

1. Agenda

Documents: [AGENDA 07.11.13.PDF](#)

2. Packet

Documents: [HSFSPACKET07122013.PDF](#)

CITY OF PORTLAND, MAINE

Agenda

Healthy Sustainable Food Systems

DATE: 7/11/2013

TIME: 10:0 AM

LOCATION: Room 209, City Hall

AGENDA

1. Welcome Introductions of meeting attendees
2. Continued Discussion of Industries and Enterprises Subcommittee Recommendations
3. Increasing Local Food in Schools Recommendation
4. Community Gardening Policy
5. Power Vending Policy Detail
6. Public Outreach and Public Forum
7. New business
8. Confirm date for next meeting: The next meeting is scheduled for August 9, 2013 at 10:00 AM.
9. Adjourn.

Agenda
Mayor's Initiative for Healthy and Sustainable Food Systems
July 12, 2013
10:00 – 11:30, City Hall, Room 209

1. Welcome Introductions of meeting attendees
2. Continued Discussion of Industries and Enterprises Subcommittee Recommendations
3. Increasing Local Food in Schools Recommendation
4. Community Gardening Policy
5. Power Vending Policy Detail
6. Public Outreach and Public Forum
7. New business
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Minutes
Mayor's Initiative for Healthy and Sustainable Food Systems
June 21, 2013
10:00 – 11:30, City Hall, Room 209

1. Welcome Introductions of meeting attendees.

Everyone was welcomed to the meeting and introduced themselves. In attendance: Mayor Michael Brennan, Jeremy Bloom (Internet Farmer), Jim Hanna (United Way), Tim Fuller (Healthy Portland), Craig Lapine (Cultivating Community), John Naylor (Rosemont), Troy Moon (City of Portland), Daniel Wallace (Coastal Enterprises, Inc.), Ralph Carmona (Munjoy Hill Neighborhood Association), Caitlin Cameron (City of Portland).

2. Healthy Vending.

Fuller presented information on the Healthy vending program. He asked about a process for adopting a policy. There was need to complete a full inventory including contacting organizations receiving revenue from the machines.

3. Public Outreach and Public Forum.

The group discussed the need for public outreach. The group discussed the possibility of a “food day.” The group stated that the first public forum was targeted to professionals because it was scheduled during the day. There is a need for greater citizen involvement. The group discussed having both citizens and professionals involved in the next forum. Fall was a good time. There was interest in having a group begin to plan an event or events.

4. Local Food in Schools Subcommittee Recommendations.

Lapine presented a goal of having 50% local food by 2016. In the City fifty percent of students qualify for free and reduced lunch. To meet the goal, the participation rate (i.e. students buying lunch) should increase by 10%. There is a need to develop a marketing plan for increasing students buying lunch and a need for money to meet the goal.

5. Industries and Enterprises Subcommittee Recommendations

A draft list of recommendations was presented to the group. More discussion would occur at the next meeting.

6. New business.

7. Confirm date for next meeting: The next meeting is scheduled for July 12, 2013 at 10:00 AM.

8. Adjourn.

DRAFT
Industries and Enterprises Subcommittee Recommendations to Mayor's Initiative
in priority order.

The City of Portland should:

1) Hire one person, preferably to work within the Mayor's office, to be an advocate and ombudsman for food related businesses.

2) Convene a working group comprised of 8-12 diverse food business owners to work with relevant City employees on an iterative process to discuss business needs, plans to expand, and ways the City can be more consistent and helpful. The working group should meet no more than quarterly over the course of 2-3 years to provide input and feedback to City employees.

Specific recommended tasks:

- Create a resource list with contact information, organized by topic, of all available relevant Technical Assistance providers that serve Greater Portland.
- Create a decision tree-style road map to guide food businesses through the various permitting and approval processes at both City and State levels.
- Review and incorporate 'business-friendly processes' recommendations as summarized on page 23 of the MIT report.

3) Through a public event, start the conversation about how to provide a livable wage and economic security in Portland's food service jobs.

4) Focus renewed economic development efforts on Portland's waterfront and ocean resources to grow the capacity to harvest and process native seafood and aquaculture.

5) Convene a seminar to focus on the real estate needs of the food production sector in Portland and on the inventory of available real estate in the Portland market that might accommodate food-related business. Food production companies, farms, food retailers and wholesalers all require highly particular types of physical facilities to function successfully. This seminar could be planned with the Maine Real Estate Developer's Association and the Maine Food Producer's Alliance, two state-wide trade groups who represent the real estate and specialty food industries, respectively.

6) Build out the City's mapping capacity to inform planning and provide data, ie to measure new job creation. One goal of this project would be to maintain current and potential food manufacturing and processing sites, incubator space, and project development facilities. To this end, members of this subcommittee will share the content of its current mapping project.

7) Pilot a food business visitation program per the business retention recommendations in the MIT report.

Guidelines to Establish Community Gardens of Public Property -DRAFT-

Introduction

City code contains a working definition of Community Gardens as follows:

“Community garden means a parcel of open land used for the cultivation of flowers, vegetables, herbs, or fruit by a group of city residents either jointly as a single plot or through individual garden plots or beds.” (14-407 b)

At present, the Department of Public Services manages four such gardens located on public property through its internal community garden program:

- North Street Garden
- Payson Garden
- Clark St. Garden
- Valley Street Garden

These gardens contain 130 individual plots and are managed by a part time Community Garden Coordinator who is responsible for plot assignments, managing the waiting list and enforcing garden rules. There are currently over 100 people on the waiting list for a plot. The wait time can exceed two years.

There are also four community groups that lease land from the City for the purpose of community gardening:

- Brentwood Garden (Deering Center Neighborhood Association – lease expires May, 2014)
- Peaks Island Garden (Peaks Environmental Action Team – lease expires May, 2014)
- Riverton Garden (Riverton Community Association – May, 2014)
- Boyd Street Garden (Cultivating Communities – lease expires April, 2015)

These groups self-manage their gardens within the guidelines established by their lease. They are responsible for plot assignments, general care and maintenance of their garden sites. The Department of Public Services monitors compliance with the terms of the lease. Each group was required to develop site plan documents and go through the City’s development review process as well as work with legal counsel to on their individual lease documents.

Community gardens are allowed in all zones. However, the impact a garden will have on its surrounding neighborhood varies depending on the size of the proposed garden. The intent of these guidelines is to assist the Department of Public Services in the establishment of future community gardens located on publicly owned property. The Department of Public Services encourages interested gardeners and property owners to pursue opportunities to establish gardens on private property. Gardens on private property are outside of DPS’s management

authority though are subject to City Development Review Guidelines and Planning review if their size warrants.

1. Follow existing site plan review requirements

The City has well established procedures for reviewing proposals for changes in existing land uses. Any entity, including City Departments, wishing to develop a property must submit an application to the Planning Department for appropriate review. The level of review varies depending on the size and intensity of the proposed development. Community gardens are subject to review.

- **Administrative review:** Planning staff can grant administrative authorization for small developments under certain circumstance. Any structure (shed) build on site would need to be less than 500 sf.
- **Level 1 Site Alteration:** Developments that disturb less than 1 acre or that require 15 or more cubic yards of fill are subject to a staff level site plan review. See attached site plan application for submission requirements and review criteria.
- **Level 2 Site Alteration:** Developments that disturb between 1 – 3 acres of land require a more intense level of staff review. See attached site plan application for submission requirements and review criteria.
- **Level 3 Site Alteration:** Developments that disturb more than 3 acres of land require a public hearing with the Planning Board. See attached site plan application for submission requirements and review criteria.

Most developments currently require public notice but development of gardens or other amenities in public open space should notice a broader constituency.

- **Administrative Review** – The land use ordinance does not require notice. For garden purposes, notice should be provided to the Parks Commission, the recognized “friends” group (if any) and immediate abutters (if any).
- **Level One** – The land use ordinance requires notice to property owners within 500’ as well as citizens on an interested parties list. For garden purposes, notice should be given to the Parks Commission and the recognized “friends” group (if any).
- **Level Two** – The land use ordinance requires notice to property owners within 500’ as well as citizens on an interested parties list. For garden purposes, notice should be given to the Parks Commission and the recognized “friends” group (if any).
- **Level Three** – The land use ordinance requires notice to property owners with 500’ and citizens on an interested parties list. The Planning Department may choose to notice residents within a large area. The developer must hold a neighborhood meeting. Public notices to property owners within 500’ must be mailed no less than 10 days before the meeting. A legal ad must be posted in the newspaper twice and posted on the City web

page. Notice should also be given to the Parks Commission and the recognized “friends” group (if any).

2. Reference existing master plans (if any)

As part of the City’s review standards, development plans submitted for review must be analyzed for compatibility with adopted master plans. This requirement pertains to any development within the space defined by the master plan.

3. Historic Preservation

Proposed community gardens on public space are subject to review by Historic Preservation if they are proposed in a designated historic district or landscape. These include but are not limited to Deering Oaks, the Eastern Promenade, the Western Promenade, Lincoln Park, Eastern Cemetery, Western Cemetery and Evergreen Cemetery. While alterations to existing gardens in historic zones can be reviewed and approved at the staff level, establishment of new community gardens in historic landscapes should be reviewed by the Historic Preservation Board.

4. Application Process

The site plan review process requires detailed survey information and engineered drawings. These requirements require skills and professional expertise that is often not available to neighborhood associations or other interested groups. The Department of Public Services has staff surveyors and engineers who can be tasked with preparing information for applications. Further, as the manager of public open spaces, it is appropriate for the DPS to be the applicant for developments on public property in the same way that the DPS must be the applicant for CDBG projects on public property.

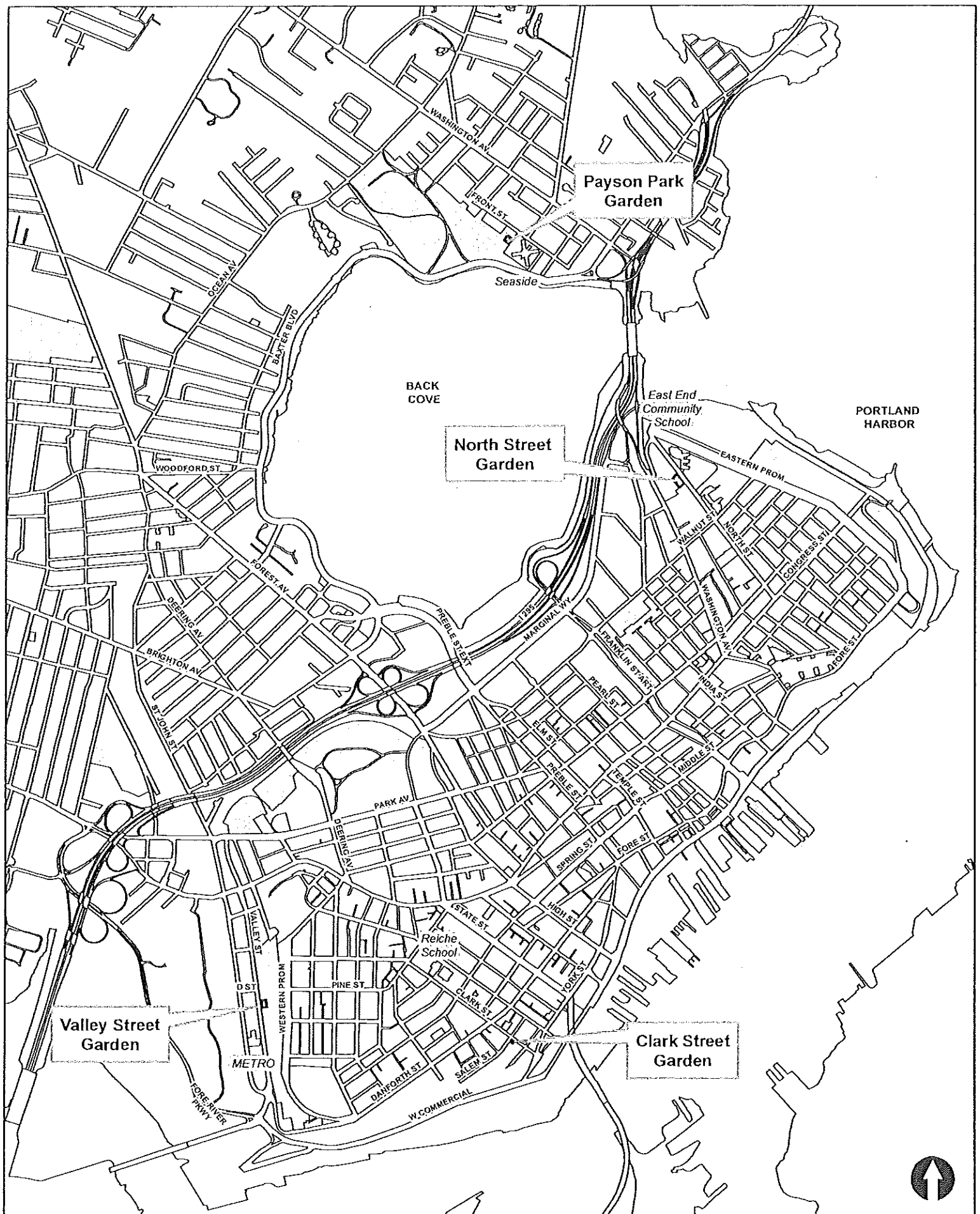
The DPS should create a document detailing the steps a member of the public or community group should take to initiate a request for a community garden. Such interested parties may assist DPS with identifying a location for a prospective garden and supporting a site plan application.

5. Management

The Department of Public Services is the City department charged with maintaining and overseeing parks and open spaces within the City limits, including any community gardens located therein. Future community gardens are recommended to be managed as part of the DPS community garden program. This would address several issues:

- Liability – as part of the DPS garden program individual gardeners would sign a standard waiver. Neighborhood associations or other organizations would no longer be required purchase liability insurance.
- Resource equity – each garden would receive similar levels of resources such as compost, loam, access to tools and technical support from garden managers.

- Consistent management – gardeners around the City would garden under the same operating rules, have a single arbiter of disputes and be on a single, citywide waiting list for garden space. Abutters or interested citizens would have a single point of contact to discuss issues or concerns.
- Existing gardens operating under a lease arrangement should transition to City management at the end of their existing lease or sooner upon mutual agreement of the Department of Public Services and the lease holder. The Department will seek funding in the FY14 budget to support the transition of the leased gardens to City management.



City of Portland's Community Gardens

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City of Portland, Maine Department of Public Services
March 2009

Memo

To: Mayor Michael Brennan
The Mayor's Initiative for a Healthy, Sustainable Food System
From: Healthy Portland
Stephanie Pooler and Tim Fuller, Community Health Promotion Specialists
Subject: Power Vending
Date: July 12, 2013

Following a discussion with the Mayor's Initiative, Healthy Portland staff was asked to provide information addressing financial concerns pertaining to the Power Vending program, to determine whether beverage vending machines will be included in the Power Vending program and to modify the language in the Power Vending policy describing pricing differentials.

Healthy Portland staff had the chance to speak with each vendor involved in vending machine sales for the City of Portland, and the following information represents their combined opinions and recommendations for implementation.

Each vendor said they have experience making healthier vending machine options available, and the overall opinion is that there is no consistent response in terms of profit gains or losses. They suggest introducing new products on a trial basis to discover what sells best, and keeping the existing top-selling items. All vendors expressed a willingness to work with the City of Portland to find the right selection of products for our consumers and said they have many healthy options already available.

Addressing the question of how profits will be impacted for non-city beneficiaries, beverage vending machines are not being considered for the Power Vending program, at this time, therefore no union profits will be affected as the unions currently only profit from beverage machines. In the case of the Maine Division for the Blind, profits are estimated between \$12 and \$18 per month. This is a charitable donation and is not expected to meet a specific dollar amount, so fluctuations, if any, will not be greatly noticed.

The original language in the Power Vending policy indicated that "healthier choices would be priced lower than less healthy snacks." Since higher quality foods may have a higher cost per unit, this may not always be possible. Therefore, the wording in the Power Vending policy was changed to "...management will also ensure that the healthier options will be priced according to a markup differential whereby items that meet nutritional standards will be marked up from cost at a lower percentage than items that do not." This allows Healthy Portland staff the flexibility to maintain the profit margins with the unhealthier choices bearing a higher markup and healthier choices bearing a lower markup.

Vending machine nutrition standards and increased healthy vending options are suggested strategies to improve nutrition by many national organizations, including the Institute of Medicine and the Centers for Disease Control and Prevention (CDC). The CDC has also recommended implementing pricing differentials to further incentivize the selection of the healthier choices.

FINAL DRAFT - Power Vending Policy

The City of Portland cares about the health and well-being of employees and visitors and wishes to support the growing demand and need for more nutritious options in the workplace. This policy is intended to build awareness about the benefits of eating well, and supports the need for healthier options at work through the Power Vending program.

The City of Portland will ensure that nutritious foods are available in all onsite food vending machines located at city-owned and managed sites. This policy is guided by the 2 Star level of the Power Vending program, meaning that at least 60% of the foods in all onsite vending machines will consist of healthier options. To qualify as a healthier option, foods must meet the nutritional standards set in the Power Vending guidelines (see attached). The City of Portland's management and employees will ensure that healthier options are clearly indicated with the Power Vending sticker, along with the informational sheet clearly placed near or on each vending machine. Items that meet the nutritional guidelines will be placed prominently in the vending machine according to Power Vending guidelines. Lastly, management will also ensure that the healthier options will be priced according to a markup differential whereby items that meet nutritional standards will be marked up from cost at a lower percentage than items that do not.

Good nutrition plays an important role in the health, well-being, and productivity of our employees. Eating nutritious foods is key to maintaining a healthy weight and reducing the risk of many chronic diseases, such as heart disease, stroke, cancer and diabetes. Adopting this policy makes it easier for our employees and visitors to make positive eating choices by supporting healthier food and beverage options in the workplace.