



Wyoming Food Systems Assessment: WFC Proposed Work Plan

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Wyoming Food Coalition

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Overview

The *Wyoming Food Systems Assessment* prepared by Nourished Rx in early 2024 specifically identified the Wyoming Food Coalition (WFC) as the prime organization to “lead and convene food systems improvement across sectors.” The report recognizes the WFC’s efforts to create a single communication hub that can help diverse parts of the food system collaborate more effectively and improve the resiliency of Wyoming’s food systems. Specifically, the report recommends an investment in the WFC to facilitate gathering necessary stakeholders for decision making and implementation of other recommendations in the *Wyoming Food Systems Assessment*.

The following proposed work plan outlines how the WFC will utilize funds from the program to conduct a comprehensive inventory of key stakeholders in all aspects of Wyoming’s food system and implement strategies to build collaboration among those stakeholders. It includes specific deliverables and Key Performance Indicators (KPIs) for each overarching key deliverable.

Key Deliverables

Item	Key Deliverable	Accountability/ Reporting KPIs
	Phase I (2024): \$18,250	
1.a	Project Launch and Asset Consolidation	External
1.b	Complete strategic statewide food systems stakeholder inventory and assessment	External
1.c	Establish standing food systems stakeholder list and engagement plan	External
1.d	Expand WFC capacity	Internal
1.e	Complete acquisition of Wyoming Table local food mapping platform	External
1.f	Implement paid membership structure	Internal
1.g	Host November 2024 WFC Annual Conference as key stakeholder engagement opportunity	External
	Phase II (2025/2026): \$256,750	
2.a	Sustain stakeholder engagement through post-conference involvement in WFC	External
2.b	Expand stakeholder connection through ongoing virtual and in-person events	External
2.c	Develop and implement organizational sustainability plan for long-term growth and sustainment of the WFC	Internal
2.d	Secure additional grant funding for continued WFC program/capacity building	Internal
2.e	Complete annual review of and update to stakeholder list and strategic engagement plan	External

Budget

Fundamental Goal: WFC gathers the necessary stakeholders for decision-making to implement *Wyoming Food Systems Assessment* recommendations.

Nourished Rx Recommendations and Corresponding WFC Actions	Phased Budget Allocations by Year		
	Phase I: 2024	Phase II: 2025/2026	
<p>Invest \$275,000 in efforts to increase statewide food systems coordination and collaboration.</p> <p>Recommendation: Provide catalytic salary support for priority staffing and hiring</p> <p>Actions: Expand and sustain WFC staffing capacity to:</p> <ul style="list-style-type: none"> Consolidate stakeholder lists and bolster comprehensive stakeholder network (Items 1.a, 1.b, 1.c) Represent producer input to key industry/agency partners and facilitate overall industry-agency communication (Items 1.a, 1.b, 1.c) Conduct strategic member recruitment and stakeholder engagement to ensure broad-spectrum representation (Items 1.a, 1.b, 1.c, 1.g, 2.a, 2.b, 2.d, 2.e) 	<p>\$18,250</p> <ul style="list-style-type: none"> \$7,000 Exec. Dir. \$11,250 Comm. Dir. 	<p>\$165,960</p> <ul style="list-style-type: none"> \$36,000/yr Exec. Dir. \$45,000/yr Comm. Dir. \$1,980/yr VISTA 	
<p>Recommendation: Kickstart the ability for WFC to own, streamline, and direct statewide tools and directories for food system mapping</p> <p>Actions:</p> <ul style="list-style-type: none"> Onboard and maintain WY Table Directory (Item 1.e) Onboard and maintain information accuracy in Nourished Rx Asset Map (See specific section) Develop WY Local Food Marketing Package (Item 2.c) 	Onboarding costs included in Phase I catalytic staffing	Ongoing caretaking and marketing package development costs included in Phase II staffing capacity	
<p>Recommendation: Host convening meetings with food system stakeholders, specifically including those required to immediately implement the recommendations of the Nourished Rx assessment</p> <p>Actions (all actions support Items 2.a, 2.b, 2.e):</p> <ul style="list-style-type: none"> Annual Conferences and Buyer-Grower connection events Convene targeted key stakeholder events specific to high-priority actions for Nourished Rx recommendations Travel support for key stakeholders and WFC representatives for key in-person collaboration events Promote agency communication via WFC representation of stakeholders at applicable agency meetings Coordinate stakeholder input ahead of specific stakeholder representation opportunities 	Phase I event costs covered by existing WFC funding	\$90,790 Event costs and travel support	
	Total Fund Allocation by Phase	\$18,250	\$256,750

Work Plan

Phase I: Resource Onboarding and Foundation Laying (2024)

Timely Opportunity for Near-Term Results

The following Phase I actions have a conservative timeline of 6-9 months from the date of this work plan. However, this timeline is based on a conservative assumption that the WFC may not receive program funding until late 2024.

We wish to highlight that this timeline can be significantly expedited to generate near-term results via our upcoming November 2024 annual conference (see item 1.g). An infusion of Phase I funds (\$18,250) sooner rather than later will facilitate a rapid expansion of internal capacity. We will prioritize this capacity toward increased outreach and engagement (items 1.b and 1.c), with an emphasis on bringing expanded stakeholder representation to the annual conference. This approach will generate high-value programmatic results for DFS' grant reporting by the end of 2024.

However, our organization also has significant experience with federal grants and understands the processes (and timelines) involved in disbursing funds. We have secured alternate funding to proceed with the annual conference as planned, and will implement additional stakeholder engagement and capacity in accordance with this program's funding disbursement.

1.a Project Launch and Asset Consolidation

First and foremost, the WFC will work closely with DFS and the steering committee to ensure our work plan metrics align with and support DFS' grant reporting requirements. Our board has extensive experience with federal grants and the need to gather the proper metrics while work is performed in order to simplify later reporting.

An additional key step during this initial work is to consolidate stakeholder lists and other appropriate assets to maximize efficiency in evaluating current stakeholder engagement. The WFC will collaborate with DFS to build a consolidated list based on the list of stakeholders DFS has identified through the *Wyoming Food Systems Assessment*, our own existing stakeholder relationships, and the recipients of the ARPA Funding. This consolidated list will eliminate duplicative efforts in building a statewide stakeholder inventory (1.b) and provide a more robust foundation for developing a strategic stakeholder engagement plan

- Finalize work plan KPI metrics and reporting timeframes to align with DFS grant reporting requirements
- Establish consolidated list of key stakeholders from WFC, DFS and Nourished Rx lists

1.b Expand Statewide Food Systems Stakeholder Inventory

The WFC will expand the consolidated stakeholder list from 1.a into a fully comprehensive strategic inventory of key stakeholders within various aspects of Wyoming's food systems. During this piece of the work plan, the WFC will thoroughly evaluate the baseline list for both comprehensiveness and current WFC engagement levels in order to most effectively implement the recommendations outlined in the Nourished Rx Assessment.

A key piece of this expansion/inventory step will be to collaborate with ARPA fund recipients engaged in solutions 1 (forward contracts) and 2 (aggregation and distribution logistics) from the Nourished Rx recommendations. This will ensure the WFC's actions on connecting stakeholders prominently include those involved in other direct action solutions. Additionally, this will build a working relationship with the groups implementing solutions, so that WFC's communication efforts effectively support the success of those actions.

Specifically regarding the WFC's work, this step will identify those stakeholders already connected through the WFC via our existing board members and membership roles. Secondly, this assessment will identify further key stakeholders known to the WFC who are not yet actively connected. Lastly, the assessment will evaluate means to identify potential stakeholders not already known to the WFC and/or not captured in the consolidated baseline list. Overall, this evaluation will guide future actions to ensure we have representation from all facets of the local food system, particularly those mentioned in the *Wyoming Food Systems Assessment*.

For each stakeholder, the final comprehensive inventory will identify:

1. Focus area(s) in the food system (e.g. food security, food production, etc.);
2. Current level of engagement/inter-stakeholder connectedness via the WFC;
3. Potential reach to people within Wyoming's food systems; and,
4. Other special considerations for developing our strategic engagement plan (e.g. unique critical success factors to engage the stakeholder, potential funding, ability to affect policy, potential data sources, etc.).

Proposed Deliverables/KPIs

- Comprehensive food system stakeholder inventory highlighting factors that will drive outreach
- Establish baseline level of statewide reach for measuring future KPIs

1.c Create Shared Statewide Stakeholder List and Develop Strategic Engagement Plan

Building on the inventory completed in 1.b, the WFC will establish an externally-oriented stakeholder list for sharing with appropriate key stakeholders in communication/collaboration roles. In particular, this will provide an immediate benefit to state agencies and similar stakeholders involved in distributing information about food system programs by helping bolster their respective distribution lists. As mentioned in 1.b, a key priority in sharing this list will be to ensure the groups engaged in solutions 1 and 2 from the *Wyoming Food Systems Assessment* recommendations have robust stakeholder lists to support their own work.

To convert this foundational list to action, the WFC will develop an engagement plan that identifies strategies and actions tailored to the stakeholders in the comprehensive list. Strategies may include actions such as: intentional recruitment of key stakeholders not yet connected through the WFC, leveraging high-reach stakeholders for information distribution, hosting specific connection events based on particular aspects of the WY local food landscape, and facilitating an in-person discussion of the *Wyoming Food Systems Assessment*.

The plan will specify both leading KPIs for what actions WFC will take to improve stakeholder connection and trailing KPIs to quantify the results of those actions. Trailing KPIs in particular will be aligned with DFS grant reporting requirements.

This engagement plan will become a critical tool for planning upcoming WFC events, so we can better prioritize both their content and connection methods (e.g. in-person vs. virtual, networking vs. resource highlighting, etc.).

Proposed Deliverables/KPIs

- Externally-available WY food system stakeholder list
- Develop Strategic stakeholder engagement plan
- Leading KPIs of WFC outreach actions (e.g. number of calls to new stakeholders, volume of outgoing communication items, etc.)
- Trailing KPIs to quantify effectiveness of WFC actions (e.g. number of new members, estimated increase in secondary reach via stakeholders, etc.)

1.d Expand WFC Capacity

To expand capacity and execute on the plan defined in 1.c, the WFC is currently in the process of hiring a full-time Communications Director. Though titularly responsible for communications, the nature of the WFC's role in connecting stakeholders means that this position will be more akin to a program coordinator in executing the various stakeholder outreach and organizational sustainability plans.

Additionally, WFC will increase the current part-time Executive Director position to $\frac{3}{4}$ time compensation to increase our organization's capacity to manage grant funds and conduct executive and strategic operations.

Proposed Deliverables/KPIs

- Hire Communications Director ASAP contingent on funding timeline
- Increase Executive Director compensation to $\frac{3}{4}$ time by 4Q 2024
- Develop system for sustained funding of the full-time WFC Communications Director
- Develop system for sustained funding of the $\frac{3}{4}$ -time Executive Director
- Annual re-hiring of VISTA volunteers

1.e Complete acquisition of Wyoming Table local food mapping platform

WFC will fully inherit the local food mapping platform, Wyoming Table, from the Wyoming Business Council and will take over the management and expansion of the local food branding campaign behind Wyoming Table. The Phase I aspect of the work plan for 2024 will focus primarily on a smooth transition of the platform, among others of similar nature, to WFC management; however, Phase II activities will focus on increased use of this tool and similar local food mapping tools.

WFC will also create a cohesive way forward for all of the following resources to work together to provide information on food access in Wyoming: *Wyoming Food Systems Assessment*- Asset Map, The Wyoming Hunger Initiative's county resources map, the Wyoming Food Bank's Pantry Partners map, the Eat Wyoming's seasonal state-wide farmers market map, US Local Meat and Produce map (which was started in Wheatland Wyoming), Wyoming 211's directory of resources, and the USDA Local Foods Directory. In developing a cohesive path forward, the WFC will prioritize usability for stakeholders, as well as identify potential marketing opportunities to benefit producers and build organizational sustainability for the WFC as a coordination point for these tools.

As part of the onboarding process, by the end of 2024 the WFC team will develop a series of leading KPIs defining how we will promote the Wyoming Table platform to stakeholders and trailing KPIs to evaluate the effectiveness of those efforts.

Proposed Deliverables/KPIs

- Complete transition of the Wyoming Table platform to WFC management
- Define leading KPIs for promotion of the platform (quantity and targeted location of communications)
- Define trailing KPIs to evaluate program effectiveness (e.g. increased number of users, etc.)
- Promotion and content plan developed for 2027

1.f Implement Paid Membership Structure

WFC will begin charging a membership fee in conjunction with our registration launch for our 2024 Annual Conference in September, as the first step in a plan for

long-term sustainability of our organization. While this point is not immediately applicable to the recommendations of the *Wyoming Food Systems Assessment*, we are including it in this work plan to highlight our ability to serve as a long-term partner in addressing food system challenges.

To this point, the WFC has not charged membership fees in order to foster a minimal barrier for entry while we expanded our membership base and stakeholder reach. However, membership fees are an important part of maintaining long-term organizational sustainability. As we develop our new fee structure, we will explore sliding-scale fees and other options to maintain a low barrier for entry to historically underserved populations and other demographics whose voices are essential to addressing food system challenges but for whom membership fees may be cost prohibitive.

Proposed Deliverables/KPIs

- Develop equitable membership fee structure that bolsters long-term organizational sustainability
- Implement new fee structure in conjunction with 2024 Annual Conference registration

1.g Host 2024 WFC Annual Conference as Key Stakeholder Engagement Opportunity

The WFC will host our 7th Annual Conference November 14th-16th of 2024. This event will be a key occasion to connect stakeholders as identified in 1.b and 1.c of this plan, and to host an in-person discussion of the *Wyoming Food Systems Assessment*. The conference will also provide a unique opportunity to connect with various resources and evaluate potential stakeholders missing from our assessment in 1.a.

As part of the conference, we will survey attendees on their role in the food system and potential secondary reach (e.g. who will they tell about the program), to help gather data for DFS on assessing program reach. We will further work with DFS to define other survey items that will support grant reporting.

Proposed Deliverables/KPIs

- Host annual conference
- Increase conference attendance by 50% over previous (contingent on Phase I funding infusion ahead of conference)
- In-person facilitated stakeholder discussion centered on the recommendations of the *Wyoming Food Systems Assessment* at the WFC Annual Conference in November of 2024
- Compile data on attendees and secondary reach estimates supporting Nourished Rx recommendations for DFS grant reporting
- Increase 2024 conference attendance with priority on key stakeholders to implement *Wyoming Food Systems Assessment* recommendations

Phase II: Sustainment and Expansion (2025/2026)

2.a Sustain Stakeholder Engagement

The WFC will maintain stakeholder momentum after annual conferences by keeping them in touch through respective Working Groups and Task Force Teams/Committees. We will keep stakeholders apprised of upcoming events (see 2.b) in between our conferences through Working Group meetings and our monthly email newsletter.

Because the annual conference is a key recruitment opportunity, we anticipate seeing an increase in post-conference working group attendance. Additionally, we further anticipate that these ongoing efforts to engage stakeholders will yield a similar increase in attendance at other events defined in 2.b.

Overall, these ongoing efforts will maintain effective stakeholder communication and promote stakeholder engagement by providing meaningful opportunities to highlight challenges and opportunities in their respective areas of the food system.

Proposed Deliverables/KPIs

- Increase average Working Group attendance by XX%
- Increase total annual reach of WFC non-conference events by XX%
- Annual increase in conversion of low-engagement/no-engagement stakeholders to active members

2.b Expand Stakeholder Connection through Key Events

WFC will leverage ARPA funding along with funding from the USDA Regional Food Business Center and funding from the national USDA Farm to School task force to host our annual conference, between 1-3 (depending on topic scope and required capacity) additional in-person and/or virtual connection events, and our monthly virtual speaker series. Specifically regarding speaker series events, these will center around various topics, such as Farm-To-School training, Food Safety and Regulation, Food Sourcing for Pantries, Food Processing and Storage Infrastructure, Beginning Farmer and Rancher Access and Support, etc. Additionally, the WFC records all speaker series and uploads recordings to our YouTube channel so the content continues to serve as a resource after the event is over.

In choosing the topics for these events, the WFC will prioritize sessions that: align with *Wyoming Food Systems Assessment* recommendations, are identified by stakeholders as high-priority challenges or opportunities, and which provide tangible outcomes to attendees.

For each event, WFC staff will identify event-to-event growth targets and establish trailing KPIs on attendance to provide DFS with data for grant reporting.

Proposed Deliverables/KPIs

- Determine growth targets for annual conferences, connection events, and virtual speaker series events
- Host annual conferences
- Increase conference attendance by xx% over previous
- Host 1-3 additional connection events targeted toward implementation of Wyoming Food Systems Assessment recommendations (per year)
- Host minimum of 9 virtual speaker series events (per year)
- Record event attendance program reach and provide related KPIs to support DFS grant reporting
- Report to DFS on program reach

2.c Develop Organizational Sustainability Plan

WFC's Communication's Director will begin work on a business plan for the sustainability of WFC going forward. With funding from the USDA RFBC, WFC will hire a consultant to assist with the development and implementation of this business plan.

The plan will identify and prioritize various funding sources such as membership fees, private fundraising, grant funding, and potential revenue-generating programs such as the Wyoming Table platform and producer-oriented marketing services.

Proposed Deliverables/KPIs

- Develop organizational sustainability plan

2.d Secure Additional Grant Funding

WFC's Executive Director will continue to apply for grants at local, state, regional, and national levels. These grants will help advance WFC projects outside the scope of the work supporting the *Wyoming Food Systems Assessment*; however, many of these activities are complementary to the scope described in this work plan. Though not necessarily related to the scope of the Nourished Rx program, we are including this in the work plan to communicate how we will continue expanding both complementary projects and internal capacity.

Proposed Deliverables/KPIs

- Develop leading KPIs for grant applications submitted

2.e Annual Review and Update to Stakeholder Engagement Plan

The stakeholder list and engagement plan outlined in 1.b are intended to be living documents with ongoing updates; however, the WFC will also complete a strategic-level annual review of these assets. This review will ensure that the engagement plan in particular reflects potential shifts in the Wyoming food systems landscape and continues to effectively engage all facets of this landscape. The

results of this annual review will guide ongoing refinement of WFC events, communications, and stakeholder outreach.

Proposed Deliverables/KPIs

- Annual revalidation of external-facing stakeholder list
- Annual update to stakeholder engagement plan
- Annual increase in conversion of low-engagement/no-engagement stakeholders to active members

Budget Justification Narrative

Phase I: 2024

1a. The Wyoming Food Coalition to gather the necessary stakeholders for decision making for implementation of these recommendations (\$18,250)

Phase I budget allocations prioritize catalytic expansion of WFC staff to rapidly engage stakeholders in support of the *Wyoming Food Systems Assessment* recommendations, and build a comprehensive stakeholder inventory to support funding recipients engaged in fulfilling other aspects of the assessment. The creation of a strategic engagement plan will follow.

Specifically, the WFC will hire a Communications Director to start immediate work on the stakeholder inventory and outreach activities, with a specific priority to recruit key stakeholders from all facets of the food system for the in-person *Wyoming Food Systems Assessment* discussion at our annual conference in November. This stakeholder involvement will ensure that the engagement plan in particular reflects potential shifts in the Wyoming food systems landscape, and continues to effectively engage all facets of this landscape going forward.

Prioritizing these funds upfront will set the WFC up with increased momentum to achieve the recommendations of the *Wyoming Food Systems Assessment* more efficiently and effectively, going into 2025.

Phase II: 2025 (\$128,375)

2a. The Wyoming Food Coalition gathers the necessary stakeholders for decision making for implementation of these recommendations continued...

The WFC will keep the living documents including the stakeholder list and engagement plan up to date. The WFC's ED, CD, and VISTA will work together to complete a strategic-level annual review of the above assets. This review will ensure that the engagement plan in particular reflects potential shifts in the Wyoming food systems landscape and continues to effectively engage all facets of this landscape.

The results of this annual review will guide ongoing refinement of WFC events, communications, and stakeholder outreach.

In Phase II the WFC plans to build upon the initial stakeholder gathering and engagement resources and efforts of Phase I, focusing on filling gaps in communication around topics and areas of under-representation and lack of participation in collaboration. This effort will inform how the WFC builds its plans for sustainability and service to the Wyoming food landscape going forward.

2b. Provide catalytic salary support for priority staffing and hiring, potentially including but not limited to the Executive Director, Communications Director, or other roles (\$82,980)

The single most-critical success factor in achieving the goals of this work plan is to provide sufficient staffing capacity. Although we have a strong group of passionate and capable volunteers experienced in non-profit grant seeking and management, the long-term sustainability of the WFC and the efforts outlined in this work plan depend on a complete and supported full-time and part-time staff.

Phase II activities will hinge on sustaining the Communications Director, Executive Director, and VISTA, to carry out the recommendations of the *Wyoming Food Systems Assessment* and create a foundation for the self-sustainability of the WFC and support food security in Wyoming after the ARPA funding ceases.

2c. Kickstart the ability for WFC to own, streamline, and direct statewide tools and directories for food system mapping (funding leveraged from the USDA Northwest and Rocky Mountain Regional Food Business Center)

A key role that the *Wyoming Food Systems Assessment* identified is that of a central communications/coordination hub for statewide resources. The WFC is uniquely positioned to fill this role, and has already begun assuming management of 4 relevant state-wide mapping resources. Part of the funding justification for expanded staff resources includes capacity to onboard and implement these tools for the state, along with some of the aspects of managing the *Wyoming Food Systems Assessment* Asset Map going forward.

2d. Host convening meetings with food system stakeholders, specifically including those required to immediately implement the recommendations of this assessment (\$46,177.50)

The WFC will leverage ARPA funding along with funding to host our annual conference in 2025, between 1-3 (depending on topic scope and required capacity) additional in-person and/or virtual connection events in 2025, and our monthly speaker series in 2025. In choosing the topics for these events, the WFC will prioritize sessions that stakeholders identify as high-priority challenges or opportunities and which provide tangible outcomes to attendees.

The WFC will host continual in-person discussion of the *Wyoming Food Systems Assessment* recommendations. The conference will also provide a unique opportunity to connect with various resources and evaluate potential stakeholders missing from our stakeholder assessment in 1.a of the Work Plan.

A major component of the conference will be the opportunity to collect data on assessing program reach, and assist us in improving our stakeholder involvement by the next Annual Conference in 2026.

For each event, WFC staff will identify event-to-event growth targets and establish trailing KPIs on attendance to provide DFS with data on program reach.

Phase II: 2026 (\$128,375)

2e. The Wyoming Food Coalition gathers the necessary stakeholders for decision making for implementation of these recommendations continued...

The WFC will continue to build upon and update living documents including the stakeholder list and engagement plan with ongoing updates, and the WFC will maintain its current organization capacity (Executive Director, Communications Director and VISTA team) to complete a strategic-level annual review of these assets. This annual review will continue to shape and fortify the engagement plan in accordance with potential shifts in the Wyoming food systems landscape with a focus of continuing to effectively engage all facets of this landscape as the organization moves forward with its long-term sustainability goals.

2f. Provide catalytic salary support for priority staffing and hiring, potentially including but not limited to the Executive Director, Communications Director, or other roles continued... (\$82,980)

To maintain and further expand capacity and continue to execute the above work plan, the WFC plans to keep the role of Communications Director filled through 2026 and beyond. This position will continue to serve as a program coordinator in executing the various stakeholder outreach and organizational sustainability plans, and will help execute the business plan developed in 2025, in partnership with the Executive Director.

Additionally, the WFC will maintain the Executive Director position at $\frac{3}{4}$ time compensation to further maintain and increase our organization's capacity to seek, secure, and manage grant funds and conduct executive and strategic operations.

The WFC will continue to hire a VISTA position through Americorps to increase capacity and support operational functions between the Executive Director and Communications Director positions.

2g. Kickstart the ability for WFC to own, streamline, and direct statewide tools and directories for food system mapping continued... (increased staffing capacity leveraged to fortify and expand the statewide directories and tools acquired and managed by WFC)

The WFC will continue to manage and expand the local food branding campaign behind Wyoming Table. In 2026, activities will focus on increased promotion and use of this tool for stakeholders as well implementing the business and marketing plan developed to help sustain the WFC after the ARPA funding ceases at the end of the year. The WFC will evaluate the effectiveness of the business plan in 2026 and make adjustments and forecasts for 2027.

Stakeholder meetings will address whether the Wyoming Table Local Food Directory tool can be improved, expanded, or combined with other mapping efforts such as the ones listed in the Wyoming Food Systems Assessment Asset Map section of this Work Plan document.

The WFC team will use the selected trailing KPIs to evaluate the effectiveness of the promotional efforts surrounding Wyoming Table, and develop a promotion and content plan going forward to better the tool's utility for producers and consumers.

2h. Host convening meetings with food system stakeholders, specifically including those required to immediately implement the recommendations of this assessment continued... (\$46,177.50)

The WFC will leverage ARPA funding along with funding from potential sponsors, to host our annual conference in 2026, between 1-3 (depending on topic scope and required capacity) additional in-person and/or virtual connection events, and our monthly speaker series.

The conference will continue to provide the opportunity to connect with various resources and evaluate the accuracy of our stakeholder list and engagement plan as described in 1.a of the above Work Plan.

As part of the conference, we will survey attendees on their role in the food system and potential secondary reach (e.g. who will they tell about the program), to help gather continual data on assessing program reach, and assist us in improving our stakeholder involvement by the next Annual Conference in 2027.

For each event, WFC staff will continue to identify new and adjust existing event-to-event growth targets and establish trailing KPIs on attendance to provide DFS with data on program reach, and improve our annual conference for 2027.

Wyoming Food Systems Assessment Asset Map- Work Plan

Phase II: 2025/2026

2a. Management and Upkeep

The WFC will adopt and maintain the integrity of the data for the Asset Map created by the University of Wyoming GIS Department for the Nourished Rx Assessment with monthly check-ins on the data sets.

The WFC will also discuss this tool with stakeholders on the stakeholder list mentioned in the above work plan to help The Wyoming Food Systems Assessment asset map mesh and support the previous and current mapping efforts that are ongoing throughout the state. The WFC will work with relevant stakeholders to determine relevant functionality and future directions the tool could develop in and help project what amount of additional resources will be needed to make these improvements.

Proposed Deliverables/KPIs

- Allocate 2 hours monthly, to reach out to stakeholders who are listed in linked spreadsheets, to confirm the data is up-to-date
- Promote Asset Map along with other relevant mapping projects, to stakeholder audience through the WFC website, email newsletter, social media, and in-person/virtual connection events
- Increased traffic observed to the mapping websites
- Increased collaboration between stakeholders listed in the mapping resources reported
- Additional resource projections reported to DFS and relevant stakeholder groups

2b. Expansion

The WFC will use connection events and annual conferences to gather data on the functionality of the Asset Map from relevant stakeholders in our stakeholder inventory list and engagement plan. The WFC will work with partner organizations to establish effective directions for expansion of the tool and possible merging of the tool with other existing mapping efforts across the state (contingent upon the availability of resources needed to do so) in ways that serve to fortify food security across the state of Wyoming.

Proposed Deliverables/KPIs

- Host discussions at 2024, 2025, 2026 annual conferences and connection events surrounding the functionality and potential improvement of the Asset Map

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- Gather data from stakeholders on areas for improvement and expansion
 - Discuss potential improvements with partnering organizations that would be willing to help allocate resources towards merging and or expanding the tool with other existing mapping effort in the state
 - Determine the additional resources necessary to implement said changes and improvements and report these to partnering organizations and to DFS