Agriculture and Land Based Training Association Scope of Work

TASK #1:

Establish a Project Advisory Committee (PAC) to facilitate consistent communication and promote the implementation of practices to improve water quality in Northern Monterey County. Membership will include:

- Executive Director, ALBA (co-chair)
- Watershed Outreach Coordinator, ALBA
- Executive Director, Central Coast Ag Water Quality Coalition (co-chair)
- Water Quality Outreach Coordinator, Ag Water Quality Coalition
- Environmental Resources Coordinator, Monterey County Farm Bureau
- Staff Representative, Resource Conservation District of Monterey County
- District Conservationist, USDA Natural Resources Conservation Service
- Staff Representative, UCCE Farm Water Quality Project
- Staff Representative, Monterey County Agricultural Commissioner's Office

The PAC will meet quarterly to provide guidance for planning and project implementation, offer critique and feedback on strategies, and make suggestions to best address various farming systems. The most important functions of the PAC will be building teamwork and open communications. The process will be transparent and proceedings will be reported to all interested parties.

Subtask 1.a. Establish goals, purposes, and responsibilities for the Project Advisory Committee focused on building strong communication focused on promoting water quality protection among both Spanish- and English-speaking growers and land managers.

Subtask 1.b. Collaborate with local entities conducting activities in these watersheds such as the Resource Conservation District (RCD) of Monterey County, University of California Cooperative Extension (UCCE), USDA Natural Resources Conservation Service (NRCS), county agricultural commissioners, water districts, consultants, county and city departments of public works, departments of environmental health, mosquito abatement and other community groups and agencies.

Subtask 1.c. Establish a written protocol for ALBA and the Coalition to make and record technical assistance referrals to the RCD of Monterey County, NRCS or other technical service providers.

The Project Advisory Committee will be jointly coordinated by its co-chairpersons, representing leaders of ALBA and the Central Coast Ag Water Quality Coalition. The PAC meetings will occur at places convenient to the PAC members, including project demonstration days. This will enable the PAC to dovetail attendance at field days with project advisory responsibilities. The PAC is a forum not only for oversight, but also to assure an open and effective relationship between the sponsoring organizations.

DELIVERABLES OR MEASURABLE OUTCOMES:

1.a. Provide written copy of goals, purposes, and responsibilities for the Project Advisory Committee

1.c. Provide written copy of a project referral process.

TIMELINE:

The PAC will have its first meeting in May 2005, followed by meetings in August, November and February throughout the duration of the project. The last PAC meeting for this particular project will occur in February 2007.

RESOURCES:

Planning and conducting each meeting will require approximately eight hours of paid staff time. Materials costs and other expenses, such as mileage reimbursements for staff, will be minimal.

EXPENSES:

How much has been budgeted for this task? $18,000
What percentage (%) of the total project budget does this amount represent? 5.6%

TASK #2:

Organize a comprehensive outreach campaign to inform and educate approximately 500 Latino and non-Latino farmers (out of a total of 1209 in Monterey County) about water quality issues in order to increase the number of growers implementing projects and other improvements to prevent agriculture's contributions to water quality impairment.

Strategies will include: 1) developing strategic partnerships with Watershed Working Groups, other agricultural associations, landowners, growers, pest control advisors, farm managers/foremen, shippers, regulatory and non-regulatory agencies and organizations to form a well-coordinated information and assistance network, 2) conducting peer-based media outreach to highlight positive examples of farmers in regional farm publications and/or radio advertising, and 3) promoting field days with mailings and news releases, and 4) highlighting upcoming farm water quality educational opportunities at community meetings. The coordinators will organize these efforts in both Spanish and English, focusing particularly on growers that need assistance in developing Farm Water Quality Plans. ALBA will spearhead the work in Spanish and the Coalition will address the needs of other growers.

Subtask 2.a. Conduct interviews with at least six (6) agricultural land managers (both Spanish- and English-speaking) to identify information necessary for implementing water quality projects and understanding how to effectively communicate with stakeholders (e.g. irrigators, growers, foremen, pest control advisors, landowners, shipper/grower associations, irrigation and fertilizer vendors, etc.) This will form the basis of an overall project outreach plan as the result of this task.

Subtask 2.b. Develop and publish at least 500 sets of outreach and educational materials on how to effectively comply with water quality regulations, conduct farm water quality planning, and implement both agricultural practices and land management/technical projects to promote implementation of water quality-improving projects. We will translate the information into Spanish to reach the Latino farming community.

Subtask 2.c. Disseminate the 500 sets of reference materials on how to effectively comply with water quality regulations, farm water quality planning, and implementation of both agricultural practices and land management/technical projects to promote water quality project implementation through organizations' meetings, one-on-one visits with growers, project field days and events, mailings, phone calls, radio, newspapers, and fliers.

Subtask 2.d. Create an updated document, similar to the "Technical Toolkit" (developed some years ago by the RCD of Monterey County), as a problem/solution-oriented directory for growers, with lists of currently available technical services. The toolkit will be organized in a problem-solution orientation for growers and agricultural landowners seeking to address water quality.

Subtask 2.e. Translate the "Technical Toolkit" into Spanish to enable growers to easily identify contacts and cost-share opportunities addressing their specific needs.

Subtask 2.f. Publish at least 1,000 English-language and 500 Spanish-language copies of the "Technical Toolkit" before December 2005 and disseminate to Watershed Working Groups, cooperating organizations and growers at project events. This number of copies will assure that the publication effectively reaches as many growers, land owners and other stakeholders as possible.

Subtask 2.g. Utilize paid advertising in local media to disseminate targeted messages on water quality protection practices, including the *Salinas Californian* (Ag Monday edition) and Spanish-language radio. The Spanish and English advertising will occur in the fall and spring of each year to correspond with typical farm planning periods in advance of winter storms and summer irrigation.

DELIVERABLES/OUTCOMES:

2.a. Provide records of 6 (six) interviews with growers/land managers and an assessment of effective messages to promote the development and implementation of Farm Water Quality Plans.

2.b. Provide English and Spanish copy of each document developed. Provide evidence that 500 sets of materials were produced and distributed.

2.c. Provide a copy of each reference material developed. Provide evidence that 500 sets of materials were produced and distributed.

2.d. Provide a copy of updated Technical Tool kit

2.e. Provide copy of Spanish Technical Tool kit

2.f. Provide evidence that at least 1,000 English-language and 500 Spanish-language copies of the "Technical Toolkit" were published before December 2005

2.g. Provide copies of paid advertising (both newspaper articles and tapes of radio messages) in local media to disseminate targeted messages on water quality protection practices, including the *Salinas Californian* (Ag Monday edition) and Spanish-language radio. The Spanish and English advertising will occur in the fall and spring of each year, for a minimum of 4 advertising pieces in English and 4 advertising pieces in Spanish during the contract term.

The overall outcome of this task will be increased awareness within the agricultural community of water quality concerns and solutions among growers throughout the targeted watersheds. Demonstrated results will include records of contact with key industry representatives, an outreach plan (based on the results of Task 2.a.), and paid media advertisements.

TIMELINE:

March 2005 – February 2006

RESOURCES:

The general outreach component of the project will occupy approximately 18% of personnel time, with significant assistance with making industry contacts on an in-kind basis by leaders of both ALBA and the Coalition. Extraordinary expenses include advertising costs and consulting fees for translation services.

EXPENSES:

How much has been budgeted for this task? $66,625
What percentage (%) of the total project budget does this amount represent? 20.8%

TASK #3:

Coordinate educational opportunities and access to technical assistance for at least five (5) **Watershed Working Groups** (WWGs) comprised of farmers and/or landowners, conducted in both English and Spanish, as appropriate. The project strategy is not only to establish and/or facilitate the WWGs, but also to provide coordination with water quality regulators, farm organizations and community groups to address water quality issues. Facilitated discussion will prioritize individual and group issues to be addressed and allow for the exchange of ideas on how to plan, finance, and implement farm water quality practices.

ALBA and the Coalition will expand and strengthen existing watershed working groups, including: Blanco Drain, Chualar/Quail Creek, Gavilan/Natividad/Alisal, and two groups in the Elkhorn watershed: one comprised primarily of Latino farmers and organized by ALBA, and another largely English-speaking group organized by the Coalition. In addition, ALBA will establish a Spanish-language Watershed Working Group in the Gavilan Watershed. A key strategy will be to make efficient use of Watershed Working Group (WWG) participants' time by combining group activities when possible.

The coordination of the Latino-focused Watershed Working Groups will be done by ALBA's Watershed Outreach Coordinator, who has coordinated the existing Spanish-language Elkhorn group and will continue to facilitate their process. This will assure that a level of trust and experience with growers is leveraged toward achieving the Agricultural Non-Point Source Program goals.

Subtask 3.a. Conduct WWG or joint meetings generally on a quarterly basis, with a minimum of three meetings per year, to document water quality issues of concern to growers and landowners in order to effectively target the project's education and technical assistance.

Subtask 3.b. Assist the five (5) WWGs by: 1) providing regulatory and project planning information, such as who to contact for planning advice, how to estimate project costs, how to find sources of support for those costs or organizations ready to implement practices, and other practical information to improve water quality, 2) scheduling guest speakers on these topics, 3) developing Farm Water Quality Plans, and 4) advising and literally introducing and/or connecting them to available technical and financial assistance for project implementation.

Subtask 3.c. Generate collaboration between the WWGs with other local entities that may conduct activities affecting water quality, such as Monterey County Water Resources Agency, county and city departments of public works, the Monterey County Department of Environmental Health, mosquito abatement projects and other community groups and agencies.

DELIVERABLES OR MEASURABLE OUTCOMES:

3.a. 1. Provide evidence of the new Spanish-language Gavilan WWG with approximately 60-80 members.

2. Provide evidence of an average of 30 growers in attendance at each meeting or educational event.

3. For all five WWG, provide evidence of at least three meetings per year.

3.b. 1. Provide meeting agendas and minutes for each WWG meeting (a minimum of three per group per year, with a minimum of 20 growers/land managers in attendance). Each meeting agenda shall include at least one of the following topics;
Who to contact for project planning advice,
How to estimate project costs,
How to find sources of support for those costs or organizations ready to implement practices,
Other practical information to improve water quality.
Information on developing Farm Water Quality Plans
Advising or connecting growers to technical and financial assistance.

2. Confirm completion of Farm Water Quality Plans by all WWG meeting participants and anonymously report on progress toward this goal.

TIMELINE:

March 2005 – December 2006

RESOURCES:

This task will occupy 17% of staff time, primarily assisting Watershed Working Groups. Extraordinary costs include, but are not limited to, meeting supplies such as poster board, charts and other supplies to assure clear communication to maximize retention of knowledge by participants.

EXPENSES:

How much has been budgeted for this task? $53,538
What percentage (%) of the total project budget does this amount represent? 16.7%

TASK #4:

Conduct and/or collaborate with local partners on at least eight (8) educational events over 24 months to assure maximum farmer participation in Farm Water Quality Short Courses, field days and demonstration events and other forums, with an emphasis offering water quality education credits. ALBA and the Coalition will work with University of California Cooperative Extension (UCCE) to maximize enrollment in the Farm Water Quality Short Course. The work of both organizations to address farmer concerns, such as cost-effectiveness and feasibility, will help assure effective farmer participation.

Subtask 4.a. Establish and implement a two-year events plan detailing topics, dates, locations and speakers. Work with the UC Farm Water Quality Project staff to coordinate dates and locations for WWG participation in the UCCE/NRCS Farm Water Quality Short Course(s). Provide input to UC staff during Short Course planning process. Suggest amendments to the events plan, if necessary.

The project goal is to have at least 40 growers and/or land managers in attendance at each event.
The events will be conducted in Spanish, English or both languages – depending on the audience and topic. Generally, we expect that there will be equal representation of both languages throughout the project. Likely event topics include, but are not limited to:

1. Farm Water Quality Short Course (both English and Spanish)
   - Farm water quality education and practices planning, conducted by University of California Cooperative Extension and NRCS, with a goal to develop farm water quality plans. We will work to maximize participation in these courses throughout the duration of the two-year project.

     NOTE: ALBA project outreach efforts in regard to the Farm Water Quality Short Courses in the Elkhorn Slough Watershed will be focused exclusively on Latino growers. It is our understanding that overall outreach to promote the Short Courses will be conducted by the Ag Water Quality Coalition working in collaboration with UCCE.

2. Irrigation Efficiency & Nutrient Management (Keep it at the Root Zone!) Spring 2005
   - Invite organizations with Irrigation Mobile labs to speak about their services. Include demonstration of several types of moisture sensors (tensiometers, FullStop™, and in-field downloadable digital systems); growers talk about their

use of drip irrigation in row crops, pros and cons; NRCS describes cost-share opportunities.

3. Integrated Pest Management Spring 2005 and/or 2006

- Discuss strategies for reducing pesticide use: monitoring insect pressures; beneficial insects and habitat; effective spray practices; low-impact and naturally derived pesticide options.

4. Well Head Protection and Pump Management Spring 2005 and/or 2006

- Discuss practical strategies to assure long life and low maintenance costs. Possibly include demonstration of a pump efficiency mobile test lab from the Center for Irrigation Technology at Fresno State College. A likely partner in this effort will be the Monterey County Water Resources Agency, which has developed materials on the topic.

5. Erosion Control *Off* the Farm Field Fall 2005 and 2006

- Discuss road seeding; vegetation and hedgerows on field edges, road and ditch maintenance; use of flash-board checks in ditches; county ordinances, permitting and communication; and food safety issues.

6. Erosion Control *On* the Farm field Fall 2005 and 2006

- Explore the use of polyacrylamide (PAM) for soil stability; discuss cover cropping and vegetation in fields; incorporating winter cover crops for timely spring planting; road seeding. Partnerships on this topic will likely include the local UC Cooperative Extension office, which has been conducting cover crop trials in the project area.

7. Ditch Management and Maintenance Fall 2005 and/or 2006

- Highlight examples through field visits to existing projects; appropriate vegetation choices; timing for new plantings; and communicating with appropriate agencies to assure project success.

8. Tile Drain Water Management: Can Cattails Really Clean up the Water? Spring 2006

- Demonstration of in-ditch water treatment and discussion of maintenance needs, potential to collaborate with the county, and the effectiveness of bio-remediation.

9. Winter Cover Crops and Timely Spring Planting Winter 2005 and/or 2006

- Demonstrate effective management and timing of winter cover crops to improve soil water retention and control runoff without delaying Spring ground preparation. Show current examples in the field.

10. Drip Irrigation Basics Winter or Spring 2006

- Discussion and demonstration of potential for water savings and improved irrigation efficiency through the use of drip irrigation. Discuss the cost and the pros and cons of transitioning to drip irrigation for different crops, slopes, soils, etc.

Subtask 4.b. Review the events plan with five (5) Watershed Working Groups and others to assure relevance and gain an understanding of the WWG participants' interest and potential for helping to organize the events. We will also promote examples of proactive growers using water quality protection practices that can be featured at the events, or on whose properties the events may be held.

Subtask 4.c. Three to five weeks before each event, send postcard notices to ALBA and the Coalition's grower lists, totaling approximately 500 growers in the project area, and post events on organizational calendars and relevant web sites.

Subtask 4.d. Two to three weeks before each event, send news releases to at least eight (8) local media outlets, with an emphasis on agricultural editions of daily newspapers in the region. Coordinate with UCCE and NRCS on news releases promoting the Farm Water Quality Short Courses.

Subtask 4.e. Establish follow-up contact with at least ten (10) farmers attending each field day/event to invite their involvement in WWGs or other educational activities.

Subtask 4.f. Work with UCCE to assure consistent tracking and confidentiality of Farm Water Quality Short Course participants.

The events will be held on farms demonstrating excellent water quality stewardship, including ALBA's Farm Training and Resource Center in the Elkhorn Slough watershed. All events will be planned in conjunction with Watershed Working Groups and other stakeholders. The primary event organizers will be the Watershed Outreach Coordinators, although there will be significant guidance and contacts made possible by groups affiliated with the Central Coast Ag Water Quality Coalition, such as Grower-Shipper Association of Central California.

DELIVERABLES OR MEASURABLE OUTCOMES:

4.a. A project-long events plan detailing topics, dates, locations and speakers, for a minimum of eight events, to be submitted before the first project event. Although time will be spent getting growers to attend the Farm Water Quality Courses, the class itself shall not count towards as one of the eight educational events.

4.c
1. Copy of postcards notifications for each course
2. Evidence each notice was sent to 500 growers
3. numbers of growers in attendance at each meeting.

4.d. Provide copies of news releases (at least eight local media outlets) for each event.

4.e. Evidence of individual follow-up with at least 10 growers following each field event.

4.f. Demonstration of collaboration with UCCE to track Farm Water Quality Short Course participants. Work for Spanish speakers will be performed by ALBA. Work for English speaker in the lower Salinas area only will be performed by Coalition Coordinator.

TIMELINE:

January 2005 – December 2006

RESOURCES:

This task will require 25% full-time equivalent (FTE) of staff time to plan events and organize appropriate growers and/or researchers and practitioners to demonstrate effective water quality practices. In addition, meeting supplies such as informational handouts, food and beverages are required to promote knowledge retention and create incentives for attendance.

EXPENSES:

How much has been budgeted for this task? $84,939
What percentage (%) of the total project budget does this amount represent? 26.6%

TASK #5:

Facilitate technical assistance for growers to implement water quality protection practices. Provide referrals to the RCD of Monterey County and/or other entities such as the Natural Resources Conservation Service, or other technical assistance such as local contractors, and individuals or groups approved as Technical Service Providers by the USDA. We will use a pragmatic approach that is accessible to all types of growers (no matter their level of project involvement) and assures accountability through documentation and follow-up on each referral.

Subtask 5.a. Work with at least 60 growers/landowners, generally those not regularly involved in WWG meetings, to review their water quality protection objectives and Farm Water Quality Plans.

Subtask 5.b. Refer at least 60 growers/land mangers, generally those not regularly involved with WWG meetings, to technical assistance entities and document/follow-up on each referral.

Subtask 5.c. Assist at least 40 growers/land managers (who for any reason could not be referred to technical assistance entities) with comprehensive water quality project planning, financing and implementation.

ALBA and the Coalition are poised to offer advice and assistance to WWGs on "soft practices" such as vegetative buffers, winter seeding of roads and ditch stabilization, we will coordinate with the Resource Conservation District of Monterey County and the NRCS to assure that growers access all types of technical and financial assistance for project implementation. The Watershed Working Group activities will take place at locations convenient to the growers and landowners involved.

This work, leading to the implementation of improved water quality practices, will be conducted throughout the project. There will be a significant, ongoing effort to fully understand what other agencies can offer, and provide that information to growers in the targeted watersheds.

The two Outreach Coordinators, who are the primary grower and agency liaisons in the project, will be responsible for offering assistance and coordination. Leaders of ALBA and MCFB will place a high priority on assuring that growers have accessible and understandable channels for communicating their specific needs to assure an informed and timely response by the project partners.

DELIVERABLES OR MEASURABLE OUTCOMES:

Deliverables:
5.a. Provide evidence that at least 60 growers/landowners, those not regularly involved in WWG meetings, had their water quality protection objectives and Farm Water Quality Plans reviewed.

5.b. 1. Provide records, including general locations and an anonymous (coded) grower list, of one-on-one assistance in strategizing for project planning, financing and implementation strategies for at least 60 water quality projects involving approximately 50 growers/land managers.

2. Provide anonymous records of all referrals (a minimum of 60 growers), including how often each referral received follow-up, and status of the referral (i.e. did the referral result in consultation).

5.c. Provide evidence of assistance for at least 40 *additional* growers (who for any reason could not be referred to technical assistance entities) with water quality project planning, financing *and implementation* of soft practices. Deliverables will include evidence of implementation, such as photos or invoices for services and/or materials utilized by the growers involved.

Measurable outcomes will be records of the number and type of referrals made to technical assistance entities, records of the number and type of referrals exchanged between ALBA and the Coalition, and records of practices implemented by growers working directly with ALBA and/or the Coalition.

TIMELINE:

January 2005 – December 2006

RESOURCES:

This task will require 30% FTE of staff time, with a significant allocation of travel costs to assure the ability to meet with growers/landowners at their prospective project sites to assure a complete understanding of their needs.

EXPENSES:

How much has been budgeted for this task? $96,899

What percentage (%) of the total project budget does this amount represent? 30.3%