

Collaborative Community Food Projects

Presentation to Joint City/County Food System Policy Board

August 5, 2021

Item #200604
Karissa Raskin – Civic Collaboration Supervisor
Office of Strategic Initiatives

Direction from City Commission

- ▶ Oct 2018 to Feb 2019 - - Strategic Initiatives staff led a community-based participatory research process around food access issues in Gainesville
- ▶ Feb 12, 2019 - - Strategic Initiatives hosted “Gainesville Food System: A Community Conversation” at Alachua County Library Headquarters downtown
 - ▶ Barriers discussed & Resources identified
 - ▶ Brainstorming of solutions
- ▶ March 14, 2019 - - Staff presented workshop outcomes to GPC.
 - ▶ City Commission directed staff help establish and support facilitation of a local food policy council or coalition.
 - ▶ Direction specified that the coalition was NOT to initiate as a City Commission advisory board.
- ▶ June 2019 - - Formation of Food System Coalition of Greater Gainesville
- ▶ August 6, 2020 - - City Commission adopted the Action Agenda 2020-2021, including a High Priority Policy item of developing a “Food Desert Elimination Action Plan.”
- ▶ December 15, 2020 - - Joint City / County Commission meeting where the item # 200604 “Collaborative Community Food Projects” was presented and motion passed
- ▶ March 29, 2021 - - Joint City / County Commission meeting where motion was passed to create a joint subcommittee to address projects in 12/15/2021 motion, and possibly others

Direction from 12/15/2020 Meeting

1. **Community Grocery** - - City provide policy research on alternative brick and mortar food access initiatives including but not limited to: a) government supported grocery stores b) grocery stores in schools c) grocery stores located in low income and/or public housing d) multi-purpose facilities that include grocery stores similar to the Evans Center.
2. **Foodshed Map** - - City staff to lead a collaborative effort with the County and other stakeholders - such as community organizations and UF/IFAS Extension - to develop an interactive map of our local food system that includes but is not limited to: food insecurity support (food banks and pantries), food retail such as groceries, corner stores, markets and produce stands, processing and distribution, community gardens, and farms/agriculture.
3. **Good Food Purchasing Program** - - City of Gainesville sign on to participate in the Good Food Purchasing Program and reach out to our fellow institutions – UF, UF Health/Shands, the VA, North Florida Regional Medical Center, Gainesville Chamber of Commerce, Santa Fe College and the Alachua County Sheriff's Office to encourage them to join us.
4. **Healthy Corner Store Initiative** - - City staff work with County staff to bring back options to the Commission including incentives and/or requirements for food businesses (corner stores, gas stations, discount food, etc.) to provide fresh produce, staple food items and nutritious shelf stable food items and to expand locally farmed food in areas classified as food deserts in urban and rural areas.
5. **Other opportunities for collaboration** - - City staff to identify potential areas of collaboration between City, County and UF/IFAS to present to us at the January 12th, 2021 Special Meeting.

Community Grocery

- ▶ City received unsolicited proposal from private developer to establish a grocery store in East Gainesville in partnership with City of Gainesville
- ▶ City drafted a Terms Sheet in response to unsolicited proposal
- ▶ City put out a RFP on June 22, 2021 based on the aforementioned Terms Sheet to solicit additional proposals for grocery store projects
- ▶ July 22, 2021 RFP window closed. City began reviewing proposals
- ▶ July 29, 2021 Special Meeting of City Commission held to discuss direction for grocery store initiative

Foodshed Map

- ▶ City staff – through facilitation of Food System Coalition of Greater Gainesville – has provided dataset of food-based resources in the Greater Gainesville area
- ▶ City staff is working with County team to ensure compatibility and consistency of database developed for GIS map and myGNV Resource Finder
- ▶ City staff continues to facilitate meetings of key agriculture and supply-chain stakeholders working to increase local food procurement practices; participants are assisting with data collection and review of foodshed map methodology
- ▶ Exploring partnerships with other foodshed mapping / data collection initiatives, such as the UF/IFAS [Economic Impact Analysis Program's Data Platform](#)

Good Food Purchasing Program

- ▶ Letters of Encouragement sent to requested institutions on 2/4/2020
- ▶ Partners responses:
 - ▶ VA Hospital - - federal preemption does not allow participation
 - ▶ Santa Fe College - - minimal food procured
 - ▶ Chamber of Commerce - - minimal food procured
 - ▶ North Florida Regional Medical Center - - choosing to use alternative model
 - ▶ University of Florida - - choosing to use alternative model
 - ▶ UF Health - - No response
 - ▶ Sheriff's Office - - ?
- ▶ City and County are working with GFPP to identify appropriate mechanism for engaging with GFPP
 - ▶ Direction provided at March 29, 2021 Commission meeting for City to join under the County's contract
 - ▶ Challenges to adoption due to minimal food procurement by City and County; County Sheriff's Office needs to participate in order for GFPP model to work
- ▶ GFPP Staff have requested to attend an upcoming Joint City / County Food Systems Policy Board meeting to present challenges and discuss next steps

Healthy Corner Store Initiative

- ▶ Researching models from other communities
 - ▶ Identifying strengths and weaknesses
 - ▶ What incentives have been offered?
 - ▶ City program vs. ordinance vs. nonprofit grant funded project
- ▶ Targeting opportunities for greatest impact
 - ▶ Feedback from community partners regarding the type of store to target... small-box discount stores
 - ▶ Educational nudges vs. changing food products sold
- ▶ Exploring what incentives are offered in other models
 - ▶ Façade grants, marketing materials, technical assistance, refrigeration equipment, cooperative buying mechanism, nutrition education
- ▶ Exploring opportunities to work with Dollar General in Gainesville

Other Opportunities for Collaboration

- ▶ Produce Prescription Program
 - ▶ Support from DOH Alachua, Alachua County Health Care Advisory Board, Alachua County Safety Net, Food Systems Coalition of Greater Gainesville, UF Family Nutrition Program
 - ▶ Exploring opportunities to build on model from [UF Health Jacksonville's Food Pharmacy](#)
- ▶ Workforce development initiatives to support resilience of local food, beverage and hospitality industry
 - ▶ Apprenticeship programs at UF Gator Dining and North Florida Regional Medical Center for aspiring food system workers and chefs
 - ▶ Culinary Training Certification Program at Working Food... need for scholarships
- ▶ Wasted food recovery initiatives to support Food Bank, improve food access and support Zero Waste goals for sustainability