



**Agenda Item 6:** Conversation with Susan Mernit (Oakland Local) and Maiki on Oakland Local's food mapping project

○ **Discussion**

- **Susan** – I'm the founder of Oakland Local and Maiki is our main developer. Food access and food sustainability are big issues for us. We built a big map in January that had data (farmers markets, etc). I would be interested in seeing if you had an interest in partnering in doing a map. I have a background in product development, and I would love to develop a really useable, interactive, freestanding map that people could look at and print out. To now we haven't done anything with this idea because we are a very shoestring organization with very little money. Since we initially talked, we got a grant from the California Endowment, so we would like to come back to talk to people on the OFPC. We are an empowerment organization more than a merely journalistic endeavor, and we think that there are love stories that aren't being told. The grant is to work with community organizations to encourage capacity building around food, healthy eating, and food access. We would love to talk to people on the council who have an interest in engaging the broader neighborhood and across the city. We might make the decision to build an east Oakland food map! We want to host small workshops and follow up with one-on-one coaching ex-post.
- Nathan – the neighborhood innovations group was interested in mapping areas that are saturated or underserved to alert the city to places that action could take place (this is even on their wish list!)
- Heather – do you have **California Nutrition Network's** data yet? You will have to do massaging to get the data you need, but it is incredibly detailed (goes down to who accepts EPT and WIC).
- Susan – we built our first map in Google because we were in a hurry, but...
- Maiki – we are trying to get our data moved to open map data sets that are available (not Google's interface). We can use any type of file – we can just use a spreadsheet of data and massage it.
- Nathan – I have a list of community gardens that's publicly available. I guess the policy would just be that you would give data credit (as per usual). I collected the data by going to Parks and Rec's community gardens listings, and added a few here and there.
- Maiki – part of our goal is to use an accessible, interactive interface so that people around Oakland can update it when they have additional information.
- Heather – use **Healthy City California** (it's for the state and it has its own purposes, but the idea is to map different demographic information, different services available in various areas. I served on the advisory board for that project, and you have to think of
  - The added value of having information available in map form
  - It's also useful when you tie stories to the stuff you map! (This is apparently what Oakland Local was already intending on doing).

*The OFPC is incubated by:*

The logo for Food First, featuring the words "Food First" in a stylized, handwritten, cursive font.

- Susan – if we built this, it could be that we'd have a youth project where people put in food prices. We really want to know *is there healthy food? And how much does it cost?* The idea of being able to text prices and coupons via sms is really applicable.
- Nathan – Either Cleveland or Columbus has an interactive Google map where you can look at neighborhood gardens, farmers markets, and so forth. It is fantastic because you can zoom in close and really look at what's happening.
- Susan – in terms of next steps, we would really like to collaborate with you because you're really the people that know about the food system as a whole.
- Alethea – do you have a wishlist of things you want?
  - Susan – I do but I need to update it. The goal was to have an interface where you need to toggle, add data to nodes, etc. At the time we didn't think as much about mobile, but that's really pertinent now as it's becoming so widespread. Part of the goal is to let the city know as much about where we have data and where we have a lack of data.
- Susan – we had an intern last summer and we spent a lot of time sousing the web and creating files.
- Alethea – we have a constant stream of interns who have a whole lot of time to help out.
- Susan – we have a really clear idea of what we can ask youth to do and not do. We have some office space on 14<sup>th</sup> street, and plan to go big in July.
- Maiki – we hope to have a liaison by neighborhood that could go through and check everything that is up on our interface.
- Heather – it sounds like this is going to be really fruitful.
- Susan – it would be nice if you could pass on any thoughts you have on what you like, what you'd like to see, and what's been effective in the past.
- Nathan – there's a lot of potential for collaboration (Susan will follow up with Alethea to see when she could meet with other workgroups).
- Our mission is really to take issues that are important, so getting your input on what you think is important would be really seminal for us.
- **Action**
  - Susan will follow up with group to see who would be able to help map a chunk of East Oakland. We would like to try to build a local map as a prototype.
  - Susan will follow up with Alethea to see when she could meet with other workgroups).
  - Look at metrics to see what projects we could collaborate with Oakland Local on.
  - Send Maiki and Susan the Google Docs with metrics.

Minutes submitted by Alexandra Hudson.