Homegrown Minneapolis Report to Minneapolis City Council Public Safety and Health Committee

March 24, 2010

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Report on Homegrown Minneapolis Implementation Efforts

Per Resolution 2009R-283:

The Homegrown Minneapolis Implementation Task Force is directed to return to the Health, Energy, and Environment Committee (currently, to the Public Safety and Health Committee) no later than the first quarter of 2010 with proposals for implementing recommendations from the Homegrown Minneapolis report, including but not limited to the:

- Formation of City advisory committee on food policy
- Draft policy of a community garden program that allows organizations to lease non-developable city-owned property for community gardens
- Suggestions relating to the City's State legislative agenda
- Development of a Sustainability Indicator for sustainably and locally-grown foods
- Creation of a citywide topical plan on community gardens and urban agriculture
- Inventory of community kitchens and processing and distribution of sustainably and locallygrown food
- Improved coordination of farmers' markets
- Equity of access and food security, including the use of EBT at farmers' markets

1. Formation of a City advisory committee on food policy (Recommendation #4, 56)

- Major activities:
 - o Workgroup formed in November 2009 (Conveners: June Mathiowetz, Julie Ristau, Cam Gordon)
 - o Research:
 - To determine how a long-term food advisory group might be integrated into existing City structures, the workgroup has reviewed current City advisory groups (CEAC, PHAC) to look for internal models and areas of potential overlap. The group is also analyzing external efforts at the county level and joint efforts of the city-county. In addition, they are researching lessons learned from other food policy councils around the country to further understand about context and jurisdiction of those efforts.
 - o Community Engagement:
 - Ongoing community engagement, including a proposed listening campaign will serve to gather additional feedback from community members regarding their vision for a longterm collaborative relationship with the City around local food issues. It will include outreach to residents and community leaders, especially from neighborhoods that have not yet been closely connected with the initiative.
- Anticipated next steps: Research and information will be gathered this spring through a partnership with University of MN Sustainability faculty and capstone students. Students will contribute to ongoing research and case study development, as well as conduct interviews with key community members. A video-based documenting process and technology is being piloted in connection with the University that will collect help to collect the stories in the field.

2. Draft policy of a community garden program that allows organizations to lease non-developable cityowned property for community gardens (Recommendation #11,14,15,18,27)

- Major activities:
 - Workgroup formed in November 2009 (Conveners: Elizabeth Glidden, Karin Berkholtz, Kirsten Saylor)
 - Community Garden Application/Lease Agreement:
 - In order to create a standardized and streamlined process for community gardens on City-owned land, the workgroup (in partnership with the City Attorney's office) has revised the existing community garden lease agreement and has created a tailored application. They are also working to coordinate multi-department services, including water and compost access. Currently, Minneapolis Development Review has agreed to serve as the "one-stop-shop" for community garden applications, leases, and related services. The group is developing communication materials for the public related to these changes and improvements.
 - o Inventory of Potential Community Garden Sites on City-Owned Land:

 The workgroup, in partnership with CPED and Public Works, has developed criteria for and locations of 24 potential community garden sites on City-owned property for the 2010 growing season.

Major outputs/accomplishments:

- o Inventory of available City-owned parcels for 2010 growing season
- New community garden-specific application
- Revised lease agreement
- Anticipated next steps: The new Community Garden package (including list of potential parcels, application, and lease) will be unveiled to community residents at the end of March 2010 in preparation for the upcoming growing season. The revised lease agreement will be presented for approval to the Community Development committee of City Council on March 23, 2010.

3. Suggestions relating to the City's State legislative agenda (Recommendation # 43)

Major activities:

- o City staff contributed ideas for the 2010 state legislative agenda including:
 - The City of Minneapolis supports efforts that will remove barriers and provide incentives for expanding local food production, thereby increasing our food security, expanding green jobs, and reducing our carbon footprint.
 - The City of Minneapolis supports efforts to shift to a more sustainable food system that will increase consumption of healthy foods, thereby improving nutrition and reducing obesity and chronic disease.
 - The City of Minneapolis supports efforts to ensure equitable distribution of food and expand access to healthy, sustainably produced, locally grown food for people with low incomes
- Major outputs/accomplishments: Recommendations made to 2010 state legislative agenda
- Anticipated next steps: By October 1, 2010 City staff will submit more detailed recommendations for the 2011 state legislative agenda based on Homegrown Minneapolis priorities and key implementation efforts.

4. Development of a Sustainability Indicator for sustainably and locally-grown foods (Recommendation #3)

Major activities:

- Workgroup formed in Nov 2009 (Conveners: June Mathiowetz, Valerie Martinez)
- The workgroup has compiled and reviewed background research on sustainability indicators from other cities across the country and has generated 3 draft targets focusing on the themes of land use for food production and distribution; accessibility of healthy food resources across the city; and economic impact of local food sales. In addition, the group has had preliminary discussions about data collection methods related to these targets, including feasibility and potential resources.
- Although targets have not yet been established, a Local Food Sustainability Indicator page was developed for inclusion in the 2010 Sustainability report, which includes a trend analysis for local food in Minneapolis; recent City and community activities; and a map of existing food resources.
- o In addition, a draft website for the new Local Food Indicator is being developed. This website will serve as a communications portal for community residents who wish to learn more about healthy, local food resources, City policies and procedures related to local food issues, and other key information.

Major outputs/accomplishments:

- o Local Food Indicator page in 2010 Sustainability report
- Draft targets and potential data collection methods
- Draft Local Food Indicator website
- Anticipated next steps: Targets for the new Local Food Sustainability Indicator will be presented for approval to the Regulatory, Environment, and Energy committee of City Council in fall 2010 and will be included in the 2011 Sustainability report. The Local Food Indicator website will be finalized and published on the City's website in spring 2010.

5. Creation of a citywide topical plan on community gardens and urban agriculture (Recommendation #25)

Major activities:

o Creation of an Urban Agriculture Policy Plan to guide the City's land use and development policies related to urban food production and distribution is currently underway. The plan is

funded by the Department of Health and Family Support (through a Statewide Health Improvement Program grant), and led by the Department of Community Planning and Economic Development. To guide this effort, a Steering Committee (consisting of key City staff and community leaders) was convened in December 2009 and a Technical Advisory Team (consisting of City topical experts) was convened in January 2010 (Conveners: Amanda Arnold, Robin Garwood).

 Background research was compiled and analyzed to determine how other U.S and Canadian cities have approached land use planning related to urban agriculture. A land capacity analysis will be conducted to better understand current and projected location/amount of land available in Minneapolis for urban agriculture purposes.

Major outputs/accomplishments:

- Formation of Steering Committee and Technical Advisory Team
- o Research report on urban agriculture land use plans from across the country
- o Land capacity analysis methodology
- Anticipated next steps: CPED staff will work with an external consultant to conduct the land capacity analysis by May 30, 2010. This will inform the development of recommendations to be included in the final topical plan which will be presented for public comment in winter 2010 and to the City Planning Commission and City Council in early 2011.

6. Inventory of community kitchens and processing and distribution of sustainably and locally-grown food (Recommendation #8)

- Major activities:
 - With funding from the Department of Health and Family Support, graduate student interns began work on a community kitchen inventory in August 2009. Homegrown Minneapolis stakeholders were convened to determine the purpose, scope, and details of the inventory. In December 2009, an electronic survey was distributed to managers of community and commercial facilities (i.e. recreation centers, churches, schools, businesses, etc) in order to determine their capacity and availability for community residents to engage in food preparation, preservation, and value-added processing. Responses were compiled into an inventory along with an interactive Google map showing geographic locations of kitchens across the city. As of February 2010, 30 kitchen facilities have been identified as potential locations for these food-related activities.
- Major outputs/accomplishments: Inventory and Google map of 30 kitchen locations available to community residents for food preparation, preservation, and value-added processing activities.
- Anticipated next steps: Starting in spring 2010, member of the Homegrown Minneapolis Food Access
 workgroup will focus on developing strategies for promoting the kitchens in the inventory and connecting
 community residents and entrepreneurs with these existing resources.

7. Improved coordination of farmers' markets (Recommendation #32)

- Major activities:
 - Workgroup formed in October 2009 (Conveners: Cara Letofsky, Greg Goeke)
 - This workgroup has focused on how to leverage the existing partnership with the Central Minnesota Vegetable Growers Association in order to better embody and promote the principles of Homegrown Minneapolis. Group members have worked with the Market Manager to discuss short- and long-term goals including implementation of EBT (Electronic Benefits Transfer) at the market and the creation of an Advisory Group to provide input to City staff and the Market Manager. City Staff has approved the 2010 operating rules and rates for the Municipal Market. City Staff attended and presented at the CMVGA annual membership meeting and City Staff participated in the drawings for the available stalls (2) for the 2010 season.
 - O An external group of farmers' market managers began meeting in December 2009 to discuss issues common to all Minneapolis markets and to discuss options for coordination. The initial focus of this group is to discuss options for creating a Minneapolis farmers market coordinating body. The market managers group has also provided input and guidance related to the implementation of a city-wide EBT system in all markets (see #8 below).

Major outputs/accomplishments:

- 2010 market season that includes voluntary implementation (by the Central Minnesota Vegetable Growers Association) of a new EBT system at the municipal market.
- o Agreement to form an Advisory Group that will provide input to the City Staff and the Market Manager to ensure that the principles of Homegrown Minneapolis are embodied in the market and to develop an agreed upon plan for the long term goals for the municipal market...

- Completion of a Small Area Planning Study that promotes improved Multi-model Transportation networks and complementary development opportunities to strengthen and diversify the Municipal Market for the future.
- Anticipated next steps: City Staff (Greg Goeke, Public Works) will form the Advisory Group (consisting
 of 5-6 people) and begin meeting with the municipal market manager during the 2010 season.

8. Equity of access and food security, including the use of EBT at farmers' markets (Recommendation #8, 9, 10, 29)

- Major activities:
 - o Workgroup formed in December 2009 (Conveners: Alison Moore, Rose Brewer)
 - With funding from the Department of Health and Family Support (through the Statewide Health Improvement Program grant), this workgroup is addressing recommendations related to food access including a city-wide EBT system in farmers' markets, connecting residents to community kitchens (see #6 above); food distribution pilot project, and promotion of farmers' markets.
 - The Department of Health and Family Support has contracted with the Institute for Agriculture and Trade Policy (IATP) to conduct research into best practices, challenges, and opportunities for implementing a city-wide EBT system in all Minneapolis farmers markets.
- Major outputs/accomplishments:
 - o Initial findings from EBT best practices research
- Anticipated next steps: IATP will continue to research feasibility of a city-wide EBT system and will work
 with individual markets to pilot and promote EBT programs during the 2010 market season.

9. Other implementation efforts

- Regulatory Review workgroup formed in December 2009 (conveners: Robin Garwood, Tim Jenkins, Jenny Breen)
 - The work group has met several times with stakeholders to review current and proposed Minneapolis regulations and policies related to local food. Most recently, the group has reviewed the proposed Institutional Food License and made recommendations to the Regulatory Services Department. The group has also reviewed other local food-related regulatory proposals including indoor venues for sale of home grown products.

Anticipated next steps:

- The Institutional Food License proposal will be presented by the Department of Regulatory Services to the Regulatory, Environment, and Energy committee of City Council in April 2010.
- Small Enterprise Urban Ag Resources/Green Jobs (Kelly Wilder, Cara Letofsky, JoAnne Berkenkamp)
 - Task Force members worked with CPED METP to discuss the option of including local foods jobs in the City's definition of Green Jobs and in their related programs.
 - O An inventory of existing small business training and financing opportunities available for local food/urban agriculture entrepreneurs (either through the City or externally) was developed in December 2009. A focus group of small business owners and aspiring entrepreneurs was conducted in Jan 2010 in order to gather feedback on how residents access existing business services as well as perceived/actual gaps that could be addressed by the City.

Anticipated next steps:

- Additional efforts will be made to advertise small business training and financing resources more widely and connect interested residents with these opportunities.
- Additional recommendations and issues related to small enterprise urban agriculture will be informed by and addressed through the work of the Urban Agriculture Policy Plan (see #5 above).

Appendix A: Implementation Task Force Members

Co-Chairs:

- Cam Gordon (City Council Member, Ward 2)
- Cara Letofsky (Policy Aide to Mayor Rybak)

City of Minneapolis Representatives:

- Karin Berkholtz (Department of Community Planning and Economic Development)
- Patty Bowler (Department of Health and Family Support)
- Elizabeth Glidden (City Council, Ward 8)
- Greg Goeke (Department of Public Works)
- Diane Hofstede (City Council, Ward 3)
- Tim Jenkins (Department of Regulatory Services)
- June Mathiowetz (City Coordinator's Office Sustainability office)

Community Representatives:

- Maggi Adamek (Local food advocate)
- JoAnne Berkenkamp (Institute for Agriculture and Trade Policy)
- Rose Brewer (at-large representative)
- Jim Cook (Representative elected by the Mayor)
- Valerie Martinez (at-large representative)
- David Nicholson (Farmers' markets representative)
- Kirsten Saylor (Gardening Matters)

Additional guidance and support from:

- Amanda Arnold (Department of Community Planning and Economic Development)
- Jenny Breen (Community resident)
- Robin Garwood (Policy Aide to Council Member Gordon)
- Alison Moore (Department of Health and Family Support)
- Megan O'Hara (Phase 1 Tri-chair)
- Lori Olson (Department of Regulatory Services)
- Julie Ristau (Phase 1 Tri-chair)
- Kelly Wilder (Homegrown Minneapolis intern)
- City Attorney's Office
- Department of Communications
- Department of Neighborhood and Community Relations
- Intergovernmental Relations committee

The Implementation Task Force is staffed by Kristen Klingler (Department of Health and Family Support, Kristen.Klingler@ci.minneapolis.mn.us).

Appendix B: Homegrown Minneapolis Recommendations

Recommendations from Collaborative Planning Process (Dec 2008 – June 2009)

* indicates that a recommendation is currently being addressed or has been completed

SHORT-TERM RECOMMENDATIONS

(To be completed or have significant progress made by March 2010)

- *1. Adopt a resolution that puts the City on record supporting the increased growth, sales, distribution, and consumption of foods that are healthy, sustainably produced, and locally grown for all Minneapolis residents, with an emphasis on increasing equity and food security. Identify a work group to oversee implementation efforts.
- *2. Establish a short-term work group comprised of City staff and community experts that will oversee the implementation of the Homegrown Minneapolis recommendations.
- *3. Create measurable goals and indicators in order to monitor progress toward increased and equitable growth, sales, distribution, and consumption of local, healthy, sustainable foods in Minneapolis.
- *4. Explore the need for, and structure of, a longer-term advisory entity that will provide ongoing guidance to the City on local foods issues and is representative of Minneapolis' diversity. If appropriate, establish such an entity.
- *5. Create and make available to landowners a complete list of environmental engineers that could complete Phase II Environmental Investigations.
- *6. Include local foods jobs and small enterprise urban agriculture within the City's Green Jobs Initiative and include them in all City-sponsored employment and training services.
- *7. Expand and support training programs and career pathways (for both youth and adults) for urban agricultural entrepreneurs as part of the City's Employment and Training programs.
- *8. Complete an inventory of kitchen facilities that can be used for local foods preparation, processing, and preservation purposes. Develop strategies for linking residents/entrepreneurs with these opportunities.
- *9. Support farmers' market efforts to serve as a launching pad for other methods of food distribution.
- 10. Improve promotion of farmers' markets and EBT/FMNP acceptance in diverse communities.
- *11. Assure access to water hydrants is equitable, reasonable and fair for all community gardens regardless of whether they are located on public or private lands.
- *12. Establish a scale-appropriate regulatory system for local foods.
- *13. Review, and revise when necessary, City regulations in order to provide a hospitable regulatory environment for local foods operations including farmers' markets; home, community, and school gardens; restaurants; on-site and industrial composting; and year-round food production, processing, aggregation, and distribution efforts.
- 14. Convene appropriate stakeholders to discuss options for meeting insurance needs of community gardens and urban ag enterprises. Identify and institute strategies to assist these entities in managing liability risks.
- 15. Work with landowners to identify possible soil contamination, provide education to reduce perceived barriers, develop and publicize remediation opportunities.

MID-TERM RECOMMENDATIONS

(To be completed or have significant progress made by July 2011)

- 16. Develop and implement a Homegrown Minneapolis communications campaign to increase knowledge of, interest in, and demand for local food.
- 17. Ensure that City departments are aware of farmers' markets as a venue for City events and as a method for reaching targeted populations and promoting City and County services.
- 18. Designate a point person within Neighborhood & Community Relations Department to address garden issues.
- 19. Develop policies, guidelines, and partnerships to support affordable land ownership and/or affordable long-term leases for small enterprise urban ag on various types of land and rooftops.
- *20. Expand and promote existing City-sponsored small business financing opportunities and training/business development services to entrepreneurs interested in small-scale urban agriculture.
- 21. Support the development of facilities to support urban ag-related food aggregation, processing, distribution, food storage, and food waste management.
- 22. Integrate farmers' markets into the City's development plans.

- 23. Identify additional policies and incentives to encourage the establishment of new green roofs and the adaptation of existing roofs for food production.
- 24. Identify policies and incentives to encourage/require developers to include space for food production and distribution and composting in new developments.
- *25. Develop an overarching policy framework that establishes a city-wide vision and support for urban agriculture (i.e. urban food production and distribution); inventories public and private land available and suitable for urban agriculture or food distribution; and makes readily available land more accessible for these purposes.
- 26. Review, and revise when necessary, city zoning codes to support local food production and distribution, including urban agricultural land uses and related infrastructure.
- *27. Ease rules and regulations related to farmers' market and community garden signage.
- *28. Increase the local, healthy food served at City-controlled facilities.
- *29. Facilitate the implementation and evaluation of a city-wide EBT and/or FMNP system and that will allow residents to use food stamps at any farmers' market or farm stand in the city.
- 30. Identify a point-person (or team) to work on all aspects of local foods.
- 31. Develop web-based resources that provide a one-stop-shop for information about urban ag enterprise development, City regulations/policies, business development services and other resources.
- *32. Develop an internal farmers' market coordinating entity that is directed by an external advisory board made up of farmers' markets representatives and farmers.
- 33. Improve motorized and non-motorized transportation options to increase utilization of and access to markets.
- *34. Broaden business types that can sell whole local foods.
- *35. Modify the existing regulatory environment to allow for most flexible use of market sites for the common good.

LONG-TERM RECOMMENDATIONS

(To be completed or have significant progress made after July 2011)

- 36. Design new City buildings with the capacity for food production where appropriate and feasible.
- 37. Commission a study on the local foods value chain. Use the results of the study on the local food value chain to attract new businesses to fill the necessary market niches.
- 38. Require and/or incentivize non-public institutions to offer local foods.
- 39. Create a "healthy/sustainable food" public-private fund that finances small enterprise urban ag as well as food distribution, storage, processing, retail, food waste management enterprises, etc.
- 40. Identify and help secure 5-6 sites for the permanent establishment of each of the several existing farmers' markets and the additional establishment of a farmers market(s) in an area currently underserved.
- 41. Explore establishing tax incentives for private land owners to lease land to urban farmers, including creating an agricultural tax status for private land use for urban ag purposes.
- 42. Support the expansion/development of a composting infrastructure in the Twin Cities to ensure access to affordable sources of compost for home, community, and school gardens, and urban agriculture enterprises.
- *43. Support goals of Homegrown Minneapolis through state and federal legislative agenda.
- 44. Advocate for State and Met Council policies that support the overall goals of Homegrown Minneapolis.
- 45. Develop neighborhood-level capacity, education, and tools to increase food production.
- 46. Build relationships with rural and peri-urban partners to provide educational and marketing opportunities for new farmers; support preservation and increased access to farmland; develop food systems infrastructure to link rural and urban producers and consumers.

OVERARCHING VALUES

- 47. Make local foods more available in communities that have not historically had good access to healthy foods.
- 48. Facilitate an increase in the racial and ethnic diversity of vendors and customers at farmers' markets.

RECOMMENDATIONS FOR COMMUNITY PARTNERS TO CHAMPION (Recommendations that fall outside the purview of the City government)

- 49. Establish a youth gardener coordinator position.
- 50. Explore potential development of an urban ag/garden center with neighborhood clusters to demonstrate neighborhood-based food production projects and link together organizations and resources.
- 51. Convene an annual Twin Cities food summit.
- 52. Work with partners to support the development and use of gardens in school curriculum and after-school programs and identify where community-school-led partnerships could enhance or ensure success of projects.

- 53. Help develop the City's organic composting infrastructure by establishing household or communal composting systems that train residents and feed the finished product into the community.
- 54. Define and address obstacles to increasing local food offered in other non City-owned facilities.
- 55. Support or provide a "match-making" service to connect people seeking land with property owners.
- *56. Conduct a listening campaign in marginalized communities to understand the interests, needs, and ideas related to accessing healthy foods and accessing land and growing healthy foods.
- 57. Support expanded access to tools and small food production equipment for small enterprise urban ag.