

California Agricultural Land Equity Task Force Community Outreach Subcommittee Meeting Summary: October 7, 2024

Meeting Called to Order

Facilitator Wylie started the meeting at 12:02 p.m.

Welcome and Housekeeping

Facilitator Wylie provided housekeeping information for all meeting participants. Slides and materials presented during the meeting are available on the Strategic Growth Council ([SGC](#)) [website](#).

Roll Call

Members present:

- Emily Burgueno*, Agricultural Land Equity Task Force Vice Chair
- Qi Zhou

Members absent:

- Darlene Franco
- Nelson Hawkins, Agricultural Land Equity Task Force Chair

**Indicates intermittent participation due to internet connectivity issues*

Outreach Plan Review

Staff reviewed the draft community outreach plan including outreach goals, communities to engage, details of activities and engagement tools, and a proposed timeline of efforts. Phase one (August 2024 – February 2025) includes attending regional events, distributing the survey, and conducting interviews. Phase two (April 2025 – August 2025) will focus on gathering feedback from various communities on the Task Force’s first draft of recommendations, likely to occur via listening sessions. Phase three (September 2025 – June 2026) will include a shift from outreach to finalizing recommendations. Staff and Task Force members will later consider the most effective ways to follow up with those who contributed to report development and how to distribute the final report for greatest impact.

Subcommittee members considered the list of priority communities developed from Task Force input, as included in the outreach plan. Members suggested adding individuals with disabilities and modifying language surrounding Asian American farmers. Members also requested “Tribal Nations” be used as language in the outreach plan and throughout the Task Force’s work. Staff asked members if they would like the list to include other members of the food system beyond row crop agriculturalists, such as ranchers and grazers.

A member suggested engaging with Tribal Nations through the AB 52 Consultation process, using letters of Consultation to solicit feedback on the Task Force’s efforts. Members also proposed hosting Tribal Nation listening sessions for a similar purpose. Staff will revise the outreach plan to reflect discussion.

Staff highlighted the recently updated Task Force webpage and demonstrated how interested parties can submit written comment through the website.

Public Comment

None

Working Session

Per the direction of the Subcommittee, Staff developed a draft survey tool to gather direct input from priority communities on challenges and needs related to equitable land access to inform the Task Force’s recommendations and final report. Staff first looked for similar surveys from other entities as part of the development process to ensure no duplication of efforts. Several other surveys were identified which asked high-level questions regarding land access. Therefore, this survey was developed with the goal of identifying land access challenges and potential solutions. Furthermore, the survey was intentionally designed to support efficient responses and a short overall response time.

The draft survey was circulated for Task Force review prior to this meeting. Staff reviewed changes made per feedback received, including improvements to terminology and alterations to some question formats. No additional revisions were proposed by Subcommittee members. The updated draft survey will be shared with the full Task Force once more following this meeting for final revisions. Once final, the survey will be translated into Chinese and Spanish. Members requested additional translation into Vietnamese.

Survey distribution will occur through email, newsletters, conferences, and events. Members expressed some concern that email distribution may be ineffective for reaching

many farmers. Staff noted the survey can also be accessed via a link and QR code, hopefully facilitating distribution through other mediums.

Staff next reviewed the contents of the outreach toolkit, accessible as a Google Drive folder for Task Force Members. It currently includes a fact sheet and printable business cards with QR codes that direct scanners to the Task Force website. It will later include a QR code that directs to the survey.

Members shared their plans to help support community outreach. One member works with many farmers and will solicit their feedback on the Task Force's work via the survey. They expressed hope farmers can receive compensation for their engagement. Staff acknowledged this and noted the survey is purposefully short to not impose a great burden on respondents. Further engagement, such as interviews, can be compensated.

Members shared it may be particularly effective to engage with community leaders for outreach. Facilitator Wylie noted that Task Force Members are themselves community leaders and that it is important they bring this perspective to their work with the Task Force. Staff asked Members to share ideas for additional ways to host engagement events, like listening sessions, that may be more culturally appropriate and facilitate greater community input. Members shared that meeting farmers where they are already at, such as conferences, might be most effective.

Members requested staff develop a document that allows the Task Force to track which organizations and communities have been contacted and help with identifying where there may be gaps in the Task Force's outreach.

Staff inquired if the Subcommittee is currently considering any recommendations related to community engagement for potential inclusion in the Task Force's report. A member expressed they would like more Members to be present for this discussion.

Staff reviewed next steps, including making updates to the outreach work plan and sending the modified survey in a follow-up email for Task Force final review. Facilitator Wylie will reconnect with member Zhou to help prepare the Subcommittee's November report-out.

Public Comment

None

Facilitator Wylie highlighted upcoming Task Force meetings. The meeting ended at 1:13 p.m.