

RESOLUTION 2017-062

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH FRESH APPROACH TO PROVIDE THEIR FRESHEST CARGO MOBILE FARMERS' IN THE CITY OF SAN PABLO FOR AN AMOUNT NOT TO EXCEED \$22,000

WHEREAS, Farmers' Market is adopted policy items under the adopted FY 2015-17 Council Priority Workplan, effective October 1, 2016,

WHEREAS, on August 6, 2012, City Council approved Resolution 2012-113 authorizing a Farmers' Market Promotion and Support Plan Budget for San Pablo's first Farmers' Market;

WHEREAS, despite staff efforts to increase attendance, in February of 2016, PCFMA notified the City they would not be renewing their contract due to low attendance;

WHEREAS, in March of 2016, staff held a meeting with Fresh Approach and learned about their Freshest Cargo Program;

WHEREAS, this particular program consists of Fresh Approach negotiating fair wholesale rates directly with local farmers. They pick up the produce, then visit 3-4 sites per day, typically in underserved communities, and deliver fresh produce, at reduced rates;

WHEREAS, on April 19, 2016, staff presented the Fresh Approach, Freshest Cargo program to the Community Services Standing Committee;

WHEREAS, City Council approved Resolution 2016-219 authorizing an agreement with Freshest Cargo to provide a mobile farmers market in the City of San Pablo;

WHEREAS, the program began operation on August 1st at Davis Park, Wanlass Park and Kennedy Plaza on Monday mornings;

WHEREAS, consistent and accurate data collection began in October; on average through the month of October there were 23 people purchasing produce from the truck per week;

WHEREAS, in November, the Kennedy Plaza site was eliminated due to lack of participation but two sites were added which included City Hall and West County Health Center;

WHEREAS, with the addition of an extra site, the truck was active until early afternoon and this change showed that an average of 71 people purchased from the truck each week;

WHEREAS, staff is recommending to contract with Fresh Approach to provide the Freshest Cargo program in the City of San Pablo for a period of 6 months from May 2017 to October 2017 in the City of San Pablo, visiting 3 to 4 stops at designated locations, once per week;

WHEREAS, these locations have been strategically discussed with the San Pablo Community Services staff and reviewed by the City's Planning Department staff and include: Wanlass Park, San Pablo City Hall, Contra Costa College and West County Health Center;

WHEREAS, the cost for the program (\$21,467) would cover expenses for Fresh Approach that consist of personnel, permitting, equipment, vehicle fuel and maintenance, marketing, etc;

WHEREAS, Staff presented the Fresh Approach, Freshest Cargo program to the Community Services City Council Standing Committee (Calloway/Morris) on April 11, 2017 for their review where they supported the recommendation;

WHEREAS, the cost of this contract for May and June 2017 will be absorbed within the Community Services Department budget. The balance of the cost is proposed to be included in the City Council's Special Events account (100-1110-44050-FAR-MER) of the FY 2018-21 Quadrennial Budget and will be funded pending adoption of that budget; and

WHEREAS, this project is categorically exempt from CEQA pursuant to Class 4 - § 15304. Minor Alterations to Land: Minor public or private alterations in the condition of land, water, and/or vegetation which do not involve removal of healthy, mature, scenic trees except for forestry and agricultural purposes. Examples include but are not limited to: (e) Minor temporary use of land having negligible or no permanent effects on the environment, including carnivals, sales of Christmas trees, etc.

NOW, THEREFORE, BE IT RESOLVED that the foregoing recitations are true and correct, and are included herein by reference as findings;

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager to execute an agreement with Fresh Approach to provide their Freshest Cargo mobile farmer's market in the City of San Pablo for an amount not to exceed \$22,000.

* * * * *

Adopted this 17th day of April, 2017, by the following vote:

AYES:	COUNCILMEMBERS:	Cruz, Kinney, Morris, Calloway and Valdez
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:	APPROVED:
---------	-----------

/s/ Ted J. Denney
Ted J. Denney, City Clerk

/s/ Cecilia Valdez
Cecilia Valdez, Mayor