



OTTAWA COUNTY  
FOOD POLICY COUNCIL

# Strategic Plan, 2012 - 2015

Developed in consultation with



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Ottawa Food Policy Council – Strategic Plan, 2012 – 2015

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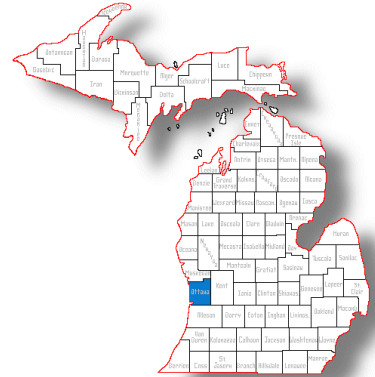
***Ottawa County Food Policy Council***  
**2012 – 2015 Strategic Plan**

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## INTRODUCTION

In 2009, Michigan led the nation in unemployment. At the same time, Ottawa County led the state with a 57.7% increase in the number of households receiving SNAP food assistance. County-wide, schools were reporting a 30% increase in the number of students eligible for free and reduced lunch. Requests for food assistance rose to the third most often sought referral on the 211 information line.



In order to further assess the food insecurity of Ottawa County, the Health Department with the support of the Ottawa County Human Services Coordinating Council applied for a federal *Hunger Free Communities* grant which would allow for the research of existing needs surrounding food systems, food needs and community response in Ottawa County.

On February 24, 2011, the Health Department held a meeting with key stakeholders /agencies that had a vested interest in examining needs, gaps and strategies related to food insecurity in the community. Participants were informed about the federal grant proposal that had been submitted, and the details of what was to be accomplished if the federal funding was awarded.

All participants agreed that food insecurity is an issue in Ottawa County and that this group needed to move forward regardless of whether grant funding was received. The Health Department then applied for and received a *Building Healthy Communities* grant through the Michigan Department of Community Health (MDCH). The focus of this grant was to increase access to healthy food choices and physical activity. A funding priority of the grant was to develop a food policy council. The council would be responsible for implementing policy or environmental changes which increase access to fresh affordable produce for low income populations. Council members were selected based on their involvement in the food resource system as well as potential funders including the community foundations.

The Health Department was not awarded the *Hunger Free Communities* grant; however, the original group agreed to move forward and formally decided to name the group the Ottawa County Food Policy Council (OCFPC). The first official meeting of the Council was March 24, 2011.

In the fall of 2011, the OCFPC conducted a Food Insecurity Needs Assessment with the assistance of Pondera Advisors, LLC. This Assessment sought the opinions of both food resource clients and food resource providers through client surveys and focus groups, as well as focus groups with food resource providers. Based on analysis of the data, the OCFPC established priorities to be addressed over the next three years. Those priorities are the basis of this Strategic Plan.

Funding was made available through the MDCH *Building Healthy Communities* Grant as well as the Ottawa County Health Department. The funding received has provided a strategic planning facilitator and supplies for the Council meetings. Additional funds were provided by the Holland/Zeeland Community Foundation and the Grand Haven Area Community Foundation to conduct the Food Insecurity Needs Assessment.



## *Vision Statement*

*It is the vision of the Ottawa Food Policy Council that there is an available supply of well balanced meals for all.*

Priorities

**I. Improve the level of cooperation between food resource providers.**

According to the Food Insecurity Needs Assessment, “this will lead to reduced cost of service delivery, increased efficiencies, sharing of best practices, enhanced service coordination, greater public awareness of resources, reduced misuse of services, greater access to food resources, stronger outreach to meet unmet and unidentified needs, and improved efforts to respond to deeper causes of clients’ needs.” The OCFPC seeks to eliminate current duplication and coordinate marketing efforts as well as develop a system that allows for greater sharing of limited resources. Collaboration and resource sharing will also make Ottawa County an attractive place for potential funding resources to invest. Elimination of duplication and improved coordination would also create an environment that fosters specialized services to consumers.

The OCFPC envisions a coordinated food resource environment, where ideas and resources are shared to the greatest benefit of county residents. Communication will be facilitated by a shared, electronic data system that not only assist to coordinate services, but also to identify resource gaps and educate regarding program eligibility guidelines.

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1. Develop a food resource provider environment that fosters sharing of ideas and resources (volunteers, food, funding sources)	a. Bring food resource providers together to identify strengths and challenges in service.	Love, Inc. Community Action Agency (CAA) Feeding America Community Action House (CAH) United Way Ottawa County Dept. of Public Health (OCDPH)	Patrick Moran	By Spring of 2013, a collaborative model process is developed. (Completed, and repeated in fall 2014)
	b. Map food distribution process to identify system strengths and community gaps.	United Way Feeding America OCDPH	Patrick Moran	By Spring of 2013, a food distribution process map is complete & analysis of system strengths and community gaps completed. (Completed & repeated in fall 2014)

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1. Develop a food resource provider environment that fosters sharing of ideas and resources (volunteers, food, funding sources)	c. Identify potential resources to fill identified gaps.	Grand Valley State University OCFPC Service Point – Lyn Raymond	United Way	By December 2013, resources have been identified and implemented. (Completed, and repeated in fall 2014)
	d. Secure identified resources from 2014 forum		Elianna Bootzin	By December 2015, resources identified at 2014 forum will be secured.
	e. Research electronic data sharing system that assists providers to know where the activity and needs are.	HMIS Access of West MI Theresa Pawl-Knapp Jehovah Jireh Love INC Hudsonville His Harvest Stand	Elianna Bootzin Patrick Moran Lisa Uganski	By December 2014, an electronic data sharing system is being used by at least five providers across Ottawa County. (Completed)
	f. Identify and share resources on meeting holistic client needs to enable self-sufficiency via meal programs.	Similar programs nationwide	Elianna Bootzin	By December 2015, conceptual and concrete referral resources will be shared via website and announced via email
	g. Connect with growers to learn about their communication preferences.	Farmers' Association MSU Extension Amy Irish Brown Mike Gavin	OCFPC Subcommittee	By spring 2015, farmer responses will be analyzed to determine next steps.
	h. Implement next steps and promote the system to local growers and food distributors so that they can participate.	Farmers' Association MSU Extension Mike Gavin FAWM	OCFPC Subcommittee	By fall of 2015, local growers and food distributors are communicating via the new system.



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2. Provide clients with consistent access and referral to multiple services at one location.	a. Create a web-based map of current services across the county and develop recommendations for efficiencies (depot).	Grand Valley State University OCFPC Find a Food Pantry	OCFPC Subcommittee	By December 2014, a web-based map of services will be created and recommendations for efficiencies will be presented to the OCFPC. (Completed)

## II. Improve food quality in the non-profit food distribution system

According to the Food Insecurity Needs Assessment, “clients have a strong desire for fresh fruits and vegetables, perishables, meats, foods that are lower in sodium, sugar, etc., and food that meets special dietary needs and health conditions. In addition, there were complaints about the quality of food that is prepared at some sites as well as distributed through mobile services as well as concern about the safety of food that is distributed after their expiration or sell by date. This suggests that quality and product care must be addressed.” OCFPC members desire to:

- decrease the amount of processed foods;
- increase access to fresh fruits and vegetables, and;
- increase the overall quality of food available at food banks and other distribution centers (including schools).

In order to accomplish this goal community education will be necessary. This includes increasing awareness among food donors about what types of food are needed, teaching recipients about how to prepare food, and improve understanding of storage and “sell by” dating among distributors and recipients alike.

By addressing this priority, the OCFPC envisions a community that has an ample supply of fresh and nutritious foods available to low income and vulnerable populations around the county. Customers at food distribution sites will be satisfied with the healthy choices available. The impact of successfully addressing this priority will be that health costs among Ottawa County residents will be lower as issues of obesity, allergies and chronic diseases are better addressed through the healthy foods we eat.

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3. Improve the quality of food donations on food trucks and at food pantries.	a. Educate recipients about why and how to prepare healthy food. (when food recipients begin choosing these foods more often, then Feeding America will in turn provide more.	OCHD Hospital Dietitians MSU Extension	Feeding America	By December 2012, educational materials are developed  By December 2013, materials are in use. (Completed and continued in 2014 and 2015)

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3. Improve the quality of food donations on food trucks and at food pantries.	b. Identify gaps in donations and educate donors to increase targeted donations from non-food producers (i.e. churches).	Healthy donation food lists	OCDPH Mark Tucker	<p>By December 2012, a baseline regarding client satisfaction of healthy food choices on food trucks and at food pantries has been established. (Completed)</p> <p>By October 2015, at least two targeted food drives have successfully collected specific healthy foods.</p> <p>By December 2015, the amount of targeted donations has increased by 10% over baseline.</p>
	c. Increase the amount of food coming from local farmers.	Local farmers Feeding America	Feeding America	<p>By December 2015, the amount of food coming from local farmers will increase by 10% over baseline.</p>

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4. Change/increase food storage facilities at food pantries	a. Survey pantries regarding current food storage to determine need(s).	GVSU graduate students to assist with identification of refrigerated and frozen food storage facilities.	OCFPC Subcommittee	By May 2015, survey results are analyzed and recommendations made regarding food storage needs.
	b. Match identified need(s) with available resources.	Local Community Foundations Grants (private, local, state, fed)	OCFPC Subcommittee	By May 2015, planned recommendations have been implemented.
5. Communicate healthy food needs to regional and federal partners (USDA), i.e. commodities.	a. Gain a better understanding of commodities and how system works.	Mary Grillo MI Food Policy Council Food Research & Action Center (FRAC)	Mary Grillo Gordie Moeller	By August 2013, the OCFPC has received an informational presentation regarding commodities and the USDA commodities systems. (Completed)
	b. Advocate with the USDA for healthy commodities choices.	MI Dept. of Ed MI Food Policy Council FRAC	Mary Grillo	Note: It was determined that commodities choices are already some of the healthier choices received.
6. Research donation programs that are working in other areas (e.g. "Plant A Row" program)	a. Research donation programs implemented elsewhere and present findings to the OCFPC.	Plant a Row website	Lisa Uganski Mary Grillo	By February 2014, at least one donation program is presented to the OCFPC to consider implementing in Ottawa County. (Completed)
7. Implement the Plant a Row program in one Ottawa County community.	a. Implement the Plant a Row program's best practices.	Plant a Row website	Mary Grillo	By September 2015, one donation program is implemented in one Ottawa County community.

### III. Increase food resources to meet dietary restrictions, health/medical conditions, and ethnic preferences.

According to the Food Insecurity Needs Assessment, “both clients and food resource representatives stated that it was a major challenge to find appropriate and sufficient food to meet dietary needs or that is suitable for persons who suffer with a health or medical condition. Foods that fit diets that require low sodium or are gluten free are of particular priority.” The OCFPC further identified that food resources need to provide ethnic/culturally sensitive food options and to provide education to donors, persons with special conditions and dietary needs, food pantry personnel and consumers regarding dietary and cultural food needs. This is especially a priority in Ottawa County, as the population continues to age and change. Like other areas in Michigan, Ottawa County has seen an increase in obesity and chronic diseases among its residents, many of whom have limited access to health care. This has increased the number of consumers of food resources that have dietary restrictions that are difficult for these services to address.

The OCFPC envisions food resource locations that have a broad range of healthy and culturally diverse foods available and opportunities for special needs education regarding dietary restrictions, specialty foods preparation, and donation needs.

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8. Develop “best practice” guidelines for food pantries operations.	a. Identify the current practices used by local food pantries.	CAH set up guidelines My Plate guidelines Feeding America Access	Mark Tucker Lisa Uganski	By September 2012, a list of local food pantries and their current practices will be developed. (Completed)
	b. Develop Pantry Manual that describes best practices for: <ul style="list-style-type: none"> <li>• gleaning</li> <li>• sorting</li> <li>• storage</li> <li>• distribution</li> <li>• set up</li> </ul>	CAH set up guidelines My Plate guidelines Feeding America Access of West MI	Mark Tucker Lisa Uganski	By December 2012, a “Best Practice Pantry Operational Manual” will be developed and distributed to local food pantries. (Completed)

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8. Develop “best practice” guidelines for food pantries operations.	c. Survey pantries to determine if sufficient geographically diverse pantries are offering special diet, healthy, and ethnic items	211 Food Pantries Gary Lemke Kent County	OCFPC Subcommittee	By June 2015, pantries will be surveyed and followed up with to determine the types of food items they are currently offering.
9. Develop “best practice” guidelines for offering, publicizing, and educating consumers regarding special needs food items.	a. Develop resource sheet to assist volunteers in offering healthy food choices for persons with special health needs (targeting cardio vascular and diabetes issues)	Spectrum Health My Plate North Ottawa Community Hospital Holland Hospital	Lisa Uganski Monica Smith	By December 2012, resource sheet is developed and distributed to food pantries. (Completed)
	b. Develop handouts for consumers with special cardio vascular and diabetes needs to explain healthy food choices	Spectrum Health MSU Extension	Lisa Uganski	By the fall of 2012, special needs handouts have been developed and distributed to food pantries (Completed)
10. Offer special diets in congregate sites.	a. Increase the number of congregate sites that have special diets available.	Age Well Senior Resources Western Seminary Holland Hospital Jim Pearson 616- 568-6785	Pam Curtis Sharon TerHaar	By December 31, 2012, identify all congregate sites in the county. (Completed) By December 31, 2015 all congregate sites will have special diets available.

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11. Increase the number of Ottawa County food pantries that have a designated area for healthy food choices (e.g. low fat, low salt, low sugar, hi fiber).	a. Determine if healthy food choices are currently offered at local pantries.	Pantries Access of West MI Feeding America	OCFPC Subcommittee	By June 2015, pantries will be surveyed and followed up with to determine the types of food items they are currently offering.
	b. Develop guidelines for well-marked shelving, designated by food choice type (to be included in Best Practice Operation Food Pantry Manual); and promote these guidelines to pantries.	Pantries Access of West MI Feeding America	Lisa Uganski	By December 2015, at least 4 Ottawa County food pantries will have designated food choice areas based upon OCFPC guidelines.
	c. Provide pantries with recipes for healthy food choices available there (low fat, low salt, etc.)	Pantries	Lisa Uganski	By December 2015, 4 pantries will provide clients with recipes incorporating healthy food choices available there.
12. Educate the target population regarding the use of healthy foods	a. Provide cooking demonstrations at pantry sites to show how healthy foods can be prepared.	Meijer Hope College SNAP Ed. Tech Center Local chefs MSU Extension	Lisa Uganski	By September 2013, at least 5 cooking demonstrations are held at 5 different sites. (Completed)

#### IV. Expand access to farmers' markets

According to the Food Insecurity Needs Assessment, “cost barriers are a main issue, as is an inability to use Bridge Cards and food stamps.” Currently, farmers’ markets are under-utilized in low income communities. Ottawa County’s farmers’ markets need marketing assistance to inform the population about their locations and days/hours of operation. Potential customers also need education about how to use farmers’ markets.

The OCFPC envisions sustainable farmers’ markets in Ottawa County that have a welcoming atmosphere and are well utilized by the county’s diverse populations regardless of level of income, race or ethnicity. The OCFPC envisions farmers’ markets that offer culturally diverse food items. Transportation resources will be available to assist people to attend and the farmers’ markets operating in the county will have the capacity to accept food assistance programs’ cards and vouchers (Bridge Cards, WIC, etc.) The OCFPC envisions the county’s farmers’ markets as a connection for residents to its abundant local agriculture. This would not only be expressed through purchasing/eating local foods, but also through educating families about where food comes from and the availability of healthy options.

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13. Educate Ottawa County residents regarding farmers’ markets’ locations, days/hours of operation, and services	a. Work with schools and libraries to educate children and adults	Human Services Organizations that serve target populations 211 (promotion) School Principals	Gordie Moeller	By September 30, 2012, at least five schools and libraries receive information and materials to share regarding farmers’ markets.  (Completed and was redone each spring.)
	b. Provide promotional materials to churches & pantries about Farmers’ Markets accepting EBT, Double Up Bucks, WIC Project Fresh & Senior Market Fresh.	OCDPH church lists Jeff Roessing	Gordie Moeller	Annually, through 2015, at least five churches and pantries receive information and materials to share regarding farmers’ markets.



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13. Educate Ottawa County residents regarding farmers' markets' locations, days/hours of operation, and services	c. Expand farmers' markets' weekday hours.	Market Master Market Sponsors farmers	Gordie Moeller	By June 2014, at least one farmers' market will offer evening hours. (Completed and efforts will continue in 2015)
14. Increase availability of farmers' markets to person with transportation limitations.	a. Bring a mobile farmers' market to other locations (such as TEFAP distribution) to offer food for sale.	Local farmers (brainstorm; gather their leftovers) Feeding America Mobile Pantry Community gardens MSUE – 4H Hungry for Christ GR YMCA Fresh Move! (Chicago) Grant funding	OCFPC Subcommittee	By December 31, 2015, a mobile farmers' market is implemented. (Completed)
15. Expand Farmers' Markets incentive program	a. Encourage farmers' markets to accept Bridge Cards.	Grand Haven Foundation Lisa Uganski	Gordie Moeller	By July 31, 2015, one additional community farmers' market will accept bridge cards.
	b. Encourage Holland Farmers' Market to expand to indoor year-round on Saturdays	Holland Food Innovation District report	Gordie Moeller	By December 2015, Holland Farmers' Market will be open indoor, year-round on Saturdays.

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16. Develop welcoming atmosphere at farmers' markets for Bridge Card holders.	a. Incorporate nutrition education at farmers' markets regarding storing, selecting, and preparing fruits and vegetables.	MSU Extension OAISD – culinary program Hope culinary program Sr. Pat at St. Francis Local farmers	Lisa Uganski	By September 30, 2012, at least five classes are held during Farmers' Markets. (Completed)
	b. Develop and offer Farmers' Market orientation at markets across the county.	Local chambers Mark Tucker (help to ID participants) MSU Extension WIC Project Fresh, Senior Project Fresh	Gordie Moeller	By spring 2014, an orientation program is developed and implemented at a minimum of one farmers' market. (Completed)
17. Develop donations program from farmers' markets to specified area churches for food distribution.	a. Determine whether farmers' markets have a donation program/are interested in developing such a program.	Fishers of Men (where do they distribute food?) GH, Allendale, Spring Lake, Hudsonville Farmers' Markets	Gordie Moeller Lisa Uganski	By Spring 2015, a farmers' market donations program is developed and implemented with at least one market and one pantry.

**V. Address food availability issues for children outside of school.**

According to the Food Insecurity Needs Assessment, “when the schools are closed, families lose a vitally important resource. The Council should examine how to meet this seasonal challenge.” This is a priority in Ottawa County because, over the last nine years, the number of children living in poverty here has increased, which has resulted in a greater number of children who qualify for free and reduced lunches. Because much of the county is rural, lack of transportation resources inhibit children’s ability to get to programs that could address the needs. Thus, when school is not in session, there is an increased financial burden to purchase additional food that families may not be able to afford and children of working parents may be left alone with limited resources in the home and nothing to do. OCFPC members desire to help families that use free and reduced lunch programs to find ways to address food resource gaps during the periods when schools are not in session (including summer and holiday breaks as well as weekends).

The OCFPC envisions a community where well balanced meals are consistently available to children year-round. These meals would be available at home and school as well as at school-break activity programs and other locations where children gather when not in school.

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18. Assess children’s access to well-balanced meals during school break periods.	a. Collect data about possible solutions for increased access to well balanced meals during school breaks.	Blessings in a Backpack (BIAB) Hand2Hand Kids’ Food Basket School Food Service	Subcommittee members	By December 2015, data will be collected through the Ottawa County Great Start Survey, as well as surveys from Blessings in a Backpack and Hand2Hand.
19. Increase the number of eligible children attending summer meal program sites.	a. Market summer meal programs to target audiences.	BIAB Hand2Hand Kids’ Food Basket School Food Service	Subcommittee members	By August 2015, a marketing campaign for summer meal programs will be completed.
	b. Look at expansion of summer feeding sites in the County.	BIAB Hand2Hand Kids’ Food Basket School Food Service	Subcommittee members	By December 2015, two additional summer meal program sites will be created in Ottawa County.

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20. Increase the number of eligible children that have a meal outside of the school day.	a. Promote and support Kids' Food Basket in Ottawa County.	Blessings in a Backpack Hand2Hand Kids' Food Basket School Food Service	Subcommittee members	By May 2015, Kids' Food Basket will be active in at least one school building in Ottawa County.
	b. Research other backpack programs in Ottawa County and help to expand/promote efforts.	Blessings in a Backpack Hand2Hand Kids' Food Basket School Food Service	Subcommittee members	By December 2015, meetings will be held with all backpack programs in Ottawa County to determine capacity, expansion and needs.
	c. Begin to explore possibility of mobile sites within the County (partnership with schools, libraries, dental van, etc.)	Blessings in a Backpack Hand2Hand Kids' Food Basket School Food Service	Subcommittee members	By December 2015, a list of possible mobile resources for food distribution will be compiled, and a plan for exploration will be developed.

## VI. Strengthen the Ottawa County Food Policy Council

The OCFPC envisions a council that is representative of both the county's diversity as well as the food distribution system from farmer to consumer. The council should have a positive impact upon food equity policy as well as develop systems that will support its priorities.

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22. Facilitate the implementation of public food policies.	a. Develop policies and present them to key stakeholders.	MI Food Policy Council GGRFSC Food Systems Council	Lisa Uganski	By September 2015, the OCFPC facilitate the implementation of at least one food policy. (Completed)
23. Establish and implement the Food Policy Council structure and leadership (if necessary, strategically expand membership)	a. Develop organizational structure of the group, including task forces for each priority area.	OCFPC members	Lisa Uganski	By October 2012, the organizational structure of the OCFPC will be developed (including defined task forces). (Completed)
	b. Determine how leadership of the coalition is assigned.	OCDPH	Sandy Boven	By October 2012, the OCFPC will have a plan for assigning its leadership. (Completed)
	c. Employ part time staff to help with coordination.	County and/or state funds Grants	OCDPH OCFPC	On an annual basis staff funding is secured. (Completed)

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23. Establish and implement the Food Policy Council structure and leadership (if necessary, strategically expand membership)	d. Based upon annual evaluation of OCFPC representation, ensure adequate representation from the various ethnicities that live in the county.	Michigan Works! Specialists that work with the migrant population. Migrant Resource Council. Lakeshore Ethnic Diversity Alliance (LEDA) LAUP Macatawa Resource Center	Lisa Uganski Leroy Hernandez	By February of each year of the strategic plan, the OCFPC will ensure that there is representation from the county's ethnic diversity on the Council.
	e. Based upon annual evaluation of OCFPC representation, ensure adequate representation from the four county quadrants (focusing on the southeast and northeast portions of the county).	Current coalition members that have contacts in those areas Coopersville Cares Love, Inc.	Lisa Uganski	By February of each year of the strategic plan, the OCFPC's membership will ensure that there is at least one representative from the southeast and at least one representative from the northeast portions of the county.

<b>GOAL</b> <i>What do we want to accomplish?</i>	<b>ACTION STEP</b> <i>How are we going to do it?</i>	<b>RESOURCES</b> <i>What do we have available that will help us achieve it?</i>	<b>CHAMPION</b> <i>Who is going to make sure we keep active?</i>	<b>ACHIEVEMENT MEASURE</b> <i>How will we know when we are done? When do we expect to be done?</i>
23. Establish and implement the Food Policy Council structure and leadership (if necessary, strategically expand membership)	f. Based upon evaluation of OCFPC representation, ensure adequate representation from people utilizing food assistance resources.	United Way Matrix Parent of a child receiving free and reduced lunch. Community Action House	Lisa Uganski	By February of each year of the strategic plan, the OCFPC will ensure that the Council's membership includes representation from people utilizing food assistance resources.
	g. Conduct an annual evaluation of the OCFPC by Council members.	Previous evaluation templates	Lisa Uganski	By December of each year, the annual evaluation is completed.
	h. Develop an annual report of recommendations from the evaluation results.	OCFPC Survey responses	Lisa Uganski	By September 30 of each year, implement survey recommendations.

<b>GOAL</b> <i>What do we want to accomplish?</i>	<b>ACTION STEP</b> <i>How are we going to do it?</i>	<b>RESOURCES</b> <i>What do we have available that will help us achieve it?</i>	<b>CHAMPION</b> <i>Who is going to make sure we keep active?</i>	<b>ACHIEVEMENT MEASURE</b> <i>How will we know when we are done? When do we expect to be done?</i>
24. Secure grant funding to carry out the OCFPC's Strategic Plan.	a. Develop a list of recurring (perennial) grant opportunities which could apply to OCFPC goals and share with OCFPC members in a timely manner to ensure preparation for application.	Sandra Boven	Lisa Uganski	By December 2012 a list of grant opportunities will be developed and will be updated annually. (Completed)
	b. Develop and submit grant applications to fund OCFPC initiatives	Grant List OCFPC Task Forces	OCFPC Subcommittees	At least one grant application will be submitted on behalf of the council each year through 2015.
	c. Ensure programs developed address transportation issues	OCFPC members Past Ottawa County Transportation study data	Lisa Uganski	Note: It has been determined that addressing transportation issues is outside of the scope of work of the OCFPC.
25. Demonstrate that the OCFPC Strategic Plan is effectively addressing each of the priority areas.	a. Develop outcomes data tracking system.	OCFPC meeting minutes template	Lisa Uganski	By December 31 of each year, each OCFPC initiative produces "learning" regarding what works and what does not work, which is logged for knowledge retention.



<b>GOAL</b> <i>What do we want to accomplish?</i>	<b>ACTION STEP</b> <i>How are we going to do it?</i>	<b>RESOURCES</b> <i>What do we have available that will help us achieve it?</i>	<b>CHAMPION</b> <i>Who is going to make sure we keep active?</i>	<b>ACHIEVEMENT MEASURE</b> <i>How will we know when we are done? When do we expect to be done?</i>
26. Educate OCFPC members about current issues and legislation related to healthy food access in Ottawa County.	a. Monitor current issues/legislation related to healthy food access in the county.	Michigan Food Policy Council Healthy Kids Healthy Michigan Feeding America Bread for the World	Lisa Uganski	By December 31 of each year, 2 legislative updates will be provided for OCFPC members.
	b. Provide information to OCFPC members in the form of email messages, articles, presentations, etc.	Michigan Food Policy Council Healthy Kids Healthy Michigan Feeding America Bread for the World	Lisa Uganski Mary DeRidder	By December 31 of each year, 2 legislative updates will be provided for OCFPC members.
27. Educate legislators about the current needs in Ottawa County related to healthy food access.	a. Discuss current issues/needs related to healthy food access in the county at OCFPC meetings.	Michigan Food Policy Council Healthy Kids Healthy Michigan Bread for the World	Lisa Uganski Mary DeRidder	An OCFPC representative will communicate with legislators regarding needs related to healthy food access in Ottawa County at least twice each year.
	b. OCFPC members will determine the needs related to healthy food access in Ottawa County that should be communicated to legislators.	All OCFPC members	Lisa Uganski	An OCFPC representative will communicate with legislators regarding needs related to healthy food access in Ottawa County at least twice each year.

Goals identified as a part of this planning process that the OCFPC should consider at a later date:

1. Expand farm to school programs (including surveying schools to determine interest in participating in such a program)
2. Explore collaborative purchase of local foods with governmental dollars.
3. Complete assessment to determine interest in Community Supported Agriculture (CSA) among county farmers and buyers.
4. Increase promotion of currently existing summer meal program sites through collaboration with student councils across the county.
5. Provide social media pop-up regarding farmers' markets for food stamp recipients.
6. Develop reciprocal relationships (between garden organizers and recipients) at community gardens.