



AGENDA REPORT

TO: Steven Falk
Interim City Administrator

FROM: Joe Devries
Deputy City Administrator

SUBJECT: 2023 Summer Food Service Program

DATE: April 19, 2023

City Administrator Approval

Date: May 3, 2023

RECOMMENDATION

Staff Recommends That the City Council Adopt A Resolution Authorizing The City Administrator To:

1. ACCEPT AND APPROPRIATE A SUMMER FOOD SERVICE PROGRAM (SFSP) GRANT FROM THE CALIFORNIA DEPARTMENT OF EDUCATION (CDE) IN THE AMOUNT OF \$426,870; AND
2. AWARD PROFESSIONAL SERVICES AGREEMENTS (PSAS) TO UPTONS, INC. (DBA SCHOOL FOODIES) IN AN AMOUNT NOT TO EXCEED \$168,750; TO FLO'S FRIENDLY FOODS IN AN AMOUNT NOT TO EXCEED \$180,800; TO COOK AND RUN, INC IN AN AMOUNT NOT TO EXCEED \$185,000; TO ALAMEDA COUNTY DEPUTY SHERIFF'S ACTIVITIES LEAGUE IN AN AMOUNT NOT TO EXCEED \$87,500; AND TO GOLDEN SAFARI RESTAURANT & BAKERY, INC IN AN AMOUNT NOT TO EXCEED \$75,000, TO PROVIDE FOOD SERVICES FROM MAY 30, 2023 THROUGH JULY 28, 2023; AND
3. ACCEPT AND APPROPRIATE ADDITIONAL SFSP GRANT MONIES THAT BECOME AVAILABLE FROM THE CDE AND DONATIONS FROM PRIVATE SOURCES DURING THE PERIOD OF MAY 30, 2023 THROUGH JULY 28, 2023, WITHOUT RETURNING TO COUNCIL; AND
4. AUTHORIZE AMENDMENTS TO THE ABOVE PSAS TO INCREASE AMOUNTS WITHIN THE TERM OF MAY 30, 2023 THROUGH JULY 28, 2023, WITHOUT RETURNING TO COUNCIL

EXECUTIVE SUMMARY

Staff recommends that the City Council adopt a resolution authorizing 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 of Oakland's (City) SFSP for the provision of 40,000 snacks and 82,500 nutritious lunches to

Oakland children at various community sites throughout the City when they are out of school from May 30, 2023 to July 28, 2023. Staff also recommends that the City Council authorize agreements with Upton, Inc., dba School Foodies, Flo's Friendly Foods, Cook and Run Inc, Alameda County Deputy Sheriff's Activities League (Dig Deep Farms), and Golden Safari Restaurant & Bakery to provide food vendor services for the 2023 SFSP program. The five aforementioned vendors were chosen through a competitive Request for Proposals (RFP) carried out by the Oakland City Administrator's Office.

BACKGROUND / LEGISLATIVE HISTORY

The City has provided the SFSP for thirty-eight 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 2022, SFSP vendors delivered meals to 45 community sites, including 17 recreation centers, 21 community-based programs and 7 libraries. The SFSP provided 39,320 breakfasts and 62,437 lunches to children last summer. As several sites were still observing pandemic-era precautions, 24 of our sites were closed, meaning only children enrolled in programs were able to receive meals, while the remaining 21 were open to the public. The program provided critical food services to address hunger and ensure that children receive nutritional meals during the summer when not in school.

On May 17, 2022, Council approved resolution [89196 C.M.S.](#) which awarded Professional Service Agreements to two vendors to provide food service at 35 sites throughout the City. Members of the Council expressed their desire for the program to be expanded in order to address rising food insecurity in Oakland and instructed City staff to return to Council at a later date with a plan to increase the size of the program. On June 7, 2022, a [report](#) was submitted to Council containing recommendations to add new sites and vendors to the program.

On December 6, 2022, an [informational report](#) about the 2022 program was submitted to City Council, containing steps that would be taken to continue to expand the program. These included an expansion of sites, increasing the vendor pool, waste reduction, and improved customer satisfaction.

ANALYSIS AND POLICY ALTERNATIVES

The purpose of the City of Oakland's Summer Food Service program is to provide children in low-income areas of Oakland 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 both snack and lunch for delivery directly to Oakland Parks, Recreation and Youth Development (OPRYD), and lunch for Oakland Public Library (OPL) and a variety of community sites. SFSP's coordinator and Site Monitors ensure compliance with all CDE regulations for transporting, delivering, and serving meals by visiting sites daily. City 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 2023 are to provide high quality meals and consistent and effective service delivery to children in communities that may or are experiencing food insecurity.

Expansion in sites over 2022

The program started with 35 sites in 2022, and in response to instructions from City Council, 10 additional sites were added during the course of the program, bringing the total to 45 sites. This expansion was made possible thanks to the hard work and dedication of our staff, community partners, and volunteers. For the upcoming summer of 2023, we have expanded the program even further, with a total of 50 sites. **Attachment A** contains the list of service sites for the 2023 Summer Food Service Program as well as the Council District where each site is located. We are also planning to add more sites as community organizations start preparing for the upcoming summer programs, which will allow us to reach even more children in need.

Due to the pandemic, OPRYD sites which were initially open enrollment, allowing members of the public to pick up meals even if they were not involved in programming, became closed sites only providing meals to children enrolled in their programming. While safety remains an important consideration for these locations, we have worked with OPYRD staff to return to open enrollment. This year, all of our sites will be open to every child in the neighborhood. This change will allow us to reach even more children who may not have had access to the program in the past few years.

Vendor Selection

The program started with two vendors in 2022, and in response to instructions from City Council, we were able to add another vendor during the program. This year, we have expanded our vendor pool to include five vendors.

In response to the Request For Proposals (RFP) issued on February 8, 2023, SFSP received six bids for vendor services. The Request for Proposal (RFP) solicited bids for snack and lunch, and staff reviewed and scored proposals, including a taste test of meals from the vendors and consideration of price, capacity, and past experience. Five of the six vendors who applied were selected to provide food services for the 2023 Summer Food Service Program.

The **Table 1** below shows how the vendors were scored.

Table 1: Combined Scores for Vendor Bids

Rating		School Foodies	Flo's Friendly Food	Dig Deep Farms	Revolution Foods	Golden Safari	Cook and Run
Category							
Price	25	22.5	23.5	21	25	21	23
Menu/Food Samples	40	33	39	38	30	39	38
Capacity	25	25	22	20	25	20	21
Past Performance*	10	8	9		7		9
Total	100	88.5	93.5	88	87	89	91

* Dig Deep and Golden Safari were not graded on past performance

Four of the five vendors selected are locally based small businesses owned by women of color in our community. The addition of these new vendors will help to provide economic opportunities in marginalized communities and help to create local jobs. By selecting small businesses, we can support local entrepreneurship and contribute to the economic growth of the community.

Additionally, adding small local vendors improves the quality of the meals provided to the children. Our new vendors have presented menus that not only contain healthier and locally grown ingredients but are also more delicious and culturally accessible. The children have expressed their excitement and enjoyment in the food provided by the smaller vendors.

Our vendors have created menus that incorporate more fruits and vegetables, lean proteins, and whole grains. They have also considered the dietary restrictions of the children, such as allergies or cultural preferences. The children have not only enjoyed the new menu but are also learning about different cultures through the food provided by our vendors.

The table below show the state reimbursement for meals and Oakland's augmentation with Sugar Sweetened Beverage funds 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 in prior summers.

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

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

CDE Reimbursement Rate	Snack	Lunch
	\$1.17	\$4.87

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

Table 3: Bid Prices for Delivery Direct to Sites

Vendor	Snack	Lunch
Flo's Friendly Food	\$2.88	\$6.88
Upton Inc. dba School Foodies	N/A	\$6.50
Cook and Run	\$3.00	\$7.00
Dig Deep Farms	N/A	\$7.00
Golden Safari	\$2.50	\$7.50

Table 4 reflects the numbers of meals to be delivered by each vendor, the cost, and the final cost after reimbursement has been received by the CDE.

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	Snack	15,000	\$2.88	\$1.17	\$43,200	\$17,550	\$25,650
Flo's Friendly Foods	Lunch	20,000	\$6.88	\$4.87	\$137,600	\$97,400	\$32,600
Cook and Run, Inc	Snack	15,000	\$3.00	\$1.17	\$45,000	\$17,550	\$27,450
Cook and Run, Inc	Lunch	20,000	\$7.00	\$4.87	\$140,000	\$97,400	\$42,600
School Foodies	Lunch	25,000	\$6.75	\$4.87	\$168,750	\$121,750	\$47,000
Dig Deep Farms	Lunch	12,500	\$7.00	\$4.87	\$87,500	\$60,875	\$26,625
Golden Safari	Snack	7,500	\$2.50	\$1.17	\$18,750	\$8,775	\$9,975
Golden Safari	Lunch	7,500	\$7.50	\$4.87	\$56,250	\$36,525	19,725
Total					\$697,050	\$457,825	\$239,225

The vendor cost is reflective of the cost of each meal between May 30, 2023 and July 29, 2023. 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.

The following citywide priorities are supported by this work:

1. Holistic community safety

The Summer Food Service Program addresses the issue of food insecurity among children, which is a significant factor in creating safe and healthy communities. When children have access to healthy meals, they are better able to concentrate, learn, and participate in physical activities, which are all critical components of a safe and thriving community. Additionally, providing free meals to children during the summer months helps to alleviate some of the financial burden that families face, reducing the stress and anxiety that can contribute to unsafe living conditions.

2. Housing, economic, and cultural security

The Summer Food Service Program can play a crucial role in supporting families and communities that are facing economic challenges. By providing free meals to children, families can allocate their limited resources to other essential needs, such as housing, utilities, and healthcare. This can contribute to the overall economic stability of families and communities, which is necessary for long-term security. The Summer Food Service Program also helps promote cultural security by incorporating meals that reflect the diversity of Oakland's communities, celebrating and preserving cultural traditions and values.

FISCAL IMPACT

The total cost for the vendors for SFSP is approximately \$697,050, funded by the SFSP grant from the CDE and augmented with local funding from the Sugar Sweetened Beverage Tax Fund. The SFSP grant from the CDE includes appropriations of \$426,870 for revenue received/anticipated retroactively for SFSP 2023. Measure HH Sugar Sweetened Beverage Tax Fund (1030) (SSBT) will provide \$152,115 and is available to offset vendor meal costs for enhanced quality and larger meal portions, and for sites that do not qualify for reimbursement due to insufficient income qualifying children but still demonstrate the 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 third source of funding is \$304,041 from Measure HH HSD - Personnel Support. These funds will be allocated towards various programmatic expenses, including offsetting the costs of the food vendors, additional operating costs for hiring and training 6.0 full-time equivalent (FTE) staff members for site coordination and monitoring, which is estimated to cost \$150,000 and covering city car usage and other office supplies expenses, which are estimated to be \$50,000. (See **Table 5**)

The six positions that are funded to help support the SFSP are:

- Lead Monitor (1 FTE): The lead monitor will be responsible for overseeing the program's day-to-day operations, monitoring site performance, and ensuring that meals are being distributed in accordance with program guidelines.
- Food Monitors (4 FTE): The food monitors will be responsible for conducting site visits to ensure that meals are being prepared and served in accordance with program regulations. They will also provide guidance and support to the food vendors.
- Administrative Assistant (1 FTE): The administrative assistant will provide support to the lead monitor and food monitors, including scheduling site visits, maintaining records, and communicating with food vendors.

These positions are critical to the success of the program and will help ensure that meals are distributed safely and efficiently to children who rely on them during the summer months.

Table 5 summarizes the funding sources for SFSP.

Table 5: Funding Source for SFSP 2023

Fund Source	Org.	Project	Award	Program	SFSP Allocation
Department of Agriculture (2102)	78241	1004170	23405	YS13	\$426,870
Measure HH SSBTD (1030)	78241	1000017	N/A	YS03	\$152,115
Measure HH HSD – Personnel Support(1030)	78241	1003817	23469	YS03	\$304,081
				Total	\$883,066

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. An 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 Controller's 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

One of the factors considered in the selection of vendors for the program was their past performance. Upton dba School Foodies has been delivering meals to program sites from 2017 to 2022, and Flo's Friendly Food delivered food to program sites from 2020 to 2022. Cook and Run was a new addition to the program in 2022, and we are excited to welcome Dig Deep Farms and Golden Safari Inc as new additions to the program in 2023.

As we move forward with the program, the City will continue to monitor the performance of our vendors to ensure the delivery of high-quality meals. We will ensure the use of reusable and compostable packaging, timely delivery of meals, control of temperature during delivery, and delivery of complete and undamaged meals.

In addition to these measures, we will also assess the quality of meals provided through surveys and site compliance through site visits. These evaluations will ensure that we maintain the high standards of the program and make any necessary adjustments to improve the delivery of meals.

We believe that this approach will help us maintain the quality of the program and ensure that we continue to meet the needs of the community. We will continue to work with our vendors and monitor the program to ensure its success.

SUSTAINABLE OPPORTUNITIES

Economic: The SFSP provides temporary part-time employment opportunities for eight to ten program monitors. By adding small businesses as program vendors, we are able to support local entrepreneurship and contribute to the economic growth of the community.

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 located 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 A Resolution Authorizing The City Administrator To:

- 1. ACCEPT AND APPROPRIATE A SUMMER FOOD SERVICE PROGRAM (SFSP) GRANT FROM THE CALIFORNIA DEPARTMENT OF EDUCATION (CDE) IN THE AMOUNT OF \$426,870; AND**

2. **AWARD PROFESSIONAL SERVICES AGREEMENTS (PSAS) TO UPTONS, INC. (DBA SCHOOL FOODIES) IN AN AMOUNT NOT TO EXCEED \$168,750; TO FLO'S FRIENDLY FOODS IN AN AMOUNT NOT TO EXCEED \$180,800; TO COOK AND RUN, INC IN AN AMOUNT NOT TO EXCEED \$185,000; TO ALAMEDA COUNTY DEPUTY SHERIFF'S ACTIVITIES LEAGUE IN AN AMOUNT NOT TO EXCEED \$87,500; AND TO GOLDEN SAFARI RESTAURANT & BAKERY, INC IN AN AMOUNT NOT TO EXCEED \$75,000, TO PROVIDE FOOD SERVICES FROM MAY 30, 2023 THROUGH JULY 28, 2023; AND**
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4. **AUTHORIZE AMENDMENTS TO THE ABOVE PSAS TO INCREASE AMOUNTS WITHIN THE TERM OF MAY 30, 2023 THROUGH JULY 28, 2023, WITHOUT RETURNING TO COUNCIL**

For questions regarding this report, please contact Michael Akanji, City Administrator Analyst, at 238-6454.

Respectfully submitted,



JOE DEVRIES
Deputy City Administrator

Prepared by: Michael Akanji, City Administrator
Analyst

Attachments (1):
Attachment A – Projected SFSP Distribution Sites 2023

City Council
May 16, 2023

ATTACHMENT A - PROJECTED 2023 SFSP SERVICE SITES

Organization Program Name	Service Site Address	Service Site Type	Council District
Create A Way Foundation	1055 8th street	Community Site	3
Chinese Presbyterian Church	265 8th street	Community Site	2
Shoong Family Chinese Cultural Center	316 9th street	Community Site	2
Emeryville Recreation Center	4727 San Pablo Ave, Emeryville	Community Site	N/A
Cathedral Gardens EAH Housing	638 21st Street	Community Site	3
Campbell Village	800 Willow street	Community Site	3
Franklin Rec Center	1010 E15th street	OPYRD	3
Carmen Flores Rec Center	1637 Fruitvale Avenue	OPYRD	5
Brookdale	2535 High Street	OPYRD	5
Golden Gate Rec Center	1075 62nd Street	OPYRD	1
DeFremery Rec Center	1651 Adeline Street.	OPYRD	3
FM Smith	1969 Park blvd	OPYRD	2
OPRYD/ Lincoln Square Recreation Center	250 10th Street	OPYRD	2
Manzanita Recreation Center	2701 22nd Ave.	OPYRD	5
Studio One Art Center	365 45th st	OPYRD	1
Allendale Recreation Center OPRYD	3711 Suter st	OPYRD	4
Dimond Recreation Center	3860 Hanly Road	OPYRD	4
Redwood Heights Recreation Center OPRYD	3883 Aliso Ave.	OPYRD	4
Bushrod Recreation Center OPRYD	560 59th Street	OPYRD	1
Willie Keyes recreation Center	5800 International Blvd.	OPYRD	6
Montclair Recreation Center Town Camp	6300 Moraga Ave.	OPYRD	4
Arroyo Viejo Recreation Center	7701 Krause Ave.	OPYRD	6
Ira Jinkins Recreation Center OPRYD	9175 Edes AVE.	OPYRD	7
Tassafaronga Recreation Summer Camp	975 85th Ave.	OPYRD	7
81st Ave. Library	1021 81st Ave.	Library	7
Main Library	125 14th st.	Library	2
Cesar Chavez Library	3301 E12st Suite 271	Library	5
Elmhurst Library -Oakland Public Library	1427 88th ave.	Library	7

Melrose Library - Oakland Public Library	4805 Foothill Blvd.	Library	5
MLKjr Library-Oakland Public Library	6833 international Blvd.	Library	6
Eastmont Library - Oakland Public Library	7200 Bancroft ave.	Library	6
San Antonio	1701 E19th Street	Head Start	2
Oakland Housing Authority - Peralta	935 Union street	Community Site	3
OHA Lockwood Gardens	1327 65th ave.	Community Site	6
Acorn Apartment	923 Adeline St.	Community Site	3
Parks Chapel AME	476 34th At	Community Site	2
Girls Inc	3000 62nd Avenue	Community Site	6
Youth Uprising	8711 MacArthur Blvd	Community Site	7
ACE Summer Camp	2465 34th Avenue	Community Site	5
Living the Dream	2535 High Street	Community Site	5
East Oakland Collective	7800 MacArthur Blvd	Community Site	6
EOYDC Summer Cultural Enrichment Program	8200 International Blvd	Community Site	6
East Oakland Boxing Association	816 98th Avenue	Community Site	7
Family Support Services	303 Hegenberger Rd	School	7
Lighthouse Community Public School	444 Hegenberger Rd	School	7
Downtown Charter Academy	2000 Dennison St	School	5
Oakland Charter Academy	4215 Foothill Blvd	School	5
Cornerstone Christian Academy	3535 38th Avenue	School	4
Ascend School	3709 E 12th St	School	5
Oakland Charter Highschool	2433 Coolidge Avenue	School	5