

# Developing a Data and Performance Measurement Framework for the Food Action Plan

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## Background

The purpose of this practicum project was to assist the City of Seattle Office of Sustainability & Environment (OSE) with developing a framework to track data and measure performance on outcomes within the City’s Food Action Plan (FAP), with a specific focus on Values-Based Food Purchasing (VBFP). VBFP is a priority of the City’s Food Action Plan, and the City needed baseline research on the current food purchasing patterns of City programs. This project helped determine to what extent current food purchasing aligns with the VBFP framework. It also involved determining performance measures and designing data collection templates to support monitoring and evaluation of the updated Food Action Plan as a whole.

## Deliverables

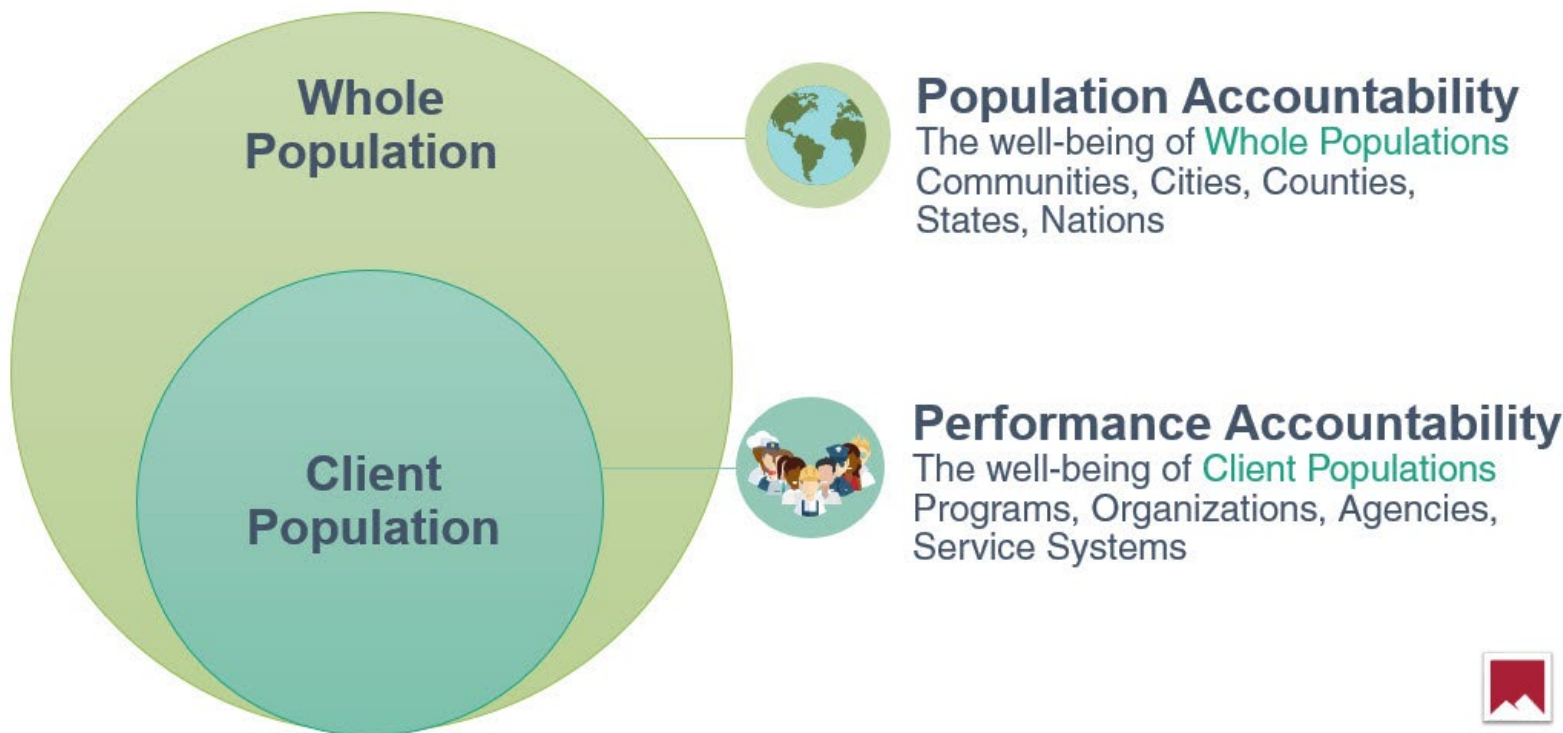
- Data collection plan and templates for Food Action Plan data reporting and performance measure tracking.
- VBFP purchasing data analysis tool (in Excel) to be used to organize City of Seattle food purchasing data.
- Brief report on VBFP baseline data collection process and recommendations for future data analysis efforts.



Source: <https://www.seattle.gov/environment/food-policy-and-programs/food-action-plan>

## Methods – FAP

- Conducted a brief literature review on previous efforts to assess community-level food action plan impact, including the Results-Based Accountability framework.
- Created updated list of population-level indicators of community impact using data sources accessible by City of Seattle government staff.
- Met with City of Seattle programs to develop program-level performance measures for each of the 47 FAP Actions.
- Worked with FAP Program Manager to draft data collection templates.
- Introduced templates and supporting materials at quarterly FAP IDT Meeting.



Results-Based Accountability: Differentiating between population accountability and performance accountability  
Source: <https://clearimpact.com/results-based-accountability/>

## Findings and Next Steps

- Different templates created to support differences in data availability across programs (e.g. primarily quantitative vs qualitative).
- Programs able to give feedback throughout process: during IDT meeting, on data collection form, and on a rolling basis.
- Goal = as little added burden as possible.
  - FAP reporting can replace sweetened-beverage tax (SBT) reporting for affected programs.
  - Pre-fill data for programs as possible.
- Program manager will continue to iterate on reporting process and templates.



## Findings and Next Steps

- Wide variation between programs in amount of data available.
- Types of data available lend themselves better to some KPIs than others.
  - E.g. how do you assess if a meal is “minimally processed” based on limited invoice data and when menus are not known?
- Cost vs. benefit of “wrangling” large data sets (e.g. Safeway Fresh Bucks data).
- Recommendations:
  - Move to a multi-modal strategy for data collection (e.g. incorporate qualitative data collection).
  - Incorporate KPI reporting into food contracting materials.

## Food Purchasing Core Values From City of Seattle’s updated Food Action Plan



City of Seattle’s Food Purchasing Core Values, which were co-created by City of Seattle staff, community leaders and stakeholders, and City food program collaborators.