



Minutes

Steering Committee

March 9, 2016

1221 Oak St., Board Conference Room

Attending: Supervisor Wilma Chan (Chair), Silvia Guzman (Vice-Chair), Melanie Moore, Dave Brown, Sarah Oddie, Kristi Miller, Julie Hadnot, Jalpa Patel, Renee Herzfeld, John Yuasa, Hilary Bass, Kristin Spanos, Linda Gardner, Estelle Clemons

Meeting called to order at 2:10 pm.

Welcome and Introduction

Each committee member introduced themselves and listed which organization they were from.

Report on Social Innovation Fair and Hackathon

Highlights

Melanie Moore gave a report on the events and shared the video Alameda County’s Information and Technology Department (ITD) produced from the Hackathon. Steering committee members appreciated the networking opportunity both events provided, and expressed challenges they faced around developing action plans at the Social Innovation Fair.

Questions were raised on next steps from the Hackathon: Dave Brown reported he will meet with ITD to further plan how to leverage their staff support to help the youth build out their app ideas.

Planning for 2016

Consensus on ALL IN Action Priorities for 2016

Melanie Moore reviewed the master work plan spreadsheet with the committee. Asterisks denote steering committee members:

MASTER WORKPLAN - ALL IN CHALLENGE TRACKS						
Track	Lead Implementer	Other Key Partners	Overall Goal	Strategies	Needed from ALL IN	Potential Funders
Affordable Housing	Linda Gardner*		Increase percentage of Alameda County families with housing vouchers who can secure housing within 3 months.	1) Financial incentives in place for landlords 2) 1-Stop Housing Hubs for home-seekers 3) Marketing campaign	1) Staffing support to help coordinate 2) Fundraising support	

				aimed at landlords		
CalFresh	Allison Pratt*	Alissa Loveman	100% enrollment of eligible families	1) "In-reach" with Medi-Cal clients 2) CSA boxes for seniors 3) PR campaign to promote use of CalFresh	1) Staffing support to help coordinate 2) Fundraising support	1) TJ Long 2) Stupski 3) AARP Foundation 4) SSA
Food as Medicine	Jenny Wang	Hilary Bass*	Fill food prescriptions for 500 moms & seniors	1) Replicate previous/ existing model and expand broadly 2) Develop app to facilitate 3) Dig Deep is food aggregator/ distributor	1) Staffing support to help coordinate 2) Fundraising support	1) TJ Long 2) Stupski 3) AARP Foundation 4) Kaiser 5) Measure A?
Food Recovery	Muntu Davis*	Cassie Bartholomew	Develop comprehensive food recovery system in Alameda County	1) Gap analysis - NCRA conducting 2) Leadership from Public Health Dept. 3) Establish working group	1) Staffing support to help coordinate 2) Fundraising support	1) Clorox 2) Other corporate partners 3) StopWaste 4) Dept Pub Health 5) TJ Long 6) Stupski
Track	Lead Implementer	Other Key Partners	Overall Goal	Strategies	Needed from ALL IN	Potential Funders
Entrepreneurship	Arturo Noriega	Island High School	Launch 50 new businesses	1) Develop entrepreneurship curriculum & programs in high schools 2) Develop smartphone app that walks entrepreneurs through process of starting a business	1) Staffing support to help coordinate 2) Fundraising support	
Youth Jobs	Desire Johnson-Forte	County ITD	Career-path jobs for 200 youth	1) Build an app, a "LinkedIn" for youth that will enable youth to post profiles, find available positions	1) Staffing support to help develop app	
Advocacy – SSI	Keisha Nzewi		By June 15, achieve at	1) Distribute ACCFB video	1) Distribution of materials	

Track	Lead Implementer	Other Key Partners	Overall Goal	Strategies	Needed from ALL IN	Potential Funders
			least \$21 increase in SSI benefit (but we really want \$100, at least)	and materials broadly 2) Phone calls and action in Sacramento	2) Letter/support from WC	
Advocacy – Child Care	Angie Garling	Renee Herzfeld*	By June 2016, convene players to articulate a request for revenue generation by budget or by ballot.	1) Mobilize ECE partners 2) Identify legislative champions 3) Design/implement campaign for revenue for ECE programs		
Advocacy – Living Wage	Doug Jones		Pass statewide ballot measure for \$15/hr minimum wage	1) Maximize voter turnout in Nov '16		

Tracks highlighted in green are issue areas with strong action plans from the social innovation fair that ALL IN can play a major role in due to leadership for these plans coming from within the county. Tracks highlighted in blue are issue areas with strong action plans from the social innovation fair for ALL IN to play a supportive roles in due to leadership coming from outside of county agencies. Tracks highlighted in pale yellow are issue areas in which there was no clear direction for ALL IN’s involvement coming out of the social innovation fair.

Updates on Challenge Track Progress

Melanie Moore provided an update on progress for each challenge track:

Affordable Housing

We have identified a volunteer, who will donate 10 hours a week to support Linda Gardner’s efforts on this track. Linda Gardner announced she will be hiring and be able to lend additional staff support once that process is complete. The housing bond committee is having a meeting on March 17 from 6:30 pm- 8 pm at the Alameda County Career and Training Center, which the ALL IN steering committee is invited to. Linda Gardner suggested adding “increasing affordable housing resources” as a part of our overall goals for this track with the housing bond as the strategy component.

CalFresh

The Alameda County Social Services Agency, ITD, Alameda County Community Food Bank (ACCFB), and California Association of Food Banks have been meeting on how to increase efficiency and outreach for CalFresh enrollment. They are working on piloting a program to pre-populate the application with information already gathered on eligible residents who are on Medi-Cal. This group is also considering increasing outreach to seniors through CSA boxes.

Food as Medicine

Hilary Bass reported on the meeting between Deputy Sherriff's Activities League, ACCFB, Mandela Marketplace, Alameda County Public Health Nutrition Services, and ALL IN staff regarding current and past food prescription projects in the county. This group is working on expanding and scaling out the piecemeal projects that are happening around the county. Supervisor Wilma Chan announced we have to raise \$500,000 to provide 500 food prescriptions, and we are working with potential funders at Children's Hospital and Kaiser. Steering committee members suggested looking into a partnership with Alameda Alliance to leverage Title XIX.

Food Recovery

The food recovery work group will hold a meeting on March 14, which will be led by Dr. Muntu Davis and the ALL IN staff. The group is working on how to start a food recovery pilot.

Entrepreneurship

Arturo Noriega has had meetings with the Island High School students who attended the social innovation fair, and contacted their teachers about starting a pilot entrepreneurship curriculum at the school. ALL IN staff are currently assisting him in connecting with the appropriate leaders in the city of Alameda.

Youth Jobs

Dave Brown will have a meeting with ITD on how to develop the app idea to create a LinkedIn specifically for youth. The ALL IN staff will connect with current youth employment efforts.

Advocacy – SSI

ACCFB is leading the efforts to advocate for an SSI increase. ALL IN can share materials through mailing lists and ask for volunteers to sign up at the March meeting to make phone calls to Sacramento. Steering committee members asked if ACCFB is connected with county people who are working with individuals who are either applying for or already on SSI, such as the East Bay Law Center, Everyone Home, and Homeless Action Center.

Melanie Moore asked for steering committee thoughts on our priorities for 2016. Members asked what our staffing resources are – currently, Melanie Moore and Sarah Oddie in Supervisor Wilma Chan's office. Members suggested reaching out the UC Berkeley graduate programs (public policy, social work, public health, urban planning) for additional support, as those students often have capstone projects they need to complete for their degrees.

Steering committee members raised concern that there is no early childhood care prong to our priority tracks. There was discussion on how to incorporate early childhood care into our action plan for 2016.

Steering committee directed staff to move forward with the master plan presented today.

Recruit Community Representatives to Steering Committee

Melanie Moore announced we need to fill the remaining three positions on steering committee – community representatives from north county (Berkeley, Albany, Oakland, Alameda), south county (San Leandro, Hayward, Fremont), and east county (Livermore, Dublin, Pleasanton). If steering committee

members have candidates in mind, please send contact information and a brief description on why they would be a good candidate to ALL IN staff. Supervisor Wilma Chan mentioned she will also reach out to other supervisors for candidate nominations.

[Preview of Agenda for March 17th Membership Meeting](#)

Melanie Moore reviewed the draft agenda for the membership meeting. Steering Committee members recommended reviewing RSVP list to determine the action teams to report on at the meeting.

Next Meeting: *Wednesday, April 14, 10 am-11:30 am, 1221 Oak St., Board Conference Room*

Next Membership Meeting: *Thursday, March 17, 11 am-1 pm, 1000 Broadway, Suite 300*

Regular meeting schedule: 2nd Thursday of the month, 10 am-11:30 am