

CITY OF OAKLAND
Agenda Report

OFFICE
2006-12-12 5:33

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Mayor's Office of Sustainability
DATE: December 12, 2006

RE: A Report and Resolution Authorizing the City Administrator to Allocate \$50,000 from the Williams Energy Settlement Within the City Facilities Energy Conservation Fund (4450) to Provide Startup Funding for the Establishment of a Food Policy Council for Oakland.

SUMMARY

The attached Food Policy Council Resolution (Resolution) has been prepared authorizing 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 Resolution is aligned with Recommendations #1 and #4 of the Sustainable Community Development Initiative (SDI) 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. The Urban Accords document was signed by Mayor Jerry Brown in June 2005.

FISCAL IMPACTS

Staff recommends that the City allocate \$50,000 from the Williams Energy Settlement to seed the FPC initiative. Funding is available within the City Facilities Energy Conservation Fund (4450), City Attorney's Organization (04111), Williams Settlement Energy Savings Project (C256510). Staff recommends the funding be transferred to the Non-Departmental City-wide Activities Organization (90591) to be managed by the Mayor's Office of Sustainability. The first year's budget for the Food Policy Council is estimated at about \$85,000. Raising the balance of the budget will be the responsibility of the successful respondent to the Request for Proposals (RfP) process noted below under Program Description.

BACKGROUND

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 metropolitan systems. 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 basic needs of residents, and promote economic vitality, healthy citizens, a clean environment, and local self-reliance.

Through Resolution #79680 C.M.S., (December 2005) the City Council authorized the Mayor's Office of Sustainability to develop an Oakland food policy and plan for thirty percent local area food production by undertaking an initial food systems assessment study. This study, entitled *A Food Systems Assessment for Oakland, CA: Toward a Sustainable Food Plan* was received by the Life Enrichment Committee on July 11, 2006. The complete report can be found at: <http://oaklandfoodsystem.pbwiki.com/>.

Due to the positive public response to the initial food systems assessment study at the Life Enrichment Committee meeting on July 11, as well as a specific request from members of that committee, staff in the Mayor's Office of Sustainability prepared this agenda report and the accompanying resolution as our recommended strategy for implementing the first recommendation of the report, i.e., Develop a Food Policy Council (FPC).

KEY ISSUES AND IMPACTS

The mission of the FPC is to cultivate and establish a sustainable food system in Oakland. Goals are listed below:

Goal 1: Food Security

Ensure that no Oakland resident experiences hunger and promote strategies that create the systemic change necessary to 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.

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 recirculate 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.

FPC Functions: 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 FPC will rely on *A Food Systems Assessment for Oakland, CA: Toward a Sustainable Food Plan*, commissioned by the Mayor's Office of Sustainability and 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/>.

Program Description: The Resolution authorizes the City of Oakland to provide start-up funding for the formation of a Food Policy Council. To launch this initiative, the Mayor's Office of Sustainability will conduct a Request for Proposal (RfP) process. Through the RfP process, qualified individuals and entities interested in establishing the FPC for Oakland will be solicited for their best ideas on the most effective strategy to form the FPC. A successful proposal will contain a compelling proposal for staffing the FPC, securing additional funding for this effort, and ensuring representation in the FPC of key stakeholder groups such as businesses, community organizations,

rural and regional organizations, health and education, and local government. Suggested sub-groups within each stakeholder group are listed below.

1) Business Community

- Local business associations
- Restaurants
- Grocer associations
- Big box or large scale grocery stores
- Food chains or franchises

2) Community Organizations

- Farmers' markets
- Community food organizations
- Environmental groups
- Food charity organizations

3) Rural and Regional Organizations outside of Oakland

- Regional farms
- Farm organizations

4) Health and Education

- Oakland Unified School District
- Public health organizations
- Community health organizations
- Private health organizations or hospitals
- Universities
- Research institutions

5) City of Oakland

- Public Works Agency
- Community and Economic Development Agency
- Human Services
- Parks and Recreation
- Mayor's Office of Sustainability

Schedule: It is anticipated that within 1 year of the authorization of this resolution an organization will have been awarded the \$50,000 contract to lead the formation of this FPC; a strategic plan for the formation and operation of the FPC will have been drafted; an FPC coordinator will have been selected; and additional funding will have been secured.

SUSTAINABLE OPPORTUNITIES

Economic: Local food systems have economic benefits, since most of the money spent on food goes to the farmer, not corporate middlemen. Small diversified farms can help reinvigorate entire

rural economies, since they employ far more people per acre than large monocultures. In the United Kingdom (UK), farms under 100 acres provide five times more jobs per acre than those over 500 acres. Moreover, wages paid to farm workers benefit local economies and communities far more than money paid for heavy equipment and the fuel to run it: the latter is almost immediately siphoned off to equipment manufacturers and oil companies, while wages paid to workers are spent locally.¹

Environmental: According to the U.S. Department of Transportation, food and agricultural products (not including imported or exported foods) are transported 566 billion ton-miles (1 ton-mile = one ton of freight transported one mile) within U.S. borders each year, constituting more than 20% of total U.S. commodity transport. Furthermore, an increasing quantity of food is now being transported internationally; in 1998, a total of 172 million tons of food were shipped into and out of the U.S. In 2001, the U.S. imported 39% of all fruits, 12% of vegetables, 40% of lamb, and 78% of fish and shellfish. This excessive and unnecessary food transportation requires the consumption of large quantities of fossil fuel with consequent greenhouse gas (ghg) emissions, environmental pollution, and impacts on human health. Lengthy food transport also generates additional energy expenditures and solid waste by creating the need for increased food packaging, processing, and refrigeration. It also forces the government to spend more tax revenue repairing, constructing, and maintaining an extensive system of roads and railways.² Greater reliance on locally grown and processed food would reduce all of these environmental impacts.

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

- 1) Ready availability of nutritionally adequate and safe foods, and
- 2) An assured ability to acquire acceptable foods in socially acceptable ways.

In 2004, 11.9 percent of American households (13.5 million U.S. households) were food insecure, meaning that at some time during the year, these households were uncertain of having, or unable to acquire, enough food to meet the needs of all their members. According to the results of a Census Bureau survey as well as several studies, those at greatest risk of being hungry or food insecure live in households that are: headed by a single woman; African Americans, Hispanics, and Native Americans; or with incomes below the poverty line. For families in poverty, food is often the first thing cut out of budgets when faced with high rent, utility bills, and medical expenses. California, along with seven other states, has food insecurity and hunger rates that are significantly higher than the national average. According to the California Food Policy Advocates, 29 percent of Alameda County residents are touched by hunger and food insecurity.³

DISABILITY AND SENIOR CITIZEN ACCESS

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

¹ <http://www.isec.org.uk/articles/bringing.html>

² <http://www.sustainabletable.org/issues/energy/>

³ Food systems assessment

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt this Resolution and thereby supply startup funding for the establishment of an Oakland Food Policy Council.

Respectfully submitted,



CAROL MISSELDINE

Director of Sustainability, Office of the Mayor

Prepared by:

Holly Coleman, Sustainability Intern
Mayor's Office

**APPROVED AND FORWARDED TO
THE LIFE ENRICHMENT COMMITTEE**


OFFICE OF THE CITY ADMINISTRATOR

OFFICE OF THE CITY CLERK
2005 NOV 30 PM 5:30

Approved as to Form and Legality

Scott K Jackson
Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

A REPORT AND RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ALLOCATE \$50,000 FROM THE WILLIAMS ENERGY SETTLEMENT WITHIN THE CITY FACILITIES ENERGY CONSERVATION FUND (4450) TO PROVIDE STARTUP FUNDING FOR THE ESTABLISHMENT OF A FOOD POLICY COUNCIL FOR OAKLAND.

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

WHEREAS 29% of the low-income adult population of Alameda County are food insecure, meaning they lack reliable access to healthy foods, which can cause malnutrition and hunger; and

WHEREAS, the City of Oakland can eliminate these conditions through policies and programs that promote community food security, such that all residents are able obtain a safe, culturally acceptable, nutritionally adequate diet while maximizing community self-reliance and social justice; and

WHEREAS, schools should serve fresh, locally produced foods that are organic or sustainably produced using least-toxic means wherever possible; and

WHEREAS, community and school gardens provide hands-on entrepreneur opportunities by fostering business, academic, and life skills that can help Oakland's youth become more self sufficient and productive adults; and

WHEREAS, jobs in Oakland's food distribution and processing sector are approximately 4,000, and given the potential strength of that sector in Oakland, increasing value-added production of local foods could create a major competitive advantage for Oakland and significantly contribute to the City's job growth; and

WHEREAS, the City of Oakland can take the lead in supporting the preservation of the region's foodshed by supporting Smart Growth policies that direct urban growth away from prime agricultural land; and

WHEREAS, local food production for local consumption reduces the need for transportation and thus the rate of atmospheric CO₂ accumulation; and

WHEREAS, food policy councils established in other counties, cities, and states have provided government officials and stakeholders with a forum to identify policies that harness

the potential of the food system to foster economic development, provide children and those in need greater access to fresh and nutritious foods, and support stewardship of finite land and water resources; 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, funding is available within the City Facilities Energy Conservation Fund (4450), City Attorney's Organization (04111), Williams Settlement Energy Savings Project (C256510); now therefore, be it

RESOLVED, that the City of Oakland allocate \$50,000 from the Williams Energy Settlement for start up funding for the FPC; and be it

FURTHER RESOLVED, that City Administrator or her designee is authorized to transfer \$50,000 from the City Attorney's Organization (04111) to the Non-Departmental City-wide Activities Organization (90591) within the City Facilities Energy Conservation Fund (4450) to be managed by the Mayor's Office of Sustainability; and be it

FURTHER RESOLVED, that the Council directs applicable City departments and agencies to collaborate and sit on the Food Policy Council; and be it

FURTHER RESOLVED, that the Mayor's Office of Sustainability receive proposals from qualified individuals or entities describing how they would staff and form the FPC; and be it

FURTHER RESOLVED, that the Mayor's Office of Sustainability will report back to Council within one year on the progress of the Food Policy Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2006

PASSED BY THE FOLLOWING VOTE:

AYES -

NOES -

ABSENT -

ABSTENTION -

ATTEST:

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