

California Agricultural Land Equity Task Force **Community Outreach Subcommittee**

Meeting Summary: July 23, 2024

Roll Call

The meeting was called to order around 10 a.m. Roll call was conducted by Meagan Wylie, facilitator.

Members present:

- Nelson Hawkins, Task Force Chair
- Darlene Franco
- Qi Zhou

Members absent:

- Emily Burgueno, Task Force Vice Chair

Welcome and Housekeeping

Meagan Wylie provided information on Zoom policies for online attendees, and the public comment process. She discussed the meeting plan and code of conduct. Slides and materials presented during the meeting are available on the Strategic Growth Council [\(SGC\) website](#).

Working Session & Next Steps

Subcommittee Goals

Members determined and discussed the following goals for the Community Outreach subcommittee:

1. Gather community input on recommendations.

Members emphasized the importance of gathering community input to 1) inform the development of recommendations and 2) ensure that draft recommendations reflect lived experiences of communities and individuals experiencing land inequity. Members discussed various approaches to collecting input including hosting accessible listening sessions with those most impacted by land inequities, identifying and collaborating with organizers of events designed to serve these communities, and partnering with trusted community-based organizations that already have established relationships.

A member suggested that the subcommittee should prioritize the creation of materials that are easy to share so that individuals can bring information about the Task Force back into their communities.

Members prefer to focus outreach efforts on communities that are most impacted by land equity issues, and to amplify marginalized voices in their recommendations.

2. Develop recommendations on best practices related to community engagement, outreach, and education to advance equitable land access.

A member suggested this goal can address best practices for government agencies to engage with underserved communities in ways that create lasting impact. It was proposed that the Task Force's Recommendations Report include an introductory section that shares stories and summarizes the challenges faced by underserved communities to ensure government entities can better learn from and address these experiences.

3. Develop plan for "closing the loop" to share and promote final recommendations with invested parties.

Members emphasized this as an important goal, noting that often communities and individuals who participate in surveys or listening sessions do not learn how their input was utilized or what difference it will make for their community. Sharing out the information collected and results such as draft and final recommendations can help to demonstrate the value of their contributions, and furthermore may be useful in grant applications or other community efforts.

Working Session

Members discussed how to advance the goals indicated above. Ideas put forward include:

- Identify trusted partners to reach underrepresented farmers and share about the work of the Task Force.
 - This includes Task Force members themselves.
 - Engaging with existing organizations avoids duplication of work.
- Attend existing conferences, trainings, and similar events to connect with key communities and individuals.
- Build out the website with additional information about the Task Force and its efforts so it becomes the place to refer interested parties.
- Produce an informational flyer that can be distributed at events and by trusted partners.
- Establish a survey tool to receive public input and/or feedback on recommendations. A survey tool can also be used to better understand the land access challenges of underserved communities.
- Conduct in-person and online regional listening sessions in key communities.
 - Timing of sessions should avoid peak farming season.
 - Sessions should be engaging and interactive. Participants should be made to feel welcome, safe, and comfortable to share their lived experience, and made to feel their time and input are valued.

- Be mindful of planning for trauma informed spaces.
- Provide language translation to ensure discussions are accessible.
- Provide scholarships, stipends, or incentives to persons completing surveys and/or attending listening sessions.

Timing of outreach was considered. Members suggested that there is a need to reach key communities and underserved populations to inform recommendations development, and this should be part of a longer engagement strategy that supports sustained relationship building. This longer engagement strategy should consist of initial outreach in addition to sharing draft recommendations and the final report.

Staff noted there are funds available to support outreach activities. Staff will prepare a draft community engagement plan based on this meeting’s discussions that is also in alignment with the Task Force’s overall work plan.

Next Steps and Action Items

The next steps and action items identified during the meeting are:

- Subcommittee members to:
 - Share additional suggestions for existing conferences and potential outreach opportunities with staff.
 - Share trusted community organizations and individuals members would like to partner with on outreach efforts (including Task Force member organizations if appropriate).
- Staff to:
 - Develop draft community outreach plan prior to next meeting.
 - Create concise, sharable outreach materials with Task Force overview.
 - Draft core engagement questions to utilize in outreach efforts such as surveys and listening sessions for Subcommittee and Task Force consideration.
 - Explore mechanisms to compensate farm workers, land managers, and others for participation in listening sessions, surveys, and similar.
 - Compile a more complete list of organizations engaged in outreach to priority communities for Subcommittee member input. Suggest a few key partners to collaborate with on outreach activities.
 - Poll Subcommittee members for a meeting in early October.

Public Comment

Chandra Richards

General Public Comment

None.

The meeting concluded at 12 p.m.