Finding Food in Your City Government

June 7, 2018
Noon - 1:15 pm EDT
Speakers

Nya Taryor Jr.
Outreach Coordinator for Summerfield United Methodist Church and President of Milwaukee Food Council

Kat Klosek
Center for Government Excellence, Johns Hopkins

Caitlin Misiaszek
Johns Hopkins Center for a Livable Future

Tim McCollow
HOME GR/OWN Project Manager, Environmental Collaboration Office, City of Milwaukee

Cheryl Graffagnino
Local Food System Strategies Coordinator, Columbus Public Health

Holly Freishtat
Food Policy Director, Baltimore Food Policy Initiative

Jalisa Dawkins
Local Food Systems Strategies Manager, Columbus Public Health
FOOD POLICY NETWORKS

Building Community | Applying Research | Cultivating Action

NATIONAL
- FPN listserv with ~1400 members
- Food Policy Council Directory of 300+ councils
- Food Policy Resource Database with >1000 resources
- Monthly webinars on federal, state and local food policy

TRAINING AND TECHNICAL ASSISTANCE
- Chesapeake Food Policy Leadership Initiative
- Pre-conference workshops & conference sessions
- One-on-one technical assistance
FoodPolicyNetworks.org
City - Food Council Collaboration
Case Study: Milwaukee
Presenters:

Nya Taryor, Milwaukee Food Council President

Tim McCollow, City of Milwaukee, Environmental Collaboration Office-HOME GR/OWN; Former Food Council Board Member
MKE Food Council Fun Facts

- Created 2007
- Ad hoc org until 2016 501(c)3
- 100% Volunteer organization at this time
- Full council meets 6X/year
- Usual attendance: 45-55
- 45 paying members
<table>
<thead>
<tr>
<th>Groups represented in MFC:</th>
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<tbody>
<tr>
<td>Foundations                     Churches</td>
</tr>
<tr>
<td>Hospitals                        Restaurants</td>
</tr>
<tr>
<td>Emergency Food      Urban Ag</td>
</tr>
<tr>
<td>Government                     Universities</td>
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<tr>
<td>Public Health                  CHCs</td>
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</table>
Roots of MFC/City Collaboration stem from the 2013 new City of Milwaukee Sustainability Plan called ReFresh MKE
ReFresh MKE has a Food Systems Chapter
The Food System Goal that led us to the Memorandum of Understanding, after weak City support for a new, official Food Policy Council within City government:

“Milwaukee Food Council’s role expanded by December, 2014 to formally coordinate City departments, community stakeholders, the nonprofit sector, the private sector, and other major institutions.”
Our Contact Info:

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Tim McCollow, City of Milwaukee, ECO - HOME GR/OWN
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homegrownmilwaukee.com
Presenters

Jalisa Dawkins
Columbus Public Health
jmdawkins@columbus.gov

Cheryl Graffagnino
Columbus Public Health
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• Introduction of the Local Food Action Plan (LFAP)

• Role of the Franklin County Local Food Council (FCLFC) in developing the LFAP

• The FCLFC and implementing the LFAP - leveraging community assets.
Columbus City Council and the Franklin County Board of Commissioners have a history of strong support for local food initiatives.

- Community garden grants
- Food business incubation
- Food access programs
- Modifying regulations
Franklin County Local Food Council

● Independent, non-governmental citizen advisory council formed Late 2011

● Mission: working together to expand, strengthen, and maintain a resilient local food system in Franklin County, Ohio

● Executive Committee, Steering Committee, and General Members
Food Policy Audit

• Developed by Franklin County Local Food Council

• Scored food system policies across four categories:
  – Food Security and Sustainability
  – Zoning and Land Use
  – Public Health and Food Access
  – Social Equity

• Provided a broad range of stakeholder feedback on the local food system

• Provided recommendations for priority policy areas
Creating the Local Food Action Plan

- Unique partnership - economic development, public health, social justice

- 24 member Working Committee

- Three Phases
  - Current Conditions and Visioning
  - Policy and Program Recommendations
  - Plan Creation
Vision

“A fair and sustainable food system that benefits our economy, our environment, and all people.”
4 Goal Areas

A. Enhance coordination and communication among existing food resources and agencies

A. Improve access to and education about healthy food, affordable food, and local food

A. Increase the role of food in economic development

A. Prevent food-related waste
IMPLEMENTING THE PLAN

COLUMBUS CITY COUNCIL
Appoints 6 Members & Liaison

FRANKLIN COUNTY BOARD OF COMMISSIONERS
Appoints 6 Members & Liaison

COLUMBUS-FRANKLIN COUNTY LOCAL FOOD BOARD
12 appointed members

JOINT CITY-COUNTY LOCAL FOOD TEAM
City & County staff

PROJECT TEAMS
Led by Board Members

FRANKLIN COUNTY LOCAL FOOD COUNCIL
Composed of Community Members

SHARED RESPONSIBILITIES

SUPPORTING RELATIONSHIPS
Council’s Work Inside & Outside of Local Government

● Community Engagement
  ○ Education
  ○ Engagement

● Campaigns
  ○ Initiatives

● Mentorship Program
  ○ Food System Ideas Assistance
Thank you!

The Local Food Team:

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Brian Estabrook  
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baestabr@franklincountyohio.gov

www.columbus.gov/LFAP
FINDING FOOD IN YOUR CITY GOVERNMENT

Holly Freishtat
Food Policy Director

June 7, 2018

Baltimore City Department of Planning
USE FOOD AS A CATALYST TO ADDRESS HEALTH, ECONOMIC AND ENVIRONMENTAL DISPARITIES IN HEALTHY FOOD PRIORITY AREAS
COLLABORATION - A THREE TIERED APPROACH
Baltimore Food Policy Initiative

**HISTORY**

- Formed in 2010
- Initially guided by Food Policy Taskforce recommendations and 2009 Sustainability Plan

**INTERAGENCY COLLABORATION**

- Department of Planning
  - Baltimore Office of Sustainability
- Health Department
- Baltimore Development Corporation
**FOOD POLICY ACTION COALITION (FOOD PAC)**

**Food PAC**
- 60 diverse stakeholders
- Invested in issues ranging from food policy, food justice, childhood hunger, food access, food retail, obesity, and food systems

**Goals**
- Food policy barriers and opportunities
- Convener
- Share knowledge

**Meetings**
- First Wed of every other month

https://planning.baltimorecity.gov/baltimore-food-policy-initiative/food-policy-action-committee
“I have seen so many friends and family members suffer from diseases such as diabetes and hypertension due to an unhealthy diet. It can be really hard to eat right in Baltimore because many lack the education, exposure, finances and time to do so.”

Mary Brown-Bey
Resident Food Equity Advisor

“I have seen that small family run grocery stores are just as important as large supermarkets because the goal in making healthy produce more accessible should be more businesses that sell produce distributed throughout the city instead of being concentrated points of activity where a supermarket is placed.”

Valeria Fuentes
Resident Food Equity Advisor

Resident Food Equity Advisors
• 16 residents
• 14 city council districts
• 7 meetings

https://planning.baltimorecity.gov/resident-food-equity-advisors
CHANGING POLICY
HEALTHY FOOD PRIORITY AREAS

Priority Area Factors:
- Low Healthy Food Availability Score
- At or below 185% federal poverty level
- Low vehicle availability
- ¼ mile from supermarket

Impact:
- 23.5% of residents
- 28.3% school aged children
- 24.3% seniors
- 31% Black vs 8.9% White residents
HEALTHY FOOD ENVIRONMENT STRATEGY

1. Support **resident-driven processes** to guide equitable food policy, programs and resources
2. Improve **corner and convenience stores**
3. Retain and attract **supermarkets**
4. Increase the ability of the **public markets** to anchor the healthy food environment
5. Implement supply chain solutions that support healthy **food distribution** and small businesses
6. Maximize the impact of **federal nutrition assistance and meal programs**
7. Support **urban agriculture**, emphasizing historically disenfranchised populations and geographies
8. Address **transportation** gaps that impact food access
Key Policy Successes

- Procurement Contracts (2018, 2016)
- Personal Property Tax Credits - Food Desert Incentive Areas (2018, 2016)
- Emergency Operations Plan Appendix (2016)
- SNAP Disbursement- State (2015)
- CSAs approved for Employee Incentive (2014)
- Animal Husbandry Regulations (2012)
- Building Code to permit Hoop Houses (2011)
CITY GOVERNMENT AND FOOD
Elevating Food Work in City Government

1. Governance
   • Look at org charts and conduct asset mapping
   • Build leadership in multiple agencies rather than only in one department
   • Leverage grant funding for long-term positions
   • Understand existing plans and embed priorities in future plans

2. Food Environment Research
   • Use food environment mapping to help drive policy and priorities
   • Partner with Universities

3. Partnerships
   • Navigate and break down silos
   • Leverage partner expertise

4. Equity
   • Lift up resident voice and priorities
Holly Freishtat, MS
Baltimore City Food Policy Director

Email: holly.freishtat@baltimorecity.gov

Website: https://planning.baltimorecity.gov/baltimore-food-policy-initiative
The Maryland Food System Map

Caitlin Misiaszek
Johns Hopkins Center for a Livable Future
Maryland Food System Map – why?

- **Open Data**
  - Making data available and easy to use

- **Place Matters**
  - Understanding the problem
    - Why and how certain outcomes exist
  - Planning for a solution
    - A policy or program will have different outcomes depending on where it is put into effect

www.jhsph.edu/CLF
Maryland Food System Map – why?

- GIS and maps are tools that researchers, community organizations and policy makers can use to:
  - Visualize data across space
  - Layer complex data to understand connections, inequalities and trends among systems
  - Inform and create effective policies and programs
  - Communicate and advocate for change
  - Monitor and evaluate change
Nutrition Assistance
- At-Risk Afterschool Meal Program Sites 2013-2014
- Food Pantry and Free Meal Sites
- Schools with ≥ 50% Free and Reduced Price Meals 2016-2017
- SNAP Retailer 2015
- Summer Food Service Program Sites 2014
- WIC Program Office 2015
- WIC Vendor 2015
- Average Monthly # of SNAP Participants 2014
- Maryland Meals for Achievement 2016-2017
- Food Insecure 2015
- SNAP Participation 2015
- SNAP Participation Among Low-Income 2015
- 2013 SNAP Redemption
Supermarkets 2014

DESCRIPTION
Supermarkets are large-format grocery stores with all food departments present, including produce, meats, seafood, canned goods and packaged goods. Supermarkets are typically chain stores; these stores have annual sales of $2 million or more and have 3 or more cash registers.

Data compiled and categorized by CLF staff.

DATASET ATTRIBUTES

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<th>Tax</th>
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<td>Supermarket (750)</td>
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<tr>
<th>Subtype</th>
<th>Tax</th>
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<tr>
<td>Traditional (485), Supercenter (112), Limited Assortment (66), International (41), Conventional Club (33)</td>
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# Data Sources

**MARYLAND FOOD SYSTEM MAP PROJECT: DATA AND SOURCES, 2016**

This table shows the sources for the data used by the [Maryland Food System Map Project](http://www.jhsph.edu/CLF) database. This list is intended to help you find sources of information about the food system in your city, county, state or region. This data can be used for a food assessment of your community or to inform other planning projects or advocacy efforts of your food policy council.

The data used by the Maryland Food System Map Project comes from national and state sources while some of the datasets are created in house by Johns Hopkins Center for a Livable Future staff. The Maryland state sources provide an example of datasets that may be available from similar agencies or organizations in your state. More data than is listed below may be available from each agency and/or program/department. This table only shows the data used by the Maryland Food System Map Project database.

**READY AVAILABLE DATA**

(*) next to indicates additional descriptive data available for each point location when downloading dataset.

## NATIONAL

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<tr>
<th>Topic</th>
<th>Data available (on map project website)</th>
<th>Main Source - Agency</th>
<th>Secondary - Program or Department</th>
<th>Agency Level</th>
<th>Geography</th>
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| Demographics, Population | % Population change  
% Population density | The U.S. Census Bureau | Decennial Census | Federal | State  
County  
Census tract |
| Demographics, Population, Housing, Economic | Population estimates  
% no vehicle available  
Population living below FPL  
Median household income | The U.S. Census Bureau | American Community Survey (1yr, 3yr, 5yr estimates) | Federal | State  
County  
Census tract |
| Health | Community Health Centers | U.S. Department of Health and Human Resources Services | Health Resources and Services Administration | Federal | Point data |
| Economic, Agriculture, Nutrition | Dollars spent by school districts on food  
% of dollars spent by school districts on local foods | USDA Food and Nutrition Service | Farm to School Census | Federal | School district/county |
| Economic, Food access | SNAP retailers | USDA Food and Nutrition Service | SNAP Retail Locator | Federal | Point data |
| Agriculture | Crop and Livestock production  
Economics (Market value, production expenses, Gov payouts, etc.)  
Operator characteristics  
Land use characteristics | USDA National Agriculture Statistics Service | Census of Agriculture | Federal | State  
County  
Congressional District |

[www.jhsph.edu/CLF](http://www.jhsph.edu/CLF)
Thank you!

Caitlin Misiaszek

cfishe29@jhu.edu

www.mdfoodsystemmap.org
Why is measuring the food system important for cities?

- Track progress of existing initiatives, investments and partnerships to understand what is and is not working
- Identify opportunities for additional resources
- Guide future planning
- Share promising practices
Three steps to measuring the food system

- Research existing measures
- Set performance targets
- Conduct a dataset inventory
Research existing measures
Where do goals live in your city?

- Strategic/business/economic development/master plans
- Sustainability/resilience documents
- Reports on federal/state funding
- Reports, etc. from nonprofit partners and chambers of commerce
- Budget documents
- City council priorities
- Visioning documents
- Public comments/community surveys (collected online/in person)
- Existing performance management program
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<th>Actual</th>
<th>Target</th>
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<td>Measure</td>
<td>Owner</td>
<td>Outcome Area(s)</td>
<td>City</td>
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<td>Persons receiving Supplemental Nutrition Assistance Program (SNAP)</td>
<td>Human Resources Administration</td>
<td>Government relations</td>
<td>New York, NY</td>
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<td>benefits</td>
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<td>Number of low-income LA residents without grocery retail within ½</td>
<td>Department of City Planning</td>
<td>Economic &amp; Neighborhood development</td>
<td>Los Angeles, CA</td>
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<td>mile residents</td>
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<td></td>
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<td>Percent of citizens satisfied with efforts to encourage healthy eating</td>
<td>Health Department</td>
<td>Health, human services</td>
<td>Kansas City, MO</td>
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<td>and active living</td>
<td></td>
<td></td>
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<td>Monthly food service inspections</td>
<td>Environmental Health Department</td>
<td>Health, human services</td>
<td>Plano, TX</td>
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<td>Percent of Fresh Bucks participants eating healthier</td>
<td>Office of Sustainability and Environment</td>
<td>Health, human services Economic &amp; Neighborhood development</td>
<td>Seattle, WA</td>
<td></td>
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</tbody>
</table>
Set performance targets
Three steps to setting performance targets

Analyze performance from previous years
  ○ Gather historical data

Confirm trends and anomalies
  ○ Plot the data in a chart to identify trends and anomalies

Find middle ground
  ○ Work with City leadership to identify a target that is ambitious yet achievable
Conduct a dataset inventory
**Comments:** Do you have any other comments about this data? Do you have ideas for how it might be useful?
GovEx Resources

http://govex.jhu.edu/

http://labs.centerforgov.org/guides/

● Catalog of performance measures
● Open data canvas
● Setting performance targets
● Data inventory guide
● Data inventory template