating Entities	Role	Name	Phone	Email
California Endowment	Stakeholder	Tina Castro	231-928-8635	tcastro@calendow.org
Placer Food Bank	Stakeholder	Dave Martinez	916-783-0481	
El Dorado Co. Ag. Commissioner	Stakeholder	Charlene Carveth	530-621-5520	charlene.carveth@edcgov.us
Placer Co. Ag. Commissioner	Stakeholder	Joshua Huntsinger	530-889-4016	jhuntsin@placer.ca.gov
Sacramento Co. Ag.	Stakeholder	Juli Jensen	916-875-	jensenj@saccounty.net

Commissioner			6603	
Sutter Co. Ag. Commissioner	Stakeholder	Mark Quisenberry	530-822-7500	mquis@co.sutter.ca.us
Yolo Co. Ag. Commissioner	Stakeholder	John Young	530-666-8100	john.young@yolocounty.org
Yuba Co. Ag. Commissioner	Stakeholder	Louie Mendoza	530-749-5400	lmendoza@co.yuba.ca.us
CalExpo	Stakeholder	Norb Bartosik	916-263-3000	info@calexpo.com
El Dorado County Fair	Stakeholder	Jody Gray	530-621-5860	jody@eldoradocountyfair.org
Placer County Fair	Stakeholder	John Javidan	916-786-2025	
Yolo County Fair	Stakeholder	Rita Moore	530-402-2222	rita@yolocountyfair.net
Yuba/Sutter County Fair	Stakeholder	Regina Goody	530-674-1280	info@ysfair.com
Food Bank of Yolo County	Stakeholder	Kevin Sanchez	530-668-0690	kevins@foodbankyc.org
Sacramento Food Bank and Family Services	Stakeholder	Blake Young	916-456-1980	byoung@sacramentofoodbank.org

Pre Award Attachment Title	Phase	Submission Period	Date & Time
Budget PIN 25332	PHASE1	PRE_AWARD	12/7/2012 3:51:49 PM

[Download all PreAward Attachments](#)

Questionnaire - Phase1

1 **ORGANIZATION TYPE**

Select one of the following organization types that correctly reflects the nature of the applicant organization.

Answer: | Local/State/Federal

2 **FUNDING CATEGORY**

Select one of the following which most accurately aligns with the nature of the proposal. (Refer to Appendix A of the 2013 Notice of Funding Availability).

A - Market Enhancement

B - Agriculture Education

C - Nutrition

D - Environmental Stewardship and Conservation

E - Plant Health and Invasive Species Impact Mitigation

Answer: | Category C

3 **PROJECT PURPOSE**

Identify the specific issue, problem or need that the proposal will address, and explain why the proposal is important and timely.

Answer: The project purpose is to develop strategies for fairgrounds becoming part of a regional food system that increases specialty crop consumption by expanding opportunities for production, value-added processing and cold storage. The project aims to increase the economic viability of fairgrounds and specialty crop producers by diversifying their products and expanding their customer base. The project will emphasize making products more affordable and convenient for underserved communities.

Identify the main objective(s) of the proposal and how it meets one of the program's goals and objectives of the 2013 SCBGP. (Refer to page 3 of the 2013 Notice of Funding Availability).

Answer: The project objective is to develop data and tools to help stakeholders assess the feasibility of utilizing fairgrounds to enhance specialty crop markets and better link production to underserved communities. The project will build upon ongoing SACOG food system analysis, from production to consumption, to identify how fairgrounds fit into a regional food system. SACOG will develop the analytics necessary to determine economic and logistical challenges and opportunities.

4 **PRIOR-YEAR SCBGP PROJECTS**

Indicate if the proposal builds on a previously funded SCBGP project. If 'YES', provide Grant Agreement number(s), explain how the new proposal compliments previous work, the results of the completed work and long-term quantifiable effects of the results - specifically the impact on the specialty crop industry. Include sustainability efforts.

Answer: I YES

Answer: This project builds off SCB 11039 awarded in 2011, as well as ongoing work for SACOG's Rural-Urban Connections Strategy. Findings from the previous grant identified a need, from both specialty crop producers and buyers, for aggregation sites, value-added processing and cold storage. Initial feasibility analysis showed the economic viability of a food aggregator was dependent on higher value sales, such as jams, jellies, prepared foods, and fresh cut foods. As part of the RUCS project, SACOG has identified the region's food deserts, completed a gap analysis of regional processing, begun quantifying regional consumption of specialty crops, and initiated economic analysis of the region's food system. SACOG's research has heightened awareness of agriculture and helped inform policy and planning decisions that support specialty crop production, conserve farmland and increase regional food procurement. Analysis of fairgrounds' role in the food system fits well with SACOG's array of work.

5 **POTENTIAL IMPACT**

Identify and quantify beneficiaries. State economic impact(s) to specialty crop industry.

Answer: The project will assess the economic feasibility of using existing fairground infrastructure for regional food system. The project would help 28 local governments, 5 county fairs, 6 agriculture commissioners, 5 farm bureaus, 5 county economic development departments, 5 food banks, over 1,000 specialty crop producers, and advocacy groups in the SACOG region support regional food system enterprises and underserved communities. Project findings can be used by similar groups across the state.

6 **EXPECTED MEASURABLE OUTCOME**

Provide at least one distinct, quantifiable and measurable outcome that directly and meaningfully supports the proposal's purpose and is of direct importance to the intended beneficiaries.

Answer: The project will allow SACOG and its partners to better understand the economics of regional food systems operations at county fairgrounds. The project will quantify strategies to overcome impediments to these operations, increase food access, particularly for underserved communities, and increase revenues for fairs, specialty crop producers, and food enterprises. To measure impacts for these outcomes, SACOG will collect baseline indicator data including: the number of and revenues from fairground certified commercial kitchens, value-added vendors at various markets, and specialty crop producers and acreage supplying regional product. Other indicators to be measured include the amount of regional food distributed by food banks and other institutions, and an estimate of the number of food insecure consumers they serve. Throughout implementation, we will measure changes for each indicator.

7

PROJECT DURATION

Estimate the "Start Date" and "End Date" for the proposal in MM/YYYY format.

Answer: 11/2013-10/2015

8

WORK PLAN

Describe activities that will be performed to accomplish the objectives of the proposal and support expected measurable outcomes.

Only grant funded activities occurring during the timeframe of the proposed project should be included. Do not include activities funded with match and/or in kind contributions.

Answer: The project work plan will have three components: 1) analyze fairgrounds; current conditions; 2) identify and quantify approaches to building an effective, financially viable partnership between specialty crop producers, fairgrounds and food outlets, including those that cater to underserved communities; and 3) report outcomes. In phase 1, the team will work with fairground operators to assess challenges and opportunities to becoming part of a regional food system, building upon SACOG's engagement with farmers, food entrepreneurs, and institutional buyers for regional food systems work. For phase 2, the team will identify strategies to remove barriers and will estimate the type and amount of inputs and costs needed for facility improvements and operations. Using pro forma tools, costs will be compared to revenues to complete a feasibility analysis of fairgrounds; food system operations. In phase 3, findings and tools will be shared with stakeholders via reports and workshops.

9

BUDGET

Click [HERE](#) to download the "Budget Template."

The budget should only include grant funds - not match and/or in kind contributions.

IMPORTANT REMINDER: The Budget must be saved as Excel 97-2003 Workbook (*.xls). Please upload the Budget to your FAAST application (click NEXT to access the Attachments tab).

Certification And Submission Statement

Please read before signing and submitting application.

I - certify under penalty of perjury:

- The information entered on behalf of Applicant Organization is true and complete to the best of my knowledge;

- I am an employee of or a consultant for the Applicant Organization authorized to submit the application on behalf of the Applicant Organization; and
- I understand that any false, incomplete or incorrect statements may result in the disqualification of this application.

By signing this application, I waive any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.

Submission By: sacoguser

Submitter Initials: DS
3:52:41 PM

Submission Date: 12/7/2012