



MADISON FOOD POLICY COUNCIL

THE FIRST LAST POWERPOINT

Wednesday, July 6, 2016

	2016	2017	2018	2019	2020	2021
<i>Total program funds available</i>	\$350,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Project Name						
Line Item						
Allied Community Cooperative Grocery	\$115,334	\$131,416	\$48,250			
Feasibility Consultant	\$25,000					
Other Consultant Fees	\$21,667					
Staffing Costs	\$5,000					
Training and Travel	\$2,000					
<i>Project total: \$300,000</i>						
Latino Chamber/Marimar/SMFM						
Refrigeration Expansion	\$21,063.50					
Outreach Materials	\$8,000					
Van for delivery	\$10,755.73					
Internet/Network System	\$2,550					
<i>Project total: \$42,369.23</i>						
Northside Planning Council – Shuttle Service (short-term)						
Wages	\$2,050					
Fuel	\$1,600					
Vehicle Insurance/Maintenance	\$1,200					
Program Coordination	\$480					
Printing/Promotion	\$320					
Funds for Accessible Cab Service	\$400					
10% Contingency	\$605					
<i>Project total: \$6,655</i>						
Willy Street Co-op North	\$62,330	\$3,000	\$3,000			
Salad Bar Install	\$5,350					
Bulk Bins	\$14,537.50					
Additional Shopping Carts	\$6,642.50					
WIC Vendor Contingency on Reimbursements	\$4,800	\$3,000	\$3,000			
Access Discount Loss Offset	\$28,000					
<i>Project total: \$68,330</i>						
Remaining Program Funds	\$123,311.77	\$165,584.00	\$248,750.00			



FOOD POLICY COUNCIL BUDGET ITEMS

	2013	2014	2015	2016	2017
					(Request)
Project Name					
Line Item					
Healthy Retail Access Program	0	0	\$100,000	\$350,000	\$300,000
(\$1.55 million over 5 years)					
EBT/Double Dollars Program					
Administration	0	\$25,000	\$25,000	\$25,000	\$25,000
USDA FINI Grant					
Incentive				\$75,000	
Evaluation				\$18,088	
SEED Grant Program	0	\$50,000	\$50,000	\$50,000	\$50,000
Community Gardens Programming					
General Support	0	0	\$25,000	\$25,000	\$25,000
CDBG Support	\$54,000	\$54,000	\$54,000	\$65,330	\$65,330
Summer Meals Program Pilot	0	0	0	\$7,500	\$7,500



WORK GROUP STATUSES: FUNDING


- Current Members: Topf Wells, Martin Bailkey, Erica Anderson (Rotating Membership)
- The “de facto” SEED Grant Work Group
 - December/January opening
 - Mid-February due date
 - March FPC approval
 - September/October tour
- Three years of grants
 - \$150,000 allocated
 - 28 individual projects
- Major issues:
 - Garden related projects
 - Coordination with MMSD



City of Madison – Food Access Improvement Map: Areas of Focus (Summer 2015)

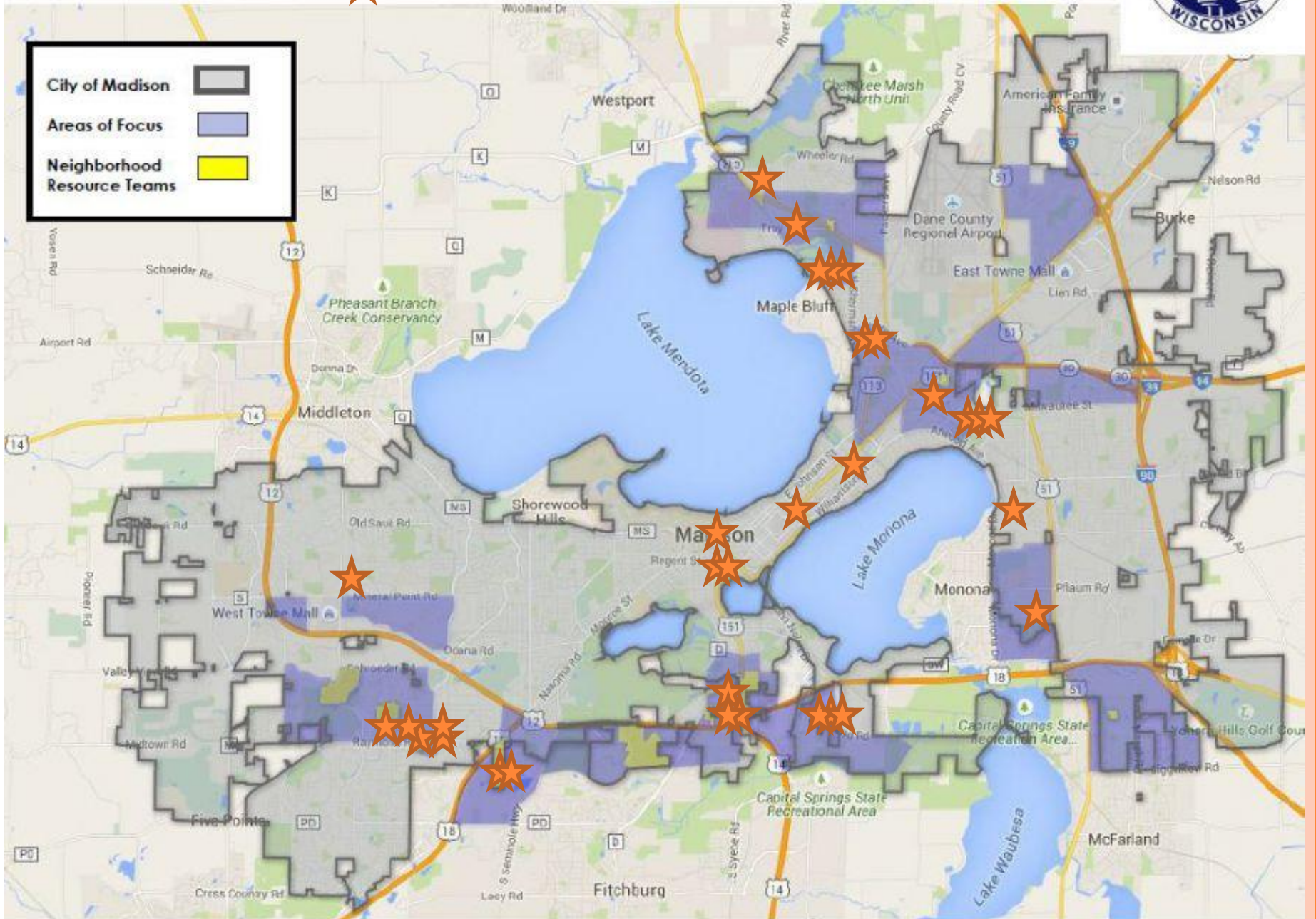


SEED Grant ★

City of Madison 

Areas of Focus 

Neighborhood Resource Teams 



WORK GROUP STATUSES: PROCUREMENT

- Current Members: Taiya Bach, Kathy Utley, Alexia Kulwiec, Carrie Edgar, Chris Brockel, Sarah Larson (REAP).
- Key activities:
 - Researched vending policies and current city contracts
 - Reviewed PSA campaigns for healthy marketing practices
 - Decided procurement work with other institutions was best “bang for buck”
 - Began meeting with institutions this year.
- Key issues:
 - Resolution that defines the city’s approach to food procurement
 - Determination of feasibility of “good food” procurement pledge with large institutions
 - Gauge community interest in funding of certification or award-type of program



WORK GROUP STATUSES: POLLINATOR PLAN IMPLEMENTATION

- Pollinator Protection Task Force: Created October 2014
- Plan adopted by Common Council November 2015
- Implementation Work Group began meeting in January 2016
 - Members: Satya Rhodes-Conway, Nan Fey, Topf Wells, Nathan Clarke.
- Current issues:
 - Revisions to Natural Lawns Ordinance
 - Mowing practices
 - Review of Integrated Pest Management



WORK GROUP STATUSES: FOOD WASTE TASK FORCE

- Directing resolution:
 - Directing the Madison Food Policy Council in consultation with appropriate city staff to review, analyze, and provide recommendations on sustainable practices regarding food waste relating to collections, composting, and delivery of services to all areas of the city.
 - Adopted November 2014

- Major successes:
 - “Support” of Healthy Food for All
 - Food Waste Survey

- Major Issues:
 - Expansion of organic waste collection
 - Compost
 - Biodigester
 - Waste diversion (continued support of HFFA)

- Current membership: Topf Wells, Martin Bailkey, Chris Brockel, Alison Ahlgrim (County), Bill Warner (County).



WORK GROUP STATUSES: COMMUNITY ENGAGEMENT

- Current Membership: Jenna Collins, Nan Fey, Michael Bell, Erica Anderson, Nick Heckman (PHMDC).
- Key issues:
 - Adaptation of the Racial Equity tool
 - Advice: don't forget the larger purpose
 - Ways to reach the community
 - Without “over-engaging” same people
 - Use current activities to your advantage
 - Marketing policies, programs, initiatives that are currently available to the public.



WORK GROUP STATUSES: HEALTHY RETAIL

- 4 Active Projects
 - Totaling \$417,354.23 over next three years
 - Currently authorized as a \$1.55 million program over 5 years, but requires annual appropriation
- Key Issues:
 - Overall health of program budget
 - Evaluation and tracking of current projects
 - Outreach and Engagement
 - Map of Focus Areas and Profiles
 - Formalization as Subcommittee?
 - Roles of staff and committee



WORK GROUP STATUSES: EDIBLE LANDSCAPES

- Adopted by Common Council:
 - Allowing street terrace plantings in City right-of-way
 - Creating the Edible Landscape Permit and directing departments to implement program
 - 2 active permits, 1 in the works
- Key issues:
 - Improvements to edible process (ongoing)
 - Vision triangle issue (some overlap with Pollinator Work Group)
 - Future work...



OTHER ONGOING INITIATIVES/PROGRAMS: COMMUNITY GARDENS

○ Gardens Network

- Partnership between Community GroundWorks, Dane County UW-Extension, and City of Madison.
 - Governing Memorandum of Understanding between parties
- Community Development Division funding
 - Through CDBG: \$65,330
- City of Madison funding
 - Through Mayor's Office: \$25,000



OTHER ONGOING INITIATIVES/PROGRAMS: COMMUNITY GARDENS

- Community Gardens Committee
 - In existence since 1999 – nearing a decision on the future of the committee given new program.
 - Likely a significant restructuring or dissolution with an ask to Food Policy Council.
 - What to expect?



OTHER ONGOING INITIATIVES/PROGRAMS: DOUBLE DOLLARS PROGRAM

- Split funding of the administration of the program between Dane County and City of Madison.
 - \$25,000 each
- Dane County Human Services (Casey Becker) is responsible for the management of the contract for services.
- City of Madison awarded a \$93,055 grant for Double Dollars expansion that includes Willy Street Co-op as a partner.



OTHER ONGOING INITIATIVES/PROGRAMS: SUMMER MEALS

- First year of the Summer Meals Pilot Project with REAP Food Group as the operator.
 - Public Health and Parks are key internal partners.
 - REAP, MMSD, and Midvale Baptist are key external partners.
 - \$7,500 from City for this year.
 - Need evaluation and discussions with partners to determine level of funding for subsequent years.
- Major issues:
 - Evaluation
 - Expansion plan
 - Funding level



OTHER ONGOING INITIATIVES/PROGRAMS:

- Employment and Training in Food Service
- Youth Employment
- Northside Corridor/Oscar Mayer



IDEAS FOR THE FUTURE:

- “The ideal appears to be a food policy organization whose staff and members have extensive knowledge of and expertise in food systems, a sophisticated approach to food system change, with funding that is stable and sufficient for at least a lean organizational effort.”

-- MacRae, Donahue. *Municipal food policy entrepreneurs*, 2013.



IDEAS FOR THE FUTURE:

- “The food policy agenda has a greater chance of being implemented when it is attached to other agencies and units and when food system change can assist with the execution of their mandates.”
- Municipal food initiatives would benefit from identifying a range of ways to document and evaluate their work in order to demonstrate successful processes for social change as well as food system and other municipal/regional impacts.

-- MacRae, Donahue. *Municipal food policy entrepreneurs*, 2013.



IDEAS FOR THE FUTURE:

- Integration into City's Comprehensive Plan

http://www.seattle.gov/Documents/Departments/OSE/Seattle_food_comp_plan_FINAL_082012.pdf

- Handout

- “It is important to stress that a thoughtful, slow and deliberate process to ensure appropriate stakeholder participation and input is a top priority of this effort to work together successfully, (beginning of course, first internally with staff and working our way out)!”

-- **Olivia Parry** Senior Planner, Dane County Planning & Development
Department



FROM SEATTLE DOCUMENT:

Land Use Element	Transportation Element	Housing Element	Economic Development Element	Human Development Element	Environment Element	Connecting Jurisdictions and Institutions
Urban Agriculture – <i>general</i>	Transportation Options to Food Outlets	Healthy Housing	Local Food Distribution and Sales	General	Environmental Impacts of the Food System	Emergency Planning
Urban Agriculture – <i>incentives and tools</i>	Truck Travel from Food Distribution		Business Incubators – Food Hubs	Community Food Security	Diversion and Composting	Partnerships with Schools
Community Gardening – <i>siting</i>			Marketing Local	Distressed Areas and Food Access	Food-Related Packaging	Interjurisdictional Coordination
Community Gardening – <i>other policies</i>			Economic Development of Food Industries	Food Assistance Programs	Emissions from Distribution	Public Education and Awareness
Transfer and Purchase of Development Rights			Fisheries		Emissions from Food Access	
Animal Husbandry			Local Food Demonstration Programs		Pesticides, Fertilizer, and Water Quality	
Agricultural-Supportive Land Uses			Education and Training		Animal Waste	
Promote Healthy Food Access			Community Kitchens		Soil Quality	
Discourage Unhealthy Food			Procurement		Water Use	
				Stewardship Education		



IDEAS FOR THE FUTURE:

- Programs vs. Policies
 - Embrace the programs, work with departments.
 - Collaboration with Dane County Food Council and other regional stakeholders.
- Funders in the Food System
 - “Cannibalization” of the non-profit sector
 - Need for leadership from FPC and electeds to guide funding initiatives.
 - Ex. ACA Community Benefits Requirements



THANK YOU!!!

