



PHILADELPHIA
FOOD POLICY
ADVISORY COUNCIL

ANNUAL REPORT

2015

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To learn more about FPAC, please visit the website at www.phillyfpac.org.



ABOUT FPAC

The Philadelphia Food Policy Advisory Council (FPAC) facilitates the development of responsible policies that improve access for Philadelphia residents to culturally appropriate, nutritionally sound, and affordable food that is grown locally through environmentally sustainable practices. FPAC currently operates four programmatic subcommittees: Anti-Hunger; Local Food Procurement; Vacant Land; and Zero Waste. Two standing subcommittees, Governance & Membership, and Communications & Outreach, manage internal and external FPAC logistics.

FPAC also has two fulltime staff members who coordinate the Council's and subcommittees' work, move projects forward between meetings, and provide administrative support. FPAC successfully secured funding for the FPAC Manager position, and also hosts an AmeriCorps VISTA for the FPAC Coordinator position through the SERVE Philadelphia program. FPAC's generous funders include the Claneil Foundation, the

Delaware Valley Regional Planning Commission, the Leo & Peggy Pierce Foundation, the Merck Family Fund, and Partners for Places, a project of the Funders' Network for Smart Growth and Livable Communities.

FPAC members serve three-year volunteer terms, joining a dynamic group of individuals committed to FPAC's mission. Members come from a diverse range of sectors associated with the food system, including businesses, academia, non-profit organizations, farms and gardens, and advocacy groups. FPAC also has robust participation from ex-officio members who serve on the Council as a function of their positions within City government. Together, appointed and ex-officio members have fostered successful and productive collaboration among the City, appointed members and their respective organizations, food systems stakeholders, Philadelphia residents, and elected officials.



FPAC owes tremendous gratitude to the following current and former appointed and ex-officio members, who are responsible for FPAC's success over the past year:

Dominique Aubry
Glenn Bergman
Patricia Blakely
Allison Blansfield
Amy Laura Cahn
Katrice Cheaton
Diane Cornman-Levy
Jonathan Deutsch
Laquanda Dobson
Donkey Dover, Jr.
Nic Esposito
Bryan Fenstermaker
Nan Feyler
Kathy Fisher
Liz Fitzgerald

Alison Hastings
Nicole Hostettler
Ann Karlen
Esteban Kelly
Linda Knapp
Leanne Krueger-Braneky
Shiriki Kumanyika
Leah Lazer
Andy Marin
George Matysik
Tia McDonald
Tommy McCann
Greg McKinley
Lisa Mosca
Jessica Naugle-McAtamney
Herman Nyamunga

Calvin Okunoye
Anthony Ortiz
Angela Perez
Bob Pierson
Viery Ricketts-Thomas
Fabricio Rodriguez
Elisa Ruse-Esposito
Barbara Schneider
Julianne Schrader
Nicky Uy
Amanda Wagner
Dwayne Wharton
Jimmy Wilson
Sarah Wu
Steveanna Wynn
Julie Zaebst



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Dear Mayor Nutter,

We are pleased to present the Philadelphia Food Policy Advisory Council's (FPAC) 2015 Annual Report. FPAC has accomplished and learned a great deal in the past year, which helped members and staff improve the Council's operations and deepen its impact.

While continuing to advise the Administration on how the City can be a better partner in the regional food system, this year FPAC's work expanded to include implementing some of the Council's recommendations. FPAC largely credits this increased capacity to securing funding for the first time since FPAC began to support a fulltime staff member and a programmatic budget. The Anti-Hunger Subcommittee launched an online map-based application that helps Philadelphians find food resources in their neighborhoods at www.phillyfoodfinder.org. FPAC staff led a successful application to the U.S. Environmental Protection Agency that resulted in a \$200,000 award to the Philadelphia Redevelopment Authority for environmental site assessments on vacant parcels identified as suitable for urban agriculture and green stormwater infrastructure.

FPAC members are tremendously proud of these efforts, among many others they participated in this year. In this report, the Council as a whole and each of FPAC's subcommittees celebrate their accomplishments, offer policy recommendations to the Administration, and discuss plans moving forward.

On behalf of FPAC's members and staff, thank you for making food policy a priority during your term. It has been a pleasure serving this Administration, and we are proud of the impact we have made on our food system over the past four years with your support. We look forward to building on this solid foundation in the next mayoral administration.

Sincerely,

A handwritten signature in black ink, appearing to read "Diane Cornman-Levy".

Diane Cornman-Levy
FPAC Appointed Co-Chair

A handwritten signature in black ink, appearing to read "Sarah Wu".

Sarah Wu
FPAC Ex-Officio Co-Chair



FPAC HIGHLIGHTS

FPAC convenes food systems stakeholders, City officials, and members of the public who want to make an impact on our food system through collaboration and policy. An average of forty people participated at each of the six general meetings in FPAC's calendar year from August 2014 to July 2015, compared to an average of thirty participants last year.

Participating in FPAC offers stakeholders and community members opportunities to engage with elected officials, both current and future. FPAC hosted Mayor Nutter at the December 2014 general meeting to present FPAC's 2014 Annual Report. Each subcommittee chair reported on the subcommittee's history, progress, and accomplishments, and appointed members discussed with the Mayor the subcommittees' policy recommendations. Mayor Nutter was greatly impressed by FPAC's accomplishments, and by the number of stakeholders in attendance. He requested follow-up from subcommittee chairs to help move recommendations forward, and encouraged FPAC to continue its work well into the next mayoral administration.

To help guide the next mayoral administration, an appointed member task force met monthly and collaborated regularly to develop a policy document entitled [A Philadelphia Food Policy Road Map](#). FPAC presented the *Road Map* to mayoral candidates and the public at the Philadelphia Food Policy and the Next Mayor Forum. The *Road Map* discusses twenty facts about the Philadelphia food system, ten

challenges and opportunities Philadelphia's food system faces, and policy recommendations that support the food system and improve the health of all Philadelphians.

The Forum took place on Sunday, April 12, in conjunction with the Philly Farm and Food Fest, an annual local food marketplace. The mayoral candidates in attendance included Lynne Abrahams, Melissa Murray Bailey, Nelson Diaz, Jim Kenney, Doug Oliver, and Anthony Williams. The Forum attracted about ninety attendees and generated more than sixty tweets during the event, causing the #phillyFPAC hashtag to trend on Twitter that day in the Philadelphia area.

FPAC member Jonathan Deutsch, Director of Drexel University's Center for Hospitality and Sports Management, moderated fifteen-minute discussions with each candidate on FPAC's priority issues. All candidates agreed that good nutrition is necessary for successful learning, and demonstrated support for improving school food and increasing healthy options for children. Candidates highlighted raising the minimum wage to a livable wage to help Philadelphians buy more healthy food for their families. Candidates acknowledged Philadelphia's strong network of farmers' markets, and viewed the city's numerous vacant lots as opportunities to grow and increase access to fresh food. All candidates applauded FPAC for bringing food systems issues to the forefront, and expressed support for continuing FPAC in their future administrations.



INTRODUCTION TO FPAC SUBCOMMITTEES

FPAC subcommittees research, study, evaluate, and make recommendations on priority issues. The subcommittees drive the Council's work forward through regular monthly meetings, and sustained collaboration among members. FPAC's current programmatic subcommittees are Anti-Hunger, Local Food Procurement, Vacant Land, and Zero Waste. FPAC also operates two standing subcommittees to ensure Council processes run smoothly: Governance & Membership and Communications & Outreach.

To focus its work and improve FPAC communication to the public, FPAC staff developed a mission statement drafting activity using a consensus building model. Each of the four programmatic subcommittees completed the exercise during one of their monthly meetings. Each meeting attendee individually brainstormed a mission statement for the subcommittee. When everyone finished, attendees paired up to discuss their mission statements and collaboratively develop a new mission statement. Then pairs combined into groups of four and so on, until there were only two groups left. The two groups worked together to develop a mission statement that encompassed the most important parts of every attendee's original mission statement. FPAC staff moderated these sessions, and all four subcommittees developed mission statements to help guide their work and goals moving forward. These mission statements, which are located at the beginning of each subcommittee section in this report, also help individuals interested in FPAC understand what the subcommittees aim to do.

Each subcommittee section in this report includes an update on the subcommittee's accomplishments between August 2014 and July 2015, the subcommittee's workplan for August 2015 to July 2016, and policy recommendations to the City of Philadelphia to help improve the regional food system.



ANTI-HUNGER SUBCOMMITTEE

The Anti-Hunger Subcommittee connects advocates to address food insecurity by educating the Philadelphia community, improving access to culturally appropriate, healthy, and affordable food, and developing policy recommendations that support systemic change.

INTRODUCTION

While subcommittee members serve as individuals, they work at various anti-hunger organizations across the city. These organizations include Fair Food, the Food Access Collaborative, the Food Trust, the Free Library of Philadelphia's Culinary Literacy Center, the Greater Philadelphia Coalition Against Hunger, Health Promotion Council, Jefferson Hospital, Philabundance, the Philadelphia Corporation on Aging, POWER, the Reinvestment Fund, St. Christopher's Foundation for Children, Saul Agricultural High School, and the SHARE Food Program. Since October 2013, the subcommittee has been working on developing a comprehensive food resources toolkit that will help Philadelphians access fresh, affordable, and healthy food. The subcommittee has focused on conducting research, developing, and distributing this toolkit, now known as Philly Food Finder.

2014-2015 ACCOMPLISHMENTS

Philly Food Finder Website

In November 2013, the Anti-Hunger Subcommittee hosted a restaurant industry worker focus group to better understand the challenges that working individuals may face in buying healthy food. The focus group revealed that the majority of participants were online most of the day, a conclusion that subcommittee members did not expect. The exercise showed subcommittee members that making the food resources toolkits available in an online platform,

as well as in print, is important.

In September 2014, the Greater Philadelphia Coalition Against Hunger approached the subcommittee with an opportunity to make the online toolkit a reality. The University of Pennsylvania student group Hack4Impact developed an interactive, map-based web application in collaboration with the Coalition Against Hunger and the FPAC Anti-Hunger Subcommittee. Users who visit the website www.phillyfoodfinder.org can:

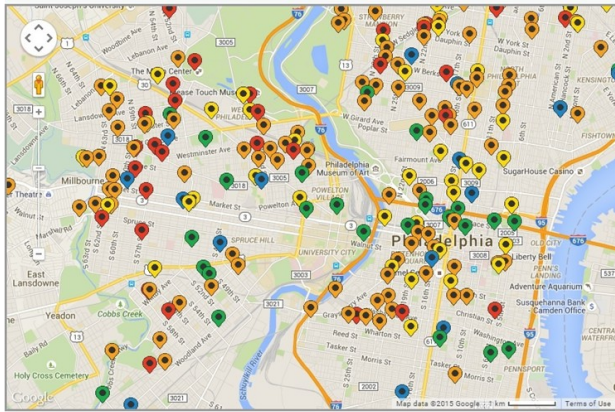
- Enter their address or zip code to search for food pantries, soup kitchens, low-cost grocery sites, farmers' markets, and senior meals in their neighborhoods;
- See the site's name, address, phone number, and hours of operation;
- Learn more about specific resources such as the Supplemental Nutrition Assistance Program, the Women, Infants, and Children Program, farmers' market programs for low-income individuals, meal delivery and congregate meal programs for seniors, the SHARE Food Program for purchasing low-cost groceries, and other summer and after school meal programs for kids; and
- Update site information through an online form moderated by website administrators.



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philly food finder

a guide to food assistance in philadelphia



Click on a pin for more information!
Get directions!

● Searched Location ● Farmers' Market ● Food Pantry
● Senior Meals ● SHARE Host Site ● Soup Kitchen

The subcommittee launched www.phillyfoodfinder.org at the *Good Food for All Conference* held at the Philadelphia Free Library's Culinary Literacy Center on May 14, 2015. Since the launch, the website has been viewed more than 3,200 times and has had more than 2,800 visitors.

Philly Food Finder Guides




































The subcommittee continued to develop the printed Philly Food Finder guides and presented a draft of the printed guides at the February 2015 FPAC general meeting. Based on helpful feedback from FPAC members, the subcommittee analyzed the draft guide using Microsoft Word's readability function. Finding that the guide read at an eleventh grade level, the subcommittee committed to revising the language to better meet the needs of the target audience, Philadelphia's vulnerable populations that may also struggle with literacy. A subcommittee member also solicited feedback from her students at Saul High School about the guide's readability. Using the students' recommendations and the

Microsoft Word readability function, the subcommittee revised the language in the guide to a seventh grade reading level on average, with most sections at a third or fourth grade level.

To make the guides easier to understand, subcommittee members also developed a key (see below) that readers can use to visually identify the sections of the guide that will be most useful to them.

WHAT AM I ELIGIBLE FOR?

Use the chart below to see what programs may be available for you and your family.

PEOPLE WITH CHILDREN					
PEOPLE WITHOUT CHILDREN					
LEGAL IMMIGRANTS					
UNDOCUMENTED IMMIGRANTS					
HOMELESS INDIVIDUALS					
STUDENTS					
SENIOR CITIZENS					

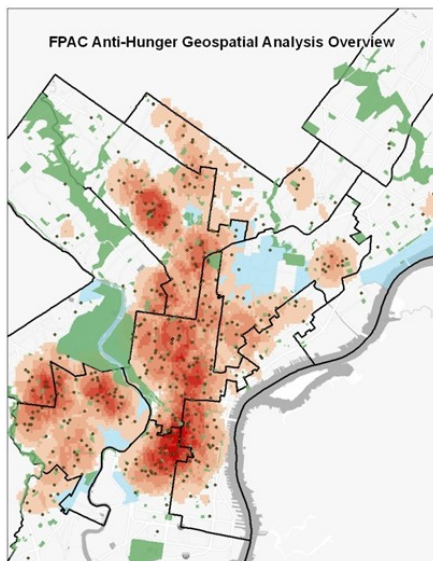
 SNAP/Food Stamp Benefits	 Groceries at Food Pantries
 WIC Packages School Breakfast & Lunch Free Summer Meals for Children	 Free Meals at Soup Kitchens
 Meals at Senior Centers Home-delivered Meals	 Fresh Produce at Farmers' Markets

Outreach Materials

To promote Philly Food Finder, the subcommittee designed a logo and business cards (see below) for distribution through project partners.



Finally, subcommittee members conducted a geospatial analysis of the distribution of food resources in each City Council district to identify the gaps in access. Subcommittee members mapped all of the resources in ArcGIS and layered demographic data including poverty and locations of libraries and Keypoints, places where Philadelphians can access the internet. The analysis helped subcommittee members identify areas that are high need and low access.



The darker the red, the more concentrated the food resources. Blue sections indicate high-poverty areas.

2015-2016 WORKPLAN

The subcommittee will focus on launching the printed Philly Food Finder guides in 2015. To maximize limited printing resources, the subcommittee is working on a distribution matrix to determine how many copies for each Councilmatic district to print, and where they

should go. The subcommittee will identify distribution partners to help promote both the printed guides and the website. The subcommittee will also develop a system to track guide distribution.

Building on the geospatial analysis of food resources distribution, the subcommittee will create an evaluation system to score each Councilmatic district on healthy, affordable food accessibility. The subcommittee will develop a report that includes recommendations on interventions where need is high and access to certain resources is low.

The subcommittee will also work to make Philly Food Finder language accessible to vulnerable populations. Subcommittee members will draw on their expertise to identify the most relevant language groups in need of this resource, and translate the guides. Through the revision process to make the guides low-literacy friendly, the subcommittee has already taken the first step in the translation process.

ANTI-HUNGER POLICY RECOMMENDATIONS

1. Identify and implement strategy to maintain and update the Philly Food Finder guides and website.
2. Add Philly Food Finder project description and URL to relevant City government web pages.
3. Host Philly Food Finder trainings with relevant City agencies that directly engage residents.



LOCAL FOOD PROCUREMENT SUBCOMMITTEE

The Local Food Procurement Subcommittee advises the City of Philadelphia on how to spend its public dollars on ‘good food’ that improves outcomes for producers, consumers, and the environment. The subcommittee educates and guides key governmental purchasers to develop innovative procurement approaches and establish relationships with regional businesses to increase supply and purchasing of good food.

INTRODUCTION

The Local Food Procurement Subcommittee works to help the City of Philadelphia support local food purchasing. Members of the subcommittee represent diverse areas of the food system, and are affiliated with CATA (The Farm worker Support Committee), the Enterprise Center CDC, Fair Food, Friends of Farmworkers, the Food Trust, Impact Hub, the Philadelphia Department of Public Health, and Weavers Way Co-op.

2014-2015 ACCOMPLISHMENTS

City Department Outreach

The Local Food Procurement subcommittee conducted outreach to assess ‘informal’ food purchasing by various City agencies and departments. Informal food purchases below \$500, such as food for meetings and parties, can be ordered independently by departments. Subcommittee members spoke directly with individuals in City departments and agencies who are responsible for ordering food to learn what type of food they order, from where food is ordered, how much is ordered, and how often. By gathering this information, the subcommittee gained a better understanding of small order food purchasing in City departments that will help guide future work around healthy, local, and fair food purchasing within the City.

Local Food List

Local Fresh Produce Availability

The following are foods available locally that you can consider adding to your menus. Foods were chosen if they had a relatively long season and are available in big enough quantities for larger buyers. Talk with your vendors about sourcing these products locally when in season.



PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples												
Arugula												
Beets												
Blueberries												
Broccoli												
Brussels sprouts												
Cabbage												
Cantaloupe												
Carrots												
Cauliflower												
Collard greens												
Eggplant												
Green beans												
Kale												
Lettuce												
Mushrooms												
Onions												
Peaches												
Pears												
Peppers, sweet												
Potatoes												
Salad greens												
Spinach												
Summer squash												
Sweet corn												
Sweet potatoes												
Tomatoes												
Watermelon												

In conjunction with the Philadelphia Department of Public Health, subcommittee members researched, designed, and disseminated a local produce availability list, which is included in Get Healthy Philly’s [Comprehensive Food Standards and Implementation Guide](#). The guide was developed after Mayor Nutter signed Executive Order 4-14, which established nutrition standards for foods and beverages purchased, prepared, or served by City agencies. The standards apply to all agencies that purchase, serve, sell, or provide food to clients, patients, employees, and the general public. The chart lists the seasonal availability of local produce available in large quantities. The guide also recommends sourcing local produce when available.



2015-2016 WORKPLAN

The Local Food Procurement Subcommittee will continue to work on defining ‘good food’ principles and developing local food procurement standards to recommend to the City. To understand best practices and lessons learned, the subcommittee will continue researching other municipalities, cities, and food policy councils around the country that are doing similar local food procurement work. The subcommittee will draft a matrix of ‘good food’ priorities from other municipalities that will inform a procurement policy recommendation and implementation plan for Philadelphia.

The subcommittee will also work on launching a small-scale fresh produce pilot with a City department to gain insight into the procurement process and evaluate the outcome. To help City departments source more local food, the subcommittee will develop outreach and educational materials that contain information about identifying local food, discussing local food with vendors, marketing local food to customers, and working with businesses that employ fair labor practices.

The subcommittee will help to build the supply base for local, sustainable, and fair food by helping food businesses that already work with the City to source local food that is produced through fair labor practices.

LOCAL FOOD PROCUREMENT

POLICY RECOMMENDATIONS

1. Pilot and then expand ‘good food’ sourcing by City agencies.
2. Integrate support for ‘good food’ purchases into new contract opportunities where feasible.
3. Provide support to ‘good food’ businesses who seek to do business with City agencies.
4. Pledge to source a certain percentage of City food locally.
5. Support FPAC’s creation of a Good Food Task Force to assist the City in creating procurement standards to prioritize food purchases that are not simply locally produced, but healthy to consumers, fair to all along the food system, and sustainable to our environment.
6. Streamline the permitting processes to establish small businesses, including food-businesses, by moving the application processes online, and reducing barriers to food market entry for local growers and small business owners through scholarship programs or waivers.



VACANT LAND SUBCOMMITTEE

The Vacant Land Subcommittee guides the City of Philadelphia to develop and implement innovative laws and policies to support the conversion of Philadelphia's vacant and underutilized lands into sustainable community assets that increase food security and sovereignty for all Philadelphia residents. The subcommittee engages diverse stakeholders to inform recommendations and make current policies more transparent.

INTRODUCTION

Vacant Land Subcommittee members are affiliated with Drexel University, Hazon, the Merchant's Fund, the Pennsylvania Horticultural Society, Penn State Extension, the Public Interest Law Center, and Temple University. The subcommittee also has robust participation from ex-officio members working in City Council, the Mayor's Office of Sustainability, the Philadelphia City Planning Commission, Philadelphia Parks & Recreation, the Philadelphia Redevelopment Authority, and Philadelphia Water.

2014-2015 ACCOMPLISHMENTS

Soil Safety

FPAC's Vacant Land Subcommittee convened the Philadelphia Soil Safety Working Group in the summer of 2014 to solicit recommendations from gardeners; academics; local, state, and federal officials; and nonprofit organizations on growing safely in urban soils. Philadelphia's industrial history left a legacy of soil contamination, but the city boasts a strong tradition of community gardening. The Working Group focused on developing recommendations to the City on how gardeners can grow safely given Philadelphia's likely contaminated soil. One of those recommendations encouraged the City to seek federal funding to assess vacant lots that can be used for urban agriculture.

In collaboration with the Philadelphia Redevelopment Authority (PRA), Philadelphia Parks & Recreation, the Mayor's Office of Sustainability, and Philadelphia Water, FPAC staff led an application to the U.S. Environmental Protection Agency (EPA) for a Brownfields Assessment Grant for hazardous substances. The grant funds Phase I (site histories) and Phase II (soil testing) environmental assessments on vacant lots identified as suitable for urban agriculture and green stormwater infrastructure. In May 2015, the EPA awarded a \$200,000 grant to PRA to complete this project over the course of three years. FPAC will support the process of identifying vacant lots that have demonstrated community interest in being redeveloped into gardens or farms as a part of the grant's implementation. FPAC believes that these environmental site assessments will also improve the City's understanding of the nature and extent of contamination in Philadelphia's soil.

The subcommittee developed a *Soil Safety Process and Recommendations Report* to outline the research and process behind the Philadelphia Soil Safety Working Group. The report covers the policy research conducted and presented at the Working Group meetings, a summary of policy recommendations, and a collection of best practices for Philadelphians growing food in potentially contaminated soil.



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Philadelphia Land Bank

Over the past several years, the Vacant Land Subcommittee has followed and supported efforts to pass legislation to create the Philadelphia Land Bank, which succeeded when City Council voted to approve the Land Bank on December 12, 2013. The subcommittee especially valued the commitment outlined in the legislation to support land uses that enhance and create benefits for the public, and participated in the Land Bank's public input process for creating a strategic plan to ensure that this commitment translated into the strategic plan.

Subcommittee members developed and shared testimony in front of the Interim Land Bank Board to offer feedback on the Draft Land Bank Strategic Plan in October 2014. The Strategic Plan outlined four major approaches to redeveloping land in the Land Bank, including affordable housing, market-rate housing, economic development, and open space. While the Plan included open space as an end-use, the Plan used more definitive and committal language when discussing the other redevelopment approaches. The subcommittee's testimony urged the Land Bank Board revise the Plan to align the open space language ("should") with language from the other goals discussed in the plan ("will") and assure readers that the Land Bank is equally committed to urban agriculture and open space. The Land Bank changed the language in the Plan to reflect the subcommittee's suggestions. The subcommittee also developed and shared testimony in front of City Council to support the passage of Resolution #140915 to approve the *2015 Proposed Strategic Plan and Disposition Policy of the Philadelphia Land Bank* on December 1, 2014.

A complete collection of FPAC's testimony, including the testimony referenced in this section, can be found at our website at www.phillyfpac.org/testimony.

The subcommittee also supported a Philadelphia Department of Public Health application to the Centers for Disease Control and Prevention (CDC) and the Agency for Toxic Substances and Disease Registry (ATSDR) Community Health Projects Related to Contamination at Brownfield/Land Reuse Sites Grant Program. The grant would fund staff members at the Land Bank, Philadelphia Parks & Recreation, and FPAC to increase the City's capacity to process applications to establish gardens and farms on City-owned vacant lots, expand programming to educate growers on gardening in potentially contaminated soil, and support FPAC's policies and projects related to the Vacant Land Subcommittee.

2015-2016 WORKPLAN

To support the newly operational Land Bank and raise awareness about the findings from the Soil Safety Working Group, the Vacant Land Subcommittee will participate in quarterly public information sessions on accessing and utilizing vacant land for urban agriculture projects. The subcommittee will conduct outreach, develop presentation material, and translate that material into relevant foreign languages. The information sessions will also give the subcommittee an opportunity to develop and strengthen relationships with community development corporations and neighborhood advisory committees sponsoring the sessions.



To support the Brownfields Assessment Grant's implementation, the subcommittee will serve as the primary contact between the City implementation team and the public. The subcommittee will advise the implementation team on selecting sites for assessment based on the community's interest in and support for urban agriculture or green stormwater infrastructure projects, and provide regular updates about grant implementation progress at FPAC general meetings.

As Philadelphia Water enters into its next rate-setting process, the subcommittee will continue to work with Philadelphia Water to create an exemption from stormwater billing for urban agriculture, recognizing the significant co-benefits urban agriculture provides in stormwater management. In a second effort to support and bolster urban agriculture in Philadelphia, the subcommittee intends to engage with Philadelphia Water to enhance opportunities to make water access more affordable for gardeners and farmers.

2014 POLICY PROGRESS

The City has made tremendous progress on the Vacant Land Subcommittee's 2014 policy recommendations. By developing a comprehensive Philadelphia Land Bank Strategic Plan that recognizes the value of open space, the City has clarified and implemented existing disposition policies to allow for mid- and long-term leases for community gardens. This supports a pathway to permanence for gardens with sustained track records of maintenance and community involvement. FPAC encourages the City to continue engaging with stakeholders to formalize the pathway to permanence for gardens.

Philadelphia Parks & Recreation's Farm Philly program worked with the Land Bank to streamline the garden and farm application process for growers seeking access to vacant land. Historically, the application process to access vacant parcels was designed for commercial and residential developers, making it complicated for growers to navigate. Farm Philly will continue to work with the Land Bank to process garden and farm applications and move forward with the land disposition process.

The subcommittee, with support from FPAC staff, also developed a vacant land inventory to identify land suitable for urban agriculture. This inventory will help inform the site selection process for the Brownfields Assessment Grant, expanding opportunities for new gardens and farms.



VACANT LAND POLICY RECOMMENDATIONS

1. Adopt soil safety protocols pursuant to FPAC's pending soil safety recommendations.
2. Create opportunities for discounted water access and a stormwater fee exemption or discount for gardens and farms that provide community benefit and contribute to stormwater management.
3. Explore a tax incentive for private land owners that create opportunities for food production on their land.
4. Create a task force of City agencies related to urban agriculture to develop a citywide, cross-departmental urban agriculture agenda.
5. Evaluate the impact of Licenses & Inspections (L&I) enforcement of the Philadelphia Code on urban agriculture spaces and educate L&I inspectors so that the Code is applied consistently throughout the city in a manner that effectively bolsters urban agriculture.



ZERO WASTE SUBCOMMITTEE

The Zero Waste Subcommittee convenes stakeholders to facilitate the development of environmentally responsible policies and practices that help the city achieve 'zero waste' (90% waste diversion) through food waste minimization, increased surplus food donation, and a robust composting infrastructure. The subcommittee educates Philadelphians about the economic, environmental, and social benefits of converting food waste into valuable resources.

INTRODUCTION

The Zero Waste Subcommittee convenes members interested in food waste in Philadelphia, including individuals affiliated with Bennett Compost, the Institute for Local Self Reliance, the New Economy Coalition, Philabundance, the Philadelphia Area Co-op Alliance, and the University of Pennsylvania.

2014-2015 ACCOMPLISHMENTS

Zero Waste White Paper

Subcommittee members worked diligently to draft a white paper report about food waste in Philadelphia. The report outlines the various complexities of the food waste system in Philadelphia, and offers recommendations for reducing food waste through increased food donations and improving the local composting infrastructure. The report reviews current policies and programs related to recycling, composting, and surplus food donation in Philadelphia and highlights best practices from other urban areas. It also describes the existing Philadelphia area infrastructure for food scrap recovery.

Establishing Institutional Processes

As FPAC's newest subcommittee, members collaborated to formalize processes for the subcommittee. The subcommittee worked to

build a coalition of dedicated subcommittee members and committed to regular meetings, which helped establish continuity. Using the newly created subcommittee mission statement, members participated in a multi-step goal setting process that included individual brainstorming and group collaboration to help establish both short- and long-term goals.

2015-2016 WORKPLAN

The subcommittee will release the Zero Waste White Paper in 2015.

To encourage composting at public events, the subcommittee will support the Waste Watchers program by convening relevant stakeholders to provide input on expanding and institutionalizing the program. Waste Watchers is a volunteer-based initiative that helps large public events in Philadelphia divert waste through composting and recycling. Waste Watchers helps large events, such as the Philadelphia Marathon, divert more than 70% of the waste generated. The subcommittee will help to ensure institutional knowledge of Waste Watchers remains through the administration change, allowing Waste Watchers to continue and expand to new events in the coming years.



The subcommittee will also plan and develop roundtable events about food waste to encourage conversation among stakeholders. By hosting roundtable events focusing on specific zero waste issues, the subcommittee intends to foster collaboration between stakeholders and the community. Roundtable events will also provide an opportunity for the subcommittee to gather feedback about different zero waste practices. This feedback will help inform toolkits and resource guides for residents, organizations, and institutions that want to achieve zero waste.

ZERO WASTE POLICY RECOMMENDATIONS

1. Establish a zero waste policy for the City that emphasizes the need for food composting to help reduce the City's carbon footprint
2. Increase the City's zero waste practices. The City can lead by example and model food waste recovery practices.
3. Foster dialogue with Philabundance and other leading food rescue organizations to understand how the City can support surplus food donation.
4. Support the creation of food composting options for commercial food establishments.
5. Promote and support backyard composting through collaboration between the City and local organizations.
6. Support the growth of community-based composting by raising awareness of existing successful models and offering Master Composting training sessions.
7. Encourage compost production and compost use on appropriate Philadelphia Land Bank parcels.
8. Support public and private sector partnerships for local production of compost and other engineered soils for Green City, Clean Waters projects.



COMMUNICATIONS & OUTREACH SUBCOMMITTEE

INTRODUCTION

The Communications & Outreach Subcommittee streamlines both internal and external FPAC communications. Individuals that participate in the Communications & Outreach Subcommittee include affiliates from the Food Trust, the Mayor's Office of Sustainability, the Philadelphia Department of Public Health, and Philadelphia Parks & Recreation. The subcommittee has professionalized its work by recruiting new members with communications, marketing, and public relations expertise.

2014-2015 ACCOMPLISHMENTS

Social Media

Committed to improving FPAC's social media presence, the subcommittee created Facebook and LinkedIn pages for FPAC, and established a regular blogging schedule. FPAC continues to gain Facebook followers, with 270 followers as of July 2015. Facebook helps promote FPAC news and events, and provides a platform for sharing food systems-related information.

Website

The subcommittee took the lead on redesigning and expanding www.phillyfpac.org to offer more complete information about FPAC. Subcommittee members designed a new template for the website, which now includes information about FPAC subcommittees' history and projects, links to annual reports and other FPAC publications, member headshots and biographies, a collection of FPAC testimony, and links to FPAC's funders. Since the new website officially launched on

April 1, 2015, the website has received more than 3,600 visitors, approximately fifty-one percent of the total number of visitors the website had in the entire year of 2014.

Newsletter

The subcommittee overhauled FPAC's bimonthly newsletter format and system using MailChimp. Subcommittee members agreed that shifting the newsletter platform to MailChimp would streamline and professionalize FPAC's bimonthly communications and capture analytical information about newsletter subscriptions. MailChimp makes including a subscription link on other social media platforms, such as Facebook and websites easy. Since FPAC started using MailChimp in March 2015, the bimonthly newsletter has gained more than twenty new subscribers.

Building Media Tools

To help the subcommittee implement the communications processes for social media and press outlined in the FPAC bylaws, the subcommittee created toolkits for FPAC's social media and public relations processes. The toolkits contain step-by-step guidance for managing FPAC's social media, and developing media advisories and press releases for FPAC events and announcements. These toolkits build the subcommittee's capacity to institutionalize its work.



2015-2016 WORKPLAN

As FPAC grows and changes, so do its communications needs. Communications & Outreach Subcommittee members will review the two-year old Media and Communications Guidelines in FPAC's bylaws to determine if any changes need to be made. To complement this review process, the subcommittee will work with the full FPAC to develop a strategic plan that effectively addresses FPAC's communications needs.

In an effort to keep FPAC's social media current and engaging, the subcommittee will continue to actively engage on various social media platforms, and consider other platforms that suit FPAC's needs and capacity. The subcommittee has set a goal to double FPAC's Facebook followers to 500 in the coming year, and will encourage FPAC appointed members to join the FPAC LinkedIn page. The subcommittee intends for the LinkedIn page to become a space for more dialogue and collaboration amongst FPAC members.

Through event outreach and awareness, the subcommittee will continue to support FPAC programmatic subcommittees and outreach efforts identified in FPAC's long-term strategic planning process.



GOVERNANCE & MEMBERSHIP SUBCOMMITTEE

INTRODUCTION

The Governance & Membership Subcommittee establishes and oversees processes that govern the Council, and manages new member recruitment. Subcommittee members work closely with FPAC staff and co-chairs, and are affiliated with the Delaware Valley Regional Planning Commission, Drexel University, and the Enterprise Center CDC.

2014-2015 ACCOMPLISHMENTS

Membership Recruitment

In FPAC's 2014 Annual Report, the Governance & Membership Subcommittee set a goal to increase the FPAC appointed member nomination pool to 100 nominations in the next year. FPAC currently has 111 nominations in its database. In addition to meeting quantitative goals around building a strong pool of nominees and generating interest among Philadelphia-area residents about serving on FPAC, the Council has also progressed towards meeting its values around membership recruitment. Through its adopted value of *inclusion*, FPAC pledges to "recognize the benefits of inclusion and diversity are defined by, but not limited to: age, socioeconomic status, gender, abilities, race/ethnicity, culture (including language), areas of residence, interests, expertise, education, skills and perspective, participation in the food system, and various levels of access to fresh, healthy, and affordable food."

Based on analysis of membership surveys from the past four years, through which the

subcommittee tracks the Council's ability to meet its inclusion value, FPAC members are very diverse in age and food systems expertise. Membership has also trended towards increased diversity in gender and first-hand experience with food insecurity. However, FPAC's members do not accurately represent Philadelphia as a whole based on race and income. To ensure the Council serves all Philadelphians effectively, the subcommittee is committed to decreasing the disparity between FPAC's and Philadelphia's demographics without compromising the strong diversity in food systems expertise that the Council has cultivated over the past four years.

Since the beginning of FPAC's calendar year, which starts in October, the subcommittee completed two rounds of new member appointment. The subcommittee assessed FPAC's membership gaps and need, identified nominees from the pool that helped fill those gaps, and developed slates of nominees approved in December and June. FPAC members approved the slates, bringing on twelve new appointed members.

Long-Term Strategic Planning

The Governance & Membership Subcommittee helped lead the full Council in engaging in a long-term strategic planning process by designating some of its meeting time to discuss FPAC's plans for continuing FPAC beyond the end of Mayor Nutter's Administration. The subcommittee, in partnership with other interested FPAC appointed members, developed priority and contingency plans to execute



Ultimately appointed members concluded that maintaining a direct link to City government by continuing FPAC's administrative arrangement with the Mayor's Office of Sustainability should be FPAC's priority. The November 2014 ballot initiative which updated the Philadelphia Charter to make the Office of Sustainability a permanent fixture in City government encouraged FPAC members to pursue this plan.

2015-2016 WORKPLAN

When FPAC was first seated in 2011, the Governance & Membership Subcommittee was instrumental in helping the appointed members develop a mission statement, values, and bylaws that made the Council functional. The Governance & Membership Subcommittee institutionalized its work soliciting, selecting, and approving nominees for appointment. With FPAC's increased capacity, new projects, and annual policy recommendations, it is imperative that FPAC members lend significant time towards planning for FPAC's future and sustainability. The subcommittee will begin alternating monthly meetings between Governance & Membership business (open to the public), and long-term strategic planning (open to FPAC members). The long-term strategic planning meetings will focus on funding FPAC, building relationships with the new mayoral administration and City Council, and developing a long-term plan for FPAC's sustainability.



LOOKING FORWARD

FPAC has grown tremendously since it began in 2011, and strives to represent the diversity of Philadelphia and its food system. FPAC members and supporters have worked hard to develop momentum around food policy in Philadelphia, and are excited to build upon that progress.

As Philadelphia prepares for a new mayoral administration in 2016, FPAC intends to solidify its role advising the City on food policy. FPAC appointed members developed and published [A Philadelphia Food Policy Road Map](#), a food policy platform that offers recommendations to the City of Philadelphia to support the regional food system and the health of all Philadelphians. Compared to the policy recommendations from FPAC's subcommittees in this report, many of the recommendations in the *Road Map* are broader and longer term. FPAC encourages stakeholders to read the *Road Map* together with this annual report for additional recommendations to the City of Philadelphia that will give readers the full picture of food policy work happening in our city.

FPAC looks forward to the opportunities the coming year will bring to sustain and expand our work, and to offer a space for collaboration among food systems stakeholders.



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