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Alachua County-Region Interactive Map of Food Systems

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Background

On December 15, 2020, at the Joint City of Gainesville and Alachua County meeting, a motion was made directing County staff to lead a collaborative effort with City and other stakeholders, such as community organizations and extension, to develop an interactive map of our local food system that includes, but is not limited to: food security support (food banks and pantries), food retailers such as groceries, corner stores, markets and produce stands, processing and distribution, community gardens, and farms/agriculture.

The staff has developed a draft methodology for organizing data into an ArcGIS web service. This draft is based on the New Hampshire Farm Product Map. The City of Denver also has a Food System map built on the same platform. To view the maps, follow this links:

NH https://unhcoopext.maps.arcgis.com/apps/MapSeries/index.html?appid=c78f08fba0d5431ab2c8d64d8b2d9b30

Denver https://www.arcgis.com/apps/webappviewer/index.html?id=2e91c6a4a49d434e8bdff9454d82fc71

The NH map was designed to assist consumers to connect with farms and farm products.

It will also reference the food-related database informed by the Food System Coalition of Greater Gainesville.

Maryland has a nice map, but together by the Johns Hopkins Center for a Livable Future

https://gis.mdfoodsystemmap.org/map/#x=-8600388.674532637&y=4687424.322558925&z=7&ll=2,3

Rhode Island also has a nice map that came out of a Plan4Health Project. There is a YouTube video about the process of putting it together: https://www.youtube.com/watch?v=dIdbw73KAxk

The map is here: https://kkp.maps.arcgis.com/apps/webappviewer/index.html?id=357aa6baa7874466801749b7ecd402fa

Alachua County's Regional Food System Map builds upon both these platforms and is also anticipated to help many related community needs.   The data may inform the Corner Store Initiative and Good Food Purchasing Program efforts. Specifically, it may help small-scale producers connect with aggregators, commercial purchasers, and institutional buyers.

Geographic Limits of Food System Map

Roughly, the food system is limited to a 50-mile radius of all contiguous Counties to Alachua. These include Union, Bradford, Baker, Duval, Putnam, St. Johns, Marion, Levy, Gilchrist, Dixie, Lafayette, Suwannee, and Columbia counties.

Assistance from UF/IFAS Extension will be needed for producer data outside of Alachua County. If this information already exists in a GIS format, it would greatly accelerate the entity population. City of Gainesville, Food System

Coalition, and other local partners are needed to provide critical feedback on the structure of the data, naming conventions, and ultimate utility of the interactive website.
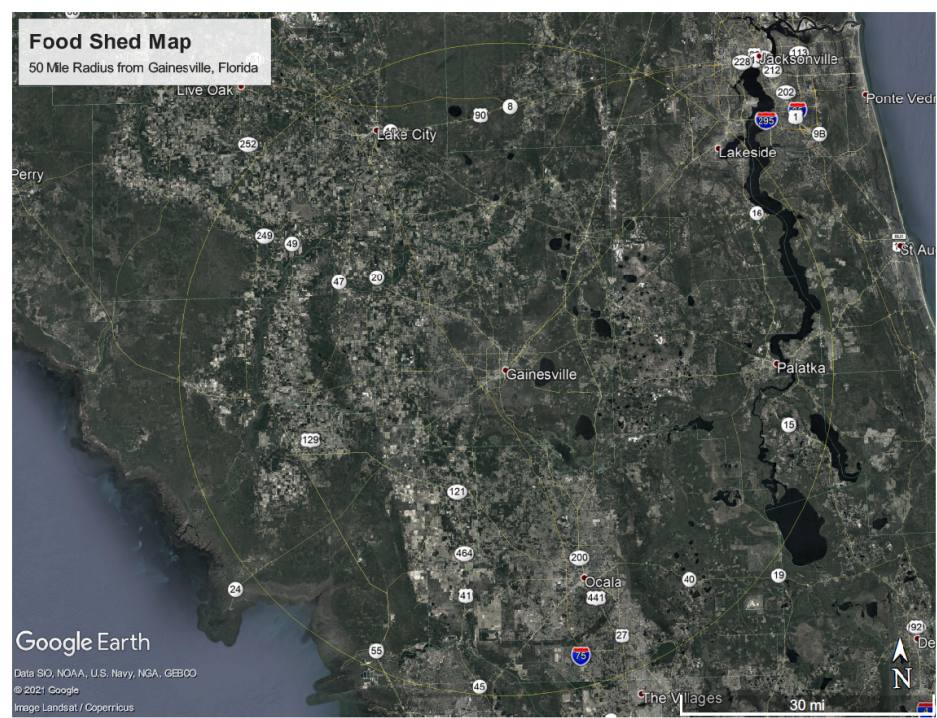

Figure 1 50-mile radius Food System Map

Technical Review

Alachua County Growth Management staff have reviewed the New Hampshire model. It is possible to replicate the functionality of this map with our available toolsets. It would be optimal to have a data methodology that allowed the bulk import of data-points into the system. They would also have a user submittal option with a staff review control to ensure information integrity.   Alachua County will use ARCGIS and Survey 123 as toolsets. Information will be stored locally at Alachua County which will allow staff to have better control over the appearance, form, and functionality of the map. To provide a resource that is user-friendly for a range of community literacies, a mobile app should be developed using the data set generated by the mapping project.

Map data has the opportunity to be shared over a variety of platforms. The City's myGNV Resource Finder searchable database may be a natural extension of mapped data making the information accessible in another user-friendly format.

Once data is in hand, Growth Management estimates a build time of six weeks to 3 months which will include the creation of data-forms, email management, and a data management dashboard.

Draft Methodology for Metadata

"Text" means text entry.

The address must be identifiable on a map.

"Yes/No" questions allow multiple selections.

(Will ask if it is possible to update metadata tags if new categories come forward)

Metadata

Business Name   (text input) required
Address (text input) required
Phone   (text input)
Webpage/Social Media (text input)

Category (yes/no) Required
- Farm or Ranch*
- Cottage Industry
- Foodbank/Food Pantry/Free Grocery
- Community Garden
- Youth or Educational Garden
- Public Edible Landscape
- Processing Facility
- Distribution Facility
- Foodhub
- Food-Incubator
- Grocery Store
- Corner Store/Bodega/Convenience Store
- Farmers Market
- Produce Stands/Community Food Stands
- Winery
- Brewery
- Food Truck-Mobile Vendor*
- Emergency Food Assistance
- Other: text option

Production (yes/no) Required
- Meat
- Dairy
- Vegetables
- Fruit
- Seafood
- Alcoholic Beverages
- Eggs
- Grains
- Honey
- Citrus
- Ready-to-Eat Foods
- Compost
- Cut flowers

- Hay
- Livestock for sale
- Soy
- Nuts
- Herbs
- Juices
- Roasted Coffee
- Teas
- Non-Alcoholic Beverages
- Plant stock/seedlings/seeds
- Value-added local food product (text option)
- Specialty or International Food (Text option)
- Farm Inputs (Compost, Fertilizer, Feed) (Text option)
- Other: text option

Purchasing Options (yes/no)
- Language (Text entries eg Se Habla Espanol)
- CSA/CSF
- U-Pick
- Curbside-pick-up
- Home Delivery Service
- Online Purchasing
- Pop-up Market Participant
- Farmers Market Participant
- People-of-Color-Owned
- Black-Owned
- Indigenous-Owned
- Woman-Owned
- Certified Organic
- Agricultural Justice
- Certified and Certified Humane
- USDA-Certified
- Business Delivery Service
- Independently/Family-Owned
- Other: text option
- On or near a transit line (in distance increments eg ¼ mile of me)
- Good Food Purchasing Program Participant
- Days of Operation (text)
- Hours of Operation (times)
- Other: text option

Payment Options (yes/no)
- Cash
- Check
- Credit Card
- Mobile Payment
- SNAP/EBT/Food Stamps
- Barter/Trade
- Free

- WIC,
- WIC FMNP
- Senior FMNP
- Fresh Access Bucks
- Other: text option

Employment Opportunity Optional Choices
- Hiring full time (yes/no)
- Hiring seasonal (yes/no)
- Volunteer Opportunities (yes/no)
- Internship Opportunities (yes/no)
- Other: text option

More details (additional text)

*If/Then Option for Farm Category Optional Choices
- Size of Farm (in Acres)
- Agritourism Opportunity (yes/no)
- Specific Farm Crops (text)
- Food Justice Certified (yes/no)
- USDA Organic Certified (yes/no)
- Other: text option

*If/Then Option for Food Truck-Mobile Vendor Category
- Regular locations (multiple addresses?)

 Notes: Insert a "near me" button for determining walking distance options.

Think about how language is used in the web display so that is accessible/understandable to all.

Make controls accessible to folks that have not used GIS systems.

Data Sources

Sites and links to databases

FSC Resource Mapping

https://docs.google.com/spreadsheets/d/1Aq0PV0VsVRhjk9HbKXP5snLW3ll_eeOq/edit#gid=476116396

Small Farms and Alternative Enterprises

https://smallfarm.ifas.ufl.edu/direct-marketing-value-added/community-food-systems/

USDA Local Food Compas Map (offline right now)

https://www.ams.usda.gov/local-food-sector/compass-map

USDA ERS Food Atlas

https://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas/

Feeding America - Food Insecurity for Alachua County

http://map.feedingamerica.org/county/2018/overall/florida/county/alachua

Florida Fruit and Vegetable Association

https://www.ffva.com/

FDACS - Crops in Season

https://www.fdacs.gov/Consumer-Resources/Buy-Fresh-From-Florida/Crops-in-Season

USDA Snap Retailer Locator

https://snaped.fns.usda.gov/library/materials/snap-retailer-locator

UF IFAS Producer Needs Assessment Survey - Food Hub Viability for North Central Florida (out now for input?)

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Database Update and Administration

The current plan is to design the underlying database and broad categories of information, build a pilot scale map, and test it for usability/accessibility by the Fall of 2021.

Through the end of 2021, staff will refine the information by correcting entries, and filling gaps in information and category tags as new sources become available.

Long term data management will be done by a combination of an annual staff review and update of information in addition to user input on entries. Map users can submit data updates in a model similar to how the Alachua County Housing Resources Map is updated.   https://growth-management.alachuacounty.us/housingresources

Subject Matter Experts

Phase I Implementation Timeline

- Project Planning (Revising Timeline for Data Sources and Data Collection Soon)
    - Project Scoping and Mapping Boundaries - Complete
    - Technical Review – Complete
    - Data Shared by Food System Coalition and City – Complete
    - Asset and Category Evaluation – In progress; January - March
    - Verify Data Sources and Data Collection – In progress; January - June
    - Follow-up Technical Review of Site and App needs Between City and County Lists - May
    - Food System Site/Administration Tool Creation – waiting on previous items; April - June
    - Pilot Map and App Launch and Refinement – waiting on previous item; July-August
- Phase II Mapping Data Follow-Up w Stakeholders – waiting on previous item; Ongoing after launch.
- Phase III - Major data updates, data stewards

Alachua County Policy References

Alachua County Policy Support for Food System Mapping

Economic Element

Policy 1.2.14 To further support local, minority-owned, and women-owned business efforts, Alachua County's purchasing procedures shall provide the maximum opportunity for increased participation by local, small, minority-owned, and women-owned businesses. A local business is one that includes employment of the local workforce by the business within Alachua County.

OBJECTIVE 1.7

Maximize local resource & energy-efficient food production and processing within the County's local foodshed. A robust local food system will:

- maintain agricultural land (Meta) and support rural land stewardship

- protect incomes for family farms and provide local employment

- stimulate local food industries and enhance agritourism (Meta)

- protect public health by improving food safety issues at harvesting, washing, shipping and distribution (Meta), and increasing the nutritional value of food

- increase food security and resiliency through providing affordable local food, protecting agricultural knowledge and traditions, and supporting biodiversity in our food crops

Policy 1.7.1 Partner with community groups and other local governments in the region to delineate and promote a local foodshed for the development of a sustainable local food system.

Alachua County will participate in a study to establish baseline measures and measurable targets towards the increase of local food use by Alachua County institutions, including:
(a) Identify and partner with relevant agencies and organizations, such as the City of Gainesville, area retailers, UF IFAS Extension, Florida Farm Bureau, Florida Organic Growers, UF Field to Fork, Working Food, Alachua County School Board, UF, UF Health, and SFC. (GFPP)

(b) Identify components of the local food economy, such as appropriate food shed, distribution system, and local food segment of retail purchases (Meta). Set target goals and develop methodology to identify and track local food use by Alachua County institutions. (GFPP portion of the motion)