



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**

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**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.



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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.



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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:**

<b>Project Activity:</b>	<b>Who:</b>	<b>Timeline (Month/Year):</b>
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



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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.



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**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
<b>PERSONNEL</b>				
1) Lead Researcher			6,375	6,375
2) Senior Researcher			5,625	5,625
3)				0
<b>TOTAL PERSONNEL</b>	\$ -	\$ -	\$ 12,000.00	12,000
<b>FRINGE BENEFITS:</b>				
1)				0
2)				0
3)				0
<b>TOTAL FRINGE BENEFITS</b>	\$ -	\$ -	\$ -	0
<b>TRAVEL</b>				
1)				0
2)				0
3)				0
<b>TOTAL TRAVEL</b>	\$ -	\$ -	\$ -	\$ -
<b>EQUIPMENT (&gt; \$5,000)</b>				
1)				0
2)				0
3)				0
<b>TOTAL EQUIPMENT</b>	\$ -	\$ -	\$ -	\$ -
<b>SUPPLIES (&lt; \$5,000)</b>				
1)				0
2)				0
3)				0
<b>TOTAL SUPPLIES</b>	\$ -	\$ -	\$ -	\$ -
<b>CONTRACTUAL</b>				
1) Calthorpe - Task 1			32,350	32,350
2) Calthorpe - Task 2			40,650	40,650
3)				0
<b>TOTAL CONTRACTUAL</b>	\$ -	\$ -	\$ 73,000.00	\$ 73,000.00
<b>OTHER COSTS</b>				
1)				0
2)				0
3)				0
<b>TOTAL OTHER COSTS</b>	\$ -	\$ -	\$ -	\$ -
<b>TOTAL DIRECT COSTS</b>	\$ -	\$ -	\$ 85,000.00	\$ 85,000.00
<b>INDIRECT COSTS (Cannot Exceed 5% of Grant Amount)</b>				
Indirect costs				
<b>TOTAL INDIRECT COSTS</b>	\$ -	\$ -	\$ -	\$ -
<b>TOTAL COSTS</b>	\$ -	\$ -	\$ 85,000.00	\$ 85,000.00
<b>PROGRAM INCOME</b>	\$	\$	\$	\$