

Agenda Report

April 20, 2020

TO: Honorable Mayor and City Council
FROM: City Manager
SUBJECT: FEEDING AND MEAL PROGRAMS FOR PASADENA'S FOOD VULNERABLE RESIDENTS

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3) (Common Sense Exemption);
2. Appropriate \$200,000 from Unappropriated General Fund fund balance to the Parks, Recreation and Community Services Fiscal Year 2020 operating budget;
3. Appropriate \$10,000 from Unappropriated General Fund fund balance to the City Manager's Office Fiscal Year 2020 operating budget;
4. Authorize the City Manager to expend an amount not to exceed \$200,000, without Competitive Bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with various Pasadena food pantries and meal programs as described in the body of this report; and
5. Grant the proposed expenditure an exemption from the Competitive Selection process pursuant to P.M.C. Section 4.08.049(B), contracts for which the City's best interests are served.

BACKGROUND:

At the March 17, 2020 special meeting, the City Council directed the City Manager to immediately find ways to help feed Pasadena's food vulnerable residents. Recognizing that there are a number of local organizations with established programs and networks for food distribution, the decision was made to provide additional resources and capacity to those organizations. With a need for food among all age groups, staff determined that the fastest, most efficient way to get food to those in need was to utilize several different, established programs and networks. As a result, \$150,000 was allocated for prepared meals and to food pantries to address the needs of as many

children, families and seniors as possible. The following actions were immediately taken:

- \$105,400 was used to expand the PUSD meal program for children to weekends and serve all family members. This allowed the City to provide a grand total of 24,800 meals directly to children and their families in need. The PUSD program provides breakfast and lunch for children under 18 years of age Monday – Friday. On the weekend of March 28-29 City funding began providing 6,200 lunches for families. This level of funding provided lunch for four weekends (began 3/28 and concluded 4/19). Many community volunteers participated in the program, including those who took meals to families in Kings' Villages and Community Arms.
- \$10,000 provided to the Pasadena Senior Center for an additional 1,920 prepared meals (will feed 20 seniors for 16 weeks) and to help replenish their food pantry; and
- A total of \$34,600 (\$11,533 to each agency) contributed to Friends in Deed, Foothill Unity Center and the Salvation Army food pantries to address their immediate surge in demand.

Also, due to the need and even though they did not have an established food program or distribution mechanism, \$10,000 was allocated to the National Day Laborer Organizing Network (NDLON) specifically to buy food to distribute to families. In that regard, NDLON is working to establish its program, and the City may provide an additional allocation in the future.

This initial funding has been useful, however there is a continued and growing need to get food to Pasadena residents who have suffered great economic harm due to the COVID-19 crisis. As a result, the below three programs are recommended to be funded. With a three-month cost of just under \$195,000, seven food banks can expand their capacity and provide food staples to nearly over 1,000 more families, 300 seniors can have prepared meals delivered to their homes and 6,200 lunches will be available on weekends at PUSD feeding sites.

Proposed Actions:

1. Food Banks and Pantries - \$23,836/Month – Feed Additional 1,046 Families

At the March 30, 2020 meeting, the City Council further directed the City Manager to seek ways to urgently provide food resources to our food vulnerable residents. The City Manager agreed to research ways to assist local food banks and pantries in increasing the number of clients they serve. The City Council asked that staff consider monetary contributions as well as other resources such as labor and transportation.

Very quickly staff learned that the Los Angeles Regional Food Bank (LARFB) is the largest provider and distributor of food to food banks and pantries in this area and LARFB partner agencies could likely make the most efficient use of City dollars.

Staff identified and surveyed a total of 19 Pasadena food providers to determine their services, clients and source of food. Nine of these providers are member agencies with

the LARFB. Staff has also met with the Pasadena Community Foundation to help ensure that the City does not duplicate efforts.

Staff has narrowed its work to the nine Pasadena pantries that are partners with the LARFB. Through the LARFB, these providers pay for dry and canned goods and receive meat and poultry (USDA products) free. Not all pantries take advantage of the free products because they do not have access to ample refrigeration. Of the nine Pasadena pantries, seven want our immediate help, one does not want our help and the final one, Friends in Deed, has temporarily suspended service. The City is actively working with Friends in Deed to get them back in operation and is looking at providing logistical support to them. Once Friends in Deed resumes service, staff will work with them as to their needs.

For just under \$24,000 per month and the use of City staff to assist with food distribution, these seven pantries can feed an additional 1,046 families per month (\$23/family/month). That's the financial ask. They also need muscle and can utilize up to 20 City staff members per week to assist with food distribution and to pick up food from the LARFB warehouses. The seven food pantries seeking the City's assistance and willing to immediately increase the number of families they serve are:

- First African Methodist Episcopal Church
- First Church of the Nazarene
- Foothill Unity Center
- Morning Star Outreach Ministry
- Salvation Army
- St. Andrews Church
- Trinity Evangelical Lutheran Church

Please see the below table for a brief description of each agencies' request and the number of additional families they can serve with the City's assistance.

Agency	Hours of Operation	Monetary Request	Other Resource Request	# of Add'l Families Served	Notes
First African Methodist Episcopal Church	2nd & 4th Fridays 9:00-11:00am	\$6,250/month	Younger volunteers needed to assist with food distribution	150	Currently serve 125-150 families twice per month. This funding will allow weekly food distribution

First Church of the Nazarene	Wednesdays 10:00am-12:00pm	\$200/month	4 volunteers needed on Tuesdays to assist with unloading 9,000 lbs of food & on Wednesdays for distribution	0	All food costs for LARFB have been waived. \$200 is for grocery bags
Foothill Unity Center	Monday-Friday 1:00-3:00pm	\$13,000/month	4-6 staff daily for packaging, distribution, traffic control & drivers to pick up items from local grocery stores	300	
Friends In Deed	SERVICE TEMPORARILY SUSPENDED				
Lincoln Ave. Church	Wednesdays 10:00am-12:00pm	None	None	N/A	Grant pays for LARFB food
Morning Star Outreach Ministry	2 nd and 4 th Saturdays 11:00am-1:00pm	\$500/month	None	43	Monetary assistance for supplemental food items
Salvation Army	Monday-Friday 9:00-11:30am	\$2,886/month	Van with driver & helper daily & two volunteers to help with food distribution; assistance advertising services to the community	205	
St. Andrews Church	Saturdays 7:30am - 10:30am	\$1,000/month	Van with driver and helper. Volunteers Wednesday and Saturdays for food distribution	200	Additional resources will double their service & re-open the senior pantry program
Trinity Evangelical Lutheran Church	Saturdays 11:00am-1:00pm	None at this time. Food costs covered by a grant	Van with driver & helper. Two volunteers Saturdays for food distribution	48	Assistance needed to transport food & pallets from LARFB warehouses

	TOTAL/ MONTH	\$23,836		1,046	
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2. Seniors – Prepared and Delivered Meals for 300 - \$5,833/Month

Homebound older adults are particularly susceptible to food insecurity. The City sought and has received a proposal from the San Gabriel Valley YWCA to deliver prepared meals to an additional 300 Pasadena seniors (age 60 and older). Prior to the COVID-19 closures, seniors were able to daily enjoy a free, prepared meal at the Jackie Robinson and Villa-Parke Community Centers. When the Centers closed, the YWCA began delivering meals to the seniors’ homes. Due to the increased cost of home delivery, the YWCA has not been able to serve the same number of Pasadena seniors.

With the City’s financial assistance, the YWCA can expand and deliver meals to up to an additional 300 Pasadena seniors. Eligible individuals will receive one box per week containing seven nutritionally balanced, low-sodium frozen meals plus seven pieces of whole fruit, seven milks, and whole grain bread. They YWCA can offer this service for just over \$5,800 per month. This also covers meals for homeless seniors who can pick up meals at the Pasadena Senior Center.

3. Weekend Lunches – PUSD Families - \$105,400/Month

Initial funding for this weekend lunch program ended April 19. Each weekend 6,200 lunches have been available for children and adults at seven PUSD schools. This program costs \$26,350 per weekend. Lunches have been provided by PCOC’s caterer Center Plate and RBOC’s caterer Levy. Employees and volunteers from PCOC and RBOC have staffed the distribution sites. Staff is requesting that this meal provision continue for an additional month at a cost of \$105,400. This program would then conclude very close to the end of the academic school year.

The Rose Bowl Legacy Foundation has established a COVID-19 Rose Bowl Community Response Fund that has raised just over \$35,000 to date. All of this funding will go to defray the cost of the next four weeks of the weekend lunch program.

COUNCIL POLICY CONSIDERATION:

This action is consistent with the City Council’s goal to support and promote the quality of life and the local economy.

ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with CEQA and is exempt per Section 15061(b)(3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment.

FISCAL IMPACT:

Staff recommends funding food banks/pantries and senior meals for a period of three months and a continuation of the weekend lunches in conjunction with PUSD for one more month. At the end of each respective period, the programs would be evaluated and our economic conditions considered to determine if the need still exists for programming at this level.

Funding needed for this action would come from unappropriated General Fund fund balance and be charged to budget account 10515000-811400-56901. Staff requests an appropriation of \$200,000 to account for Friends in Deed resuming operations. Nevertheless, the total amount needed will be reduced by the contribution the Legacy Foundation will make toward the weekend lunch program.

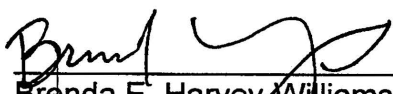
Type of Food Service	Cost/Month	3 Month Cost
Food Pantries & Banks	\$23,836	\$71,508
Senior Meals	\$5,833	\$17,499
Subtotal	\$34,669	\$89,007
Weekend Lunch	\$105,400	
Total		\$194,407

Respectfully submitted,



STEVE MERMELL
City Manager

Prepared by:



Brenda E. Harvey Williams
Director of Parks, Recreation and Community Services