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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 \$22,000

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Attachments: 1. RESO 2017-062 Fresh Approach Freshest Cargo \$22K.pdf, 2. Attachment A: Contract with Fresh Approach

Date	Ver.	Action By	Action	Result
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PREPARED BY: ANDREA MENDEZ

DATE OF MEETING: 04/17/17

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 \$22,000

RECOMMENDATION

Adopt Resolution

COUNCIL PRIORITY WORKPLAN

The *Farmers' Market* is an adopted policy item under the FY 2015-17 Council Priority Workplan, effective October 1, 2016.

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 1st 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.

The contract for 2017 (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 for a period of 6 months, from May to October in the City San Pablo, visiting 3 to 4 stops at designated locations, once per week. 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. 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.

Community Services Standing Committee Recommendation

Staff presented the Fresh Approach, Freshest Cargo program to the Community Services Standing Committee (Calloway/Morris) on April 11, 2017 for their review. The Standing Committee supported the recommendation.

FISCAL IMPACT

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.

ATTACHMENTS

Attachment A: Contract with Fresh Approach