Rural-Urban Connections Strategy

Enhancing rural economic viability and environmental sustainability
Regional Planning: Urban and Rural
RUCS Crop Map

RUCS Scenario Analysis Tool

Modules Informing Scenarios

Market Affects on Crops

Local Market Food Production

ROI

Water Demand

Labor Demand

Fuel Prices

Stable

Fuel Prices Double

0%

25%

50%

75%

100%

ALFALFA

RICE

GRAIN

TOMATO

FALLOW

NUMBER OF PEOPLE

LOCAL

TYPE OF CONSUMPTION

= HOW MUCH LAND NEEDED

Trucking
Commodity Markets
Scenario: Convert Alfalfa to Prunes

2,000 ac. of Alfalfa
What’s the impact on the region?

Value: + $2M

Return: + $500,000

Water: -500 ac-ft

Labor: + 10 workers

Trucks: - 47 trips
Regional Food System
**Fresh Produce Facility**

**On-Farm or Off-Farm Mini-Aggregation Facility**

- Pre-cooling
- Sorting
- Washing
- Packing
- Aggregating

**RECEIVING STATION:**

- Pre-cooling
- Grading
- Sizing
- Washing
- Aggregating

**PROCESSING LINES:**

- Line 1: Fresh Pack & Fresh Cut Tender
- Line 2: Fresh Pack & Fresh Cut Firm
- Line 3: Frozen

**Fresh Un-Cut:**

- Packing
- Packaging
- Storage
- Distribution

**To Markets:**

- Distributors
- Schools
- Hospitals
- Retailers
- Others:
  - Wholesalers
  - Governments
  - Restaurants
  - Food Processors
## Food Hub Operations Phasing

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hub processing lines</td>
<td>-</td>
<td>2</td>
<td>2+</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Tons of production per hour</td>
<td>-</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Annual tons</td>
<td>312</td>
<td>2,059</td>
<td>4,076</td>
<td>5,830</td>
<td>7,787</td>
</tr>
<tr>
<td>Net Cash Flow</td>
<td>$503,645</td>
<td>$248,700</td>
<td>$590,915</td>
<td>$1.12 M</td>
<td>$1.43 M</td>
</tr>
<tr>
<td>Ag Acres Needed</td>
<td>27</td>
<td>171</td>
<td>351</td>
<td>539</td>
<td>743</td>
</tr>
<tr>
<td>People Fed (at 25% of person’s annual fruit/veg consumption)</td>
<td>2,635</td>
<td>16,700</td>
<td>34,250</td>
<td>52,600</td>
<td>72,500</td>
</tr>
</tbody>
</table>
Land Use Policies That Support Agriculture

Smaller Lots, Infill and Redevelopment
- 230,000 ac. of Farmland Loss

Reduce Urban – Rural Conflicts
- Buffers
- Ag Parks
- Right-to-Farm
- Policy Boundaries
- City-County Agreements

Ag Land Conservation and Viability
- Infrastructure investments
- Supportive Zoning
- Voter Initiatives
- Open Space Plans
- Easements, TDRs, etc.
Land Use-Transportation Plan

For every 1,000 new residents:

1988-2005
333 acres

2008-2035
42 acres
Transportation Challenges

• 15% of funding BUT 50% of roads
• Increasing urban traffic
• Conflicts/accidents increasing
• Road standards and repair inadequate
• Farm-to-Market, Market-to-Farm
Locating SACOG’s Rural Roads
Updating SACOG’s Funding Rounds

- Farm-to-market route?
- Need for refined traffic count process
  - Ag trucks vs. general trucks
- Need measurable performance metrics
  - Funding for monitoring is scarce
  - Vulnerability Index: Design capacity vs. truck volumes and type
Agriculture Cluster Economic Multiplier Study

Agriculture Industry Employment
Source EDD CREE Data

Farm Gate Value: $1.95B
Ag Sector Value: $4.4B
Ecosystem Services

- Habitat
- Groundwater Recharge
- Water Resources
- Flood Control
- Carbon Sequestration
- Air Quality
- Market-based solutions

**Working Landscapes Project**