

May 18, 2020

**TO:** Honorable Mayor and City Council

**FROM:** City Manager

**SUBJECT: POTENTIAL AUTHORIZATION TO PARTICIPATE IN GREAT PLATES DELIVERED MEAL PROGRAM FOR OLDER ADULTS AND APPROPRIATION OF \$600,000 TO THE PARKS, RECREATION AND COMMUNITY SERVICES BUDGET**

**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. If the City Council determines that the program's objectives and the required amount of subsidy are consistent with its priorities, then take the following actions:
  - A. Authorize the City's participation in the State of California's Great Plates Delivered emergency meal program for older adults;
  - B. Appropriate \$600,000 from Unappropriated General Fund fund balance to the Parks, Recreation and Community Services Fiscal Year 2020 Operating Budget;
  - C. Authorize the City Manager to expend an amount not-to-exceed \$600,000 without Competitive Bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with various Pasadena restaurants as described in the body of the agenda report; and
  - D. Grant the proposed expenditure an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code (P.M.C.) Section 4.08.049 (B), contracts for which the City's best interests are served.

**BACKGROUND:**

On April 24, 2020, Governor Gavin Newsom announced the launch of a first-in-the-nation "Great Plates Delivered" program, a meal delivery service for

California's older adults. The purpose of the Great Plates Delivered program is to assist older adults and adults at high risk who are unable to access meals, to stay home and stay healthy by delivering three nutritious meals a day. The program also provides essential economic stimulus to local businesses and generates sales tax revenue during the COVID-19 crisis.

The Great Plates program is being administered by the California Office of Emergency Services (Cal OES). Local agencies – counties, cities or tribal governments can operate a program. Program expenses are eligible for reimbursement by FEMA. FEMA has authorized the program to operate through June 10, 2020. Cal OES plans to request two extensions. If these extensions are approved, the program will sunset on August 10, 2020. Each local agency must fund the program but may be reimbursed through FEMA Public Assistance Program (FEMA PA) and the State. Program cost are up to \$66 per day per person for three meals. This is inclusive of the delivery charge. FEMA PA may reimburse 75% of the eligible costs associated with the implementation of the program, the State will reimburse 18.75% and the City's share is 6.25%. Administrative costs may be reimbursable but cannot exceed 5% of the cumulative cost of the program.

It is important to note that while the Governor has emphasized the economic benefits of the program, there is a risk that the City will not receive FEMA reimbursement and would incur the full program cost. Please see Attachment A for a more detailed description of the City's role in the program. Los Angeles County has launched a Great Plates program to serve seniors in unincorporated areas and in cities that do not elect to operate their own program. Should the City elect not to stand up its own Great Plates program, Pasadena seniors could still receive meals through the Los Angeles County Great Plates program. The County cannot however guarantee any Pasadena restaurants will be included in their program. This could deny Pasadena restaurants and their employees the opportunity to benefit financially from Great Plates.

### Participant Eligibility

The program serves adults 65 and older and adults aged 60-64 who are at high risk, unable to access meals while staying at home, and are ineligible for other federally-funded nutrition programs. Individuals interested in participating in the program must undergo a screening and self-certification process which will be conducted by phone through our Citizen Service Center or by completing a form on our City website. Cal OES participant eligibility includes:

- Individuals who are 65 or older;
- Individuals who are 60-64 years old and at high risk as defined by the CDC.  
Eligibility of this age group is:
  - COVID-19 positive
  - Has been exposed to COVID-19
  - Has an underlying health condition
- Individuals must live alone or with one other program-eligible adult;

- Participants must not be currently receiving nutrition assistance from other state or federal nutrition assistance programs;
- Household income for one person cannot exceed \$74,940 or \$101,460 for a household of two; and
- Individuals must affirm an inability to prepare or obtain meals.

### Participant Enrollment

Staff plans a robust outreach campaign to advertise the program and enroll eligible participants. These efforts include distribution of informational flyers to the Pasadena Senior Center; senior residential properties; local non-profits; the Senior Commission; the Community Clergy Coalition; and telephone notification of 445 older adult participant in Parks, Recreation and Community Services Department programs. The City's PIO will issue a press release to AARP, traditional and social media partners. A webpage has been created on the City's COVID-19 website to provide information for interested individuals and restaurants <https://www.cityofpasadena.net/great-plates/> and inquiries may also be made through the Citizen Service Center at 626-744-7311.

### Restaurant Selection and Delivery Operations

To support the Governor's intent for economic stimulus, staff has initiated an outreach campaign for local restaurants to express interest in preparing meals. Staff will select local restaurants to provide the meals. In addition, Cal OES developed a portal where restaurants could indicate the desire to serve. To date over 60 Pasadena restaurants have expressed interest. Selected restaurants must be able to meet the volume requirements for the number of meals; cannot currently be participating in a state or federal meal service program; and comply with the dietary needs of participants. Staff would also give priority to locally owned restaurants which are not franchises.

Meal delivery will be completed by a combination of City staff, local auto dealerships and/or a meal delivery service. The auto dealerships are donating their services.

### Program Cost

Quantifying the program cost is dependent on the number of participants. With an estimated 300 participants, the one month cost of the program could be \$594,000 (300 participants x \$66/day x 30 days). The City's share of the cost would be \$37,125 after if full reimbursement is received from FEMA and the State. While we believe we would receive reimbursement, there is no guarantee and it is uncertain when it will be received.

FEMA (75%)	\$445,500
State (18.75%)	\$111,375
City (6.25%)	\$37,125
TOTAL	\$594,000

This is a cost of up to \$22 per meal, which is a high per meal cost and justifiable only because it also is a direct subsidy to the participating restaurants. The program is not necessarily intended to feed low income seniors as many low income seniors already participate in other federal or state funded nutrition programs (such as CalFresh or EBT) and would not be eligible for Great Plates Delivered. There are other more economical programs to deliver meals to seniors.

**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:**

If Council chooses to participate in Great Plates Delivered, staff recommends that funding for the restaurant service and delivery proposal be funded for one month at a cost of \$600,000. If proper reimbursements are received, the City's obligation will be 6.25% of this total amount. Funding for this action would come from unappropriated General Fund fund balance and be charged to budget account 10518001-811400-56901.

Respectfully submitted,

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

Approved by:

  
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STEVE MERMELL  
City Manager