



OAKLAND FOOD POLICY COUNCIL

Council Meeting Document

January 20, 2011

5:00-7:30 pm

City of Oakland

Department of Human Services
Community Housing Services Division
150 Frank H. Ogawa Plaza, 4th Floor
Conference Room 1

Refreshments provided

Facilitated by Coleman-Smith

AGENDA

Meeting Purpose: To kick off the new year with the new plan

| Activity | Time | Lead |
|---|-----------|---|
| <ul style="list-style-type: none"> • Introduction • Welcome, Agenda Review • Ground Rules + Meeting Outcomes • Check-in • Reminders • General Public Comment sign-up | 5:00-5:15 | Alethea, Coleman-Smith |
| <ul style="list-style-type: none"> • Approve Notes from last meeting | 5:15-5:20 | OFPC Members |
| <p>Speaker</p> <ul style="list-style-type: none"> • Nathan McClintock, PhD candidate in Geography UC Berkeley and OFPC Councilmember | 5:20-5:40 | Speaker |
| <p>Enliven the Plan</p> <ul style="list-style-type: none"> • Brainstorm ideas that are in direct service of the plan • Discuss terms of the plan • Review survey data | 5:40-6:40 | Coleman-Smith, OFPC members, Alethea |
| Break | 6:40-6:50 | |
| <p>Reports, Updates + Assignments</p> <ul style="list-style-type: none"> • Work Group Chair Reports • Quick decisions + Work Group Assignments (and review of assignments made during the meeting) • Other Updates + Announcements, including Kroger activity • General public comment | 6:50-7:25 | Coleman-Smith, Alethea, Work Group Chairs, public |
| <ul style="list-style-type: none"> • Next Steps, Announcements + Plus/Delta | 7:25-7:30 | Coleman-Smith |



ATTENDEES

OFPC Members

Trina Barton
Mike Church
Jason Harvey
Jenny Huston
Faro Jones
Jennifer LeBarre
Aaron Lehmer
Nathan McClintock
Aja Minor
Robin Plutchok
Margot Lederer Prado
Allison Pratt
Hai Vo
Christopher Waters
Sara Weihmann
Diane Woloshin
Sabrina Wu

OFPC Staff, Consultants, and Interns

Alethea Harper
Vanessa Coleman
Adrienne Smith
Lia Mezzio

Members of the Public

Zach...
Nanjie Caihua
Bonney Hartley
Matt Beyers
Dartanian Kaufman
Cindy Tsai Schultz
Terry Betts
Tali Weinberg
Anna Smith Clark
Esperanza Pallana
Tanya Love



SEPTEMBER MEETING NOTES APPROVED

Motion, Margot; 2nd, Hai. All agreed. None abstained



Turning the Plan to Action

Refer to Handouts (Member Evaluation Results + Possible Activities for 2011 and Beyond)











TRANSFORMING THE OAKLAND FOOD SYSTEM: A PLAN FOR ACTION



IN LIGHT OF OUR FIRST STEPS...

THE LONGEST JOURNEY BEGINS WITH A SINGLE STEP: OUR RECOMMENDED FIRST STEPS

We have developed ten "Recommended First Steps", as follows:

| | | | |
|---|---|---|---|
|  | <p>PROTECT AND EXPAND URBAN AGRICULTURE. Create zoning definitions and operating standards for both civic and commercial urban agriculture.</p> |  | <p>DEVELOP A "FRESH FOOD FINANCING INITIATIVE". Develop a "Fresh Food Financing Initiative" (FFI) that will provide financing, technical assistance, and location assistance to new food enterprises in underserved communities.</p> |
|  | <p>ENCOURAGE ACCESSIBLE AND AFFORDABLE FARMERS' MARKETS. Advocate for the development of zoning regulations to protect and expand farmers' markets.</p> |  | <p>ENCOURAGE HEALTHY MOBILE VENDING. Expand mobile vending regulations to include additional areas of Oakland and encourage fresh food vending.</p> |
|  | <p>PROMOTE USE OF FOOD ASSISTANCE PROGRAMS AT FARMERS' MARKETS. Promote use and acceptance of food assistance program benefits at farmers' markets.</p> |  | <p>SYNTHETIC PESTICIDE- AND GMO-PRODUCTION FREE ZONES. Build upon the GMO-ban successes of Marin, Trinity, and Mendocino Counties to inform Alameda County-wide policies on pesticide and GMO-free zones.</p> |
|  | <p>DEVELOP "ENVIRONMENTALLY PREFERABLE PURCHASING PROTOCOLS." Partner with the City of Oakland to develop and implement new RFP standards and language prioritizing and outlining "Environmentally Preferable Purchasing Protocols" (EPP) and nutrition standards for all City contracts, phased in over five years.</p> |  | <p>SCALE UP LOCAL PURCHASING. Scale up purchasing from local producers, and formalize the collaborations between and aggregation of small farmers.</p> |
|  | <p>EXPAND COMPOSTING AND FOOD SCRAP RECYCLING. Develop a City-wide waste management contract that expands composting and food scrap recycling.</p> |  | <p>STRENGTHEN COMMUNITY-GOVERNMENT LINKS. Build relationships between residents, community leaders, and key government representatives.</p> |

*ALL ILLUSTRATIONS BY HAI VO

Agreements:

Motion to approve 2011 prioritized Big Action Items and Work Group Assignments: Margo; Chris 2nd; All favored; No abstain.

BIG ACTION ITEMS FOR 2011



HIGH (MORE IMMEDIATE) PRIORITY

CITY INNOVATIONS

- Return to Life Enrichment Committee with specific requests re: Urban Ag and Mobile Vending
 - Develop an ordinance proposal for the Life Enrichment Committee
- Mobile vending: Host a forum for mobile food vendors, have the planners be guests and listen

OUTREACH + ALETHEA

- Develop and implement communications plan
 - Develop talking points
 - Develop guidelines for use of Google Groups, social media, and website
 - **Power/resource mapping**
 - › We should brainstorm who we know on city council
 - › Develop structure for documenting relationships
- Contribute to Community Food Security Coalition Conferences re: Food Justices in May + November (Jenny, Armando)
- Oakland Museum initial contact from Alethea, then it's a medium priority.



HIGH (MORE IMMEDIATE) PRIORITY

AARON/EBASE

- Collect and circulate information on basic city government functions, representatives, etc. “City government 101” (internal to OFPC)
- Circulate policy scan (internal to OFPC)

ALL

- Develop implementation plans for each “First Step” (69% Strongly Agree)
 - Develop “second steps” for our policy priorities within each work group plan
- Engage the community to work toward our “First Steps” (See Commun. Engage.) through relationship with HOPE

REGIONAL/CITY INNOVATIONS*

- Composting: Public advocacy for open RFP process for waste management contract

REGIONAL/STATE

- Farm Bill 2012

DATA

- Recommendations for measures for OFPC to use to track progress



MEDIUM PRIORITY

CITY INNOVATIONS

- EPPP: Mike will be working on purchasing protocol for the city
- Urban ag
- Office of sustainability or Parks and Rec should streamline the process for land acquisition. Create a position or standardize.
- Provide model for EBMUD, PGE insurance/liability.
- Have MOU's, best practices-go to person
- Collaborate with Community Development-real estate person
- Addressing Kroger developments
 - Work on influencing purchasing power of Kroger, incorporating regional/local distribution.

NEIGHBORHOOD

- Food Justice Curriculum, which is grant-dependent



MEDIUM PRIORITY

OUTREACH/PUBLIC PRIVATE PARTNERSHIPS

- Develop criteria for partnerships with other organizations (Jason)
 - Consider ways to address long- and short-term partnerships
 - Make recommendation for whether we need designated seats for certain organizations or agencies
- Review and recommend streamline process for OFPC's sponsorship of initiatives

PUBLIC PRIVATE PARTNERSHIPS

- Acting as a Liaison between Food System Sectors
 - Focus on regional procurement and farmer-institution linkages
 - Changing procurement policies, engaging region through greater farmer-local institution purchasing, leveraging institutional purchasing power
 - Come up with purchasing standards
 - Convene providers and distributors
- Bring together urban ag, and distributors to share ideas



LOW (ONGOING) PRIORITY

- HOPE/NEIGHBORHOODS
- Mobilize community members so they feel empowered to advocate for themselves and make changes in the community
- City government 101 for community members
- Host additional Listening Sessions
- Host fun movement-building events (46% Agree)
- Community education about FPCs and the goals of the OFPC
- Recruitment
 - Get more people to become involved with the council
 - Contact people that have expressed interest in OFPC and invite them to join workgroups.
 - Create a uniform way for people to become involved when they express interest
- Host information and education sessions on many food system topics (46% Agree)
- Hold public events demonstrating how things would be if a certain policy were enacted
- Mobile vending “test days” with event permit: show what it would be like if the zoning law recommendations were put in place. Do in a few locations.
 - Use the Pop-up market model and sell where there is a community kitchen nearby



LOW (ONGOING) PRIORITY

DATA

- Tracking Change (Food System Report Card)
 - Producing a yearly progress report on our recommendations
 - Have check-in milestone points and see if there needs to be change in how data is collected
 - Don't make surveys to put out to community, this would be completed by other groups
 - Create indicators-what are we using and are there others that would be helpful?

REGIONAL - STATE

- Focus on pushing forth OFPC policy agenda in upcoming larger policy developments, including:
 - Bay Area Sustainable Community Strategy (by 2013, mandated by SB375) (Aaron per Greenbelt Alliance)
 - OCAC's food policy goals of GHG reduction by 2020 in Oakland (Aaron)

OUTREACH

- Member recruitment



QUESTION MARK? Additional Clarification Needed for the Following

- Host regular forums of all food-oriented organizations in Oakland (38% Agree)
 - Share achievements, challenges, and policy needs
- Do policy-advocacy training and strategy development in the work groups



WORK GROUP ACTION ITEMS

- Implementation Planning: Propose activities within your “jurisdiction” to address the first steps
- Staff’s recommendation is that The Data Management & Research group review survey data and make recommendation for next steps.



PLANNING TEMPLATE

OFPC 2011 Work Group Planning

Work Group _____

| | | | |
|-------------------------------|--|-----------------------------------|---|
| Priority/Goal: | | Measures of Progress: | |
| First Steps/Objectives | Activities Planned to Meet Objectives | Member(s) Responsible/Lead | Completed by: (month & year) |
| A. | | | |
| B. | | | |
| C. | | | |
| D. | | | |
| E. | | | |



REPORTS, UPDATES + QUICK DECISIONS



DECISIONS

- Work Group Chair Roles and Responsibilities: Decision - **WORK GROUP CHAIRS** will develop a recommendation for their role and will continue to funnel pertinent info to their groups (in meetings and via email)
- Designated Council Seats: Decision - **OUTREACH/PUBLIC PRIVATE PARTNERSHIPS** will review and present a recommendation to the Council
- Terms of Reference Update: Decision - **Work Group Chairs** will update the **Terms of Reference**
- **HOPE MOU**: Motion to approve the existing MOU after adding a “termination clause”, include “maintain wisdom of community”, and also “make someone available” for items #2 and #3 of the MOU: Nate; Jennifer L. 2nd ; All in favor; None abstained
- Which committee will flesh out the policy sign-on process? -- **OUTREACH/PUBLIC PRIVATE PARTNERSHIPS** will review and present a recommendation to the Council



UPDATES + EVENTS

- Life Enrichment Committee presentation – Both have gone well. While not reflected in the Committee’s public meeting notes, Council Member Kaplan invited OFPC back to get clear about next steps (see slide 7 “City Innovations” for details)
- Membership changes – Brad Burger resigns per health concerns. Carolyn Lasar from the waitlist is being asked to join.
- Kroger moving into Oakland – CITY INNOVATIONS will make recommendations for how to inform future retail identification and location per Kroger work. Allies for OFPC in this work: PHD, CBE and People’s Grocery, Commercial Food Workers Union (see slide 9 “City Innovations” for details)



Zach...

Streamlining the process for gaining access to city land for urban agriculture would allow a lot of groups who are prepared to farm to start farming immediately

Tanya Love

Would like more information on how to get involved with the OFPC's work

Bonney Hartley

Here representing the Seva Foundation, a Native American community health program. Doing a lot of food and fitness - related work; could OFPC get involved?

PUBLIC COMMENT



+ Great job on group facilitation

Δ For our first meeting of the new year, I am a bit bummed that we did not start of with a brief check-in.

Δ High/Med/Low priorities – maybe see it more as a timeline?

NEXT STEPS + PLUS/DELTA

