DENVER
THE MILE HIGH CITY

Denver Food Plan

Council District 7

Community Food Discussion

Wednesday, May 11th, 2016
Goldrick Elementary School
6:00pm to 8:30pm

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Table Introductions & Discussion

Table Introductions and Discussion:

- How long have you either lived, or worked in this neighborhood, District 7, or Denver?
- Why is Food important to you?
- Please share an experience that you have had with food in this neighborhood or District.

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DENVER CITY COUNCIL

LUCKY DISTRICT 7

COUNCILMAN JOLON CLARK

ATHMAR PARK

overland park neighborhood

DENVER SUSTAINABLE FOOD POLICY COUNCIL

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& Our Host!

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Council Welcome

Welcome from District 7

Councilman Jolon Clark



Welcome from the Denver Sustainable Food Policy Council

Meeting Overview

6:00 Dinner, Table Introductions & Discussion, & Council Welcome

6:15 Meeting Overview – Rusty Collins

- Agenda Review
- Framing the Discussion and Goals for the Meeting
- Boundaries for Discussion & Rules of Engagement

Audience Polling

6:35 Context - Blake Angelo

6:50 Table Discussions: *The Present, The Future & Getting to Action*

8:10 Wrap Up, Next Steps

Door Prizes

8:30 Adjourn

Framing the Discussion & Goals for the Meeting

Regarding your Neighborhood and/or District 7, we are hoping that you will have:

- An ***engaged conversation*** about food…
- that will identify ***opportunities for improving*** food…
- while hearing your ***vision for the future*** of food…
- to prioritize ***action that will achieve this desired future.***

Boundaries for Discussion & Rules of Engagement

- Please limit conversations to food.
- Encourage an inclusive environment – hear all voices.
- Focus on the future versus the past.
- Personal, community, and systems-level perspectives are all valued.
- All participation and the audience polling is anonymous, but results will be posted online.
- Please be respectful to not over-dominate a conversation.
- The dinner bell means that it is time to change!

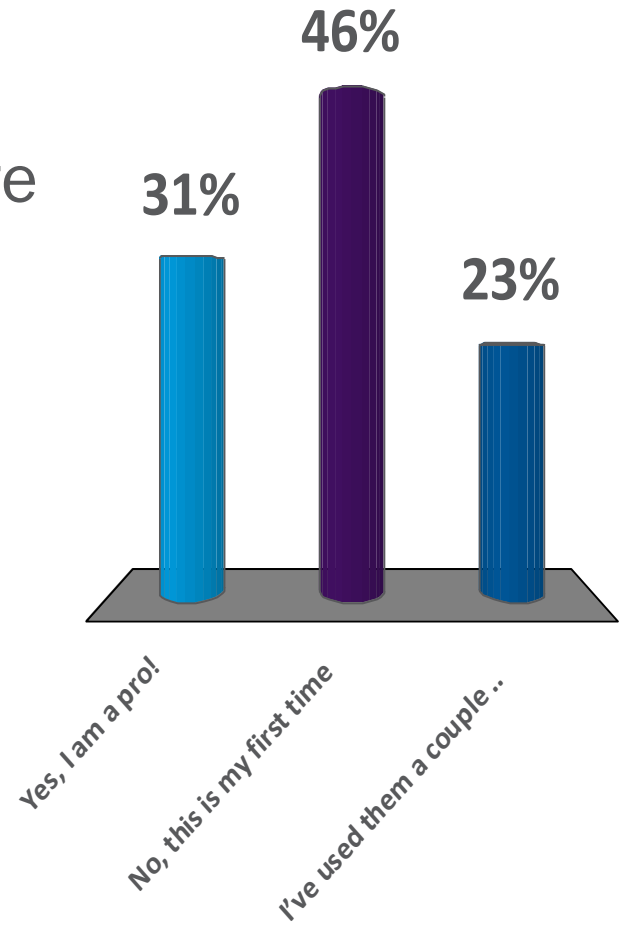
AUDIENCE POLLING

OK, grab the clickers!



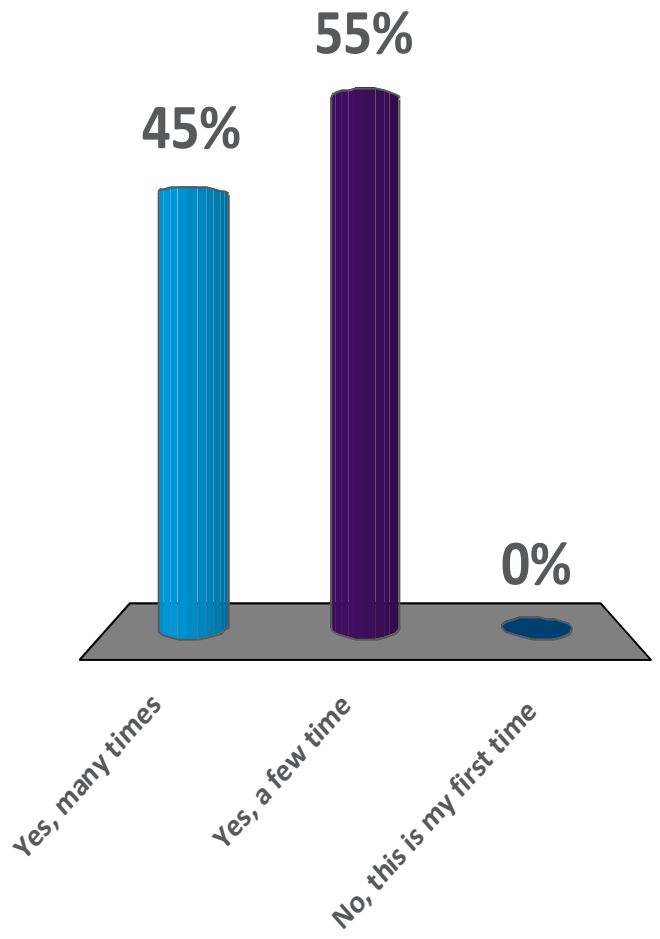
Have you ever used electronic polling clickers before?

A. Yes, I am a pro!
B. No, this is my first time
C. I've used them a couple of times before



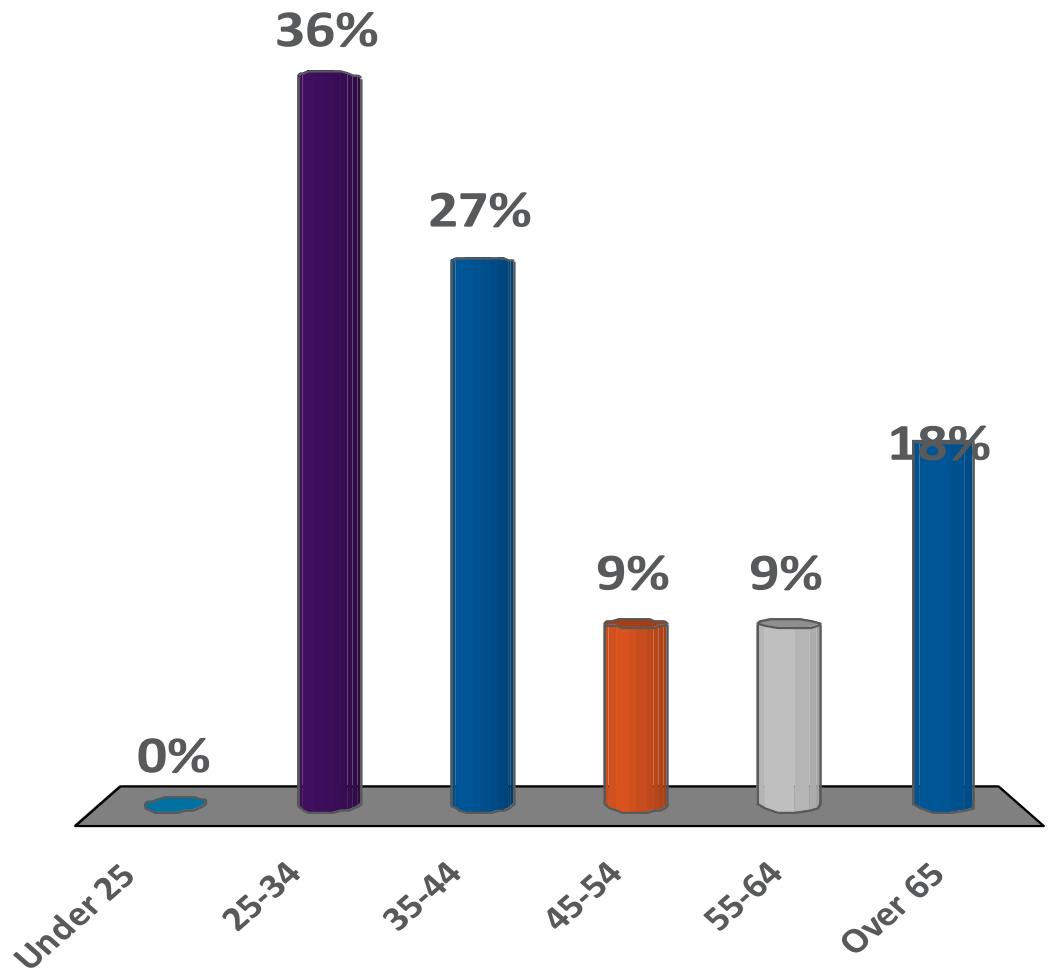
Have you participating in a public meeting like this before?

A. Yes, many times
B. Yes, a few time
C. No, this is my first time



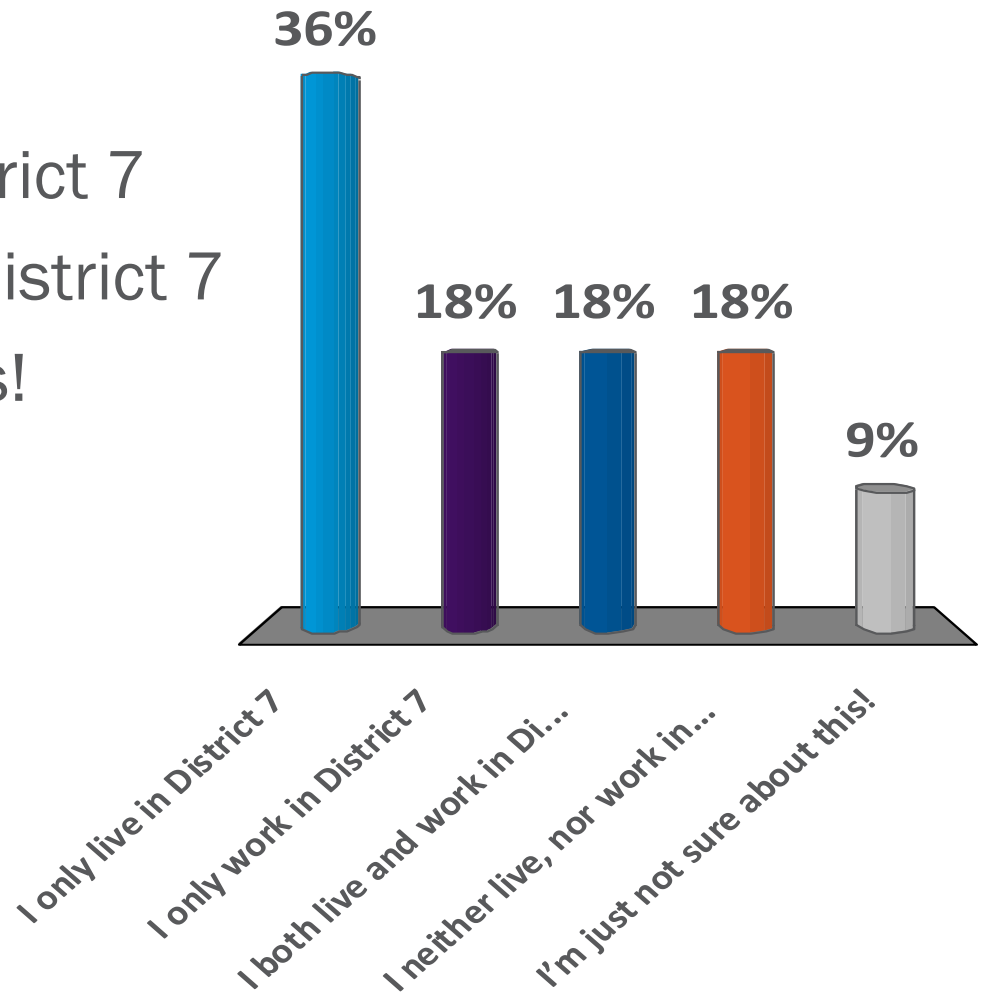
What is your age group?

A. Under 25
B. 25-34
C. 35-44
D. 45-54
E. 55-64
F. Over 65



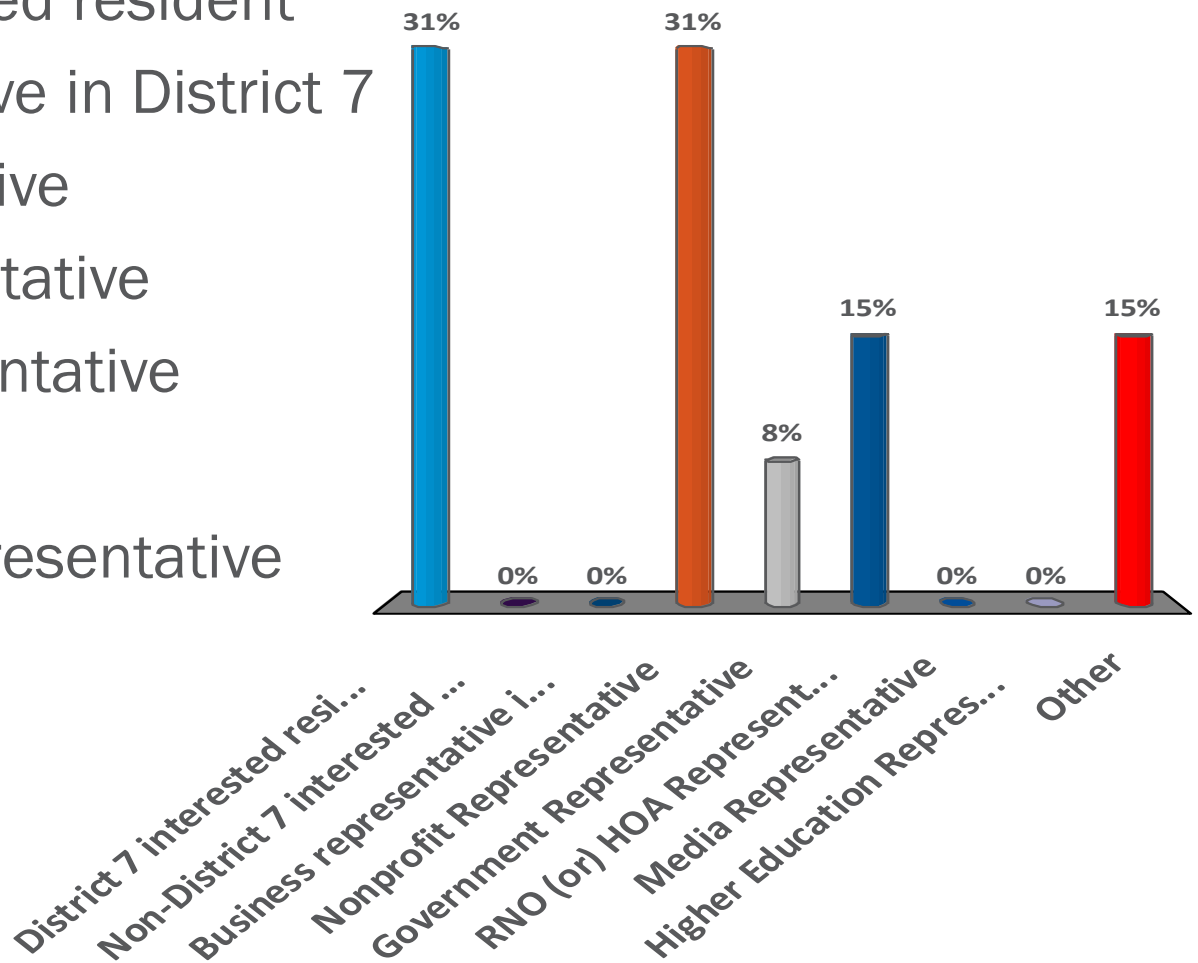
Do you live or work in District 7?

A. I only live in District 7
B. I only work in District 7
C. I both live and work in District 7
D. I neither live, nor work in District 7
E. I'm just not sure about this!



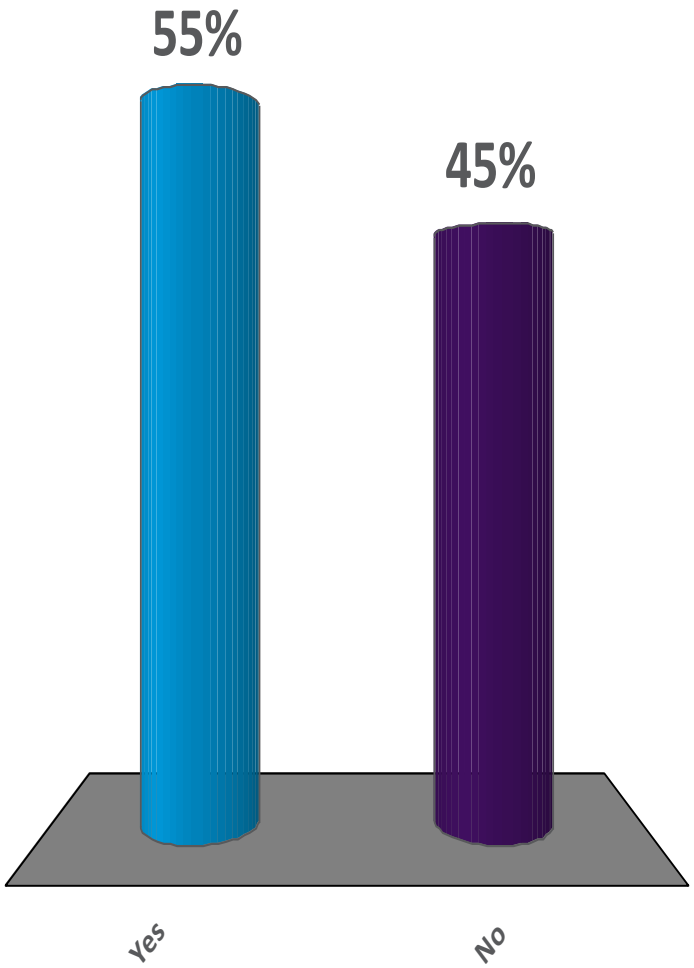
Please identify how you primarily relate to this meeting?

A. District 7 interested resident
B. Non-District 7 interested resident
C. Business representative in District 7
D. Nonprofit Representative
E. Government Representative
F. RNO (or) HOA Representative
G. Media Representative
H. Higher Education Representative
I. Other



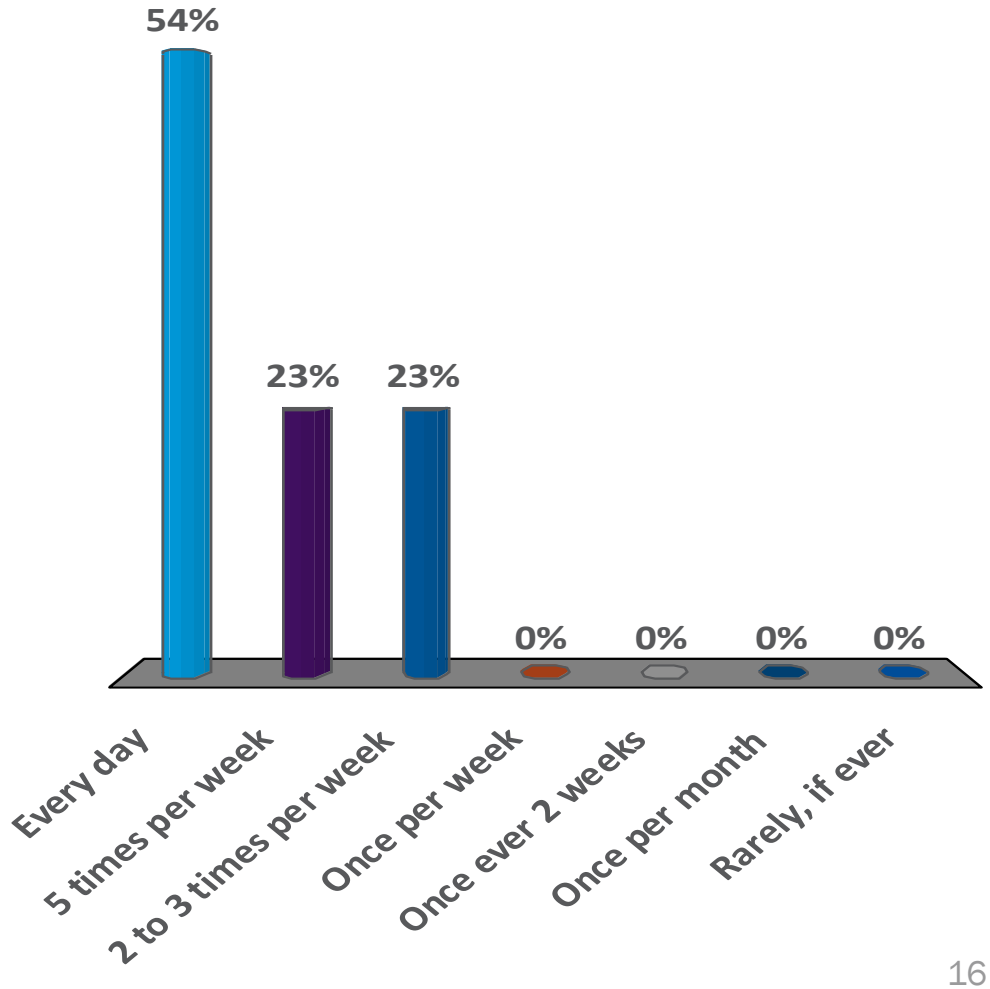
Do you grow any of your own food at home or in a community garden?

A. Yes
B. No



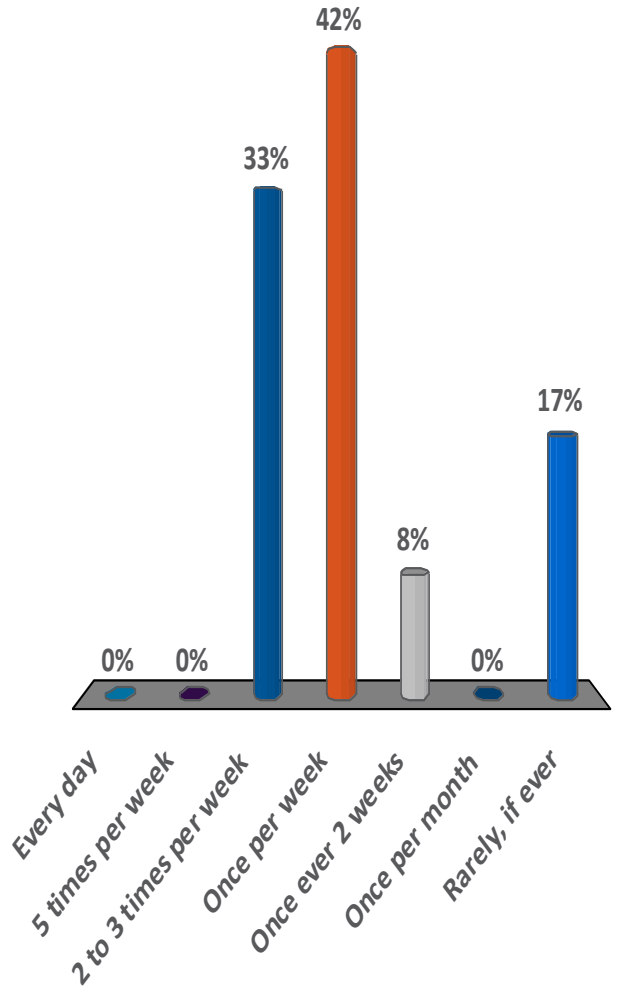
How often do you cook a meal at home?

A. Every day
B. 5 times per week
C. 2 to 3 times per week
D. Once per week
E. Once ever 2 weeks
F. Once per month
G. Rarely, if ever



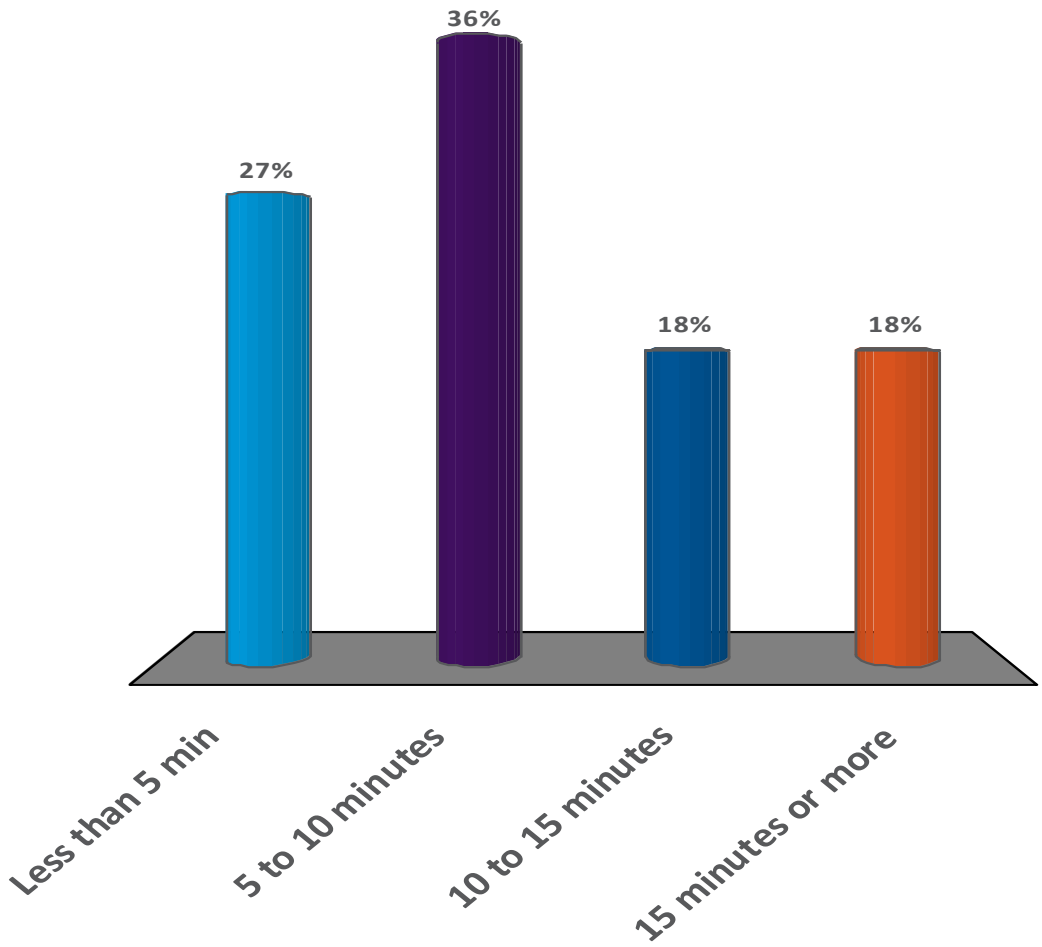
How often do you eat out?

A. Every day
B. 5 times per week
C. 2 to 3 times per week
D. Once per week
E. Once ever 2 weeks
F. Once per month
G. Rarely, if ever



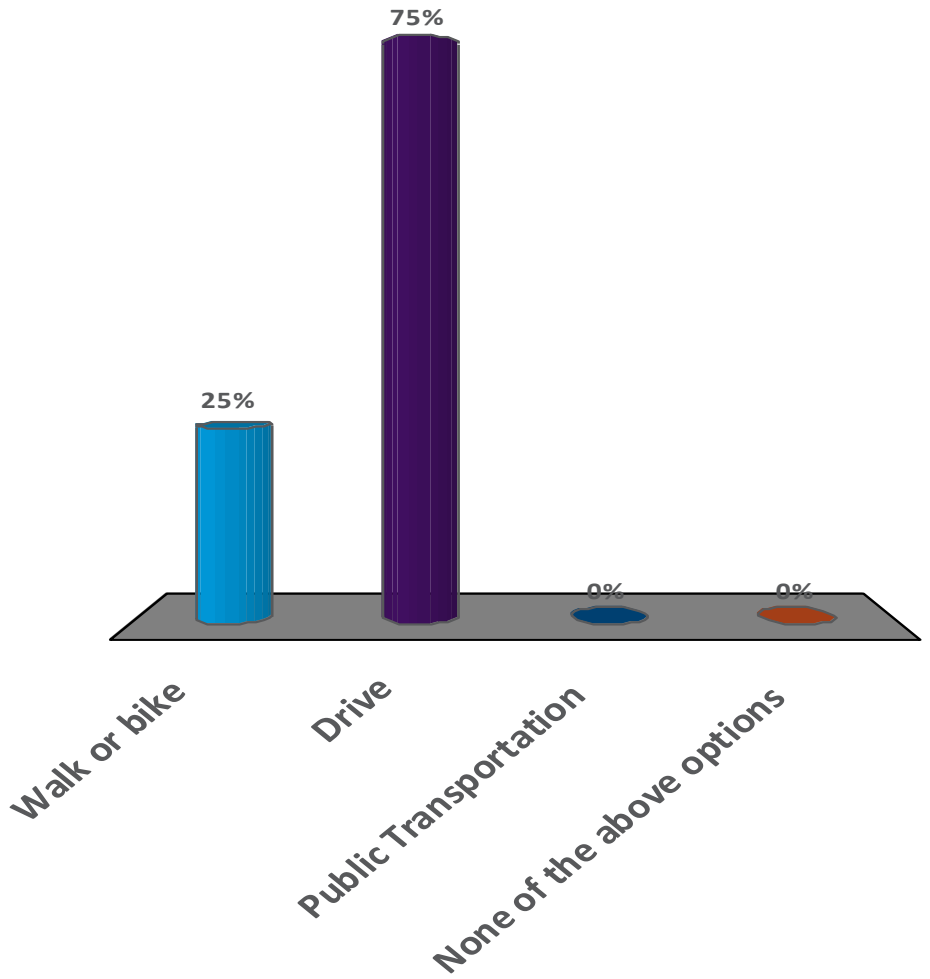
How long does to take to get to your nearest store for healthy food? (each way)

A. Less than 5 min
B. 5 to 10 minutes
C. 10 to 15 minutes
D. 15 minutes or more



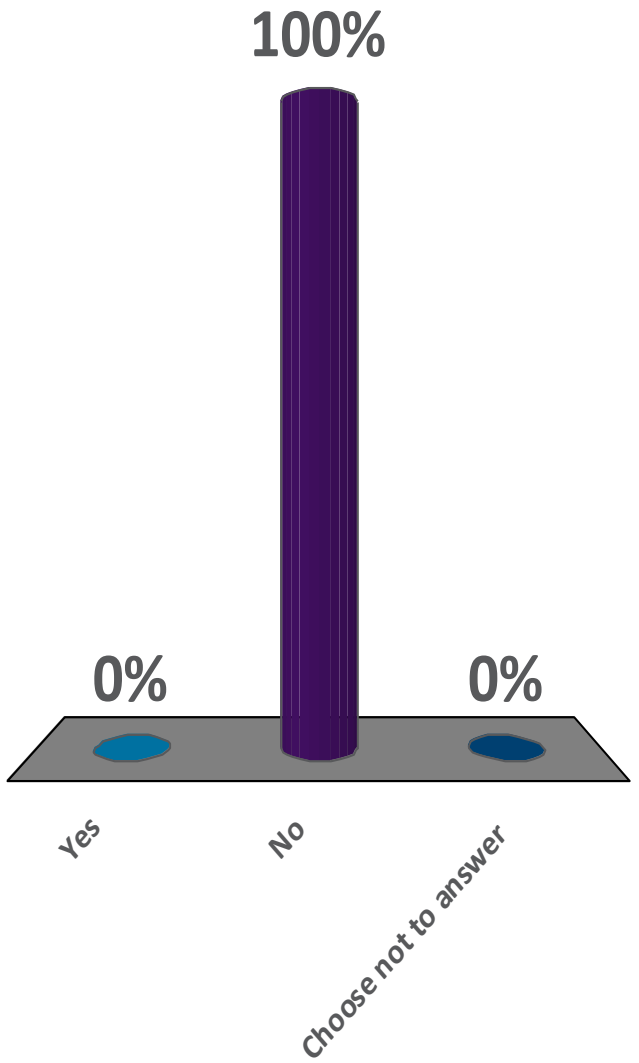
How do you get to your nearest store for healthy food?

A. Walk or bike
B. Drive
C. Public Transportation
D. None of the above options



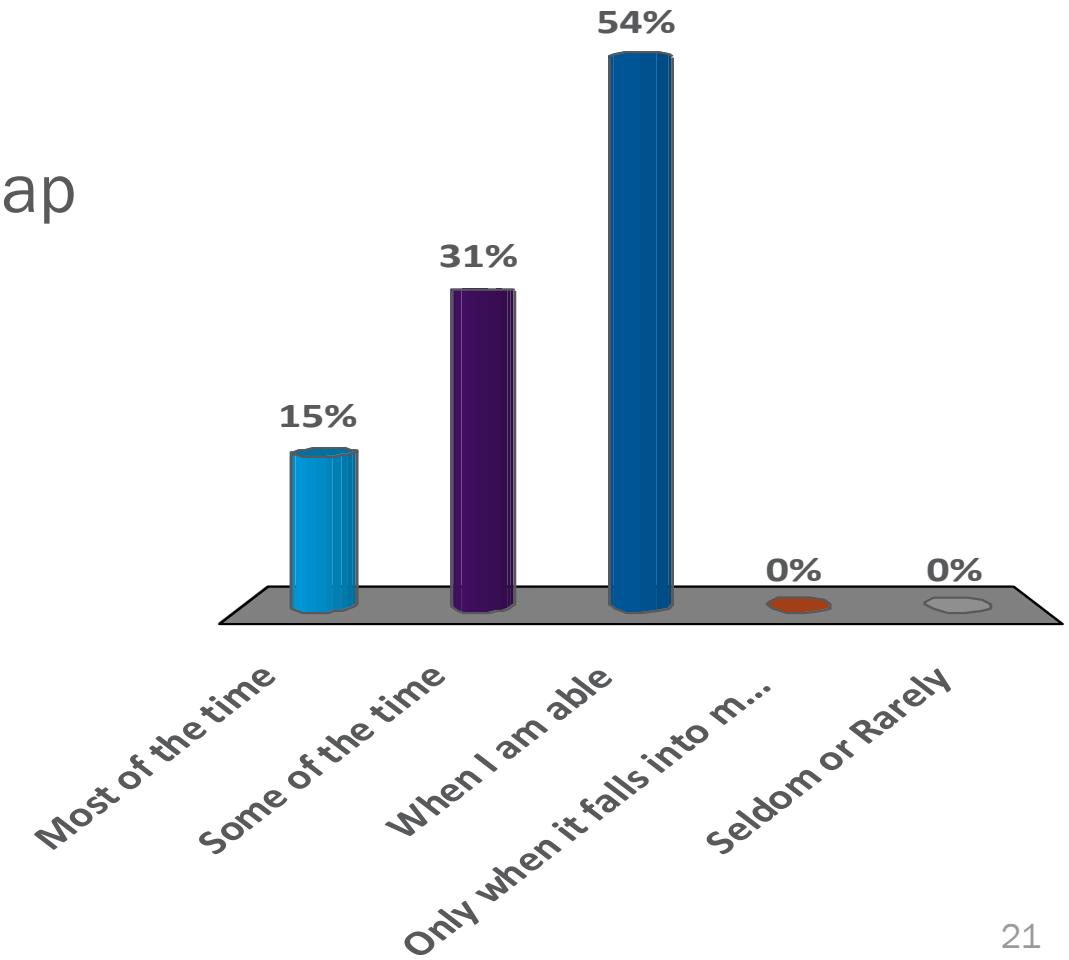
Have you missed a meal in the last year because you could not afford to purchase it?

A. Yes
B. No
C. Choose not to answer



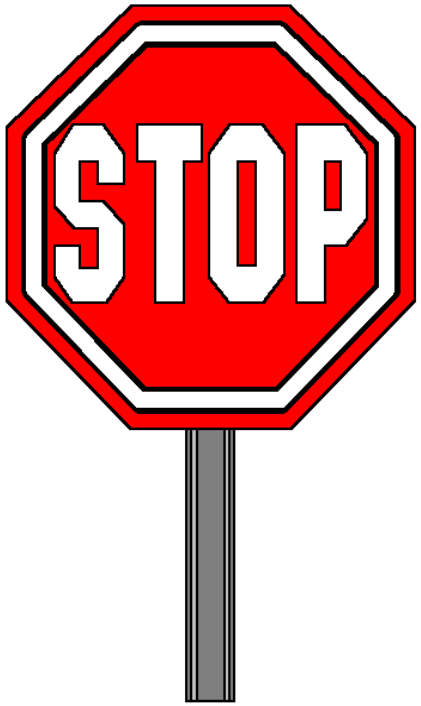
How often do you choose to purchase food that is locally sourced (for groceries and/or dining out)?

A. Most of the time
B. Some of the time
C. When I am able
D. Only when it falls into my lap
E. Seldom or Rarely



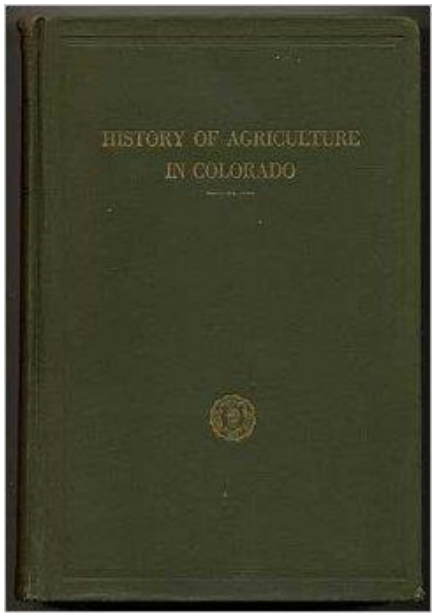
End of Polling for Now

Please return the clickers to the center of the tables



FOOD IN DENVER

Farming in Colorado



- 1776: Declaration of Independence
  - 240 years ago
- 1819: Long Expedition in CO
- 1839: First reported vegetable farm in CO
- 1856: Denver City Founded
  - 160 years ago
- 1859: Rocky Mountain News editorial about need for local food
- 1876: Colorado became a state
  - 140 years ago
- 1877: CO Mining & Food Systems both had $7.4 million in sales

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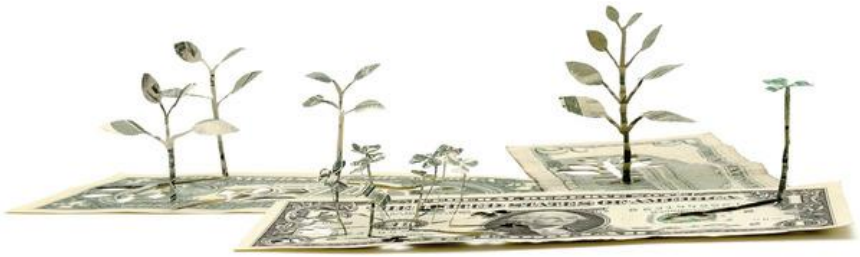
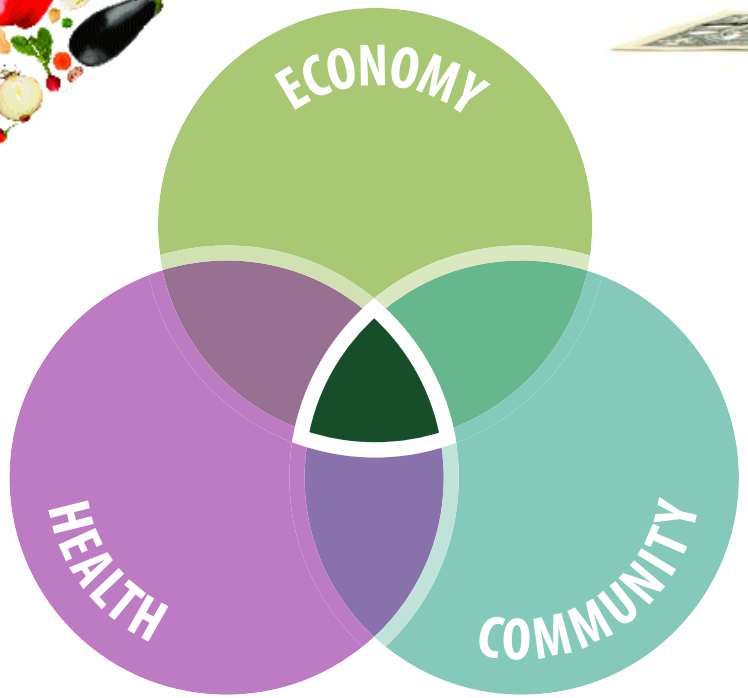
Why is Food Important?









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Defining "Food"















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DENVER FOOD PLAN -OVERVIEW

Denver Food Plan: Why?

- Help us tell our story
- Foster a common food agenda
- Identify actions, timelines, and accountable individuals/organizations
- Guide city actions and investments
- Stimulate innovation to address our biggest food challenges
- Further position Denver as a world-class city where everyone matters

Denver Food Plan: What?

Denver Food Vision: 2030

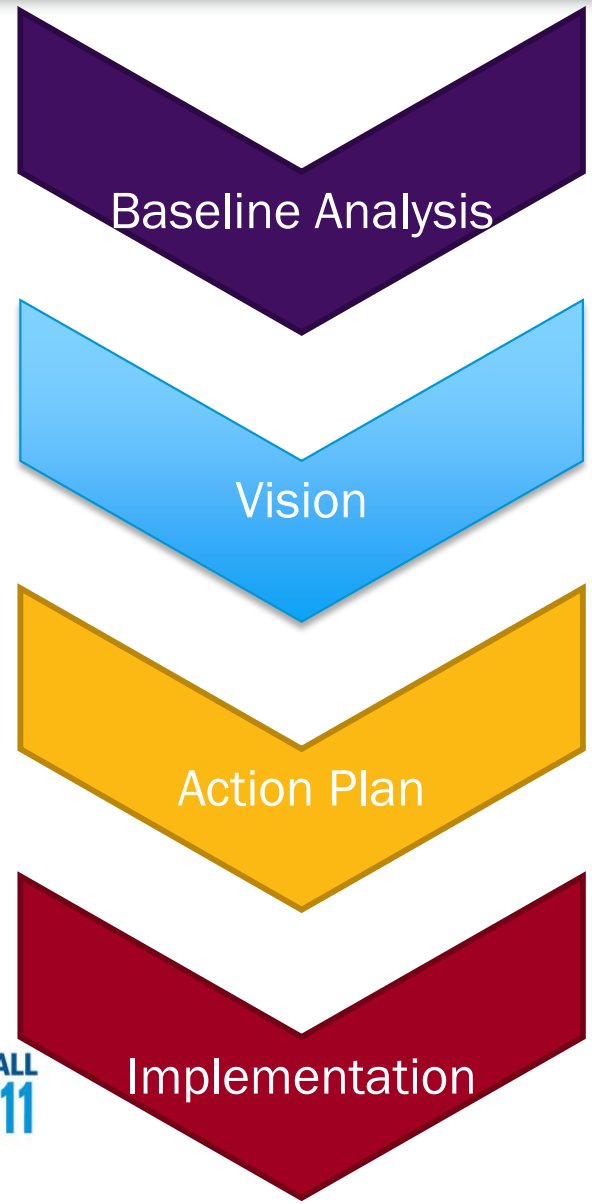
- A 15-year strategic vision focused on key numerical impacts across the food system

Denver Food Action Plan: 2020

- A 5 year action plan to guide city efforts towards achieving the City Food Vision 2030
- Based on individual community action plans (from neighborhoods and industries).
- City will prepare template and provide limited technical assistance
- Action plans will be updated every ~5 years, i.e. Action Plan 2025 and 2030

Annual Progress Reports

Food Plan: How?



- Phase 1: Baseline Analysis
- Convene Inter-Agency Working Group
- Engage Sustainable Food Policy Council

- Phase 2: 2030 City Food Vision
- Community Listening Sessions
- Industry Focus Groups
- Online and Public Comment

- Phase 3: 2020 City Food Action Plan
- Roll-Out Template
- Industry and Community 3-5 year Action Plans
- Public Comment on City Food Action Plan

- Phase 4: Adoption and Implementation
- Kick off event
- Annual Progress Reports
- Action Plan Updates

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~25 Meetings in 2016

Community Listening Sessions (11)

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9
- District 10
- District 11

* Outreach through city council member, RNOs, BIDs, churches, schools, police stations, libraries, community and rec centers, and interested community-based organizations

Industry Focus Groups (14+)

- Producers
- Processors
- Distributors
- Grocery Retailers
- Farmer Markets
- Restaurants, Food Trucks, and Caterers
- Food Service
- Institutional Food Buyers
- Direct Hunger Relief
- Health Care Providers & Insurers
- Education – Cooking & Nutrition
- Education – Urban Gardening, Homesteading, & Farming
- Academia
- Funders
- Urban- Rural Linkages

FOOD IN COUNCIL DISTRICT 7

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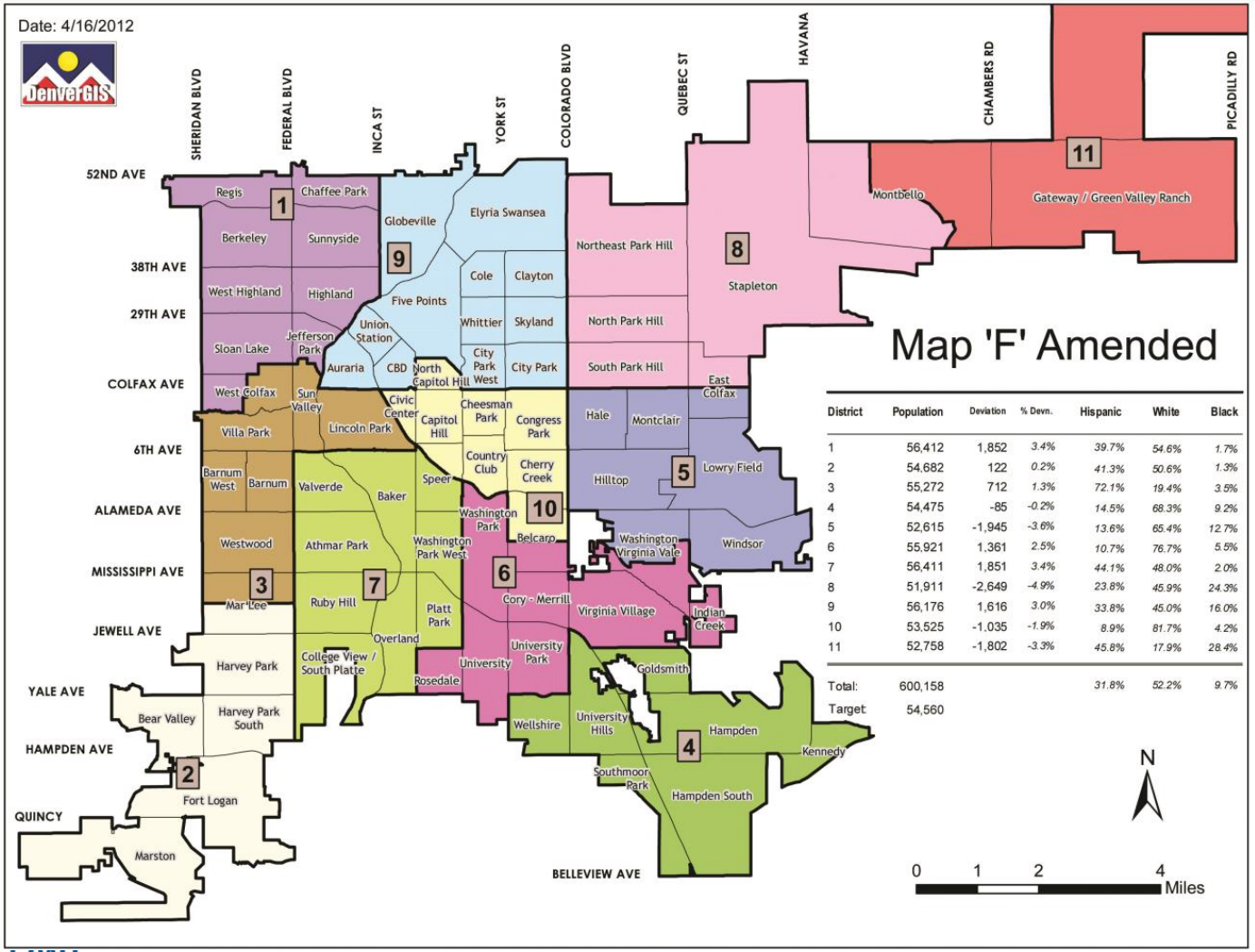
District Map



District	Population	Deviation	% Devn.	Hispanic	White	Black
1	56,412	1,852	3.4%	39.7%	54.6%	1.7%
2	54,682	122	0.2%	41.3%	50.6%	1.3%
3	55,272	712	1.3%	72.1%	19.4%	3.5%
4	54,475	-85	-0.2%	14.5%	68.3%	9.2%
5	52,615	-1,945	-3.6%	13.6%	65.4%	12.7%
6	55,921	1,361	2.5%	10.7%	76.7%	5.5%
7	56,411	1,851	3.4%	44.1%	48.0%	2.0%
8	51,911	-2,649	-4.9%	23.8%	45.9%	24.3%
9	56,176	1,616	3.0%	33.8%	45.0%	16.0%
10	53,525	-1,035	-1.9%	8.9%	81.7%	4.2%
11	52,758	-1,802	-3.3%	45.8%	17.9%	28.4%
Total:	600,158			31.8%	52.2%	9.7%
Target	54,560					

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Quick Facts: District 7

Population (#)	59,510
Households (#)	26,100
Median Income	$ 47,188
Average Income	$ 63,625

Key Challenges Across Denver

- Limited incomes to purchase healthy food
- Limited healthy food retail
- Limited pedestrian, bike, and transit connections to healthy food retail
- Poor diet related health indicators (low fruit/vegetable consumption, high blood pressure cholesterol, diabetes)

Key Opportunities Across Denver

- Strong coalition of food interested organizations
- Numerous city and non-profit efforts around food
- Clear community interest in food
- Underutilized community resources

District 7

- Not many recent neighborhood studies, plans, etc. that discuss food in District 7
  - Denver Community Planning and Development
    - Louisiana-Pearl Station Area Plan (2007)
    - Alameda Station Area Plan (2009)
    - Evans Station Area Plan (2009)
    - I-25 & Broadway Station Area Plan (2016)
      - Includes food!

DISCUSSION

Discussion – Your Neighborhood Today

The Present:

What are the good things about food in your neighborhood today?

Discussion – Your Neighborhood Today

The Present:

1) What are the good things about food in your neighborhood today?

- What's going well here?
- Is there anything going on that is especially exciting or innovative?
- What strengths and/or assets do we already have in place?

Share Out – Your Neighborhood Today

The Present:

What are the good things about food in your neighborhood today?

Share- out

- Wide diversity of food, restaurants, businesses
- Farmer's markets, new one starting here in Athmare park
- Plenty of space for manufacturing and processing
- Strong food pantries starting to get fresh produce
- Growing small business community
- Resident interest in mapping who is raising produce and chickens, etc
-

Discussion – Envisioning Our Future

The Future

2) When you imagine living in a great neighborhood in the year 2030, what would “food” look like?

Discussion – Envisioning Our Future

The Future

2) When you imagine living in a great neighborhood in the year 2030, what would "food" look like?

- In 15 years how will your neighborhood or Denver generally look different or better?
- What do you think food is going to look like in 2030?
- Where do you imagine you will get your food? Prepare it? Eat it? Where will it come from?

Prioritize – Envisioning Our Future

The Future

2) When you imagine living in a great neighborhood in the year 2030, what would "food" look like?

Prioritization

- To you personally, what are the three most exciting parts of this future?
  - (use 3 dots per person)

Discussion – Envisioning Our Future

The Future

3) Why should food be a priority in building our future?

Discussion – Envisioning Our Future

The Future

3) Why should food be a priority in building our future?

- Why is food particularly essential to getting to that future?
- Why is that important? …Why is that important?

Share Out – Envisioning Our Future

The Future

3) What will food look like in the future?

Share- out

- All kids have access to 3 meals/day—guaranteed complete nutrition
- Have a growhouse everywhere—healthy, local, organic, freshly grown food is accessible and affordable everywhere
- Less lawn, more veggies
- Everyone has a grocery store in walking/biking distance
- Real, natural, fresh food available in a variety of outlets—open markets combining social aspects, community, food preparation integrated

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Share Out – Envisioning Our Future

The Future

3) Why should food be a priority in building our future?

Share- out

- It's a basic need– we can't function without healthy food!
- Food is part of growing healthcare costs, we need to take power back through local and community production and ownership
- Food is a communal and social act and preserves culture
- Food is a foundation for civilization and society
- America leads the world in many things, but healthy, sustainable food is not one of them. If we can innovate our food culture, we can become a model for the rest of the world

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Discussion – Getting to Action

Action

4) How do we get to that future?

5) What's getting in our way?

Discussion – Getting to Action

Action

4) How do we get to that future?

- What must happen to make that vision a reality?
- What needs to happen immediately to start reaching this ideal future?
- What needs to happen by 2030 to reach this ideal future?
- What are the key roles of Business, Non-profits, City/Government, Customers and Residents?

5) What's getting in our way?

- What are the barriers that are in the way to this future?
- What doesn't exist that needs to exist?
- Can we overcome these barriers? If so, then how?

Prioritize – Getting to Action

Action

4) How do we get to that future?

5) What's getting in our way?

Prioritization

- What are the three most important actions?
  - (use 3 dots per person)
- What are the three most important barriers?
  - (use 3 dots per person)

Share Out – Getting to Action

Action

4) How do we get to that future?

Share- out

- Education on the necessity, access, and cooking of healthy food
- Education to drive consumer behavior toward more local, healthy food
- Small, easily accessible grants for neighborhood groups
- Better or more tax incentives for businesses and consumers
-
-
-

Share Out – Getting to Action

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Barriers

5) What's getting in our way?

Share- out

- Lack of education
- Lack of water resources (perceived future)
- Healthy food is not affordable
- Special certification for local and organic foods
-
-
-
-

Wrap Up

- What did we miss?
- Summary of key themes
- Denver Foundation – Strengthening Neighborhoods Grant

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Next Steps

2015

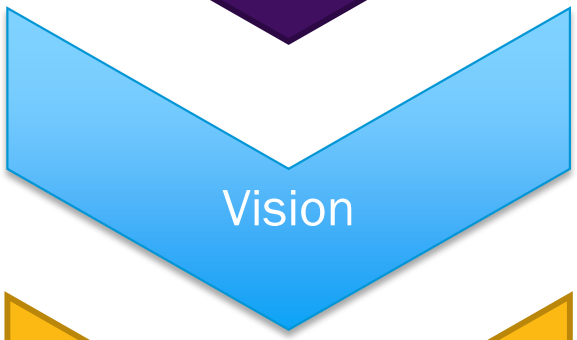
Baseline Analysis



- Phase 1: Baseline Analysis
- Convene Inter-Agency Working Group
- Engage Sustainable Food Policy Council

2016

Vision



- Phase 2: 2030 City Food Vision
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2017

Action Plan



- Phase 3: 2020 City Food Action Plan
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Implementation



- Phase 4: Adoption and Implementation
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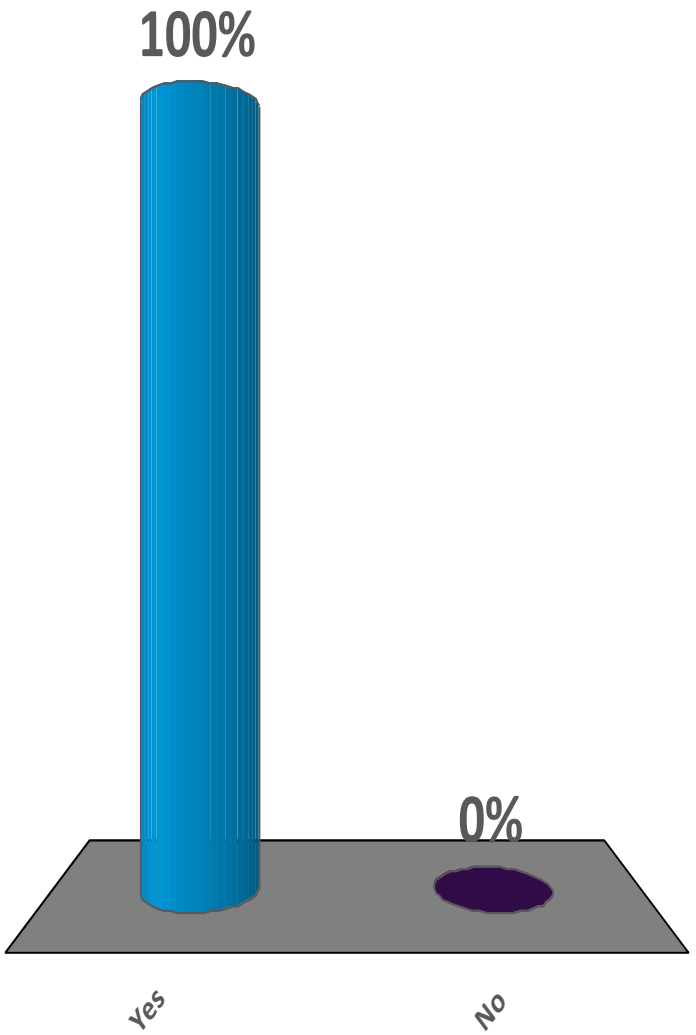
AUDIENCE POLLING

OK, grab the clickers!



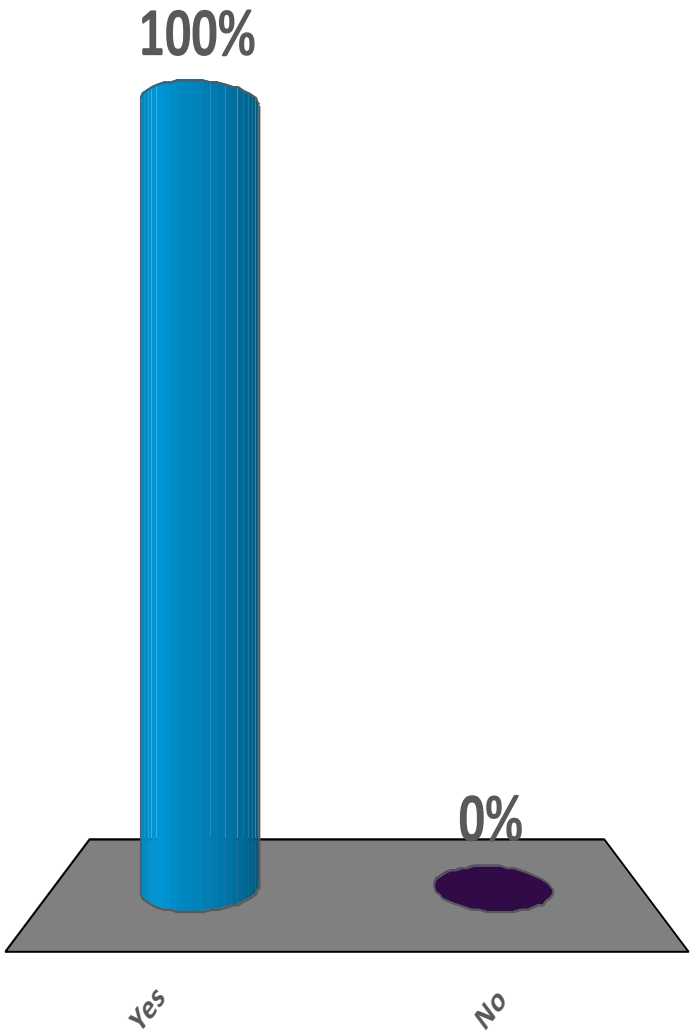
Did you meet someone new today?

A. Yes
B. No



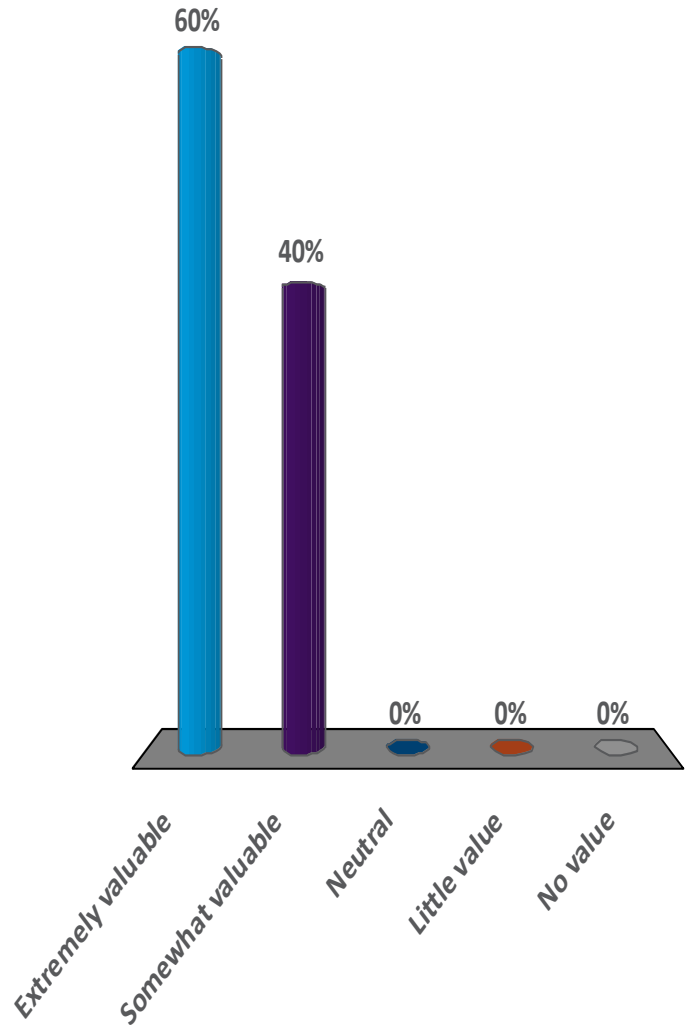
Did you learn something new today?

A. Yes
B. No



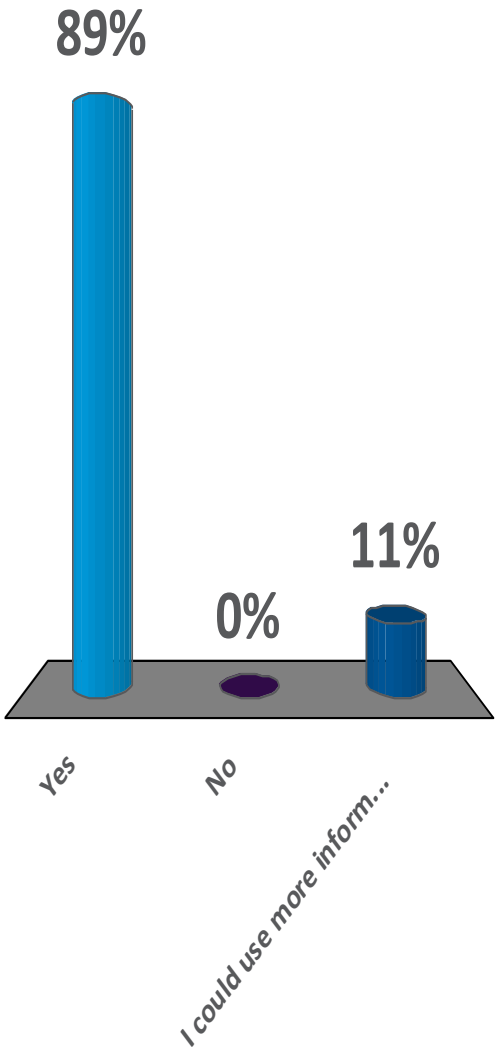
Please rate the value of the use of your time tonight:

A. Extremely valuable
B. Somewhat valuable
C. Neutral
D. Little value
E. No value



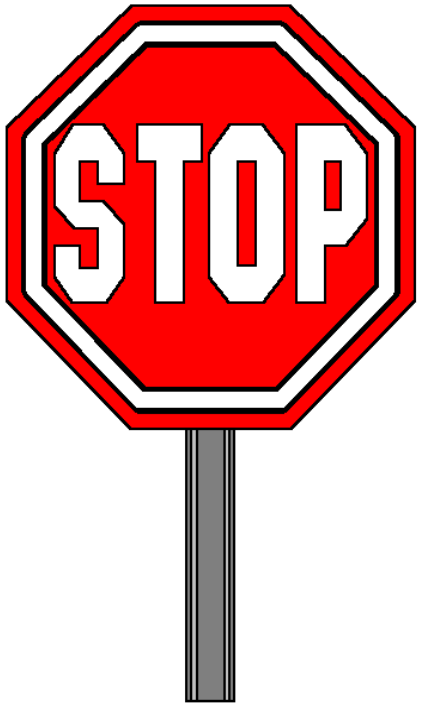
Would you like to be engaged going forward?

A. Yes
B. No
C. I could use more information



End of Polling

Please return the clickers to the center of the tables



Door Prizes!

Door Prizes From:

PIZZERIA LOCALE

LOCAL FOOD SHIFT

THRIVE
MARKET

bounty beyond belief
HEIRLOOM VEGETABLES

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Thank You!

Please send additional thoughts, comments, recommendations to:
DenverFoodPlan@denvergov.org

For more information visit us at:
http://www.denvergov.org/foodplan