

## Schroader, Kathy

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**From:** Euler, Gordon  
**Sent:** Tuesday, May 31, 2016 8:17 AM  
**To:** Schroader, Kathy  
**Subject:** FW: A possibility for our future that will be closed off by going forward with the currently proposed "preferred alternative" FW: Closer look at rural gives Sacramento new economic direction

Kathy:

For the index.

Gordy

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**From:** Heather [mailto:htischbein@wa-net.com]  
**Sent:** Thursday, May 26, 2016 2:35 PM  
**To:** Olson, Julie (Councilor); Boldt, Marc  
**Cc:** Orjiako, Oliver; Euler, Gordon  
**Subject:** A possibility for our future that will be closed off by going forward with the currently proposed "preferred alternative" FW: Closer look at rural gives Sacramento new economic direction

Julie and Marc,

I'm forwarding the email below, and including the link on the same topic, so that you can see what is working in another west coast rural-urban interface community around integrating support for a "local" food system, for "local" agriculture, into their overall (comprehensive) economic development planning. We are not only not taking the time to seriously investigate the role of agriculture in our economic and growth management planning, we are actually considering policy options that will close down options for protecting and enhancing agriculture in our community, which is contrary to the goals of the GMA as I understand them. The Sacramento story sounds like it has many parallels to Clark County...and thus could be very instructive for us.

I know it's late in the game for finalizing a preferred alternative, but before you finalize the plan, I implore you to check out what's going on in the Sacramento-area and to ask yourself if you think that kind of economic development would be desirable and do-able in Clark County. And if you sense that the answer could be "yes", then please re-consider and do not support those parts of the proposed preferred alternative that we already know will make it harder, not easier, to create a thriving, resilient local food economy that is an integral part of our long term economic development vision, goals and strategies. And if you are not sure what those elements are in the proposed preferred alternative, then please just stick with Alternative One for now, as it is adequate to meet population and job growth projections at least in the near term and it would give "us" the time to carefully think through what "we" want for "our" community.

I know that getting to a comp plan update that would reflect a "we" rather than an "us vs them" future scenario will not be easy given how polarizing this process has become. We have some exceptional civic engagement and conflict resolution folks in our community and I am optimistic that with time and good process there is a "we" that could be convened in a collaborative design process that would result in an outcome (almost) everyone can support.

Please don't give away a future possibility that we haven't yet considered with the decisions you make today. As far as I can tell from the all the testimony I've heard, we don't really need to rush anything. Going forward with Alternative One would be adequate to current circumstance and would give us time to do serious scenario planning and values-based design work.

[http //www sacog org/rural-urban-connections-strategy](http://www.sacog.org/rural-urban-connections-strategy)

**From:** Good Food Economy Digest [[mailto contact=ngfn.org@mail192 atl61 mcsv net](mailto:contact=ngfn.org@mail192.atl61.mcsv.net)] **On Behalf Of** Good Food Economy Digest

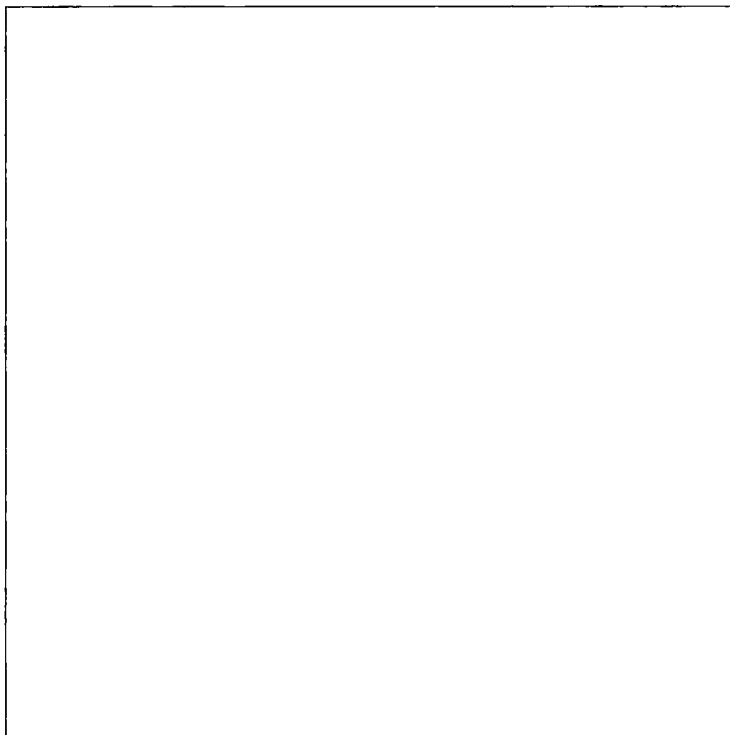
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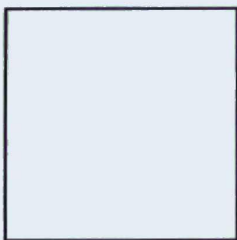
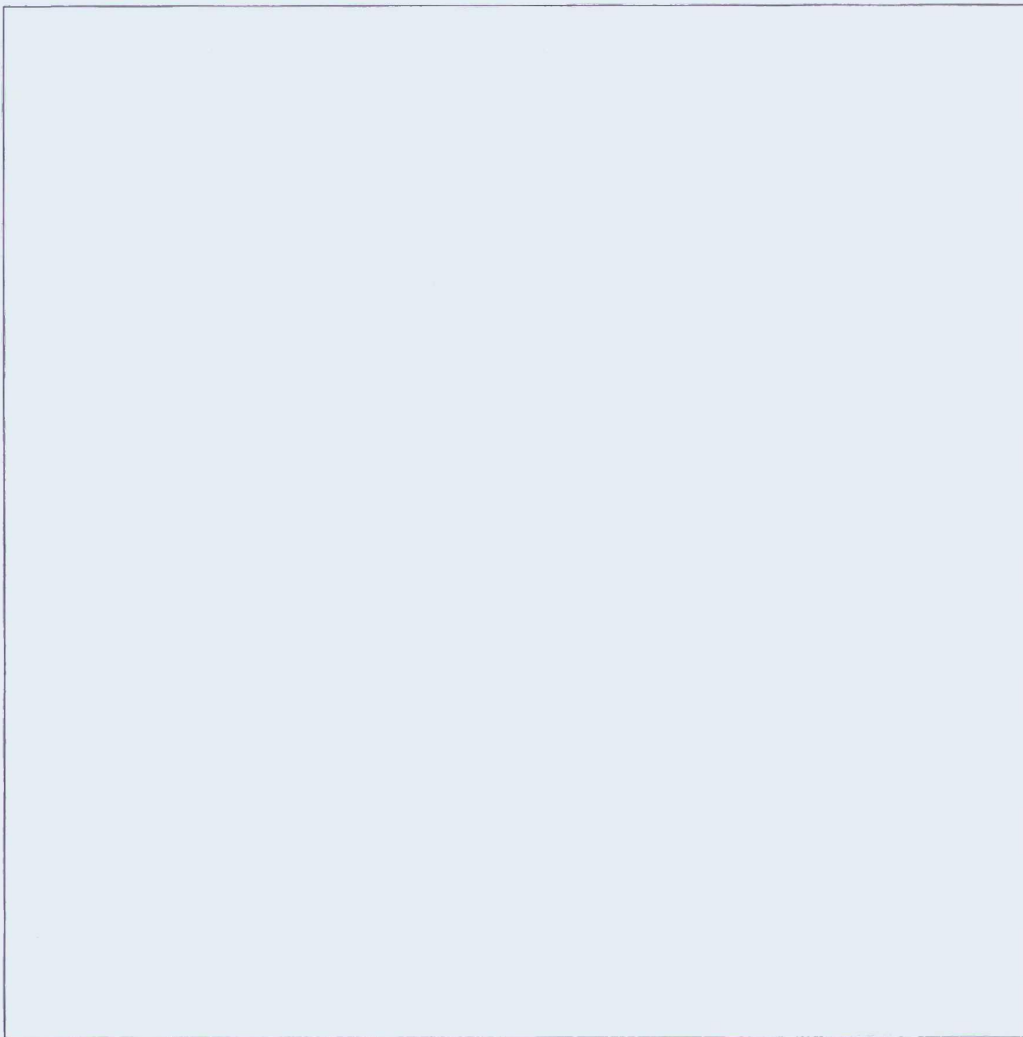
**To:** [htischbein@wa-net.com](mailto:htischbein@wa-net.com)

**Subject:** Closer look at rural gives Sacramento new economic direction - Latest Good Food Economy Digest

How Good Food is transforming economic development the latest news

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## **Closer look at rural gives Sacramento new economic direction**

By Patty Cantrell, [Regional Food Solutions LLC](#)

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The Good Food Economy Stories project helps all interested in community economic development to

The little northern California town of Winters (pop. 7,212) is a local-foodie destination on the verge of turning its strategic location and “beautiful produce”



understand the immense transformative power that investment in the Good Food sector can have on an economy. By illustrative example and connections to resources for partners, we will help you to see how to make effective investments in your area.

[More Good Food Economy Stories!](#)



into a new crop of non-farming jobs.

“Most of our residents commute to urban centers for work,” said Winters’ city manager John Donlevy.

“They head out before 6:30 in the morning and return after 6:30 at night.”

That’s about to change, he said. New economic analysis details the success that regional market-focused food manufacturing and distribution sited in Winters could have.

“Five venture capital groups have visited in just the past three months,” Donlevy said. He sees real opportunity in their potential investments for local people to work closer to home. “That’s huge for quality of life,” he said.

How this investor interest in Winters came to be is a story of the nearby Sacramento metropolitan region taking a fresh look at the lay of its land. Its new view of outlying rural areas has prompted a full-scale mobilization of area leadership in recognition of how much the region has to offer, and to gain from, soaring demand for local food.

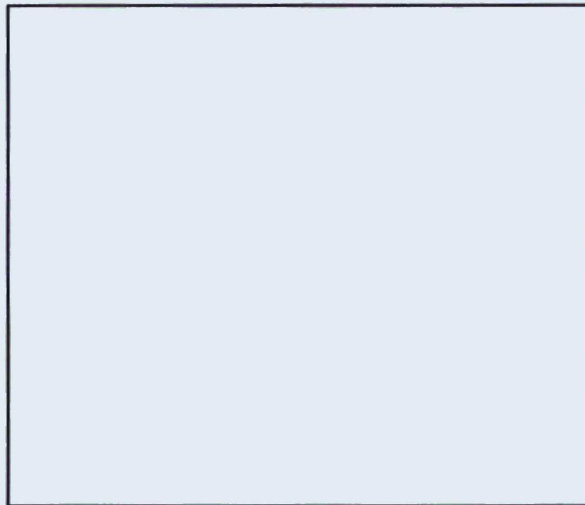
**Map Detail**

Metro Sacramento’s six counties are at the northern end of California’s agriculturally diverse and rich Central Valley. They produce \$4.2 billion worth of food and agriculture products. The metro also includes the local- and organic farming-rich Capay

Valley, which is just north of Winters.

Sacramento regional planning, however, had not really included agriculture.

Sacramento had at least used the color green to designate agriculture on its planning maps, said Ed Thompson, California Director at [American Farmland Trust](#). Most of the time those agricultural areas are just white, as if they're empty and waiting for some other "higher and better" use.



Nevertheless rural areas were still just one big blob in most minds, said David Shabazian, manager of the [Rural-Urban Connections Strategy](#) at the Sacramento Area Council of Governments (SACOG).

The first thing Shabazian and staff did when launching Rural-Urban Connections was to fill in agricultural areas on SACOG's planning maps with soil types, crop detail, water use, sales,

employment, and more

And that has made all the difference

“It really started getting people thinking holistically about what we are as a region, how the land base is made up of both urban and rural spaces and that both are needed to really thrive,” he said

### **Aha Moments**

Two big realizations are now fueling a move to build more “local-serving” agriculture into the region’s food and farm economy

One, only two percent of the 1.9 million tons of food consumed in the Sacramento area comes from food and farm businesses in those six counties. In other words, Sacramento eats the same produce the rest of the country eats — grown for long-distance shipping and run through distant, massive warehouse and processing facilities

Two, new analysis shows significant farm-to-table development potential. Rural communities can strengthen their economic position by developing supply chain facilities and services, like food manufacturing, that more “local-serving” agriculture needs. In turn, the city of Sacramento and surrounding counties gain the fresh and local food they want and need for both health and wealth

“We’re exporting so much of our own bounty, we miss taking care of ourselves,” said John Nicoletti, a

supervisor in metro Sacramento's rural Yuba County.

The irony is motivating a full spectrum of interests to take action, said Trish Kelly, senior vice president of Valley Vision, a 16-county leadership organization.

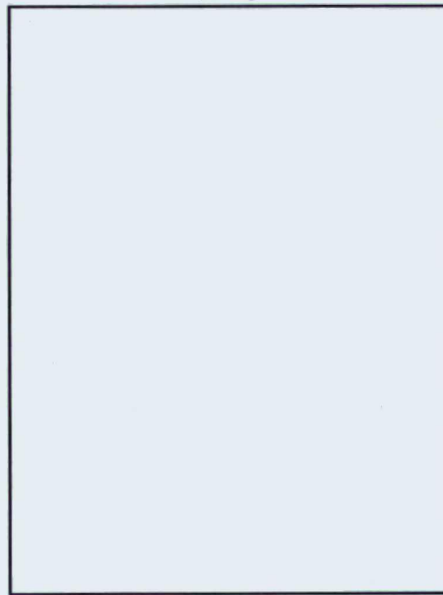
"We are really getting to scale," she said. "You go in a room now for discussion, and there's a food bank person there, a food distributor, a grower, an elected official, a chef, someone from local economic development, someone from regional planning, or a professor from the University of California-Davis ..."

#### **Leaders Lead**

These regional leaders now function as the Local Food Economy Partnership, which the Sacramento Area Chamber of Commerce hosts. They are taking seriously their job of supporting the food and farming innovation they want to see.

The Sacramento Convention and Visitors Bureau took a big first step when it declared the city "[America's Farm-to-Fork Capital](#)," which launched a major public awareness and engagement campaign.





Valley Vision led the regional food economy team in a bid to win major [federal support](#) for building more farm-to-table food supply chain services and facilities into the Central Valley's agricultural economy. The region's new Economic Development Administration designation as an "Investing in Manufacturing Communities Partnership" will support regional food hub development, food business incubation, workforce development and more.

Along with new agricultural detail in its maps, the SACOG Rural-Urban Connections Strategy put together a groundbreaking toolbox of parcel-level data and decision-support tools. It puts nuts and bolts on the many opportunities metro Sacramento has with its Mediterranean growing conditions, access to markets, and its agricultural capacity and heritage.



County-level reports project the relative profitability and desirability of different directions food and agriculture entrepreneurs in a particular county could take. Case studies compare return on investment, cash flow, and other variables such as labor, water use, and greenhouse gas emissions. SACOG has also developed actionable [pro forma](#) business planning information to help entrepreneurs, local governments, and investors take action.

SACOG's toolbox has "driven a much higher level of consideration of how to make these things happen," said Winters city manager John Donlevy.

#### **Return on Investment**

The toolbox is prompting regional leaders, for example, to look more closely at what's available and what they can do with it, said Valley Vision's Trish Kelly.

"We're asking local jurisdictions: 'Do you have facilities, do you have vacant properties, do you have sites ready, do you have broadband, what capacity do you have?'"

Detailed scenario planning is also helping capital find its way to places like Winters.

SACOG analysis shows the rural town is in perfect position to provide its nearby local and regional food sector, west of Interstate 505, with the light industrial services it needs, like processing and distribution.

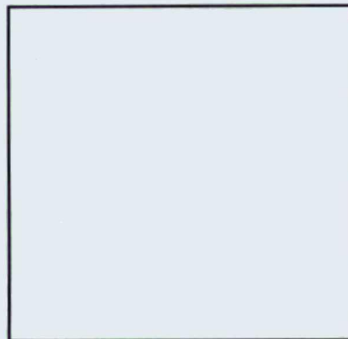
Winters is near a large concentration of local-serving farms and innovative sustainable agriculture enterprises in the Capay Valley. They include 400-acre, 30-year-old [Full Belly Farm](#) and nearly 40 more that market and distribute together through their regional hub, the [Capay Valley Farm Shop](#).

“Ninety-eight percent of what we grow is consumed within 100 miles,” said Full Belly Farm co-owner Paul Muller.

As a municipality, Winters has some other key strengths to build upon.

“We have the infrastructure; we have the wastewater system,” Donlevy said. “We’ve also been progressive about how we look at things ... We are a small town but what we do here is food.”

Winters is now on the verge of having the best of both worlds; he said. “We can develop jobs through the processing and industrial side of regional food. That combines with our town as a great place to live and visit, with its excellent restaurants, atmosphere and fresh food.”



## PHOTO CAPTIONS

1 *The conversation about local food and farming changed dramatically in Sacramento when regional planners added crop detail and other eye-opening specifics to its generic land use map. It had long pictured agriculture as just one big green expanse.*  
Credit: SACOG

2 *More than a slogan, Sacramento's new brand — America's Farm-to-Fork Capital — speaks for a region-wide focus on building the farm-to-table value chain.*  
Credit: Valley Vision

3 *Winters, CA, city manager John Donlevy looks forward to more regional scale food manufacturing and distribution jobs as local and sustainable food and farming sales and outlets grow. Here he leads a tour at Yolo County's Turkovich Family Wines.*  
Credit: Valley Vision

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