

Natural and Working Lands Technical Advisory Committee

June 14, 2023 | 3:00 PM – 4:30 PM

Center for Land-Based Learning

40140 Best Ranch Rd, Woodland, CA, 95776

Join via Zoom: <https://yolocounty.zoom.us/j/83861052404>

Attendees:

Gretchen James

Humberto Izquierdo

Sarah Morgan

Heather Nichols

Kate Reza

Neil Mueller

Eric Willson

1) Discuss 1:1 Grower Interviews.

- a) See introductory email text, interview questionnaire, and NWL TAC fact sheet. (*Attachments A, B, C, & D*)
- b) It was shared that the group's goal is to complete 1:1 interviews by the end of July. There is an excel workbook shared to coordinate outreach internally, including a list of groups that RCD plans to conduct outreach with.
- c) A question was asked if the 1:1 interviews should try to gain information on operation type, acreage size, etc.
 - i) A response was made that those informational pieces can be gathered with the CAAP survey, and that these interviews are meant to be more casual.
- d) It was shared that the quantification of feasibility has been switched from exact acreage to percentage of the operation, and no obligation to provide exact metrics. It was added that if feasibility metrics could be added into the interview it would be useful.
 - i) A question was asked if the feasibility questions should be added to the interview.
 - ii) A response was made that interviewees will be pointed toward the survey, and that this interview serves to receive more qualitative data.
- e) A question was asked whether interviewers could walk interviewees through the survey once they are finished with the questionnaire.
 - i) It was shared that if the moment is right, then that is more than welcome. It is important to keep in mind that some survey respondents will want their responses to be anonymous.

- f) A question was asked if the interview response workbook could be transferred to Google Drive

2) **Discuss Survey Rollout Timeline and Strategy.**

- a) See eSurvey Distribution List (*Attachment F*)
- b) It was shared that the survey will not be sent out to individuals but rather to organizations that have larger distribution lists. The link will be sent out to the organizations who can distribute the survey.
- c) A suggestion was made to add the Clarksburg Wine Growers Association.
- d) A question was asked how long the survey will be live.
 - i) A response was made that the survey should be live by the first CAAP workshop on the 20th

3) **See finalized Working Lands Outreach Survey and Sequestration Strategies Document**
(*Attachment G, H*)

- a) It was stated that the meaning of limited vs. Widespread feasibility was difficult to understand.
- b) It was shared that the “percentage of operation” column on the feasibility question will be changed to “approximate acreage”
- c) It was shared that there could be added clarification for what tables the text box questions are referring to.
- d) A question was asked whether the feasibility question response options could be switched to percentage options.
 - i) A response was made that that wouldn’t be too identifying.
 - ii) A response was made that there shouldn’t be a problem with having the quantifiable categories.
 - iii) It was added that the percentages would give more information.
 - iv) It was added that there could be percentage categories added to define the “limited” and “widespread options, adding clarity that the exact acreage is optional.
- e) A recommendation was made to number the questions so respondents can easily tell what question they are on.
- f) A suggestion was made to define each feasibility term, and clarify which strategies/practices
- g) It was shared that growers will likely not be going on their computer after August, though July will be a bit slower. It was added that late July/early August would be best.
- h) A comment was made that the survey will likely go until the end of July.
- i) It was shared that the next meeting can be held after July so that results from interviews and the survey can be brought to the group
- j) It was shared that there are about 600 growing permits in the Yolo County system right now.