



## Data Management and Research Work Group Meeting Minutes

Tuesday January 12, 2010  
3:30 - 5:00 pm  
Public Health and Law Policy Offices  
2100 Broadway  
Oakland

### Attendance

Hank Herrera, Nathan McClintock, Margot Lederer Prado, Heather Wooten, Jamie Nash, Alexandra Hudson, Alethea Harper

### General Discussion

- Aim to have first Strategic Plan complete by September
- Have a community forum to get feedback before September, to notify residents about what the OFPC recommendations are
- Community outreach should be more in the style of: 'Here is our data, here are some solutions, and then get feedback.' This way there is more information given to the community about solutions and less about the problem
- Connect Launch of the Strategic Plan to the Eat Real Festival if it's happening again this year, but hold our event at the Oakland Museum if possible (see item 1b below). The Launch event would ask for feedback on the strategic plan, and would be followed by 2-3 smaller meetings in strategic parts of Oakland

### Agenda Item 1: Review Resources

#### 1a. Use of *Whole Measures for Community Food Security* tool

- Action:
  - We will look more closely at the tool, and how to support ways the primary work groups are using it, after the meeting on January 21<sup>st</sup>

#### 1b. Information or partnerships needed:

- Discussion:
  - In relation to the Launch Event suggested by the Development group, Margot brought up that the OFPC doesn't have a "product" or something to offer to public right now. So, instead, what if we do something in the fall that deals specifically with the Oakland Food Shed? This could incorporate writers, speakers, classes, a farmers market, interactive features, and an agricultural history of Alameda County. It could be held in concert with the Eat Real Festival, and that week local restaurants could feature menus with special local products
- Action:

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INSTITUTE FOR FOOD AND DEVELOPMENT POLICY  
[www.foodfirst.org](http://www.foodfirst.org)

- This proposal will be discussed at the Council meeting January 21<sup>st</sup>
- OFPC can work with Eat Real Festival coordinators so that the OFPC event is the same weekend, and also make sure not to overlap with their events
- Margot will help Alethea initiate a discussion with the director of the Oakland Museum about using the museum as the event venue

## **Agenda Item 2: Proposed List of Indicators to track**

2a: What info do we have:

- Discussion:
  - The list of metrics may need to be shortened and should be categorized by long-term or short-term
- Action:
  - Next meeting the work group will bring a revised list of metrics, written in spreadsheet form, so each indicator has its own cell, rather than in a list. Alethea and Food First interns will provide a Google Spreadsheet template for group members to fill in with possible data sources, frequency the data is collected, whether the metric measures long-term or short-term changes, ways to involve community in data collection, etc for each metric

2b: What do we not know:

- Discussion:
  - Possible areas of research include: How could we measure how many stores are using green technologies, how many are currently using the energy policy incentives, and how much money has been saved or could be saved?
- Action:
  - What we do not know can be part of a “Research Wish List” on the OFPC website. This is a list of what assessments and research we need. Cal students are interested in having a clearinghouse of project ideas and this will greatly help with holes in OFPC knowledge base
  - Bring the above proposal to the full group on 1/21/10

## **Agenda Item 3: Methods for maintaining databases, maps, etc**

3a: What capacity do we have already?

- Discussion:
  - We can use the *Healthy City California* tool, which will launch soon. It’s a platform for mapping community services/indicators, right now is available only in LA. Census information is already inputted and it allows you to upload your own data.
  - Margot has list of Oakland business licenses that the work group can use to create a database of Oakland food purveyors/grocery stores. The work group can then filter according to which are green business, and which businesses carry produce etc.
  - The county department of agriculture puts out an Agriculture Report and urban agriculture data was included for the first time in 2009
  - The work group could measure Oakland Food Security using the USDA’s existing methods for evaluating community food security

- QGIS is a free GIS program we could look into, and ESRI has limited versions of some of their products available for free
  - Action:
    - Use tools such as those described above, that have already been built and utilized, to help with data and research, instead of the OFPC reinventing the wheel
- 3b: What data can we make available for public?
  - Action:
    - A bibliography of studies used in the meta analyses should be on the OFPC website
    - The map Susan Mernit is working on
    - Nathan's urban ag maps

**Agenda Item 4: Structure and operation of the work group**

- 4a: Discuss possible expansion of work group membership to include community
  - Action:
    - It will be essential for this work group that experts are utilized as needed. This expertise could come in the form of people at the health department working with data or mapping, Cal students doing research, etc.
    - Fine to open up membership to interested people, but they must be willing to do work and participate actively
    - Cal School of Public Health will be looking for sponsors for their interns this summer
    - Jason Corburn may also have grad students looking for research topics
- 4b: Select a Chair
  - Action:
    - Nathan McClintock will be chair for this work group
- 4c: Set regular meeting days and times
  - Action:
    - Regular meetings will be 2<sup>nd</sup> Wednesdays of each month from 3:30 – 5:00 pm

Minutes submitted by Jamie Nash.