



## Legislation Text

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**PREPARED BY:** GREG DWYER

**DATE OF MEETING:** 06/20/16

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 \$21,000

### **RECOMMENDATION**

Adopt Resolution

### **COUNCIL PRIORITY WORKPLAN**

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

### **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. in the parking lot of the San Pablo Towne Center shopping complex, June 23, 2012 through November 17, 2012. Although the attendance numbers were not as robust as PCFMA hoped for, the Farmers' Market seemed to be successful and well received in the community.

Since the inaugural year in 2012, 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.

During the course of the Farmers' Market season, staff would provide surveys to those in attendance to search for areas of improvement for the following season. At the end of each season, City staff and PCFMA staff would meet to debrief about the previous year's market and discuss efforts to enhance the quality and increase attendance for the following year's market.

In subsequent Farmers' Market seasons and in an effort to boost attendance, staff increased our marketing and promotional efforts. Some of these efforts consisted of many FREE promotional and giveaway items such as: tote bags, carrot cash, face painting, jump houses, live entertainment, exercise, and health education classes that included nutrition and cooking demonstrations.

Unfortunately, despite these efforts, the overall attendance numbers were inconsistent and lacking, thus never at a strong enough level to keep vendors committed to attending the Farmers' Market in San Pablo.

In February of 2016, PCFMA notified the City that they would not be renewing their contract for the 2016 San Pablo Farmers' Market. The lack of attendance at our annual Farmers' Market ultimately was the largest factor that led to their decision.

This prompted staff to search for alternative means to meet the needs of the Healthy Eating Active Living and Farmers' Market policy items under the adopted FY 2015-17 Workplan.

In March of 2016, staff held a meeting with Fresh Approach and learned about their Freshest Cargo Program. This particular program (Attachment A) 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. The contract (Attachment B) outlines the scope of services that Fresh Approach would provide in our city. The program consists of running their Freshest Cargo program for a period of 6 months, from June to December 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. The cost for the program (\$20,556) 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 City Council Standing Committee (Calloway/Morris) on April 19, 2016. The Standing Committee recommended to the City Council to authorize the City Manager to contract with Fresh Approach to provide the Freshest Cargo program in the City of San Pablo for a period of 6 months, for an amount not to exceed \$21,000. City staff will then meet with Fresh Approach at the end of the contract, with the intent to review and gauge the success of the program and level of impact on the community. Staff will then bring back those findings and share them with City Council at a later date.

### **FISCAL IMPACT**

The total \$21,000 cost of this contract has already been allocated and approved as part of the FY 2015-2017 adopted budget (account number 100-1110-44050-FARMER); therefore, no additional funds are being requested at this time.

### **ATTACHMENTS**

Attachment A Fresh Approach Brochure

Attachment B CSA with Fresh Approach