

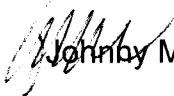


Interoffice Memorandum

July 21, 2014

SEE MINUTES
FOR MOTION
AUG 19 2014 NP/KH

To: Mayor Teresa Jacobs
and the Board of County Commissioners

From:  Johnny M. Richardson, Manager, Procurement Division

Contact: Tyra L. Witsell, Manager, Citizens' Commission for Children
407-836-3564

Subject: Approval of Contract Y14-2027, Healthy Foods

ACTION REQUESTED:

Approval of Contract Y14-2027, Healthy Foods, with Hebni Nutrition Consultants, Inc, for the estimated contract award amount of \$146,413.

PROCUREMENT:

Hebni Nutrition Consultants, Inc will provide access to affordable healthy food (fresh fruits and vegetables) to the citizens of Orange County utilizing The Fresh Stop Mobile Farmers Market a retrofitted bus which will serve as a mobile farmers market.

FUNDING:

Funding is available in account number 0001-023-0413-8610

REMARKS:

Contract Y14-2027 will address the disparities in food deserts by providing access to affordable healthy food (fresh fruits and vegetables) to the citizens of Orange County utilizing a retrofitted bus which will serve as a mobile farmers market. The service delivery of the Fresh Stop Mobile Farmer's Market will allow residents to have the opportunity to have access to healthy choices. The Fresh Stop Farmer's Market will focus on positively impacting 16 identified food desert locations by increasing the availability of fresh fruit and vegetables. A food desert, as defined by the USDA, is any census tract where at least 33% of the tract's population, or a minimum of 500 people in the tract, must have low access to the nearest supermarket in urban locations and 10 miles in rural neighborhoods. The following are the food desert location:

- a. Parramore – Callahan Neighborhood Center
- b. Lake Mann – Lake Mann Apartment
- c. Kirkman/Metrowest- Southwest Boys & Girls Cub
- d. Oakridge – South Orlando YMCA
- e. Taft - Taft Community Center

- f. South Apopka – St Paul AME Church
- g. North Apopka – Billie Dean Community Garden
- h. Downtown Orlando – City View Apartments
- i. Pine Hills – Pine Hills Community Center
- j. Winter Garden/Tildenville – Tildenville Missionary Baptist Church
- k. Mercy Drive – North West Community Center
- l. Eatonville – Eatonville City Hall
- m. Lake Rouse – Meadow Wood Recreation Center
- n. Alafaya – UCF Student Union
- o. East Orlando – Bear Creek Community Center
- p. Bithlo – Neighborhood Center for Families

Research has shown that poor nutrition has been linked to cardiovascular disease, cancer and other major illnesses.

The targeted location routes for the mobile bus shall primarily include the indicated food deserts, but also may include serving citizens who reside in impoverished areas and lack physical and financial access. The agency will also provide health education information with a focus on encouraging citizens to make better choices that will ultimately improve their health. The funding for this contract was approved by the Board on January 28, 2014.

The allocated funds will be used to support staff salaries (market master, drivers, clerks, loader, health educator) purchase produce, marketing and community outreach of the program and subsidize the cost to operate the bus, (i.e., gas, insurance, maintenance, licenses and fees, etc.). See cost breakdown below:

Market Master	\$15,000
Clerk 1	5,000
Clerk 2	5,000
Driver	7,500
Loader	2,500
Health Educator	7,000
Fringe Benefits	3,213
POS System and Credit Card Processing	4,200
Licenses/Fees	500
Administration (legal fees, payroll, rent, util.)	14,000
Gas, maintenance and insurance	31,500
Produce	24,000
Other Expenses*	<u>27,000</u>
Total	\$146,413

*Other expenses include educational materials and supplies, cooking equipment, and supplies for cooking demonstrations, demonstration table, marketing and outreach materials.