

# CITY OF OAKLAND

## AGENDA REPORT

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2008 MAY -1 PM 5:48

**To:** Office of the City/Agency Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** May 13, 2008

**Re:** **A Resolution Authorizing The City Administrator To Enter Into An Agreement With Food First, Inc. For The Period Of May 15, 2008 Through May 14, 2009 In An Amount Not To Exceed \$50,000 For The Establishment Of The Food Policy Council**

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### SUMMARY

Resolution 80332 C.M.S., dated December 16, 2006 authorized the City Administrator to allocate \$50,000 to provide startup funding for the establishment of the Oakland Food Policy Council (OFPC) for Oakland. The resolution also authorized a competitive bid process for provision of services. On October 17, 2007 the Department of Human Services issued a Request for Letters of Intent (LOI) pursuant to a Request for Proposals (RFP) process. One qualified bidder, Food First, Inc., in partnership with the Health for Oakland's People and Environment (HOPE) Collaborative and People United for a Better Oakland (PUEBLO), submitted a strong proposal to establish and nurture the OFPC. Staff recommends that the council authorize a grant agreement with Food First to establish the Oakland Food Policy Council.

### FISCAL IMPACT

Funding in the amount of \$50,000 is available in the City Facilities Energy Conservation Projects Fund (4450), CEDA Neighborhood Redevelopment (88721), DHS Administration Organization (78111), and Food Policy Council Project (C256513).

### BACKGROUND

In the last decade Oakland's City Council and elected officials have demonstrated a commitment to sustainability. In 1997 Oakland's City Council established the Sustainable Community Development Initiative (SCDI) unanimously adopting a policy framework called "Building the Sustainable Economy: An Opportunity for Oakland." In 2005, Mayor Jerry Brown joined 50 mayors of the world's largest and most visionary cities as an original signer of the United Nations World Environment Day Urban Environmental Accords, pledging that Oakland would implement 21 action steps over seven years to build an ecologically sustainable, economically dynamic and socially equitable future for its citizens. The Urban Accords Document was adopted by City Council in 2006.

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On December 19, 2006, the Oakland City Council unanimously adopted Resolution No. 80332 C.M. S. which authorizes the City to provide \$50,000 in start up funding for the purpose of establishing a Food Policy Council (FPC) for the City of Oakland. The mission of the FPC will be to cultivate and establish a sustainable food system in Oakland.

The Resolution to seed an Oakland-based FPC is aligned with Recommendations #1 and #4 of the Sustainable Community Development Initiative (SCDI) adopted in 1998. These recommendations note that the City will implement a sustainable development strategy as an overarching principle guiding Oakland's economic development program, and will establish an ongoing process of community participation in sustainable development initiatives by community organizations, businesses, unions and education. The Resolution is also aligned with Urban Accord Action 17 - Environmental Health for Healthy Food Systems.

### **KEY ISSUES AND IMPACTS**

Food First proposes to establish and "incubate" the Oakland Food Policy Council (OFPC) within Food First, until the OFPC can establish its own independent office. Food First will house and provide administrative, logistical, development support to the new OFPC. As a think tank concerned with food policy, Food First will also provide timely policy reports and information to the OFPC for use in its work with the City of Oakland and Oakland communities.

In the short term, Food First will match the City of Oakland's \$50,000 seed money with \$38,000 of in-kind funds and services. Food First will provide these matching funds through in-kind contributions (office space, computers, administrative services, etc.), as well as through training grants available through the HOPE Collaborative, an initiative funded by the W. K. Kellogg Foundation and other organizational development grants. Food First will hire the OFPC

Coordinator and assist him or her to obtain an additional \$60,000 in order to fully fund the launch of the OFPC during its first year. Food First will employ the Coordinator during a three-year "incubation period" during which the OFPC will establish itself as an independent office. This three-year incubation period through Food First will ensure the OFPC builds its institutional capabilities in order to:

- Develop an integrated, strategic plan to foster a sustainable food system for the City, including policy and program recommendations;
- Actively advocate for and support implementation of new and existing food policies and programs in the City;
- Convene meetings and lead discussions aligned with its mission and goals.

Through the OFPC, the various initiatives and policies to build secure and sustainable food systems that currently exist in Oakland will be integrated and synthesized. The OFPC will be expected to build partnerships with key stakeholders in Oakland's food system, including Oakland city residents, the business community, CBOs (Community Based Organizations), rural and regional organizations outside of Oakland, health and education entities, and the City of

Oakland. Through the projects it is already undertaking in its *Building Neighborhood Food Systems Program*, Food First has already established key partnerships necessary to effectively establish the OFPC. These include:

- **Health for Oakland's People and Environment (HOPE) Collaborative:** With a two-year \$495,200 planning grant from the W.K. Kellogg Foundation, the mission of HOPE is to create fundamental and sustainable environmental changes that will significantly improve the health and wellness of Oakland residents. HOPE has 60 organizational members, with the Alameda County Community Food Bank, Alameda County Public Health Department and Urban Ecology being the lead partners. The members of the Technical Advisory Team (TAT) of the HOPE Collaborative have agreed to serve as OFPC's Steering Committee during the incubation phase.
- **People United for a Better Oakland (PUEBLO):** Founded in 1990, People United for a Better Life in Oakland (PUEBLO) is a multi-ethnic, multi-issue community membership organization. PUEBLO engages in community organizing, direct action, policy research and analysis, leadership development, popular education, and coalition building to confront the issues that affect the lives of Oakland residents. The aim of the Food First—PUEBLO partnership is to match the installed institutional capacity of Food First with the proven community organization capacity of PUEBLO in order to ensure strong institutional relationships with both community groups and government offices.

### **The OFPC and the Strategic Plan**

The first step in establishing the OFPC will be to hire a qualified coordinator capable of liaising with public, private, and non-governmental organizations working in Oakland. The first task will be to produce a broad-based Strategic Plan for the development of a sustainable and equitable Oakland food system. The Coordinator will develop the OFPC Strategic Plan in consultation with all of these actors, and will use the Oakland Food System Assessment (2006) and other policy documents as a springboard for broad-based consultations on the Strategic Plan. PUEBLO and the HOPE Collaborative will assist the Coordinator in the community outreach and strategic thinking behind the plan. Food First will assist the Coordinator in researching and synthesizing information to ensure informed community and government engagement with the Strategic Plan.

On the basis of the Strategic Plan—and on the strength of its social consent—the Coordinator will seek mid-term funding to ensure the financial sustainability of the OFPC. Food First will assist the Coordinator in the formulation of project/program proposals, identification of funding opportunities, and program development.

### **Food First's Qualifications**

The Institute for Food and Development Policy, also known as Food First, has been called one of the county's "most established food think tanks" by the *New York Times*. Their mission is to end the injustices that cause hunger, poverty and environmental degradation throughout the world. Their belief is that another world free of hunger is possible if producers and communities take back control of the food and fuel systems presently dominated by transnational agri-foods industries. They carry out research, analysis, advocacy and education for informed citizen engagement with the institutions and policies that control production and access to food, and support smallholder and community-based alternatives for equitable and sustainable food systems. Founded thirty years ago with Frances Moore Lappé and Joseph Collins, authors of the highly acclaimed *Diet for a Small Planet*, Food First has a distinguished and internationally recognized record of leadership on issues of food, hunger, and the environment.

### **PROGRAM DESCRIPTION**

Food is a basic human need on par with water, housing, transportation, and other essential urban infrastructure, and food systems are an integral and significant part of any metropolis. Cities are increasingly concerned with how food relates to the urban environment and are encouraging sustainable food systems which contribute to high quality livable neighborhoods, meet the basic needs of residents, and promote economic vitality, healthy citizens, a clean environment, and local self-reliance.

The Oakland Food Policy Council will promote policies, strategies and programs to encourage a greater degree of sustainability and health in Oakland.

### **Goals**

#### **Goal 1: Food Security**

Ensure that no Oakland resident experiences hunger and promote strategies that create the systemic change necessary to eventually eliminate the need for emergency and charity-based food sources. Ensure that access to local, safe and nutritious food is not limited by economic status, location, or other factors beyond residents' control. Promote strategies that support emergency food programs until hunger and food insecurity are eliminated.

#### **Goal 2: Public Health**

Support the development of balanced food environments that allow residents the opportunities to make healthy food choices and reduce environmental causes of obesity, diabetes, heart disease, and other diet-related illnesses. Prioritize improving food environments in communities that suffer from disproportionately high rates of diet-related disease and that are underserved by full-service grocery stores, farmers' markets, community gardens, and other healthy, fresh food options.

**Goal 3: Local Agriculture**

Support local agriculture that is economically viable, environmentally sustainable and socially responsible by serving as a market for processing and consuming local food. Promote policies and programs that increase the consumption of food produced within Oakland's foodshed to 30% of all food consumed by supporting such activities and endeavors as local sourcing or purchasing agreements, farmers' markets, and Community Supported Agriculture. Advocate for regional Smart Growth policies that direct growth away from prime agricultural land. Maximize Oakland's self reliance and capacity to grow and provide sustainable and nutritious local food for its citizens through urban agriculture initiatives such as community farms and gardens, rooftop gardens, and building code amendments that promote edible landscaping.

**Goal 4: Energy Efficiency**

Promote energy efficiency at all stages of the food system by promoting local, sustainable food production. Incorporate "green business" principles (such as energy efficiency and water conservation) for all food-related businesses in Oakland, and encourage the adoption of clean technologies and renewable energy sources into all food system industries.

**Goal 5: Environmental Resource Preservation**

Support the protection of environmental resources by increasing the consumption of locally and sustainably grown food. Particular attention should be paid to the use of environmentally benign and energy efficient production, processing, and distribution practices. In addition, local agricultural activities should be supported as a means of preserving open space.

**Goal 6: "Zero-waste"**

Promote a "closed-loop" food system that emphasizes the elimination of pollution and use of non-renewable materials. Promote food scrap composting by Oakland's residents and businesses, and encourage the utilization of food scraps as compost for Oakland's urban agriculture and community garden programs, as well as regional foodshed agriculture.

**Goal 7: Community and Economic Development**

Promote economic opportunities in the food sector that create living-wage jobs that re-circulate wealth within the community. Develop food growing, marketing and processing opportunities that create direct links between local producers and consumers.

**Goal 8: Education, Outreach and Advocacy**

Increase public "food literacy" and engage communities to make food-related choices that positively influence public health, social responsibility and environmental sustainability. Promote programs that engage residents and participants in all aspects of the activities and programs of the Oakland Food Policy Council.

**The functions of the FPC will include:**

- Developing an integrated strategic plan to foster a sustainable food system for the City, including policy and program recommendations.
- Actively advocating for and supporting implementation of new and existing food policies and programs in the City.
- Convening meetings and leading discussions aligned with its mission and goals.

The OFPC will rely on *A Food Systems Assessment for Oakland, CA: Toward a Sustainable Food Plan*, authored by Serena Unger and Heather Wooten, as a foundation for the development of its programs, policies and initiatives. Findings and recommendations from other food policy councils will also be used. The complete report can be found at:  
<http://oaklandfoodsystem.pbwiki.com/>.

The OFPC will solicit input from key stakeholder groups such as businesses, community organizations, rural and regional organizations, health and education, and local government.

**SUSTAINABLE OPPORTUNITIES**

***Economic:*** Local food systems have economic benefits, since most of the money spent on food goes to the local farmer, not to corporate middlemen. Small diversified farms can help reinvigorate semi-rural economies since they employ far more people per acre than large agribusinesses.

***Environmental:*** By developing local food systems the cost of transportation and the associated greenhouse gas emissions from trucks is decreased significantly. Small diversified farms put less burden on agricultural lands and provide more sustainable returns from local acreage than do large farming businesses.

***Social Equity:*** Food security means access by all people at all times to enough food for an active, healthy life.

**DISABILITY AND SENIOR CITIZEN ACCESS**

The adoption of this resolution will have no direct effect on accessibility for senior citizens or disabled persons.

**RECOMMENDATIONS AND RATIONALE**

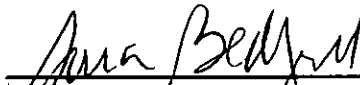
Adopt the accompanying resolution authorizing the City Administrator to enter into an agreement with Food First, Inc. for the period of May 15, 2008 through May 14, 2009 in an amount not to exceed \$50,000 for the establishment of the Oakland Food Policy Council

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**ACTION REQUESTED OF THE COUNCIL**

Adopt the accompanying resolution authorizing the City Administrator to enter into an agreement with Food First, Inc. for the period of May 15, 2008 through May 14, 2009 in an amount not to exceed \$50,000 for the establishment of the Oakland Food Policy Council.

Respectfully submitted,

  
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Andrea Youngdahl, Director  
Department of Human Services

Reviewed by: Susan Shelton, Manager  
Community Housing Services

Prepared by: Michael Church,  
Program Analyst

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:

  
\_\_\_\_\_  
Office of the City/Agency Administrator

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OFFICE OF THE CITY CLERK  
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Approved as to Form and Legality

  
Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

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**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH FOOD FIRST, INC. FOR THE PERIOD OF MAY 15, 2008 THROUGH MAY 14, 2009 IN AN AMOUNT NOT TO EXCEED \$50,000 FOR THE ESTABLISHMENT OF THE FOOD POLICY COUNCIL**

**WHEREAS**, the City of Oakland (City) is committed to policies that promote the health and well-being of our community and our environment; and

**WHEREAS**, a community-based food policy council that engages public and private entities and citizens in the discussion of food and agricultural issues, identification of priority policies and actions and the education of public and private sectors about food issues can provide significant improvement to Oakland's food system; and

**WHEREAS**, Resolution 80332 C.M.S., dated December 16, 2006 authorized the City Administrator to allocate \$50,000 to provide startup funding for the establishment of a Food Policy Council (FPC) for Oakland

**WHEREAS**, said funds in the amount of \$50,000 are available in the City Facilities Energy Conservation Projects Fund (4450), CEDA Neighborhood Redevelopment Org (88721), DHS Administration Organization (78111), and Food Policy Council Project (C256513); and

**WHEREAS**, said resolution authorized staff to conduct a Request for Proposals (RFP) process to identify qualified entities to establish the FPC; and

**WHEREAS**, on October 17, 2007 the Department of Human Services issued a Request for Letters of Intent (LOI) pursuant to a Request for Proposals (RFP) process; and

**WHEREAS**, Food First, Inc., in partnership with the Health for Oakland's People and Environment (HOPE) Collaborative and People United for a Better Oakland (PUEBLO), submitted a proposal to establish and nurture the FPC; now, therefore, be it

**RESOLVED**, that the City Manager is hereby authorized to Enter Into An Agreement With Food First, Inc. For The Period Of May 15, 2008 Through May 14, 2009 In An Amount Not To Exceed \$50,000 For The Establishment Of The Food Policy Council; and be it



**FURTHER RESOLVED**, that the City Administrator is authorized to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests, reprogramming of funds, and related actions which may be necessary in accordance with the Agreement's basic purpose; and be it

**FURTHER RESOLVED**, that said Agreement(s) shall be approved as to form and legality by the Office of the City Attorney and placed on file with the office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California