

# Improving Program Delivery through Local Work Groups

California's strategic plan directs us to 1) Conduct outreach to **historically underserved** operators and to 2) Conduct **active** outreach programs.

**Meeting diverse customer needs is your challenge at the "field" level. As District Conservationists, it is also your responsibility.**

**Consider these tips for enhancing service delivery in your work area:**

- Develop a new invitation list for your **LOCAL WORK GROUP (LWG)**. Try to make this list longer than last year's! Remember, these representatives provide input and suggestions for your consideration and it's key to insure broad representation.
- LWG's are now structured as subcommittees of the **State Technical Advisory Committee (STAC)** and no longer subject to the Federal Advisory Committee Act (FACA). This means you can expand your representation to include non-agency representatives.
- Partner with your Resource Conservation District. Challenge them to help you represent diversity. Your LWG should include ag producers that **represent the variety of crops, livestock, and forestry resources** produced in your service area.
- But beyond that, consider including those who represent **limited resource, socially disadvantaged and beginning farmers and ranchers, specialty crop and certified organic producers**, and those who represent **niche markets, agri-tourism, and innovative marketing or technology use**.
- Your LWG should strive to reflect local demographics to **include females, ethnic and minority farmers and ranchers, young and old, and family farms**.

- Reach out to **wildlife and natural resource organizations** who also have a stake in conservation.
- Include those who support the **agriculture industry** in your area such as irrigation district representatives, and those from agribusiness.
- Identify your local **tribal resource managers** - most tribes have one (or more) - and invite them to participate in your LWG.
- And don't forget **geographical representation!**
- Don't limit input only to EQIP. A diverse group can provide valuable insights regarding their constituency's conservation needs and how they might be more effectively delivered in your area. Their input may help you become prepared for new opportunities that come your way.
- Don't be afraid that you'll have too much input to deal with. **Remember:** This input is intended to **help you** make decisions about local aspects of program implementation, including your business, long-range and other planning tools.
- Ask your expanded LWG for their own ideas on prioritizing work, conducting outreach and finding ways to partner with others.
- You are not limited to taking input only during formal LWG meetings - you can compile input from conversations all year long!

## For more info:

<http://www.ca.nrcs.usda.gov/programs/farbill/index.html>

Lisa A. Hokholt, State Outreach Coordinator  
Lisa.Hokholt@ca.usda.gov

## Outreach Tip to Put in Your Back Pocket

After you've convened your more diverse Local Work Group, log your accomplishments in OATS (Outreach Activity Tracking System) located on our webpage.

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