DENVER
THE MILE HIGH CITY

# Denver Food Plan

## Council District 9
## Community Food Discussion

Wednesday, May 4th, 2016
Posner Center for International Development

6:00pm to 8:30pm

FOR CITY SERVICES VISIT DenverGov.org | CALL 311

# Table Introductions & Discussion

## Table Introductions and Discussion:

- How long have you either lived, or worked in this neighborhood, District 9, or Denver?
- Why is Food important to you?
- Please share an experience that you have had with food in this neighborhood or District.

DENVER
THE MILE HIGH CITY

# Sponsor Recognition

## Thank You to Our Generous Sponsors,






















COLORADO STATE UNIVERSITY
SYSTEM
Colorado State University • Colorado State University - Pueblo • CSU - Global Campus

FOR CITY SERVICES VISIT DenverGov.org | CALL 311

DENVER
THE MILE HIGH CITY

# Sponsor Recognition

## Thank You Also to:

Our Food Donor,

CHIPOTLE
MEXICAN GRILL

Our Host,

POSNER CENTER
FOR INTERNATIONAL DEVELOPMENT

And Our Provider of Child Care and Interpretation

SHARE™
A Northeast Denver LiveWell Community

# Welcome from District 9

# Councilman Albus Brooks



# 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

DENVER
THE MILE HIGH CITY

# Framing the Discussion & Goals for the Meeting

## Regarding your Neighborhood and/or District 9, 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!

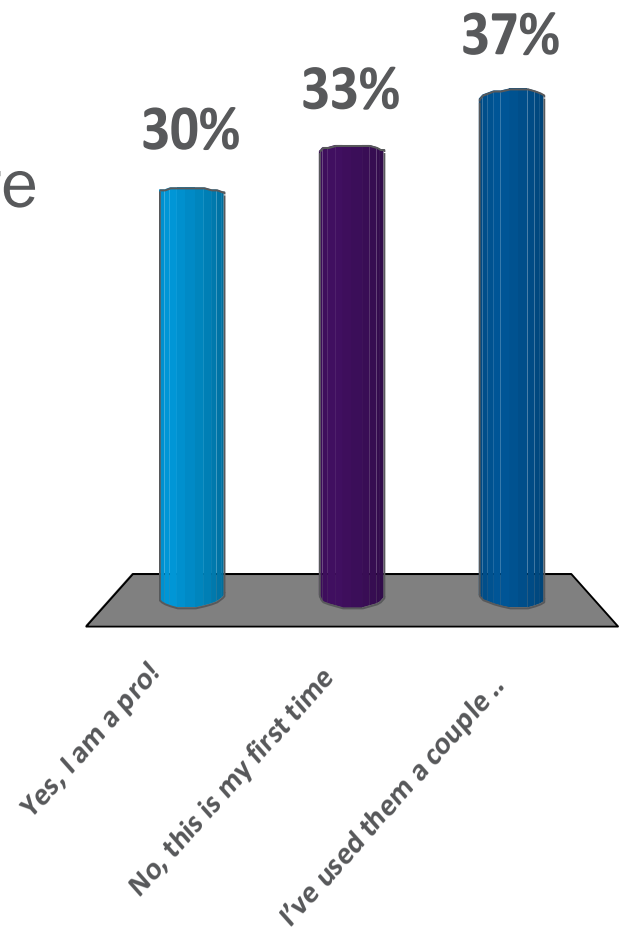
# AUDIENCE POLLING

## *OK, grab the clickers!*



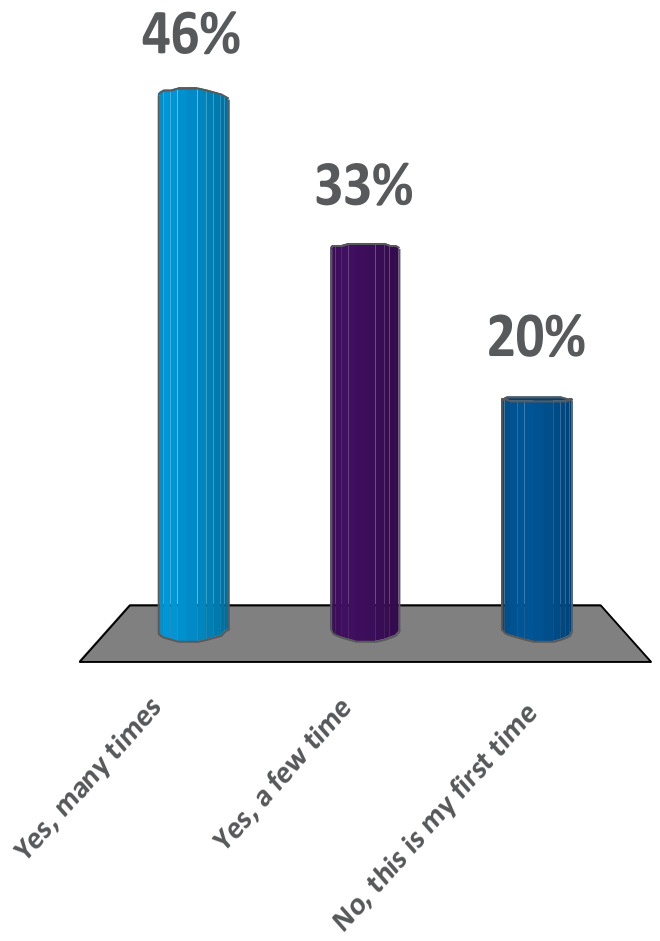
# Have you ever used electronic polling clickers before?

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



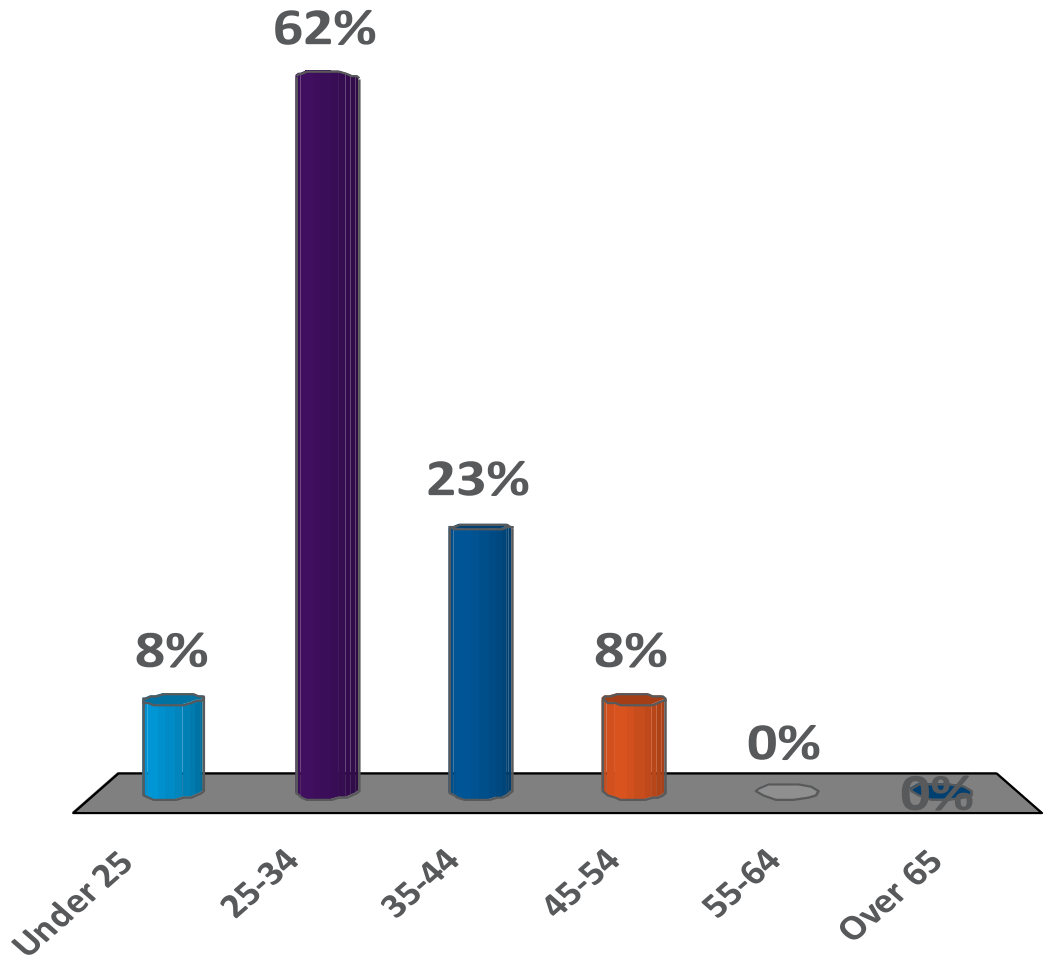
# Have you participating in a public meeting like this before?

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



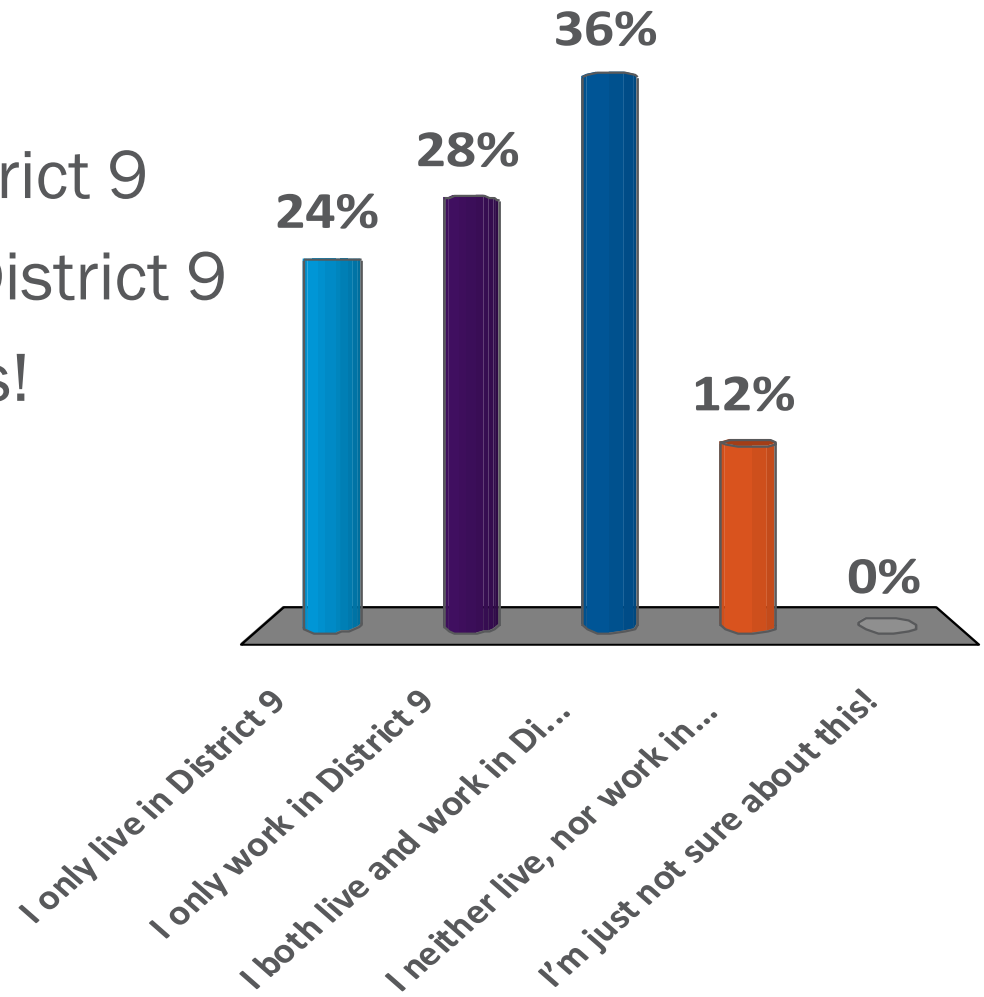
# What is your age group?

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



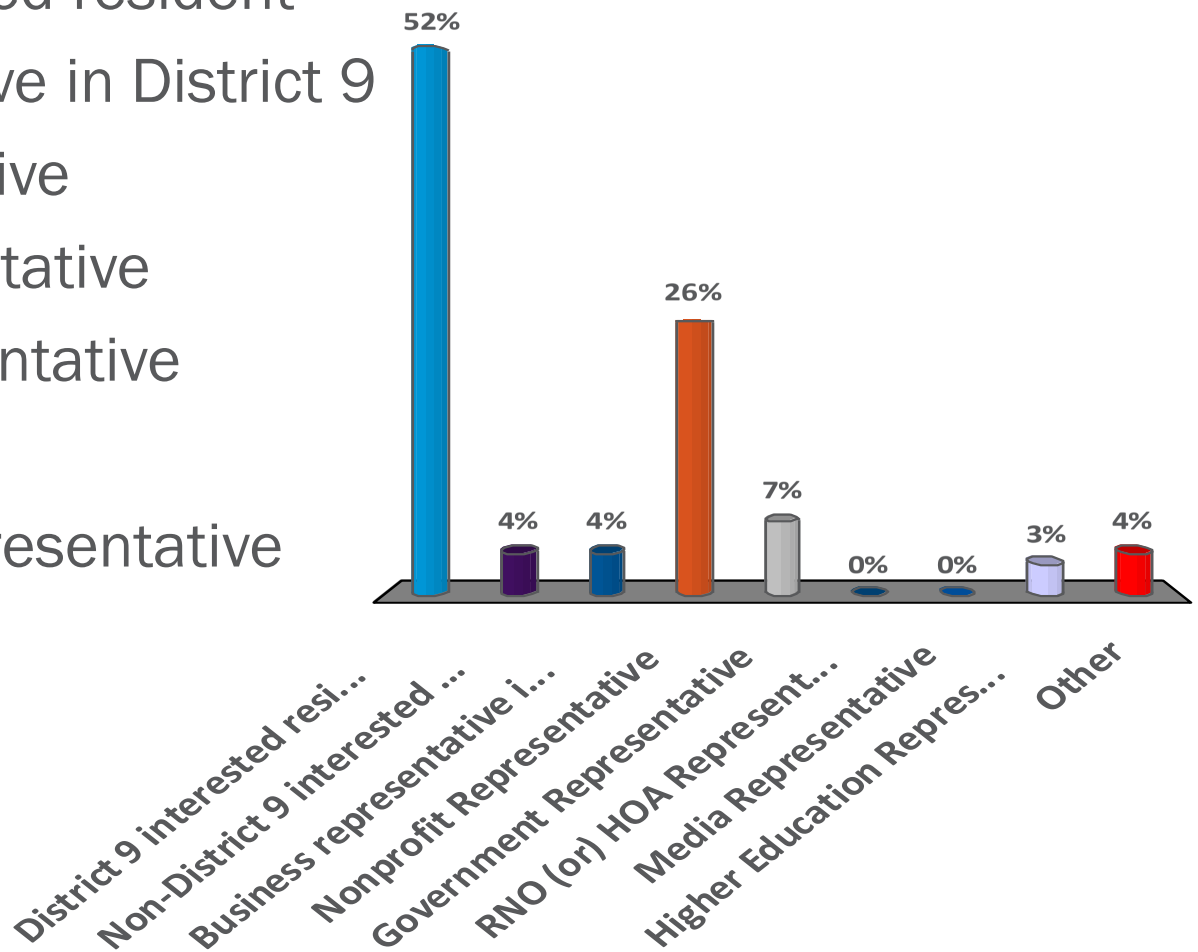
# Do you live or work in District 9?

A. I only live in District 9
B. I only work in District 9
C. I both live and work in District 9
D. I neither live, nor work in District 9
E. I'm just not sure about this!



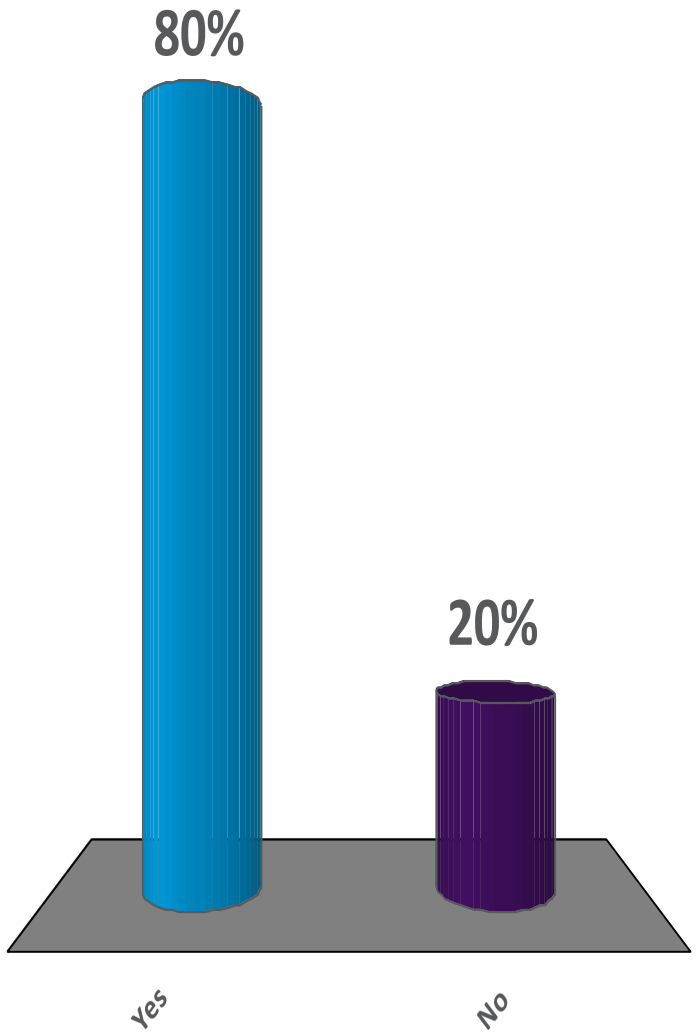
# Please identify how you primarily relate to this meeting?

A. District 9 interested resident
B. Non-District 9 interested resident
C. Business representative in District 9
D. Nonprofit Representative
E. Government Representative
F. RNO (or) HOA Representative
G. Media Representative
H. Higher Education Representative
I. Other



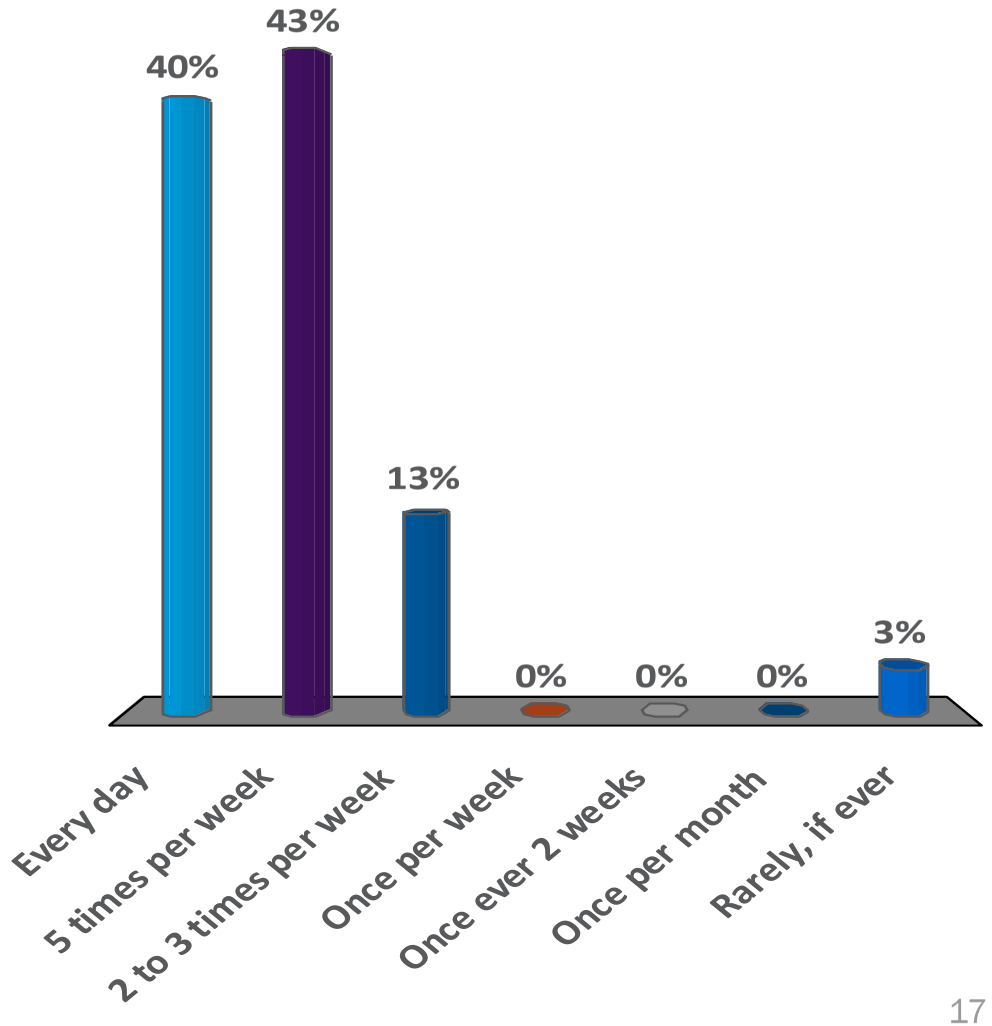
# Do you grow any of your own food at home or in a community garden?

A. Yes
B. No



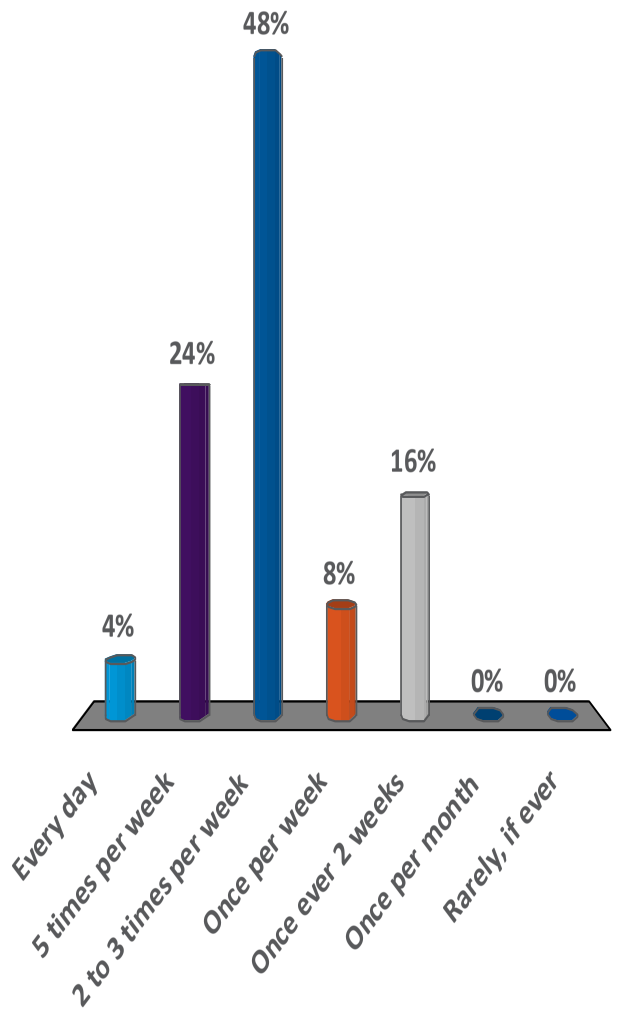
# How often do you cook a meal at home?

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



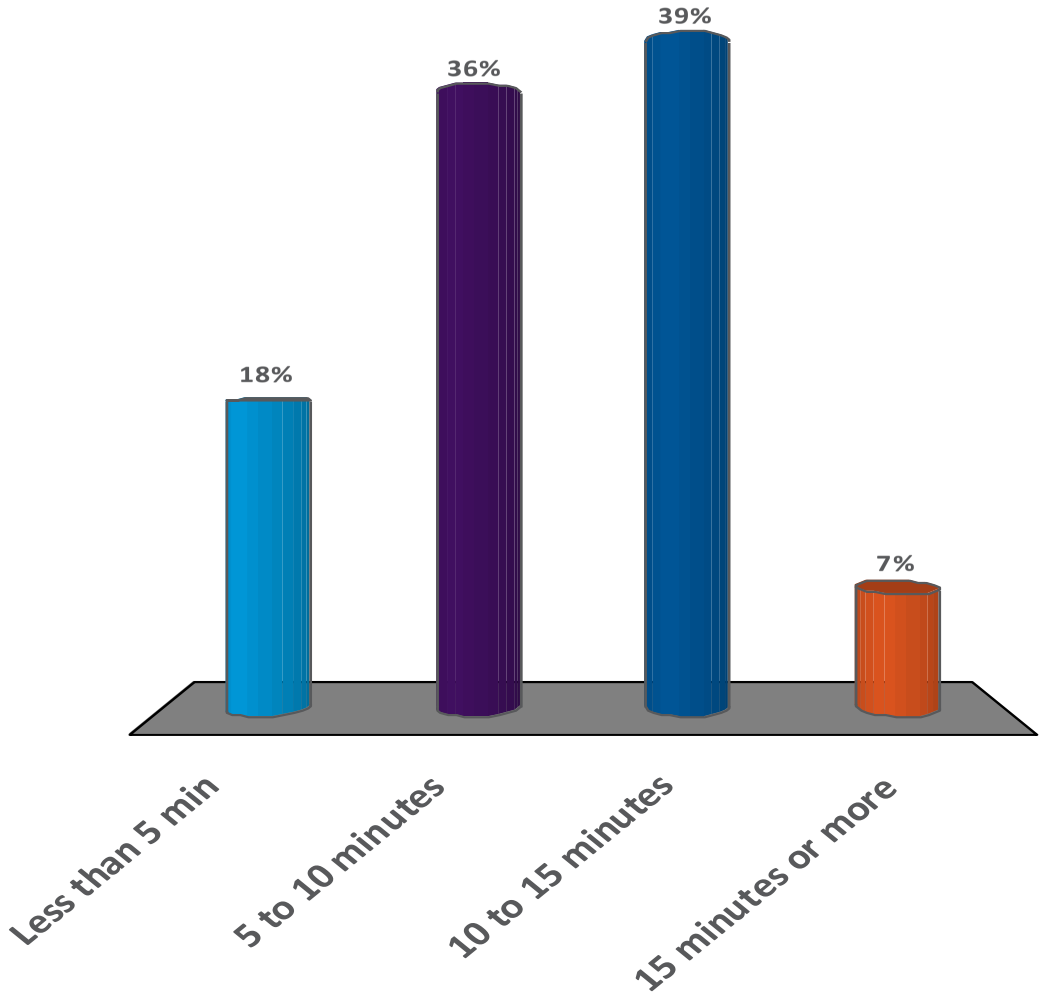
# How often do you eat out?

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



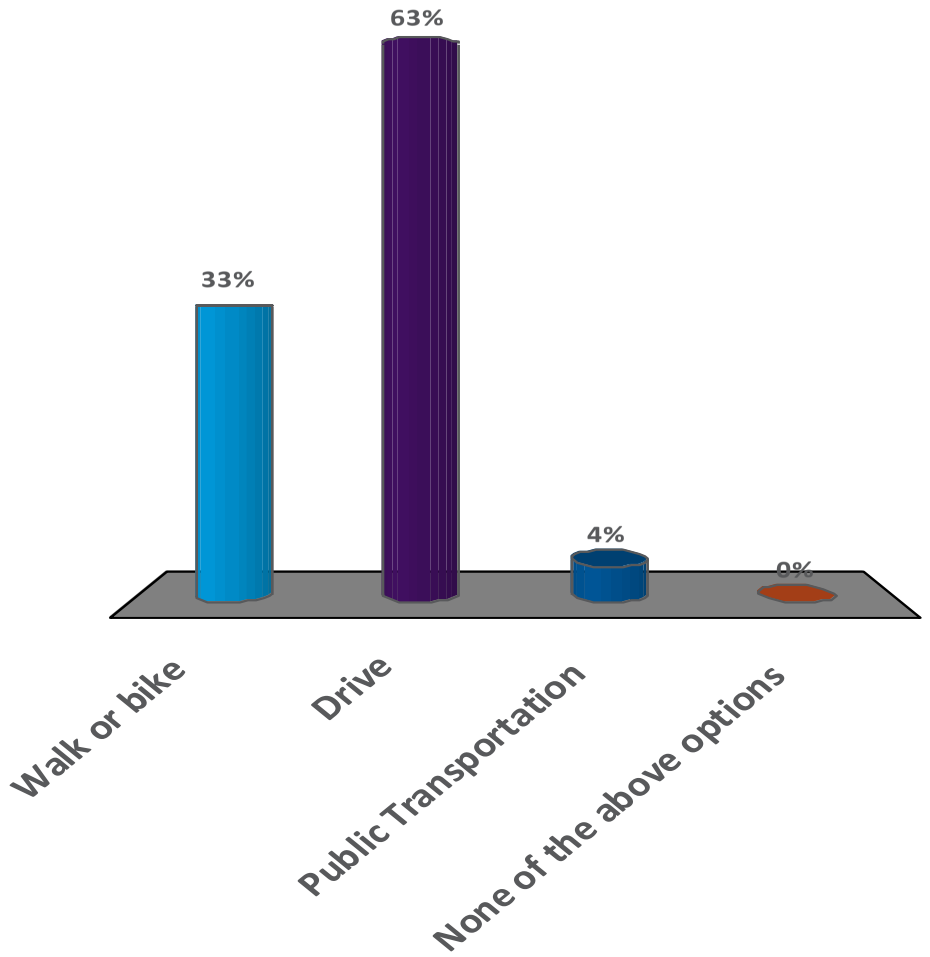
# How long does to take to get to your nearest store for healthy food? (each way)

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



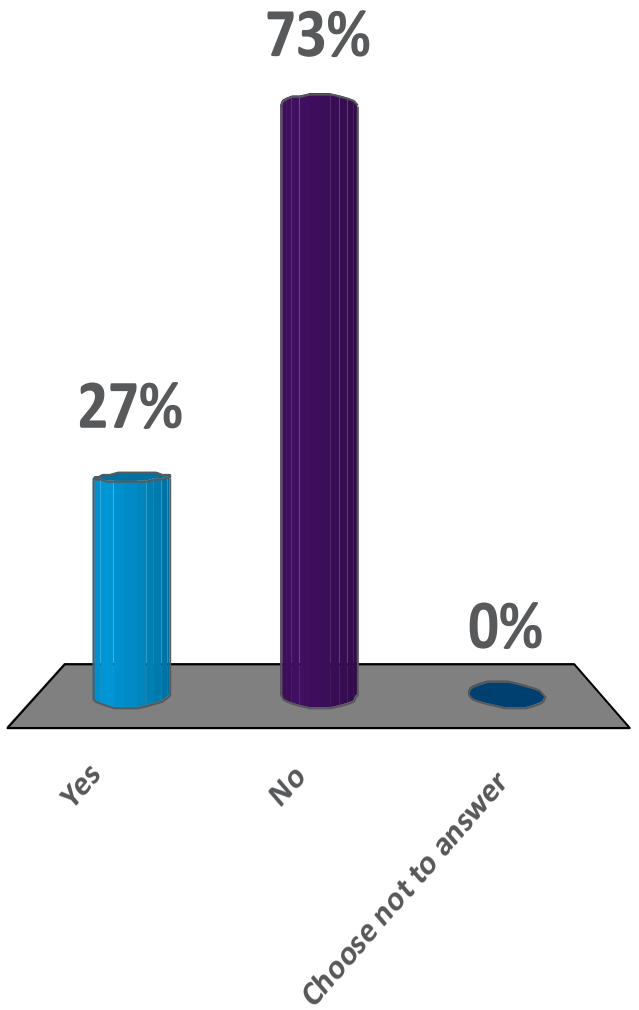
# How do you get to your nearest store for healthy food?

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



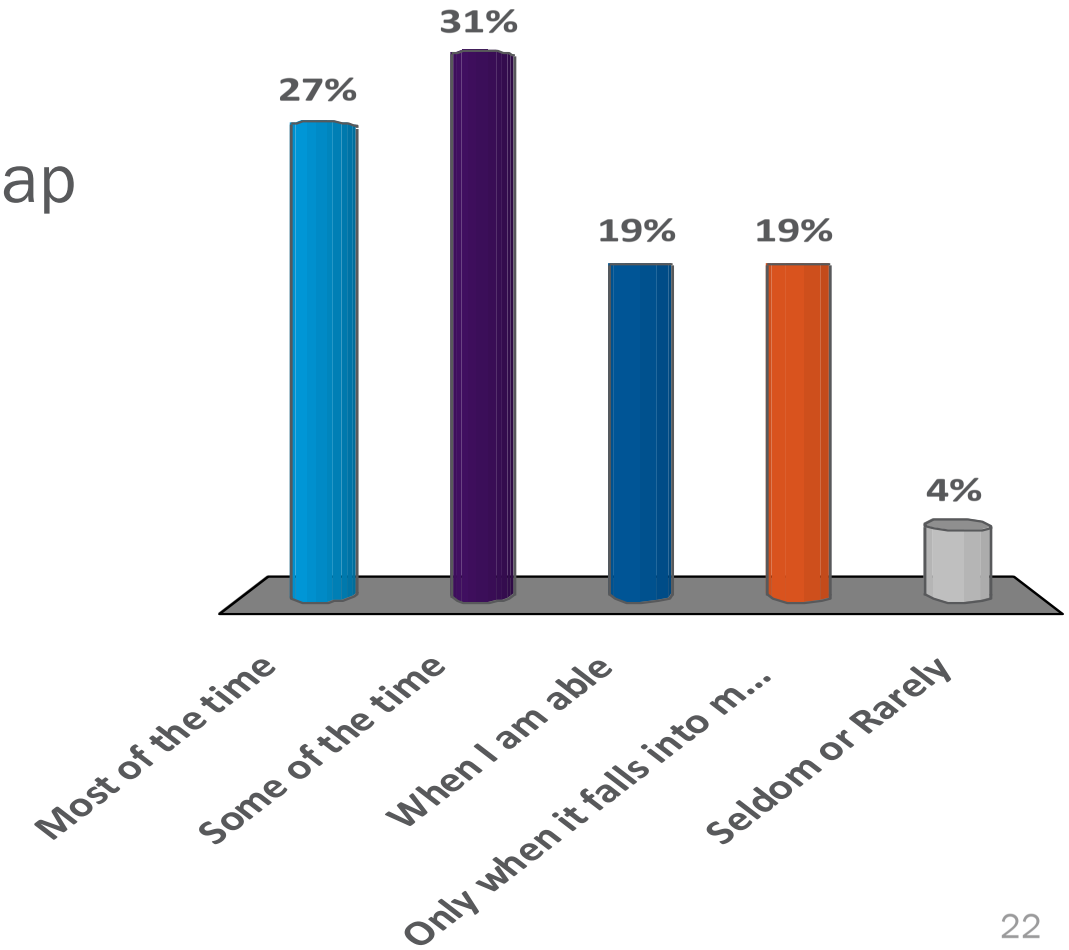
# Have you missed a meal in the last year because you could not afford to purchase it?

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



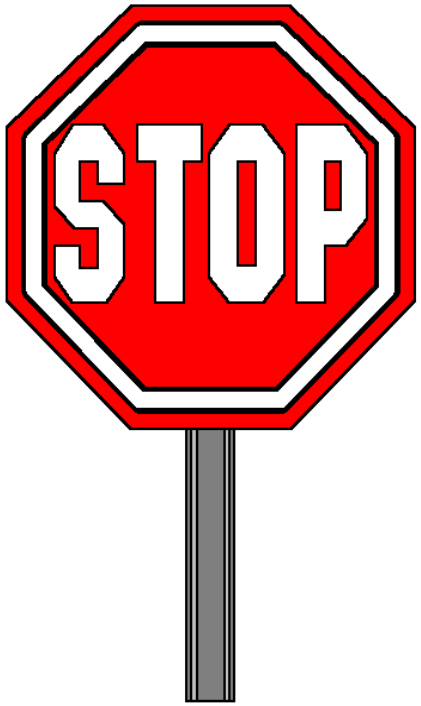
# How often do you choose to purchase food that is locally sourced (for groceries and/or dining out)?

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



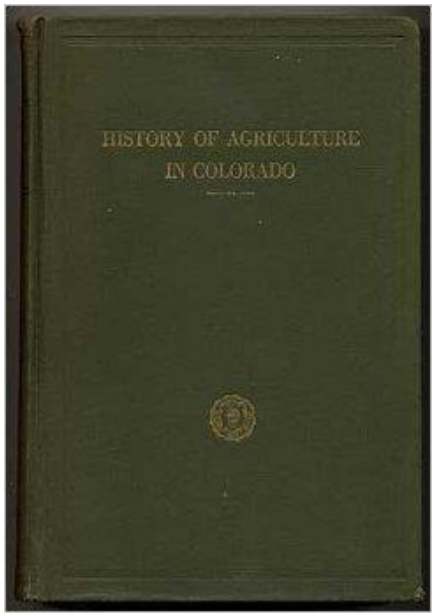
# End of Polling for Now

Please return the clickers to the center of the tables



# FOOD IN DENVER

# Farming in Colorado

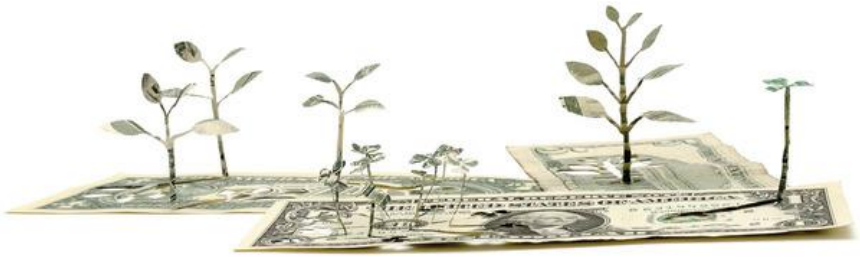


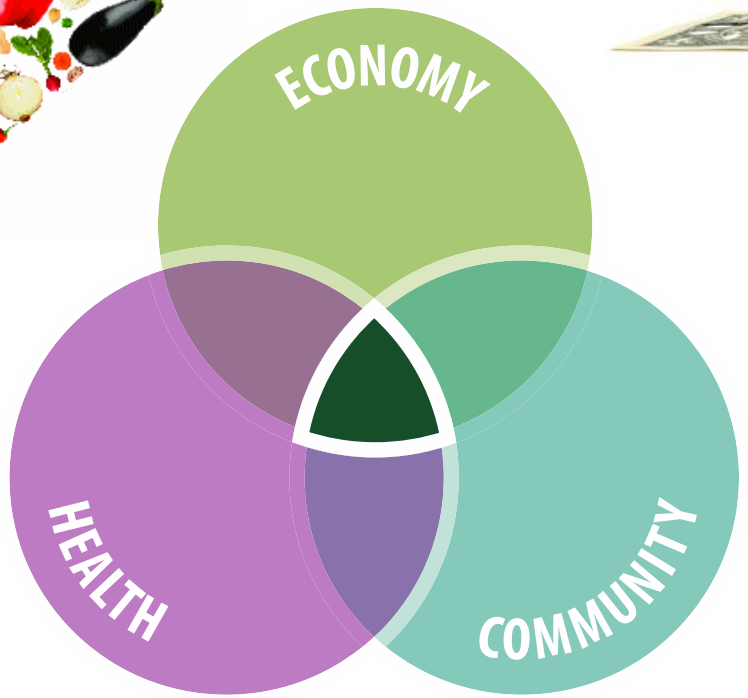

- 1776: Declaration of Independence
  - 240 years ago
- 1819: Long Expedition in CO
- 1839: First reported vegetable farm in CO
- 1856: Denver City Founded
  - 160 years ago
- 1859: Rocky Mountain News editorial about need for local food
- 1876: Colorado became a state
  - 140 years ago
- 1877: CO Mining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

DENVER
THE MILE HIGH CITY

# Why is Food Important?










FOR CITY SERVICES VISIT DenverGov.org | CALL 311

DENVER
THE MILE HIGH CITY

# Defining "Food"

















FOR CITY SERVICES VISIT DenverGov.org | CALL 311

# 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

DENVER
THE MILE HIGH CITY

# Food Plan: How?

2015

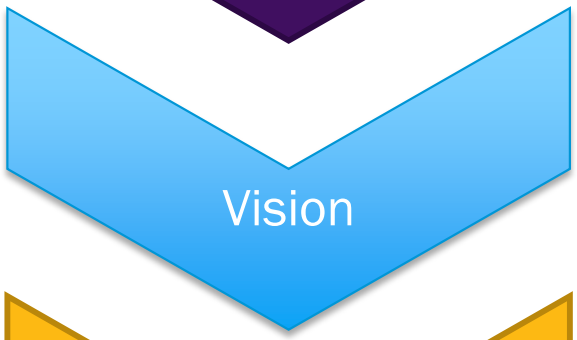
Baseline Analysis



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

2016

Vision



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

2017

Action Plan



- 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

Implementation



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

FOR CITY SERVICES VISIT DenverGov.org | CALL 311

DENVER
THE MILE HIGH CITY

# ~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

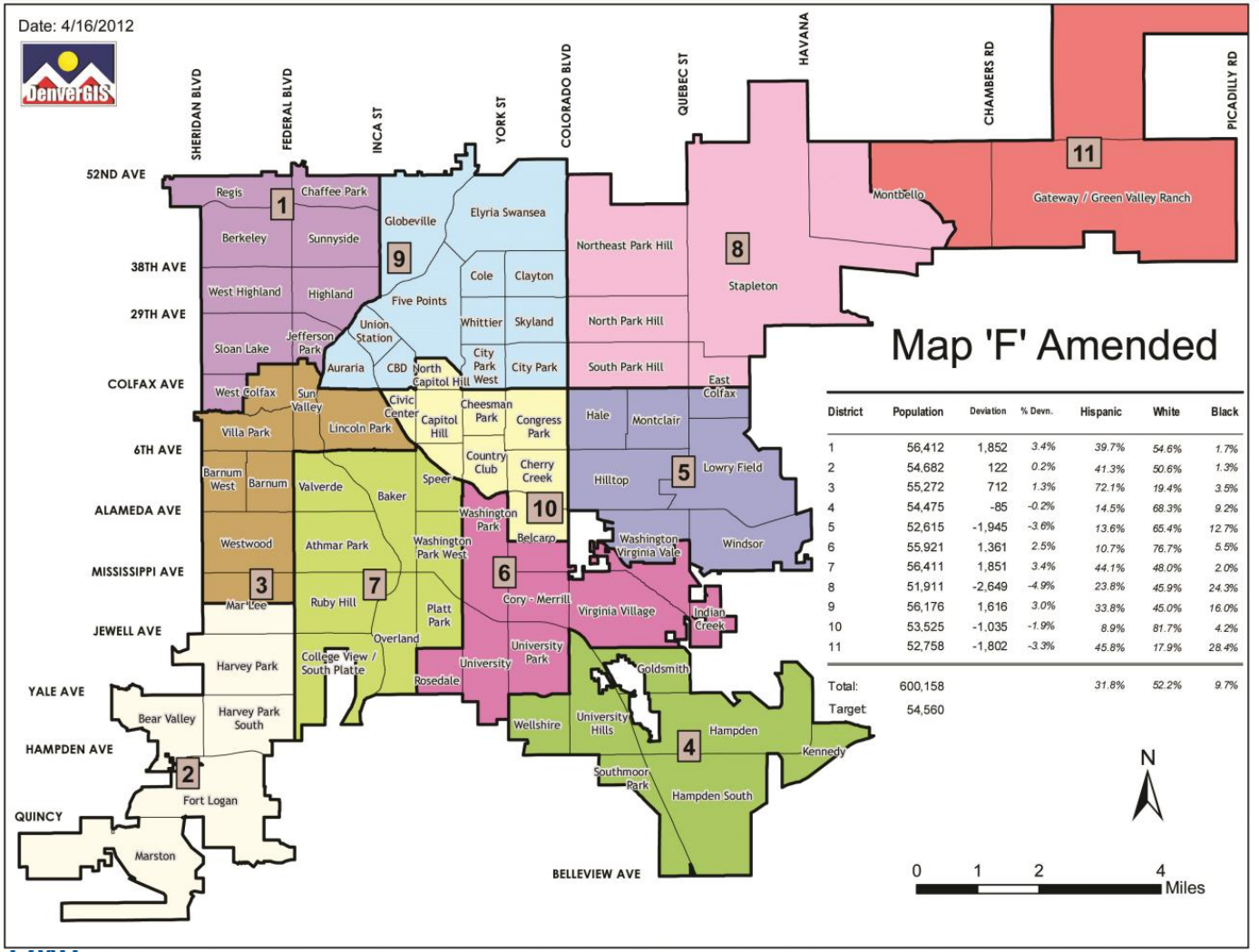
## Industry Focus Groups (14+)

- 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 9

DENVER
THE MILE HIGH CITY

# 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 | | | | | |

DENVER
THE MILE HIGH CITY

# Quick Facts: District 9

| | |
|---|---|
| Population (#) | 61,947 |
| Households (#) | 28,718 |
| Median Income | $42,718 |
| Average Income | $63,439 |

DENVER
THE MILE HIGH CITY

# Work Completed


- Denver Community Planning and Development (2015). Elyria Swansea Neighborhood Plan.
- Denver Community Planning and Development (2015). National Western Center Master Plan.
- GES Health Impact Assessment Working Group (2015). Food Systems Planning Meeting Notes.
- Denver Environmental Health (2014). Fairfax Market Customer Demand Survey
- Denver Community Planning and Development (2014). Globeville Neighborhood Plan
- Denver Environmental Health (2014). Health Impact Assessment: Globeville and Elyria Swansea Neighborhood Plans
- SHARE Northeast Denver (2014). Northeast Denver Food Assessment.
- Auraria Campus Sustainability (2014). Sustainable Campus Program 2014 Annual Report
- Colorado School of Medicine (2013). Food Access in Elyria-Swansea: A Review
- Denver Community Planning and Development (2011). Northeast Downtowns Neighborhood Plan.
- University of Colorado - Denver College of Architecture and Planning (2009). National Stock Show - Health Impact Assessment for the Elyria-Swansea Neighborhood.
- Denver Community Planning and Development (2008). Grocery Store Market Analysis x

DENVER
THE MILE HIGH CITY

# Key Challenges

- Limited incomes to purchase healthy food
- Limited healthy food retail
  - Overabundance of unhealthy food retail
- Limited pedestrian, bike, and transit connections to healthy food retail
- People travel out of the city or the neighborhood to buy groceries
- Poor diet related health indicators (low fruit/vegetable consumption, high blood pressure cholesterol, diabetes)

DENVER
THE MILE HIGH CITY

# Key Opportunities

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

- New locally owned restaurants and food production in neighborhoods
- Quality soil for growing
- Importance of bees
- Abundance of food related non profits
- Community gardens
- Mo' Betta Greens
- Building communities block by block (parties, pot lucks, 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 sould "food" look like?

## Share-Out Prioritized:

- Local distribution system (farmers connected to farmers markets)
- Food to landfill is illegal
- Community gardens and families growing own vegetables
- Sharing, cohousing communal food
- Mixed use communities, city farmers you know, production activity
- Culturally diverse, intergenerational interactions
- Food is growing in every yard. Creative funding and incentives to grow local food. Communities of color involved in leading local food system
- Resident driven, owned food systems.

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

## Share- out

- Food justice is a gateway to all justice
- Healthy food=healthy communities (mental, physical)
- Food is a community driver, builds community. Connects people to cultural heritage
- Become model for Regenerative practices for other cities
- Our health is at stake
- For low income families, healthy food is the first item crossed off budget. Local food system that gives them access
- People want to eat healthy, but prices make this difficult. Need more affordable healthy food

# 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?
  - Connecting producers and consumers along each step of food system
  - Tax incentives, subsidies for growing food. Promote land use
  - Trust for local food land
  - Incentives to reduce food waste. Small scale distribution for small farmer
  - Start education at home. Community kitchens
  - Hire taxes for unhealthy food distribution
  - Farmers make healthy living wage to grow food
- What are the three most important barriers?
  - Lack of local food distribution→ mobile groceries
  - Real cost of food is not cheap (retail price does not represent cost of production
  - Resources aren't divided equally. Lack of support for residents to make changes
  - Lack of triple bottom line for businesses
  - Government subsidies for monocrop agriculture
  - Lack of generational knowledge being passed down→ more education in schools (convenience culture)
  - Developers are not considering impact on city → requiring food component in food development

FOR CITY SERVICES VISIT DenverGov.org | CALL 311

# Wrap Up

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

DENVER
THE MILE HIGH CITY

# Next Steps

2015

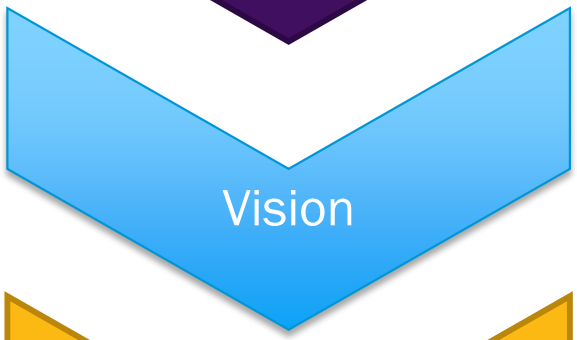
Baseline Analysis



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

2016

Vision



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

2017

Action Plan



- 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

Implementation



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

FOR CITY SERVICES VISIT DenverGov.org | CALL 311

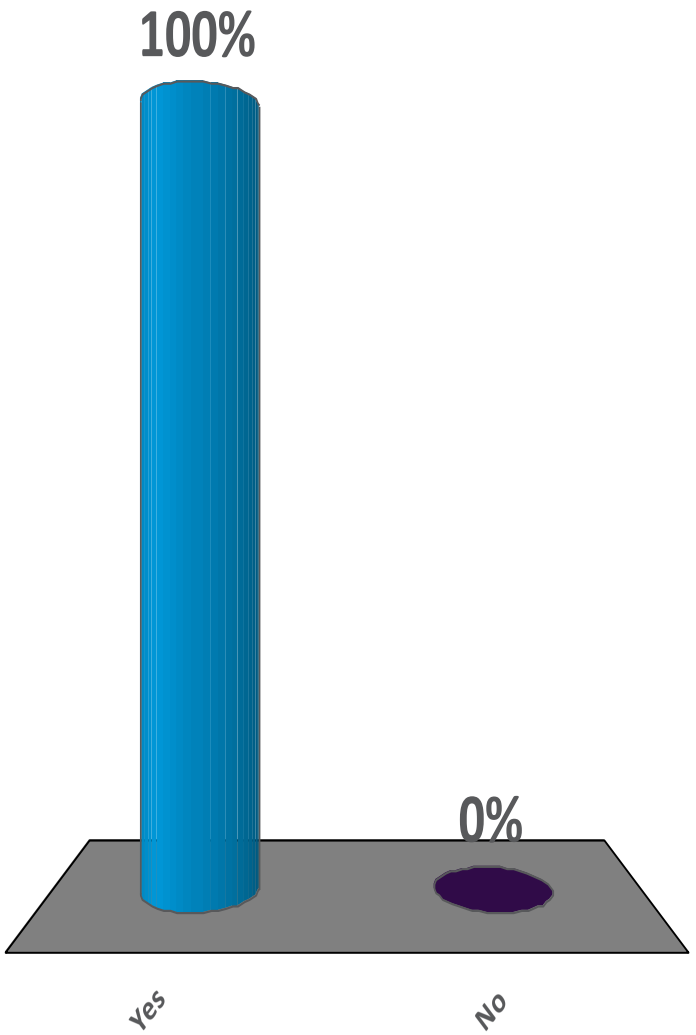
# AUDIENCE POLLING

## *OK, grab the clickers!*



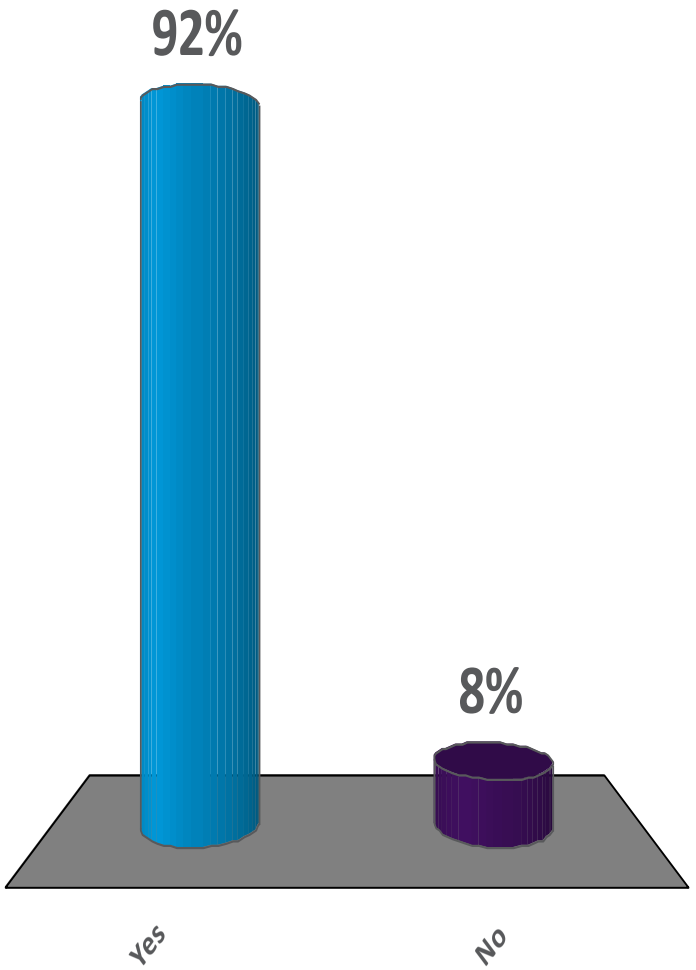
# Did you meet someone new today?

A. Yes
B. No



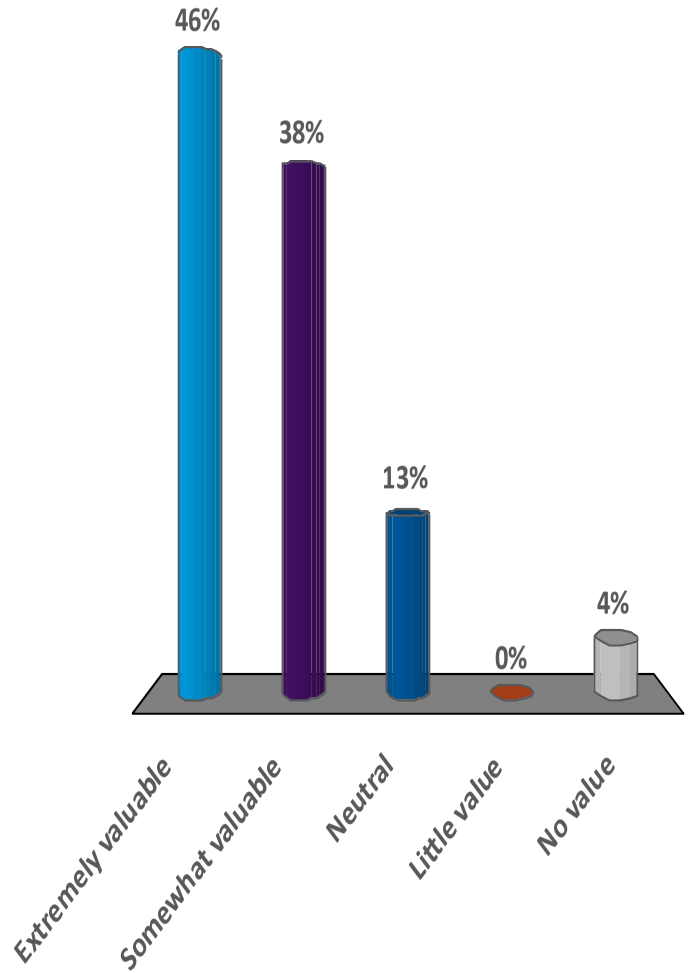
# Did you learn something new today?

A. Yes
B. No



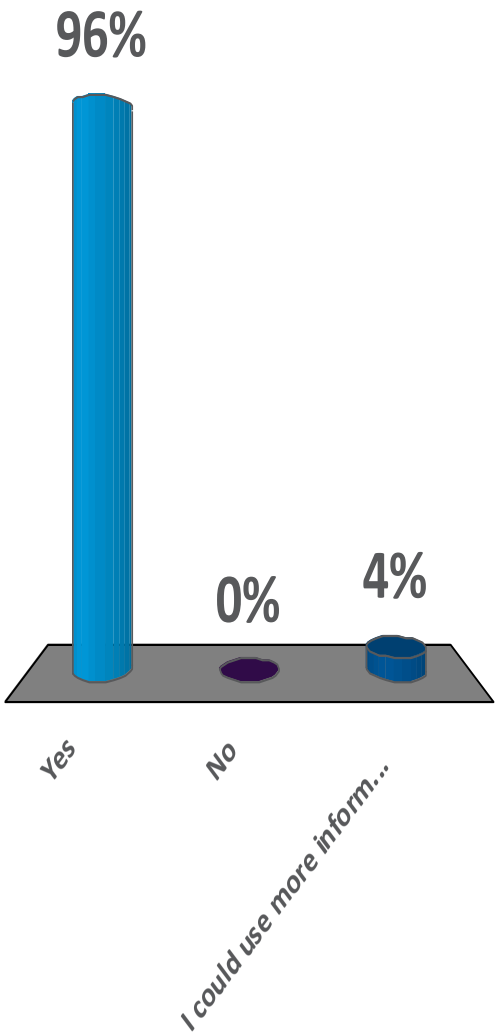
# Please rate the value of the use of your time tonight:

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



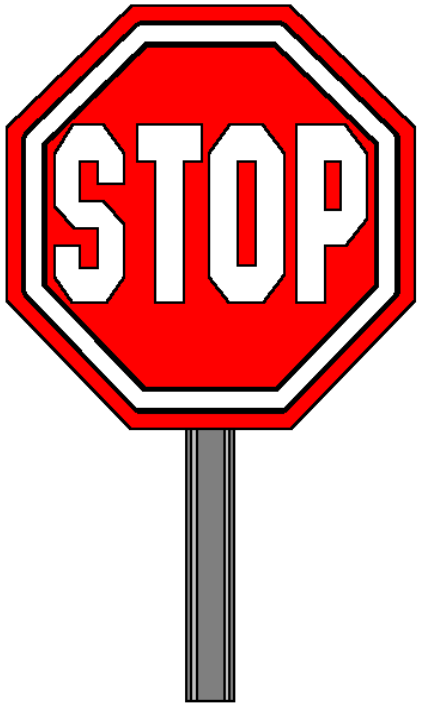
# Would you like to be engaged going forward?

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

DENVER
THE MILE HIGH CITY

# Thank You!

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

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