



# Agenda Report

July 27, 2020

**TO:** Honorable Mayor and City Council  
**FROM:** City Manager  
**SUBJECT:** **EXTENSION OF FUNDING FOR 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 \$646,250 plus from Unappropriated General Fund fund balance to the Parks, Recreation and Community Services Fiscal Year 2021 operating budget;
3. Authorize the City Manager to expend an amount not to exceed \$646,250, 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;
4. If Great Plates Delivered is extended beyond the current end date of August 9, 2020, reaffirm and approve Pasadena's participation at a cost of approximately \$466,000 per month for meals for 235 older adults; 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.

### Assistance Provided to Date

As a result, \$1,233,907 in funding has been allocated to the following programs to address the needs of as many children, families and seniors as possible.

- **PUSD Grab and Go Weekend Lunches:** \$474,300 allocated to expand PUSD's Monday–Friday meal program for children to weekends by providing lunch for families. This funding provided 111,600 lunches over 18 weekends (3/28 -7/26).
- **Food Banks and Pantries:** \$112,107 allocated to seven food pantries and food banks to address their immediate surge in demand. This funding allowed these agencies to serve 8,423 individuals for the three month period of May – July. In addition, 15 employees from the Parks, Recreation and Community Services Department worked at five of the food pantries. Due to the increase demand for service and the loss of many food pantry volunteers (because they were older adults), these pantries needed additional staffing to help serve their clients. Please see Attachment A for a detailed list of food banks receiving funding.
- **National Day Laborer Organizing Network (NDLON):** \$20,000 contributed to NDLON to provide direct food assistance for 300 families that participate at the Pasadena Community Job Center. Volunteers deliver bags every two weeks containing the following products: rice, beans, lentils, eggs, cooking oil, coffee, pasta, salt, and other essential items to cook warm meals at home.
- **Pasadena Senior Center:** \$10,000 allocated to the Pasadena Senior Center to provide 700 of bags of groceries that fed 240 seniors for 15 weeks.
- **Senior Frozen Meal Delivery:** \$17,500 contributed to the San Gabriel Valley YWCA to deliver seven frozen meals per week to 200-300 seniors for three months. The program served 232 seniors weekly.
- **Great Plates Delivered:** \$600,000 earmarked to participate in the State's the Great Plates Delivered meal program. This program, announced by Gov. Newsom in April, delivers three restaurant-prepared meals daily to seniors meeting certain qualifications. Its purpose is to assist older adults who are unable to access meals and also serve as an economic stimulus to local restaurants. The \$600,000 amount was based on 300 older adults receiving meals for one month at the maximum allowable amount \$66 per day. As of July 13, 21 Pasadena restaurants delivered 26,067 meals to 216 participants at a cost of \$527,716. Great Plates program expenditures are eligible for reimbursement from FEMA (75% of cost) and the State (18.75%). If the City receives full reimbursement from both entities, the City's out of pocket cost will be 6.25% of total expenditures. Please see Attachment B for a list of participating restaurants.

### New Funding Requests

As COVID-19 continues to ravage the economy and with infection rates rising, the need

to provide for those experiencing food insecurity continues. As such, staff recommends all of the above listed food programs continue to receive City funding and an additional non-profit agency – Harvest Village Ministries, be added to the list.

**1. PUSD Grab and Go Weekend Lunches - \$79,050**

Staff recommends this lunch provision continues for three additional weekends until school starts (August 1 – August 16) at a cost of \$79,050. This level of funding will provide 6,200 lunches per weekend. Once school begins and PUSD announces its weekday meal program, the need for this weekend lunch program will be reevaluated. These lunches are prepared by Rose Bowl caterer Levy and Pasadena Center caterer Center Plate.

**2. Food Banks and Pantries - \$98,700**

The seven food banks and pantries all request continued financial assistance as the demand for their services continues to rise. All of these food pantries are partner agencies with the Los Angeles Regional Food Bank (LARFB). Due to the extremely high need for food, the LARFB is stretched thin and experiencing disruptions in donations from their regular food industry donors. This has resulted in a change in the type, quantity and quality of food available from LARFB. Previously partner agencies received meat and poultry free and could purchase low cost dry and canned goods. Now LARFB only provides prepackaged boxed food. As a result, our local pantries need to purchase additional food items to augment those received from LARFB. Staff recommends \$98,700 be allocated to the below listed seven food banks and pantries which will feed approximately 10,000 people for three months (August – October). Please see Attachment A for details.

- First African Methodist Episcopal Church (\$25,000)
- First Church of the Nazarene (\$2,200)
- Foothill Unity Center (\$45,000)
- Friends in Deed (\$10,000)
- Morning Star Outreach Ministry (\$2,000)
- Salvation Army (\$10,000)
- St. Andrews Church (\$4,500)

**3. National Day Labor Organizing Network (NDLON) - \$20,000**

Staff recommends \$20,000 to continue the purchase of non-perishable food items to feed 300 families in their network for three months.

**4. Pasadena Senior Center - \$15,000**

Staff recommends continued support of the emergency food distribution program at the Pasadena Senior Center. The \$15,000 will provide for the distribution of 500 bags of groceries and will feed 1,300 older adults.

**5. San Gabriel Valley YWCA - \$17,500**

Homebound older adults are particularly susceptible to food insecurity. The San Gabriel Valley YWCA will deliver prepared meals to approximately 230 Pasadena seniors (age 60 and older). 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.

**6. Great Plates Delivered Meal Program - \$361,000**

The State has approved an extension of this program to August 9, 2020 and \$361,000 is needed to continue Pasadena's program to that date. The City will continue to add participants and restaurants for the remainder of the program's operational period. While the program is slated to end on August 9, the State has indicated that due to the continued need, the program may continue beyond that date. Pasadena's cost to participate is just under \$64 per day per participant. With approximately 235 participants, the cost to operate the program totals just over \$466,000 per month. If Council approves continued participation, staff will seek approval of the necessary budget appropriation on a future agenda report.

**7. Harvest Village Ministries - Food Delivery Service - \$55,000**

Harvest Village Ministries (HVM) is a local non-profit with a purpose that focuses on continual transformation of people, who in turn help to change their lives and the community in which they live. HVM was awarded a contract with the Public Health Department through the California Violence Intervention and Prevention (CalVIP) grant program to provide gang intervention services. Due to the current pandemic, the Public Health Department allowed HVM to adjust their scope of services to help address Pasadena's food insecurity needs by implementing a food delivery service. HVM provides delivery service to families, seniors and disabled people who are in need and are unable to pay for food delivery services. The organization delivers hot meals, prepackaged perishable and non-perishable food items from local food banks and the Pasadena Senior Center to approximately 1,000 residents per month. The CalVIP contract ends in August but the need for this valuable service continues. The \$55,000 HVM seeks will be used to retain five employees and continue the delivery service throughout the Pasadena area. The funding request includes employee salaries and insurance, mileage reimbursement, and gas and insurance for the vehicles. The organizations that HVM delivers for are: Salvation Army; Families in Transition (PUSD); Friends In Deed; Lincoln Avenue Church; Pasadena Senior Center; First Church of the Nazarene; Foothill Unity Center; Outward Bound Adventurers; Huntington Hospital; local medical offices and providers; City of Pasadena Public Health Department; Pasadena Senior Center; and PORT (Pasadena Outreach Response Team). The requested \$55,000 will allow HVM to continue this valuable service for a three month period concluding in mid-November.

**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 the PUSD weekend lunch program, food banks and pantries, NDLO, Harvest Village Ministries and the following senior meal services: the Pasadena Senior Center; San Gabriel YWCA; and Great Plates Delivered in the amounts listed below. Funding needed for this action would come from unappropriated General Fund fund balance and be charged to budget account 10515000-811400-56901. At the end of each respective period, the programs will be evaluated and our economic conditions considered to determine if the need still exists for programming at this level.

<b>Program/Agency</b>	<b>Cost</b>
PUSD Weekend Lunch (\$39,525 each to RBOC & PCOC)	\$79,050
Food Banks and Pantries as detailed on page 3 of report	\$98,700
National Day Labor Organizing Network	\$20,000
Pasadena Senior Center	\$15,000
San Gabriel Valley YWCA	\$17,500
Great Plates Delivered	\$361,000
Harvest Village Ministries	\$55,000
<b>TOTAL</b>	<b>\$646,250</b>

Respectfully submitted,

  
BRENDA E. HARVEY-WILLIAMS, Director  
Parks, Recreation & Community Services

Approved by:

  
STEVE MERMELL  
City Manager

Attachment A: Food Pantries and Food Banks  
Attachment B: Great Plates Participating Restaurants