

# Agricultural Land Equity Task Force Community Outreach Plan

A major priority that emerged from the first Community Outreach Subcommittee meeting was to draft a community outreach plan that would reach communities most impacted by land inequities and lead to their priorities being reflected in the Task Force's recommendations and final report. The draft plan for the Subcommittee's review and additions is outlined below.

## Outreach Goals:

- Engage hard-to-reach communities most impacted by land inequities.
- Ensure these communities' needs, experiences, and priorities are reflected from the beginning in the draft recommendations and in the final report.
- Generate support and buy-in from key stakeholders before the recommendations are published.
- Cultivate champions for the final recommendations for higher impact, wide distribution, and action once published.

## Communities to Engage:

- Geographically diverse tribal producers, underserved farmers and ranchers
- Communities most impacted by land inequities who typically do not participate in the policy making processes
- Priority communities, as identified by members of the Task Force:
  - Asian, Japanese American
  - BIPOC, Communities of color
  - Black, African American
  - Farmworkers
  - Immigrant farmers
  - Latino/a/x farmers
  - Minority populations and underserved communities
  - Native American tribes, indigenous communities
  - Small farms (under 20 acres)

## Outreach Timeline

### Phase 1: August '24 – Feb '25

This first phase includes outreach to ensure that the first draft of recommendations is directly informed by a wide range of farmers, ranchers and tribal members. Staff propose that during Phase 1, from August '24 to February '25, Task Force members and staff continue attending regional events and site visits and, in October, begin to distribute the

survey and conduct interviews. The Task Force members will also have access to the Community Outreach Toolkit, which will support their individual outreach and engagement.

**Phase 2: April '25 – August '25**

The second phase of outreach will reflections and input from various communities on the draft recommendations. This phase primarily includes listening sessions, which are described in more detail below. They will be designed in collaboration with Task Force members.

**Phase 1 and 2 Timeline**

Activities by Staff and Task Force Members	Aug. '24	Sept.	Oct.	Nov.	Dec.	Jan. '25	Feb.	Mar.	April	May	June	July	Aug.
Public comment													
Written communication													
Conferences and events													
Site visits													
Interviews													
Survey distribution													
Community Outreach Toolkit													
Listening sessions													

Green boxes in the tables indicate quarterly, in-person Task Force meetings.

**Phase 3: September '25 – June '26**

This phase will include a shift from outreach to finalizing the draft recommendations. Once the final report is submitted, staff and Task Force members will consider the best ways to follow up with everyone who contributed and to distribute the report for greatest impact.

**Phase 3 Timeline**

Activities by Staff and Task Force Members	Sept. '25	Oct.	Nov.	Dec.	Jan. '26	Feb.	Mar.	April	May	June
Public comment										
Written communication										
Finalizing recommendations										
Distribute final report										

Green boxes in the tables indicate quarterly, in-person Task Force meetings.

## Details of Activities and Engagement Tools

Details for the activities listed in the above timelines are described below—except for the survey and interviews, which are described in other documents.

### Public comment and written communication

All Task Force meetings and Subcommittee meetings have time for members of the public to verbally comment on an agenda item or general Task Force business. Members of the public can also provide written communication to the Task Force by emailing [landequity@sgc.ca.gov](mailto:landequity@sgc.ca.gov). See the “Get In Touch” section on the [project website](#) for more information.

### Conferences

Staff and Task Force members will attend conferences in California to reach tribal communities, socially disadvantaged farmers and ranchers, and priority communities. Attendance will include tabling, distributing the survey, and/or participating in conference sessions, depending on the event.

- [Intertribal Agriculture Council Summit](#) – August 27–28, 2024, Mendocino
  - **Attended:** Staff, Task Force members
  - **Participation:** booth
- [Black Farmer Conference](#) – Sept 27, 2024, Fresno
  - **Attended:** Task Force members
  - **Participation:** booth
- [Latino Farmers Conference](#) – Nov 19–20, 2024, Monterey
  - **Attendees:** Staff, Task Force members?
  - **Participation:** booth, survey
- [EcoFarm](#) – Jan 22–25, 2025, Monterey
  - **Attendees:** Staff, James, other member?
  - **Participation:** 1.5 hour listening session style discussion
- [CAFF Small Farm Conference](#) – February 23–28, 2025, online, statewide
  - **Attendees:** Staff, Task Force members
  - **Participation:** presentation/panel session, TBD

### Site visits

Task Force members will continue to join site visits in tandem with quarterly, in-person Task Force meetings through February 2025. After February, staff and Task Force members will assess capacity and consider replacing site visits with listening sessions. These may take place on farms but will involve a different goal and structure than site visits.

### Community Outreach Toolkit

**What is the toolkit?** A set of materials that Task Force members and partner organizations can use to engage their communities and networks in the ALETF process.

**Materials included:**

- Fact sheet
- Business card with QR code for the e-list sign up and website
- Survey tool (to be finalized soon)
  - a. Small flyer with survey QR code and email address for written comment

**Listening sessions**

Staff propose that the Task Force hosts listening sessions in the spring and summer of 2025 to solicit input from priority communities once there is a draft set of recommendations to share and discuss. Staff will seek to partner with Task Force members and partner organizations in designing and hosting these events to ensure that they are welcoming, culturally informed spaces that provide food, basic needs, and compensation. To ensure accessibility, these sessions may include a combination of virtual and in-person opportunities and may be conducted primarily in, or have interpretation provided for, languages other than English.

**Finalizing draft recommendations and distributing report**

In the Fall of 2025, community outreach will wind down and Task Force members and staff will focus on finalizing the final report and recommendations. Staff propose that, in 2025, the Community Outreach Subcommittee discuss different strategies and approaches to distributing the Task Force's final report of recommendations.