



MEMORANDUM

TO: Mayor and City Council

FROM: Kevin Johns, Director
Economic Growth and Redevelopment Services Office

DATE: October 26, 2012

SUBJECT: Economic Impact Analysis of Urban Agriculture and Local Food System (Council Resolution No. 20120802-072)

As you may recall, on August 2, 2012, City Council directed the City Manager to conduct an economic impact analysis of urban agriculture and the comprehensive local food system including, production, distribution, consumption, and waste.

In August 2012, Economic Growth and Redevelopment Services Office (EGRSO) and staff contracted with Texas Perspectives (a local economic impact analysis consultant) to conduct research and prepare an economic impact analysis and a report of urban agriculture and local food system. Working in close coordination with the Parks and Recreation Department, EGRSO staff anticipates the consultant will complete the research phase in early 2013, and present a final report including recommendations in March 2013. EGRSO and PARD also plan to seek the expertise and leadership of the Sustainable Food Policy Board throughout the process.

The final report is to include the following information:

- The impact urban agriculture and the local food system have on local economic activity, including business development and job creation, with specific regard to the multiplier effect of keeping more dollars circulating in Austin.
- The sustainable aspects of a diverse local food system that embraces innovative low-resource intensive urban agriculture techniques.
- Best practices in urban agriculture and local food systems from around the country.

The final report will also identify key constraints on the industry and recommendations to address those constraints. Please do not hesitate to contact me at 974-7802 should you have any questions concerning this item.

xc: Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager