

Outreach and Summit Outcome Strategy

April 2008

Policy Paper distribution

Timeline April & May

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CFPAC members

Objective: Distribute policy paper to as wide an audience as possible. Make sure it is read by engaged citizens and community advocates. Give interested groups a starting point and resource to turn to for Chicago history and context, areas of opportunity, and examples of kinds of work already happening.

- Post policy paper on website
- Email policy paper to listserv

Aldermen

Objective: Get food access and community food security issues on the radar of city Alderman. Help them understand the scope and importance of issues highlighted in policy paper. Use policy paper as a platform to introduce work that CFPAC organizations are engaged in. Sharing the paper should also provide some organizational legitimacy.

- Hand deliver at least one copy of the policy paper to each Aldermanic office (via city hall offices if possible) with introductory cover letter and one page summary of summit.
- Identify 5-10 key Aldermen and make appointments with them to introduce CFPAC and invite at least one key constituent in their ward if possible.

City Departments

Objective: Start a dialog with key city agencies, using the policy paper to provide background and an over view of the scope of food sustainability work. Use the paper as a chance to build a relationship so when we have a particular program or policy to advocate for we have interested and willing participation from the city.

- Hand deliver at least 10 copies to each of the eight departments highlighted. Address package to Commissioner of the Department. Include introductory cover letter and one page summary of summit.

Mayor's Office

Objective: Introduce the Mayor and his staff to CFPAC and the history and players in the community food security movement. Relate this work to issues we know he cares about, organic food, healthy food in school and gardens, green space, and the reputation as a leading sustainable city.

- Meet with a mayoral aid to introduce CFPAC and policy paper. Prepare package of policy paper, cover letter, and one page summary of the summit to be hand delivered to Mayor.

Summit Outcome Strategy

Ongoing

April 9 Summit Review Meeting

Notes from each breakout group will be presented. A summary of the summit will be shared for feedback. Breakout groups will be urged to form working groups.

Development of Working Groups

Justification: In order to effectively achieve specific food sustainability goals, smaller more engaged groups are needed. These groups would be organized around topic areas, such as Farm to School, Farmers Markets, etc. Smaller Working Groups will be able to better ascertain where the interest is in a specific area, what the policy agenda should be, and how to set up and execute plans to achieve desired goals.

Format: Working Groups would ideally be made up of no more than ten people, and would meet outside of normal CFPAC council meetings. Groups could meet as often as they were interested and able, and can move as fast as they feel is appropriate.

Relationship with Council: Goals and plans developed by working groups should be vetted to the larger council to get input and ensure that there aren't overlapping efforts.

Once the goals and objectives have been collectively agreed upon, the council should provide support and lend organizational credibility to the Working Groups as they advocate and work toward their specific projects and policies.