

Roadmap for Maintaining Consistent Locally Led Technical Assistance (TA)

Developed by CARCD C2P2 Workgroup

Purpose of This Packet

This roadmap is designed to support local Resource Conservation Districts (RCD) and other Technical Assistance Providers (TAPs) in **establishing, strengthening, and sustaining** locally led technical assistance (TA) within their regions. It outlines a practical, repeatable, and scalable engagement model that builds trusted local networks and ensures producers have clear, equitable access to conservation programs.

The packet is intended to be:

- **Action-oriented** (clear steps and timelines)
- **Adaptable** (flexible across regions and capacities)
- **Partner-informed** (grounded in successful RCD and partner examples)

Guiding Principles

All activities in this roadmap should align with the following principles:

1. **Locally Led** – Engagement is grounded in local relationships, needs, and priorities.
2. **Producer-Centered** – Events are designed around producers' decision-making timelines, language, and trust.
3. **Relationship-Driven** – TA effectiveness depends on durable partnerships, not one-off events.
4. **Accessible & Inclusive** – Information is readily available, understandable, culturally appropriate, and equitable.
5. **Program-to-Practice** – Clear connections are made between conservation programs and on-the-ground implementation.

Optional Prep Step: Host TAP Networking Event

Objective

To convene local Technical Assistance Providers and partners in order to:

- Build relationships and trust
- Understand TA roles and how they complement each other
- Improve coordination and referral pathways
- Strengthen a locally led TA network
- Create a runway for a Programs 101 event

Target Audience

- RCD staff
- University of California Cooperative Extension (e.g., UCANR advisors)
- Government agencies staff (local, state, federal)
- Nonprofit and other local TA providers
- Community-based organizations
- Technical consultants and specialists

Recommended Format

- **Duration:** 1.5 – 3 hours
- **Setting:** In-person preferred (RCD office, community center, field site), with virtual options, if desired. Keep in mind offices may need to remain open for the public.
- **Structure:**
 - Welcome & framing (locally led TA vision)
 - Partner lightning introductions; get to know the people in the room on a personal level
 - Facilitated discussion or breakout groups
 - Network mapping or referral exercise
 - Closing and next steps

Key Content Elements

- Overview of local conservation priorities
- Who provides what type of TA (planning, applications, implementation)
- Gaps, overlaps, and opportunities
- Inter-agency communication, point person, and grower referral preferences & pathways
- Option to include some research lightning talks from UC/CSU

Deliverables

- Local TAP contact list
- List of producer-facing communication resources available to amplify or promote partner programs (Listserve, newsletter, social media)
- Shared understanding of TA roles
- Identified collaboration opportunities
- Draft list of programs for programs 101 event

Resource Examples

- [Sample agenda](#) from UCANR TAP networking events (contact qi-zhou@carcd.org if you cannot access this C2P2 shared google folder)

Programs 101 Event for Producers

Objective

To provide producers with **clear, practical, and non-overwhelming** information about available conservation programs and how to access them.

Target Audience

- Local producers and/or land stewards
- All Californian producers including historically underserved producers and beginning and veteran producers
- Beginning or small-scale operators

Recommended Format

- **Duration:** 1 hour for presentation, plus Q&A and networking session
- **Setting:** Trusted local venue (farm, community center)
- **Structure:**
 - Welcome & purpose
 - Organization/Program lightning talks (5-7 minutes each)
 - High-level program overview
 - How the organization is collaborating and serving your needs
 - Q&A and 1-on-1 follow-ups

Key Content Elements

- Plain-language explanation of major programs
- Current funding opportunities and eligibility basics (who these programs are for)
- Typical timelines and expectations
- Role of the RCD and TAPs in supporting applications

Best Practices

- Select a time that works best for your local producers (could be December to February/March)
- Think broadly for the TAP networking across regions or statewide as needed
- Provide food/snacks, make time for producers to eat and connect

- Combine the information with a "mixer" or networking opportunity for producers.
- Limit the time for each partner presentation - 5 minutes preferred to keep it from getting boring
- Use visuals and flowcharts
- Avoid acronyms and technical jargon where possible
- Avoid providing more details than needed - stick to what is useful to producers now
- Build in time for relationship-based follow-up

Deliverables

- Programs 101 slide deck
- One-page program comparison handout
- Local TA contact sheet
- Interest forms for producers to sign up for programs

Resource Examples

- [Successful Programs 101 agenda and materials from Glenn County RCD](#)
- [Sample producer handouts](#)
- [Glenn County Programs 101 internal agenda and other resources](#)

Implementation Timeline (Suggested)

Optional TAP networking event

Suggested timeline	Action item
Year round, ongoing	Partner outreach
Months 1 - 2	Option for network event planning
Months 3 - 4	Option to host TAP networking event

Programs 101 planning and event

Suggested timeline	Action item
Year round, ongoing	Grower outreach
Months 1 - 2	Synthesis of current programs and partner input
Months 3 - 4	Hosting Programs 101 event

Month 5+	Follow up
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Roles & Responsibilities

RCDs

- Convene partners and producers and/or land stewards
- Provide neutral coordination and facilitation
- Ensure continuity between events and TA delivery

TAP Partners

- Share expertise and capacity transparently
- Participate in referrals and follow-ups
- Support producer trust and continuity

Closing Note

Locally led technical assistance is strongest when relationships, clarity, and trust come before programs. This roadmap is meant to support RCDs and other TAPs in building trusted and durable local systems that producers can rely on year after year.

Appendix

1. Budgets

1.1. Budget for Yolo RCD's Programs 101

- Mailer (stamps and postcards) \$390
- Burritos for ~40-50 people: ~\$500 (we got burritos cut in half and they went much further...people were welcomed to take multiple, but we still had leftovers)
- Venue: \$0 (we did it at our local farm bureau...typically it may be \$150).
- Staff Hours estimate (this is based on our second year of hosting):
- Program manager: 10
- Outreach coordinator: 25
- Executive Director: 10

- Project assistant: 8 hours
 - Office manager (helping with supplies setup): 5-10 hours
- 1.2. Budget for Glenn County RCD's Programs 101:
- Venue - \$500
 - Burritos for 60 people - \$600
 - Coffee/Hot Tea/Water for 60 people - \$100 (Starbucks)
 - Copy cost for mailer to 800 addresses - Color two-sides, postcards - \$800
 - Stamps for mailer - \$624
 - Staff hours - Keep in mind Glenn County RCD has been doing these since 2019, staff hours are guesses
 - Kandi 15 hour
 - Kellie 10 hour
 - Ritta 5 hour

2. Marketing

2.1. SAMPLE outreach email to producers

Hi all,

*On behalf of Yolo County Partners, Yolo County Resource Conservation District is hosting our 2nd annual **Farm and Ranch Programs 101 Workshop** on Tuesday, February 10. There is no fee to attend, and it will focus on funding opportunities and free technical assistance available to producers. See the attached flyer for details about the presentations and event.*

Where: Yolo County Farm Bureau, 69 W. Kentucky Ave., Woodland, CA 95695

When: Tuesday, February 10

9:00-9:30 am: Free coffee and breakfast

9:30-10:30 am: 7-minute presentations

10:30-11:30 am: Open house and one-on-ones

Space is limited—Please RSVP at the following link: <https://tinyurl.com/prog101-2026>

If you have questions or would like more details, please email or call me at 530-661-1688 ext. 4.

2.2. SAMPLE outreach email to presenters

Hi _____,

_____ RCD will be co-hosting an event with NRCS and Farm Bureau on July 23rd. As part of our event, we'd like to hold a brief agriculture "Programs 101" session with 7-minute presentations from organizations that offer technical or financial assistance for producers in _____ County. We would be very grateful if you or someone from your organization could join us [insert time and place] to share more about your producer-facing programs! You're welcome to join for some or all of the event, or just the highlighted portion of the agenda below.

[INSERT AGENDA]

Please let me know at your earliest convenience if you or someone from your organization will be able to attend. I'm happy to answer any questions in the meantime.

3. [SAMPLE interest form for producers to sign in programs](#)
4. [Sample event checklist](#)