

RESOLUTION 2018-039

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' MARKET IN THE CITY OF SAN PABLO FOR AN AMOUNT NOT TO EXCEED \$25,000

WHEREAS, the *Mobile Farmers' Market Promotion & Support* is an adopted policy item under the FY 2018-21 Council Priority Workplan, effective November 1, 2017;

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 1, 2016 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, on February 6, 2018, staff presented the Fresh Approach, Freshest Cargo program to the Community Services Standing Committee for a review of the 2017 contract;

WHEREAS, City Council approved Resolution 2017-0125 authorizing an agreement with Freshest Cargo to provide a mobile farmers market in the City of San Pablo;

WHEREAS, the program ran on Mondays between the months of May through September at Wanlass Park, Contra Costa College, San Pablo City Hall, and the West County Health Center;

WHEREAS, consistent and accurate data collection began in May; through the month of September there were a total of 780 people that were able to purchase produce from the truck;

WHEREAS, staff is recommending to contract with Fresh Approach to provide the Freshest Cargo program in the City of San Pablo for a period from April 2018 to October 2018 in the City of San Pablo, visiting 4 stops at designated locations, once per week on Fridays;

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: Lifelong Clinic, San Pablo Library, Contra Costa College, and the West County Health Center;

WHEREAS, the cost for the program (\$25,000) 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 February 6, 2018 for their review where they supported the recommendation;

WHEREAS, the cost of this contract is funded within City Council's Special Events account (100-1110-44050-FAR-MER) of the FY 2018-21 Quadrennial 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 \$25,000.

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ADOPTED this 19th day of March, 2018, by the following vote:

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

ATTEST:

APPROVED:

/s/ Elizabeth Pabon-Alvarado
Elizabeth Pabon-Alvarado, City Clerk

/s/ Genoveva Garcia Calloway, Mayor
Genoveva Garcia Calloway, Mayor