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Title: 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

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Attachments: 1. RESO 2018-039 Fresh Approach, 2. Attachment A: Contract with Fresh Approach

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| 3/20/2018 | 1 | City Council | adopted | Pass |

PREPARED BY: ANDREA MENDEZ **DATE OF MEETING:** 03/19/18

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

RECOMMENDATION

Adopt Resolution

COUNCIL PRIORITY WORKPLAN

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

CEQA Compliance Statement

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.

BACKGROUND

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. In 2012, the Pacific Coast Farmers' Market Association (PCFMA) operated a Saturday morning Farmers' Market from 9:00 a.m. - 1:00 p.m. For the next three years, the City of San Pablo continued to contract with PCFMA to annually host a Saturday Farmers' Market, one that would typically run from June through October. 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.

In March of 2016, staff held a meeting with Fresh Approach and learned about their Freshest Cargo Program. 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.

City Council approved Resolution 2016-219 authorizing an agreement with Freshest Cargo to provide a mobile farmers market in the City of San Pablo. The program began operation on August 1, 2016 at Davis Park, Wanlass Park and Kennedy Plaza on Monday mornings. 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. 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. With the addition of an extra site, the truck was active until early afternoon. This change showed that an average of 71 people purchased from the truck each week.

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

The contract for 2018 (Attachment A) outlines the scope of services that Fresh Approach would be able to provide in San Pablo. The program consists of running their Freshest Cargo program from April 2018 to October 2018 in the City San Pablo, visiting 4 stops at designated locations, once per week on Fridays. 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. 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.

Community Services Standing Committee Recommendation

Staff presented the Fresh Approach, Freshest Cargo program to the Community Services Standing Committee (Calloway/Morris) on February 6, 2018 for their review. The Standing Committee supported the recommendation.

FISCAL IMPACT

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

ATTACHMENTS

Attachment A: Contract with Fresh Approach