

CENTRAL SACRAMENTO VALLEY RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL, INC.



2010 – 2011 Annual Work Plan

**Central Sacramento Valley RC&D Council, Inc.
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The 2010-2011 Annual Work Plan (2010-2011AWP) for the Central Sacramento Valley RC&D (CSV RC&D) is designed to provide a focused business approach to goal achievement. This 2010-2011AWP covers the calendar years of 2010 and 2011. The purpose of this time frame is to allow for the connection of interdependent strategies.

The objectives and strategies found in this plan are reflective of the CSV RC&D Area Plan that covers the five year period of calendar years 2010 to 2014. Each year the CSV RC&D will revise this Annual Work Plan to reflect accomplishments, as well as changes in needs and approaches.

The Central Sacramento Valley Resource Conservation and Development Council (CSV RC&D) represents the counties of Butte, Colusa, Glenn and Tehama. These counties are rich in natural resources that include fertile agricultural land, diverse wildlife habitat, range land, oak woodlands, forests, waterways and rugged mountain reaches.

These counties, as well as others that are adjacent, have experienced significant economic hardships over the past decade. Major changes in resource management, declining and shifting markets and valuations, and federal and state policies and regulations have had a negative effect on the quality of life for many residents within these county communities. There has been particularly negative impact on the agriculture and forest products industries.

There exists a need to broaden efforts to promote and support environmental health while developing and enhancing economic opportunities. There is the need to identify and promote opportunities to conserve the valuable resources of our area. Issues of significant concern to the residents and resource users include protecting and enhancing water quantity and quality, chronic high rates of unemployment and loss of retail businesses, and wildfire intensity, particularly in the urban/rural interface precipitated by the buildup of forest fuels. To help address common issues and concerns, and respond to resource and conservation opportunities, the Central Sacramento Valley Resource Conservation and Development Area was authorized by the US Secretary of Agriculture in January of 2001.

The following are the goals, objectives and strategies that the CSV RC&D will focus on for the calendar year 2010-2011 timeframe. For each strategy this plan identifies one or more measurable outcomes. This plan will not limit the CSV RC&D from implementing additional strategies as needed to achieve the stated goals and objectives.

2010 Objectives

Goal 1: (Economic Development): Complete 11 area wide-focused economic development projects encompassing: a) an agriculture, nature and heritage based tourism alternative enterprise development, and b) local economy dependent business creation and expansion by 2014.

Goal 1, Objective D: By 2010 provide a minimum of one opportunity to local agricultural producers that result in minimizing their production energy uses.

Strategy: By end of CY 2010 local farm and ranch producers will be provided opportunities to have their operations evaluated for energy use and savings potentials

Measurable Outcome: The RC&D partnering with the National and California RC&D Associations will provide, or support and participate in one (1) certification workshop resulting in the certification of a minimum of 2 Farm Energy Auditors from the CSV RC&D Area

Measurable Outcome: Establish a scheduling and management process for FEAs with assignment of audits, and coordinated with available auditors

Goal 2: (Land Conservation and Management): Directly support partnering organizations and entrepreneurs to develop five resource management plans and 12 projects that provide for protection, utilization and/or enhancement of the Area's natural resources, and improves, maintains or restores cultural, economic or ecosystem health within the RC&D Area by 2013.

Goal 2, Objective G: By 2010 organize for the demonstration of one or more woody biomass conversion technologies capable of use in multiple locations within the RC&D Area.

Strategy: By end of CY 2010 explore and identify the most promising technologies for woody biomass utilization waste conversion in California:

Measurable Outcome: Organize a minimum of two demonstrations of pyrolysis equipment capable of converting organic waste into bio oil, bio char and other low/non-sulfur products

Measurable Outcome: Partner in the development of a Biomass Technologies Reference Resources Guide that will address biomass utilization studies and equipment applications

Goal 3: (Water Management): Assist in the development of a "Landscape Management Advisory Group" (LMAG) to create expanded cooperation of watershed groups, regulatory agencies, interested partners and the public for coordinated landscape management of water resources by 2014.

Goal 3, Objective A: By 2011 initiate a process from which all watershed stakeholders within the RC&D Area will be invited to participate in the development of multi-watershed issues statements and proposals for action.

Strategy: By end of CY 2010 establish an initial meeting to bring all interested parties to one table to determine common and unique concerns and issues:

Measurable Outcome: 80% of all identified watershed groups within the RC&D Area invited to attend an initial area-wide meeting that determines the value and need for coordinated efforts in watershed planning.

Goal 4: (Council Development): Create the mechanisms by which the Central Sacramento Valley RC&D will be 100% self-funded and sustainable through its projects and partnerships by 2013.

Goal 4, Objective A: By 2010 maintain a minimum of six active projects with the capacity to provide funding for meeting 75% of operational expenses.

Strategy: By end of CY 2010 develop a systematic method to track and respond to grant opportunities, develop partnerships willing to contribute to the RC&D efforts and establish a fee for service initiative by:

- Developing a minimum of 3 draft proposals available for rapid submission upon call for proposal notification

Measurable Outcome: Three draft proposals will be developed and adopted by the council by June 30, 2010

- Creating a solicitation approach whereby at least five percent of responses from individuals and organizations are providing fiscal and non-fiscal support

Measurable Outcome: Develop a funding support mechanism linked to council project success by December 30, 2010

- Offering a minimum of six (6) workshops addressing topics of public interest

Measurable Outcome: Six workshops are provided, or supported in a substantial manner, to meet the informational needs of residents within the RC&D Area

- Attracting a minimum of five (5) organizations seeking RC&D fee-based services

Measurable Outcome: Establish a list of fee for services/ consulting offerings, advertise services, and engage in activities that result in revenue for the RC&D Council

Goal 4, Objective B: By 2010 develop three effective communication tools by which to publicize and recruit support for the RC&D mission.

Strategy: By end of CY 2010 create methods and use available technologies to increase the RC&D's public presence by:

- Creating and maintaining a website that is current and of value to visitors, resulting in a 10% increase in traffic per year from the current baseline of zero

Measurable Outcome: Update the RC&D website by June 30, 2010

- Starting with a zero baseline, 10 requests per month for information resulting from RC&D communiqués

Measurable Outcome: Establish an information request tracking process and establish an invitation outreach approach to stimulate inquiries by June 30, 2010

- Publish and distribute an annual report that showcases partnering and project successes

Measurable Outcome: Initiate the development of an annual report starting November 1, 2010, and complete for publication by December 15, 2010

- Create a quarterly communication vehicle that will provide key information concerning the RC&D

Measurable Outcome: Develop an updating document to be shared at partners and interested public. Start this effort by March 1, 2010

Goal 4, Objective C: By 2010 provide a minimum of one public event every six months that provides important information relevant to community residents.

Strategy: By end of CY 2010 establish a schedule of public service events to provide information of interest to the residents living within the RC&D Area

Measurable Outcome: Schedule a minimum of 2 events in CY 2010 through partnering with other organizations who share interest in the subject matter

Measurable Outcome: Attain a minimum average of 15 attendees to RC&D offered events

Measurable Outcome: All partnering organizations (100%) are represented at events when their subject matter expertise is require

Goal 4, Objective D: By 2010 recruit additional or replacement members to serve on the council who represent the Area's population diversity

Strategy: By end of CY 2010 actively recruit Hispanic, Asian, American Indian, Blacks, women and youth Tribal, other underrepresented community members to participate on the RC&D Council

Measurable Outcomes: Successfully recruit under-represented members to the RC&D Council by June 1, 2010. Increase their representation by 50% by June 30, 2010, and have 100% representation by December 30, 2010

Strategy: By end of CY 2010 have the RC&D Council compliant with the "Circle of Diamonds"

Measurable Outcome: Starting at the scheduled January 1, 2010 Full Council meeting, establish a "Circle of Diamonds" checklist. Set goals for accomplishment for each checklist item and assign responsibilities. Complete all required elements of the "Circle of Diamonds" by September 30, 2010.

Calendar Year 2011

Goal 1: (Economic Development): Complete 11 area wide-focused economic development projects encompassing: a) an agriculture, nature and heritage based tourism alternative enterprise development, and b) local economy dependent business creation and expansion by 2014.

Goal 1, Objective A: By 2013 increase the number of Alternative Farming and Ranching Enterprises in the RC&D area by the creation or retention of 40 enterprises.

Strategy: By end of CY 2011 participate in four (4) local or one region-wide "Buy Local-Buy Fresh" effort, or similar focused activities:

Measurable Outcome: Join and participate in, or provide support to initiate, "Buy Local-Buy Fresh" effort(s) within the RC&D Area by December 30, 2011

Strategy: By first quarter CY 2011 involve a minimum of 12 producers in the Council's Agricultural/Nature/Heritage Tourism Advisory Group:

Measurable Outcome: Initiate the efforts to revitalize the tourism advisory group in 2010 and have a fully functioning, effective advisory group by end of first quarter 2011

Goal 1, Objective B: By 2013 develop the active involvement of 50 resident under-served, under-represented and limited resource producers by an active outreach effort that provides information and education.

Strategy: By end of CY 2011 partner with UC Cooperative Extension, the Small Business Development Centers, Rural Development and Farm Credit to provide supportive information and education with a minimum of 12 partners engaged in the outreach efforts:

Measurable Outcome: A minimum of 50 producers will receive outreach information and/or training resulting in direct benefits

Goal 1, Objective C: By 2012 expand the existing marketing and distribution of locally produced products by linking producers to two farmer's markets per county (total of eight), 10 retailers seeking locally grown shelf products, and creation of one dedicated store front for the marketing and sales of locally grown or produced products.

Strategy: By end of CY 2011 create marketing materials for adoption by producers to engage in direct marketing and sales of their products and generate active participation:

Measurable Outcome: Establish new involvement of 20 local producers using direct marketing and sales materials

Strategy: By end of CY 2011 assist local farmers markets to expand their appeal to the community by providing marketing support:

Measurable Outcome: Assist three (3) local Farmers Markets to strengthen infrastructures and promotional opportunities

Goal 2, Objective D: By 2011 partner with other organizations to encourage communities to embrace good forest management principles by supporting the development and adoption of four county Fire Protection Plans.

Strategy: By end of CY 2011 work with local watershed councils/groups or similar organizations to identify and resolve conditions impacting water quality and quantity issues and assist local organizations and agencies with workshops and the dissemination of technical information to prevent or reduce surface and ground water pollution affects:

Measurable Outcome: Four plans successfully adopted, minimum of one plan for each county within the RC&D Area

Goal 2, Objective H: By 2011, the Council will provide coordination or support to complete five riparian or upland habitat projects that benefit fish and wildlife species.

Strategy: By end of CY 2011 work with communities, watershed groups, resource conservation districts, local agencies and interested organizations to improve riparian stream corridors and upland habitat areas will be accomplished by:

Measurable Outcome: Establish a minimum of 10 miles of stream or river course rehabilitation or stabilization

Measurable Outcome: Establish a minimum of 100 acres of wildlife habitat improvement

The Central Sacramento Valley RC&D Council hereby adopts this RC&D 2010 – 2011 Annual Work Plan as support by Central Sacramento Valley Resource Conservation & Development Council, Inc., California.

By: _____ Date:
Ron Warner
President of the Central Sacramento Valley RC&D

Attest: _____ Date:
DC Jones
Treasurer

This action authorized at an official meeting of the Central Sacramento Valley Resource Conservation & Development Council on November 2, 2009 and reaffirmed by the Central Sacramento Valley RC&D Executive Committee on December 7, 2009.

U.S. Department of Agriculture – Natural Resources Conservation Service

The State Conservationist hereby acknowledges the attached Annual Work Plan of Central Sacramento Valley Resource Conservation & Development Council, Inc. as meeting the requirements under Public Law 97-98 to receive assistance from USDA.

Acknowledged by: _____ Date:
Lincoln Burton
State Conservationist