



Work Group: Data Management and Research

Date: May 9, 2010

Time: 3:30 – 5:00 pm

Location: PHLP Building, 22nd Street Oakland

Attendance

Nathan McClintock, Heather Wooten, Alethea Harper, Alexandra Hudson (and Maiki and Susan from Oakland Local)

Agenda Item 1a: Welcome and check-in

Agenda Item 1b: Review and approve minutes from last meeting

Agenda Item 2. Policy and Agency Scan

- Discussion/Action:
 - Instead of asking for more review, post as-is and ask people to send us any corrections as they use it.
 - We could verify small pieces of the agency scan with people familiar with each section
 - Ask new intern Colleen Lynch to have a look at refining the short "policy summary" column contents
 - Hide some less-relevant columns for the strategic plan, so it's easier to display
 - Come up with a short text code or color code to simplify the "department involved" and "source" columns of the policy scan, and then provide a key to the codes

Agenda Item 3. Metrics

- Discussion:
 - Perhaps the data collection effort should be more of an intern project. Maybe it could be a summer project for Food First.
 - Robin had some data on waste that we might be able to use. Some of the things in the metrics could really be given to interns.
- Action:
 - Make finishing the collection of the metrics data an intern project; group members have provided all they can

Agenda Item 4: Strategic Plan Outline

- Discussion:
 - The metrics plug right into the Strategic Plan
 - 5.a.i, could be presented under 2.b (it can go away from 5)

The OFPC is incubated by:

The logo for Food First is written in a large, bold, cursive script font.

- Where are we at:
 - Lexi is working on the description of food system data actually available, and other people will be assigned the other parts shortly.
 - Alethea has enough information to write section 3 right now
 - We are in the process of identifying our recommendations
- Review of proposed Calendar
 - On the May 20 meeting, we will be kicking around all the possible ideas
 - On the July 15 meeting, we will be reviewing and finalizing the 75% baked plan.
- We should give the structure more *action-oriented titles*, but what we're doing right now is describing the titles. In section 2, it is more a 'state of the state' than a history section. So the question is – do we also want a history of the system? Do we have the resources to do this?
 - Nathan – we could have a one-paragraph brief of the history and the inequities within.
- Nathan – I can work with you on the draft, but I can't really get into it till the first couple weeks of July. Like Heather was saying, working on first drafts would be rough, but going through with edits would be fine.
- Heather – I don't think we really need a conclusion (the executive summary is what we give to policy makers and it also gives some recommendations).
- Page allocation
 - ~10 pages for description of system
 - 2 pages for OFPC
 - Lots for metrics, but once we have more information on the metrics we will be able to see what overlaps with the data section and what is to be presented separately
 - Much of the policy scan will go into the appendices.
- Title
 - Nathan – we were talking about titles ...how's "Transforming Oakland's Food System: an Action Plan" (or some variation thereof). I think that if you just say *food* it doesn't necessarily imply system.
 - Alethea – we can also come up with a list of a few suggestions and circulating that.
 - Nathan – how about we come up with five variants of a title and throw them out to a group.
 - What about *revitalizing, reorganizing, bioengineering, fertilizing*.
- Action
 - Everyone should come up with ~3 solid suggestions for a title for the strategic plan and circulate them ASAP.
 - Nathan can work with Alethea on finalizing the draft of the strategic plan (but not till the first couple weeks of July).
 - Lexi is working on the description of food system data actually available, and other people will be assigned the other parts shortly.
 - Alethea has enough information to write section 3 right now
 - We are in the process of identifying our recommendations
 - As we get drafts of various strategic plan sections ready in June/July, circulate to the Data group for review/comment