



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Sara Bedford
Director, Human Services

SUBJECT: 2022 Summer Food Service Program

DATE: April 29, 2022

City Administrator Approval

Date: May 11, 2022

RECOMMENDATION

Staff Recommends That the City Council Adopt The Following Legislation:

Resolution:

- 1. Accepting And Appropriating A Summer Food Service Program (SFSP) Grant From The California Department Of Education (CDE) In The Amount Of \$426,870; And**
- 2. Awarding A Professional Services Agreements (PSA) To Uptons, Inc. (Dba School Foodies) In An Amount Not To Exceed \$227,500 And To Flo's Friendly Foods In An Amount Not To Exceed \$304,800 To Provide Food Services From May 30, 2022 Through July 29, 2022; And**
- 3. Accepting And Appropriating Additional SFSP Grant Monies That Become Available From The CDE And Donations From Private Sources During The Period Of May 30, 2022 Through July 29, 2022; And**
- 4. Authorizing Amendments To The Above PSAS To Increase The Not To Exceed Amounts Within The Term Of May 30, 2022 Through July 29, 2022.**

EXECUTIVE SUMMARY

Adoption of the proposed resolution authorizes the City Administrator to accept the Summer Food Service Program (SFSP) grant from the California Department of Education, Nutrition Services Division in an estimated amount of \$426,870, to reimburse the City's SFSP for the provision of 30,000 breakfasts and 65,000 nutritious lunches to Oakland children at various community sites. The meals are provided throughout the City, during summer recess, from May 30, 2022 to July 29, 2022.

Staff also recommends that the City Council authorize agreements with Upton, Inc., dba School Foodies and Flo's Friendly Foods to provide food vendor services for the 2022 SFSP program.

City Council
May 17, 2022

BACKGROUND / LEGISLATIVE HISTORY

The City has provided the SFSP for thirty-seven years with funding provided through the United States Department of Agriculture (USDA) Title 7 Code of Federal Regulations (CFR) Part 225 administered by the California Department of Education (CDE), Nutrition Services Division. In 2021, SFSP vendors delivered meals to 33 sites, including 18 City of Oakland Park and Recreation centers, 11 community-based programs and 4 public libraries. The SFSP provided 29,630 breakfasts and 39,893 lunches to children last summer. The program provided critical food services to address hunger and ensure that children receive nutritional meals during the summer when not in school.

ANALYSIS AND POLICY ALTERNATIVES

The purpose of the City of Oakland's Summer Food Service program is to provide children in low-income areas with free, nutritionally balanced meals during the summer months when they are not in school. Currently, about 72 percent of the Oakland Unified School District's students qualify for free or reduced lunches during the school year. Approximately 25 percent of Oakland children live in families with income below the Federal poverty level.

The City contracts with vendors to prepare breakfast and lunch for delivery directly to 35 identified sites for summer 2022, including 18 Oakland Parks, Recreation and Youth Development (OPRYD) sites, 7 Oakland Public Libraries (OPL), 6 community-based agencies, and 4 public housing sites. SFSP's coordinator and Site Monitors ensure compliance with all CDE regulations for transporting, delivering, and serving meals by visiting sites daily. Staff coordinates the ordering of meals for all sites, training of site staff to ensure program compliance, communication with vendors, and state required submissions including the application, site enrollment data, and reporting for reimbursement. The City is reimbursed based on the meals delivered in compliance with CDE and USDA requirements.

Key goals of the SFSP in 2022 are to provide high quality meals and consistent and effective service delivery to children in communities that may or are experiencing food insecurity.

Vendor Selection

The Human Services Department (HSD) planned for the SFSP to offer and be reimbursed for a breakfast and lunch meal in 2022 requested by and designed to meet the needs of OPRYD sites and to provide lunch service to Oakland Public Library, Oakland Housing Authority, faith-based, and community agency sites. The Request for Proposal (RFP) solicited bids for breakfast and lunch under the reimbursement program. Vendor selection was based on bid price, menu and food appeal, reusable and compostable packaging, capacity to provide services and delivery, and past performance.

In response to the RFP issued on February 18, 2022, SFSP received two bids for vendor services. Staff reviewed and scored proposals, including a taste test of meals from the vendors and consideration of price, capacity, experience, proposals. Upton Inc. dba School Foodies had the lowest bid price and Flo's Friendly Food received the highest scores for food taste and capacity. Both vendors provided reasonably priced meals and demonstrated capacity from prior

service. Flo’s Friendly Food is an Oakland based vendor, and Upton Inc. dba School Foodies is based nearby in Hayward.

Table 1: Combined Scores for Vendor Bids

Rating		School Foodies	Flo’s Friendly Food
Category			
Price	30	27	25
Menu/Food Samples	25	19	24
Capacity	25	20	20
Past Performance	20	20	18
Total	100	86	87

Table 2 reflects the current reimbursement rate set by the California Department of Education for the cost of each breakfast and lunch provided by the City of Oakland SFSP.

Table 2: California Department of Education SFSP Grant Reimbursement Rate:

CDE Reimbursement Rate	Breakfast	Lunch
	\$2.60	\$4.56

Table 3 reflects the price per delivered meal that vendors proposed in their bids.

Table 3: Bid Prices for Delivery Direct to Sites

Vendor	Breakfast	Lunch
Flo’s Friendly Food	\$3.60	\$6.56
Upton Inc. dba School Foodies	N/A	\$6.50

Table 4 reflects contracts of 30,000 breakfasts and 30,000 lunches by Flo’s Friendly Foods, and 35,000 lunches by Upton, Inc., dba School Foodies with delivery to SFSP sites. The Table below show the state reimbursement for meals (‘Reimbursement rate’) and the Oakland’s augmentation with the Sugar Sweetened Beverage Distribution Tax funds (Fund 1030) (‘Bid Price’) that allow for meals to be more substantial and of higher food quality. The augmentation responds to the feedback received from staff and youth at the sites from prior summers.

Table 4: Estimated Food Service Cost Per Vendor for Lower Total Breakfast and Lunch Service, to SFSP Service Sites

Vendor	Meal type	Number of meals	Bid Price	Reimbursement rate	Vendor Cost	Total CDE Reimbursement Grant	Total Cost after CDE Reimbursement Grant
Flo's Friendly Foods	Breakfast	30,000	\$3.60	\$2.60	\$108,000	\$78,000	\$30,000
Flo's Friendly Foods	Lunch	30,000	\$6.56	\$4.56	\$196,800	\$136,800	\$60,000
School Foodies	Lunch	35,000	\$6.50	\$4.56	\$227,500	\$159,600	\$67,900
Total					\$532,300	\$374,400	\$157,900

The total vendor cost is reflective of the cost of each meal between May 30, 2022 and July 29, 2022. The total CDE reimbursement is the rate of reimbursement for each meal for the duration of the program. The total cost to the City after CDE reimbursement is the difference between the vendor cost per meal and CDE reimbursement rate per meal, which comes to \$157,900. This difference is supported by the Sugar Sweetened Beverage Distribution Tax funds (Fund 1030) and private donations.

The following citywide priorities are supported by this work:

1. Holistic community safety
2. Housing, economic, and cultural security

The provision of summer breakfasts and lunches addresses food insecurity, which promotes holistic community safety and economic security. SFSP will work with 33 program sites citywide, with sites concentrated in West, Central, and East Oakland in low-income communities. A list of *projected* sites for distribution in summer 2022 is provided as **Attachment A**. The finalized list of sites is still being developed as agencies complete paperwork for signing up.

FISCAL IMPACT

The total cost for the vendors for SFSP is approximately \$532,300, funded by the SFSP grant from the CDE and augmented with local funding from the Sugar Sweetened Beverage Distribution Tax Fund (Fund 1030), and private donations. The SFSP grant from the CDE includes projected collections of \$374,400 for revenue received/anticipated retroactively for SFSP 2022. Measure HH Sugar Sweetened Beverage Tax Fund (Fund 1030) (SSBT) will provide \$152,115 to offset vendor meal costs for sites that do not qualify for reimbursement due to insufficient income qualifying children but still demonstrate need to ensure healthy meals for children. The final list of sites that do not qualify will be contingent upon income qualifying information provided by families. The remaining balance for vendor costs will be funded by private donations as needed.

The total budget for the SFSP program is an estimated \$909,828. It includes additional funding from 3 other sources that support the personnel and implementation costs of the program. The

City has been awarded a grant from Alameda County - Oakland Community Partnership in the amount of \$5,000. This grant will be funded from Fund 2128, Alameda County – Oakland Community Action Program, CAP CSBG 2023 Program Project (1005643); and will be used to support this program. HSD Donations for the Summer Food Program (Fund 2994, PJ 1001396) in the amount of \$21,802 are also available for SFSP 2022. The third source of funding is \$304,041 from Measure HH Sugar Sweetened Beverage Tax Fund (Fund 1030). These funds will be used to offset the food vendor costs and ensure all children are provided healthy meals regardless of site’s ability to qualify for reimbursement of all meals. SSBT funds also offset other programmatic expenses including additional operating costs for temporary part-time staffing for site training, coordination and monitoring, and for city car usage as they were budgeted in lieu of General Purpose Funds that were available to the program in prior years. The appropriation for SFSP personnel costs of 4.0 full-time equivalent (FTE) staff and overhead is included in the Adopted Budget in Measure HH (Fund 1030), Year-Round Lunch Program Organization (78241) Measure HH Healthy Kids Prgm Project (1003817), and (Award 23469) in the amount of \$304,041.

Table 5 summarizes the funding sources for SFSP.

Table 5: Funding Source for SFSP 2022

Funding Source	Fund	Org.	Project	Award	SFSP Allocation
CDE Summer Food Service Program Grant	2102	78241	1004170	23405	\$426,870
Measure HH SSBT - Project Funds	1030	78241	1000017	N/A	\$152,115
Measure HH HSD - Personnel Support	1030	78241	1003817	23469	\$304,041
Alameda County – OCAP CSBG Grant	2128	78362	1005643	23376	\$5,000
Grant and Donations	2994	78241	1001396	21711	\$21,802
Total					\$909,828

PUBLIC OUTREACH / INTEREST

To encourage local food vendors to submit proposals for the City’s contract for meal preparation and delivery, staff conducted outreach to announce the formal competitive process. A RFP announcement was advertised in the Bay Area News Group. Public outreach for the SFSP occurs through a press release and the use of visible banners at all community site locations to publicize the free lunch program in low-income communities.

COORDINATION

The Budget Bureau, Oakland Parks and Recreation and Youth Development, Oakland Public Library, and the Office of Workplace Standards were consulted in the preparation of this report and resolution.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Upton dba School Foodies has delivered meals to program sites from 2017 to 2021. Flo's Friendly Food delivered food to program sites in 2020 and 2021. The City will again monitor to ensure reusable and compostable packaging, timely delivery of meals, control of temperature during delivery, and delivery of complete and undamaged meals. The SFSP program will also assess the quality of meals provided through surveys and site compliance through site visits.

SUSTAINABLE OPPORTUNITIES

Economic: The SFSP provides temporary part-time employment opportunities for four to six program monitors.

Environmental: Reusable, compostable and recyclable materials are used to package all meals provided to the SFSP program. The Environmental Services Division assists with waste reduction efforts at City sites and supporting compliance with State mandate SB 1383 to reduce waste.

Race & Equity: The SFSP provides access to free and nutritious meals for low-income children. Improvements in nutritional intake are linked to performance in school and overall child health and wellness. Participating sites in SFSP are required to meet the USDA standards for free and reduced price meals. Area eligibility is determined based on location on USDA-provided map. Over 70% of the participating sites are in neighborhoods in West and East Oakland that are disproportionately impacted by disparities in access to healthy food.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That the City Council Adopt The Following Legislation:

Resolution:

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For questions regarding this report, please contact Mike Wetzel, Acting Manager, Children and Youth Services Division, at 510-238-3242.

Respectfully submitted,



SARA BEDFORD
Director, Human Services Department

Reviewed by:
Mike Wetzel, Acting Manager
Human Services Department
Children and Youth Services Division

Prepared by:
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City Administrator's Office

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Attachments (1):
A – Projected SFSP Distribution Sites 2022

Attachment A: SFSP Service Sites 2022

Site Name	Street1	City	State	Zip	Type
FAMILY SUPPORT SERVICES 12TH STREET	1188 12TH STREET	OAKLAND	CA	94607	Community Site
CHINESE PREBYTERIAN CHURCH	265 8TH STREET	OAKLAND	CA	94607	Community Site
SHOONG FAMILY CHINESE CULTURAL CENTER	316 9TH STREET	OAKLAND	CA	94607	Community Site
EMERYVILLE RECREATION CENTER	4727 SAN PABLO AVENUE	EMERYVILLE	CA	94608	Community Site
YOUTH UPRISING	8711 MACARTHUR BLVD	OAKLAND	CA	94605	Community Site
PRESCOTT CIRCUS THEATRE	920 CAMPBELL STREET	OAKLAND	CA	94607	Community Site
FRANKLIN RECREATION CENTER	1010 EAST 15TH STREET	OAKLAND	CA	94606	Oakland Parks Recreation and Youth Devel
GOLDEN GATE RECREATION CENTER	1075 62ND STREET	OAKLAND	CA	94608	Oakland Parks Recreation and Youth Devel
DE FREMERY RECREATION CENTER	1651 ADELIN STREET	OAKLAND	CA	94607	Oakland Parks Recreation and Youth Devel
F M SMITH	1969 PARK BLVD	OAKLAND	CA	94606	Oakland Parks Recreation and Youth Devel
LINCOLN SQUARE RECREATION CENTER	250 10TH STREET	OAKLAND	CA	94607	Oakland Parks Recreation and Youth Devel
MANZANITA RECREATION CENTER	2701 22ND AVENUE	OAKLAND	CA	94606	Oakland Parks Recreation and Youth Devel
WILLIE KEYES RECREATION CENTER	3131 UNION STREET	OAKLAND	CA	94608	Oakland Parks Recreation and Youth Devel
MOSSWOOD RECREATION CENTER	3612 WEBSTER STREET	OAKLAND	CA	94609	Oakland Parks Recreation and Youth Devel
STUDIO ONE	365 45TH STREET	OAKLAND	CA	94609	Oakland Parks Recreation and Youth Devel
ALLENDALE RECREATION CENTER	3711 SUTER STREET	OAKLAND	CA	94619	Oakland Parks Recreation and Youth Devel
DIMOND RECREATION CENTER	3860 HANLY ROAD	OAKLAND	CA	94602	Oakland Parks Recreation and Youth Devel
REDWOOD HEIGHTS RECREATION CENTER	3883 ALISO AVENUE	OAKLAND	CA	94619	Oakland Parks Recreation and Youth Devel
BUSHROD RECREATION CENTER	560 59TH STREET	OAKLAND	CA	94609	Oakland Parks Recreation and Youth Devel
RAINBOW RECREATION CENTER	5800 INTERNATIONAL BLVD	OAKLAND	CA	94621	Oakland Parks Recreation and Youth Devel
MONTCLAIR RECREATION CENTER	6300 Moraga Avenue	Oakland	CA	94611	Oakland Parks Recreation and Youth Devel
ARROYO VIEJO RECREATION CENTER	7701 KRAUSE AVENUE	OAKLAND	CA	94605	Oakland Parks Recreation and Youth Devel
IRA JINKINS RECREATION CENTER	9175 EDES AVENUE	OAKLAND	CA	94603	Oakland Parks Recreation and Youth Devel
TASSAFARONGA RECREATION CENTER	975 85TH AVENUE	OAKLAND	CA	94621	Oakland Parks Recreation and Youth Devel
81ST AVENUE BRANCH LIBRARY	1021 81ST AVENUE	OAKLAND	CA	94621	OPL
OAKLAND MAIN LIBRARY	125 14th STREET	OAKLAND	CA	94612	OPL
ELMHURST LIBRARY	1427 88TH AVENUE	OAKLAND	CA	94621	OPL
CESAR CHAVEZ LIBRARY	3301 EAST 12TH STREET #271	OAKLAND	CA	94601	OPL
MELROSE LIBRARY	4805 FOOTHILL BLVD	OAKLAND	CA	94601	OPL
MARTIN LUTHER KING LIBRARY	6833 INTERNATIONAL BLVD	OAKLAND	CA	94621	OPL
EASTMONT LIBRARY	7200 BANCROFT AVENUE #211	OAKLAND	CA	94505	OPL
City Towers Resident Service Center	1065 8th Street	Oakland	CA	94607	Public Housing
EAH Housing	3706 SAN PABLO AVENUE	OAKLAND	CA	94608	Public Housing
CATHEDRAL GARDENS SUMMER PROGRAM	638 21ST STREET	OAKLAND	CA	94612	Public Housing
CAMPBELL VILLAGE	800 WILLOW STREET	OAKLAND	CA	94607	Public Housing

