



Amendment No. 2
to
Contract No. NG190000034
for
Mobile Produce Market Services
between
Farmshare Austin
and the
City of Austin

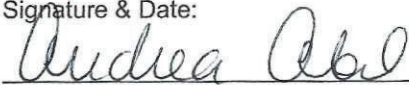
- 1.0 The City hereby exercises this unilateral extension option for the subject contract. This extension option will be effective October 1, 2020 through September 30, 2021. Three options will remain. Additionally, the City amends this contract to add, as an attachment, and incorporate by this reference an update to the scope and budget of this contract.
- 2.0 The total contract amount is increased by \$186,000.00 by this extension period. The total contract authorization is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 10/01/2019 – 09/30/2020	\$186,000.00	\$186,000.00
Amendment No. 1: Administrative Increase 06/03/2020	\$33,820.00	\$219,820.00
Amendment No. 2: Option 1 - Extension 10/01/2020 – 09/30/2021 Add: Attachment A, Updated Scope and Budget (this Scope replaces and updates and replaces original Scope of this Contract, dated 10/01/2019. This does not change Action Amount for this Extension)	\$186,000.00	\$405,820.00

- 3.0 By signing this Amendment, the City of Austin confirms that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 4.0 All other terms and conditions remain the same.

BY THE SIGNATURE affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Signature & Date:



Printed Name: Andrea Abel
Authorized Representative

Farmshare Austin
3608 River Road
Cedar Creek, Texas 78612
(512) 422-1915
andrea@farmshareaustin.org

Signature & Date:

JAMES T
HOWARD
James T. Howard, Procurement Specialist III
City of Austin Purchasing Office

Digitally signed by JAMES T HOWARD
DN: cn=JAMES T HOWARD, o=CITY OF AUSTIN,
ou=FINANCE,
email=JIM.HOWARD@AUSTINTEXAS.GOV, c=US



Amendment No. 1
to
Contract No. NG190000034
for
Mobile Produce Market Services
between
Farmshare Austin
and the
City of Austin, Texas

- 1.0 The City hereby amends the above referenced contract to increase available funding administratively in an amount not to exceed \$33,820 effective 6/3/2020.
- 2.0 The total contract amount is increased by \$33,820. The total Contract amount is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 10/01/2019 – 09/30/2020	\$186,000.00	\$186,000.00
Amendment No. 1: Administrative Increase 06/03/2020	\$33,820.00	\$219,820.00

- 3.0 MBE/WBE goals were not established for this contract.
- 4.0 By signing this Amendment, the Contractor certifies that the Contractor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the General Services Administration (GSA) List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 5.0 ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

BY THE SIGNATURE(S) affixed below, this Amendment is hereby incorporated and made a part of the above referenced contract.

Signature & Date:

Andrea Abel 6-2-20

Printed Name: Andrea Abel
Authorized Representative

Farmshare Austin
3608 River Road
Cedar Creek, Texas 78612
(512) 422-1915
andrea@farmshareaustin.org

Signature & Date:

Sydney Ceder

Digitally signed by Sydney Ceder
DN: cn=Sydney Ceder, o=City of Austin
Purchasing Office, ou,
email=sydney.ceder@austintexas.gov, c=US
Date: 2020.06.02 15:21:47 -0500

Sydney Ceder, Procurement Specialist III
City of Austin Purchasing Office

**CONTRACT BETWEEN THE CITY OF AUSTIN (“City”)
AND
Farmshare Austin (“Contractor”)
for
Mobile Produce Market Services
MA 9100 NG190000034**

The City accepts the Contractor’s Offer (as referenced in Section 1.1.3 below) for the above requirement and enters into the following Contract.

This Contract is between Farmshare Austin having offices at 3608 River Road, Cedar Creek, TX 78612 and the City, a home-rule municipality incorporated by the State of Texas, and is effective as of the date executed by the City (“Effective Date”).

Capitalized terms used but not defined herein have the meanings given them in Solicitation Number RFP 9100 JRH3004.

1.1 This Contract is composed of the following documents:

- 1.1.1 This document
- 1.1.2 The City’s Solicitation RFP 9100 JRH3004 including all documents incorporated by reference
- 1.1.3 Farmshare Austin Offer, dated April 8, 2019, including subsequent clarifications

1.2 Order of Precedence. Any inconsistency or conflict in the Contract documents shall be resolved by giving precedence in the following order:

- 1.2.1 This document
- 1.2.2 The City’s Solicitation as referenced in Section 1.1.2, including all documents incorporated by reference
- 1.2.3 The Contractor’s Offer as referenced in Section 1.1.3, including subsequent clarifications.

1.3 Term of Contract. The Contract shall commence upon execution, unless otherwise specified, and shall remain in effect for an initial term of 12 months. The Contract may be extended beyond the initial term for up to four (4) additional 12-month periods at the City’s sole option.

- 1.3.1 If the City exercises any extension option, all terms, conditions, and provisions of the Contract shall remain in effect for that extension period, subject only to any economic price adjustment otherwise allowed under the Contract.
- 1.3.2 Upon expiration of the initial term or any period of extension, the Contractor agrees to hold over under the terms and conditions of this Contract for such a period of time as is reasonably necessary for the City to re-solicit and/or complete the deliverables due under the Contract (not to exceed 120 calendar days unless mutually agreed to in writing).
- 1.3.3 This is a 12-month Contract. Prices are firm for the first 12 months.

1.4 Compensation. The Contractor shall be paid a Not-to-Exceed amount of \$186,000 for the initial Contract term and \$186,000 for each extension option, for a total Not-to-Exceed amount of \$930,000. Payment shall be made upon successful completion of services as outlined in each individual Delivery Order.

- 1.5 **Quantity of Work.** There is no guaranteed quantity of work for the period of the Contract and there are no minimum order quantities. Work will be on an as needed basis as specified by the City for each Delivery Order

This Contract (including any Exhibits) constitutes the entire agreement of the parties regarding the subject matter of this Contract and supersedes all prior and contemporaneous agreements and understandings, whether written or oral, relating to such subject matter. This Contract may be altered, amended, or modified only by a written instrument signed by the duly authorized representatives of both parties.

In witness whereof, the parties have caused a duly authorized representative to execute this Contract on the date set forth below.

FARMSHARE AUSTIN

CITY OF AUSTIN

ANDREA ABEL

Printed Name of Authorized Person

Andrea Abel

Signature

EXECUTIVE DIRECTOR

Title:

JULY 31, 2019

Date:

John Hilbun

Printed Name of Authorized Person

John Hilbun

Signature

Contract Mgmt Specialist IV

Title:

08/22/19

Date:



RFP 9100 JRH3004: Mobile Produce Market

Proposal Submitted by Farmshare Austin

April 9, 2019

ORIGINAL COPY

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CITY OF AUSTIN, TEXAS
Purchasing Office
REQUEST FOR PROPOSAL (RFP)
OFFER SHEET

SOLICITATION NO: RFP 9100 JRH3004

COMMODITY/SERVICE DESCRIPTION: Mobile Produce Market

DATE ISSUED: March 18, 2019

REQUISITION NO.: RQM 9100 19013000257

COMMODITY CODE: 95243

PROPOSAL DUE PRIOR TO: 2:00pm CST April 9, 2019

FOR CONTRACTUAL AND TECHNICAL ISSUES CONTACT THE FOLLOWING AUTHORIZED CONTACT PERSON:

PROPOSAL OPENING TIME AND DATE: 2:00pm CST April 9, 2019

John Hilbun
Contract Mgmt Specialist IV

LOCATION: MUNICIPAL BUILDING, 124 W 8th STREET
 RM 308, AUSTIN, TEXAS 78701

Phone: (512) 974-1054
E-Mail: john.hilbun@austintexas.gov

LIVE SOLICITATION OPENING ONLINE: For RFP's, only the names of respondents will be read aloud

Sarah Ramos
Procurement Specialist III

For information on how to attend the Solicitation Closing online, please select this link:

Phone: (512) 974-2554
E-Mail: sarah.ramos@austintexas.gov

<http://www.austintexas.gov/department/bid-opening-webinars>

When submitting a sealed Offer and/or Compliance Plan, use the proper address for the type of service desired, as shown below:

Address for US Mail (Only)	Address for FedEx, UPS, Hand Delivery or Courier Service
City of Austin	City of Austin, Municipal Building
Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH3004	Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH3004
P.O. Box 1088	124 W 8 th Street, Rm 308
Austin, Texas 78767-8845	Austin, Texas 78701
	Reception Phone: (512) 974-2500

NOTE: Offers must be received and time stamped in the Purchasing Office prior to the Due Date and Time. It is the responsibility of the Offeror to ensure that their Offer arrives at the receptionist's desk in the Purchasing Office prior to the time and date indicated. Arrival at the City's mailroom, mail terminal, or post office box will not constitute the Offer arriving on time. See Section 0200 for additional solicitation instructions.

All Offers (including Compliance Plans) that are not submitted in a sealed envelope or container will not be considered.

SUBMIT 1 ORIGINAL AND 1 ELECTRONIC COPY (USB FLASH DRIVE) OF YOUR RESPONSE

*****SIGNATURE FOR SUBMITTAL REQUIRED ON PAGE 3 OF THIS DOCUMENT*****

This solicitation is comprised of the following required sections. Please ensure to carefully read each section including those incorporated by reference. By signing this document, you are agreeing to all the items contained herein and will be bound to all terms.

SECTION NO.	TITLE	PAGES
0100	STANDARD PURCHASE DEFINITIONS	*
0200 V2	STANDARD SOLICITATION INSTRUCTIONS, UPDATED JUNE 26, 2018	*
0300	STANDARD PURCHASE TERMS AND CONDITIONS	*
0400	SUPPLEMENTAL PURCHASE PROVISIONS	5
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0600	PROPOSAL PREPARATION INSTRUCTIONS & EVALUATION FACTORS	5
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0805	NON-SUSPENSION OR DEBARMENT CERTIFICATION	*
0810 V2	NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING CERTIFICATION, UPDATED JUNE 26, 2018	*
0815	LIVING WAGES CONTRACTOR CERTIFICATION–Complete and return	1
0835	NONRESIDENT BIDDER PROVISIONS – Complete and return	1
0840	SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE – Complete and return	1
0900	SUBCONTRACTING/SUB-CONSULTING UTILIZATION FORM – Complete & return	1
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*** Documents are hereby incorporated into this Solicitation by reference, with the same force and effect as if they were incorporated in full text. The full text versions of the * Sections are available on the Internet at the following online address:**

http://www.austintexas.gov/financeonline/vendor_connection/index.cfm#STANDARDBIDDOCUMENTS

If you do not have access to the Internet, you may obtain a copy of these Sections from the City of Austin Purchasing Office located in the Municipal Building, 124 West 8th Street, Room #308 Austin, Texas 78701; phone (512) 974-2500. Please have the Solicitation number available so that the staff can select the proper documents. These documents can be mailed, expressed mailed, or faxed to you.

The undersigned, by his/her signature, represents that he/she is submitting a binding offer and is authorized to bind the respondent to fully comply with the solicitation document contained herein. The Respondent, by submitting and signing below, acknowledges that he/she has received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.

Company Name: Farmshare Austin

Company Address: 3608 River Road

City, State, Zip: Cedar Creek, Texas 78612

Vendor Registration No. V00000920900

Printed Name of Officer or Authorized Representative: Andrea Abel

Title: Executive Director

Signature of Officer or Authorized Representative: 

Date: 4-8-19

Email Address: andrea@farmshareaustin.org

Phone Number: 512-422-1915

*** Proposal response must be submitted with this signed Offer sheet to be considered for award**

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

The following Supplemental Purchasing Provisions apply to this solicitation:

1. **EXPLANATIONS OR CLARIFICATIONS:** (reference paragraph 5 in Section 0200)

All requests for explanations or clarifications must be submitted in writing to the Purchasing Office by email to john.hilbun@austintexas.gov at least seven (7) calendar days before the solicitation due date.

2. **ALTERNATE OFFERS:** (reference paragraph 7A in Section 0200)

Alternate Offers will be considered.

3. **INSURANCE:** Insurance is required for this solicitation.

A. **General Requirements:** See Section 0300, Standard Purchase Terms and Conditions, paragraph 32, entitled Insurance, for general insurance requirements.

- i. The Contractor shall provide a Certificate of Insurance as verification of coverages required below to the City at the below address prior to contract execution and within 14 calendar days after written request from the City. Failure to provide the required Certificate of Insurance may subject the Offer to disqualification from consideration for award
- ii. The Contractor shall not commence work until the required insurance is obtained and until such insurance has been reviewed by the City. Approval of insurance by the City shall not relieve or decrease the liability of the Contractor hereunder and shall not be construed to be a limitation of liability on the part of the Contractor.
- iii. The Contractor must also forward a Certificate of Insurance to the City whenever a previously identified policy period has expired, or an extension option or holdover period is exercised, as verification of continuing coverage.
- iv. The Certificate of Insurance, and updates, shall be mailed to the following address:

City of Austin Purchasing Office
P. O. Box 1088
Austin, Texas 78767

OR

PURInsuranceCompliance@austintexas.gov

B. **Specific Coverage Requirements:** The Contractor shall at a minimum carry insurance in the types and amounts indicated below for the duration of the Contract, including extension options and hold over periods, and during any warranty period. These insurance coverages are required minimums and are not intended to limit the responsibility or liability of the Contractor.

- i. **Worker's Compensation and Employers' Liability Insurance:** Coverage shall be consistent with statutory benefits outlined in the Texas Worker's Compensation Act (Section 401). The minimum policy limits for Employer's Liability are \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee.
 - (1) The Contractor's policy shall apply to the State of Texas and include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Form WC420304, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Form WC420601, or equivalent coverage
- ii. **Commercial General Liability Insurance:** The minimum bodily injury and property damage per occurrence are \$500,000 for coverages A (Bodily Injury and Property Damage) and B (Personal and Advertising Injury).
 - (1) The policy shall contain the following provisions:

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

- (a) Contractual liability coverage for liability assumed under the Contract and all other Contracts related to the project.
 - (b) Contractor/Subcontracted Work.
 - (c) Products/Completed Operations Liability for the duration of the warranty period.
 - (d) If the project involves digging or drilling provisions must be included that provide Explosion, Collapse, and/or Underground Coverage.
 - (2) The policy shall also include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Endorsement CG 2404, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Endorsement CG 0205, or equivalent coverage
 - (c) The City of Austin listed as an additional insured, Endorsement CG 2010, or equivalent coverage
 - iii. **Business Automobile Liability Insurance:** The Contractor shall provide coverage for all owned, non-owned and hired vehicles with a minimum combined single limit of \$500,000 per occurrence for bodily injury and property damage. Alternate acceptable limits are \$250,000 bodily injury per person, \$500,000 bodily injury per occurrence and at least \$100,000 property damage liability per accident.
 - (1) The policy shall include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Endorsement CA0444, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Endorsement CA0244, or equivalent coverage
 - (c) The City of Austin listed as an additional insured, Endorsement CA2048, or equivalent coverage.
- C. **Endorsements:** The specific insurance coverage endorsements specified above, or their equivalents must be provided. In the event that endorsements, which are the equivalent of the required coverage, are proposed to be substituted for the required coverage, copies of the equivalent endorsements must be provided for the City's review and approval.
4. **TERM OF CONTRACT:**
- A. The Contract shall commence upon execution, unless otherwise specified, and shall remain in effect for an initial term of twelve (12) months. The Contract may be extended beyond the initial term for up to four (4) additional 12-month periods at the City's sole option. If the City exercises any extension option, all terms, conditions, and provisions of the Contract shall remain in effect for that extension period.
 - B. Upon expiration of the initial term or any period of extension, the Contractor agrees to hold over under the terms and conditions of this Contract for such a period of time as is reasonably necessary for the City to re-solicit and/or complete the deliverables due under this Contract. Any hold over period will not exceed 120 calendar days unless mutually agreed on by both parties in writing.
 - C. Upon written notice to the Contractor from the City's Purchasing Officer or his designee and acceptance of the Contractor, the term of this contract shall be extended on the same terms and conditions for an additional period as indicated in paragraph A above.
5. **QUANTITIES:** The quantities listed herein are estimates for the period of the Contract. The City reserves the right to purchase more or less of these quantities as may be required during the Contract term. Quantities will be as needed and specified by the City for each order. Unless specified in the solicitation, there are no minimum order quantities.
6. **INVOICES and PAYMENT:** (reference paragraphs 12 and 13 in Section 0300)

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

- A. Invoices shall contain a unique invoice number and the information required in Section 0300, paragraph 12, entitled "Invoices." Invoices received without all required information cannot be processed and will be returned to the vendor.

Invoices shall be emailed to the below address:

	estephanie.olivares@austintexas.gov
Department	City of Austin - Public Health
Attn:	Estephanie Olivares, Program Coordinator
Address	PO Box 1088
City, State Zip Code	Austin, TX 78767

- B. The Contractor agrees to accept payment by either check or Electronic Funds Transfer (EFT) for all goods and/or services provided under the Contract. There shall be no additional charges, surcharges, or penalties to the City for payments made by check or EFT.

7. LIVING WAGES:

The City's Living Wage Program, Rule R161-17.14, is located at:

<http://www.austintexas.gov/edims/document.cfm?id=277854>

- A. The minimum wage required for all Contractor Employees (and all tiers of Subcontracting) directly assigned to this City Contract is \$15.00 per hour, unless Published Wage Rates are included in this solicitation. In addition, the City may stipulate higher wage rates in certain solicitations in order to assure quality and continuity of service.
- B. The City requires Contractors submitting Offers on this Contract to provide a certification (**see the Living Wages Contractor Certification included in the Solicitation**) with their Offer certifying that all Contractor Employees (and all tiers of Subcontracting) directly assigned to this City Contract will be paid a minimum living wage equal to or greater than \$15.00 per hour. The certification shall include a list of all Contractor Employees (and all tiers of Subcontracting) directly assigned to providing services under the resultant contract including their name and job title. The list shall be updated and provided to the City as necessary throughout the term of the Contract.
- C. The Contractor shall maintain throughout the term of the resultant contract basic employment and wage information for each employee as required by the Fair Labor Standards Act (FLSA).
- D. The Contractor shall provide to the Department's assigned Contract Manager with the first invoice, individual Employee Certifications for all Contractor Employees (and all tiers of Subcontracting) directly assigned to the contract. The City reserves the right to request individual Employee Certifications at any time during the contract term. Employee Certifications shall be signed by each Contractor Employee (and all tiers of Subcontracting) directly assigned to the contract. The Employee Certification form is available on-line at https://www.austintexas.gov/financeonline/vendor_connection/index.cfm.
- E. Contractor shall submit employee certifications for Contractor Employees (and all tiers of Subcontracting) annually on the anniversary date of contract award with the respective invoice to verify that employees are paid the Living Wage throughout the term of the contract. The Employee Certification Forms shall be submitted for Contractor Employees (and all tiers of Subcontracting) added to the contract and/or to report any employee changes as they occur.

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

- F. The Department's assigned Contract Manager will periodically review the employee data submitted by the Contractor to verify compliance with this Living Wage provision. The City retains the right to review employee records required in paragraph C above to verify compliance with this provision.

8. NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING:

- A. On June 14, 2018, the Austin City Council adopted Ordinance No. 20180614-056 replacing Chapter 2.7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). The City requires Offerors submitting Offers on this Solicitation to certify that the Offeror has not in any way directly or indirectly had communication restricted in the ordinance section 2-7-104 during the No-Lobbying Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: https://assets.austintexas.gov/purchase/downloads/New_ALO_Ordinance_No_20180614-056.pdf and is also included in the Solicitation, [Section 0200 V2, Solicitation Instructions June 26, 2018](#).

9. OWNERSHIP AND USE OF DELIVERABLES: The City shall own all rights, titles, and interests throughout the world in and to the Deliverables.

- A. **Patents:** As to any patentable subject matter contained in the Deliverables, the Contractor agrees to disclose such patentable subject matter to the City. Further, if requested by the City, the Contractor agrees to assign and, if necessary, cause each of its employees to assign the entire right, title, and interest to specific inventions under such patentable subject matter to the City and to execute, acknowledge, and deliver and, if necessary, cause each of its employees to execute, acknowledge, and deliver an assignment of letters patent, in a form to be reasonably approved by the City, to the City upon request by the City.
- B. **Copyrights:** As to any Deliverable containing copyrighted subject matter, the Contractor agrees that upon their creation, such Deliverables shall be considered as work made-for-hire by the Contractor for the City and the City shall own all copyrights in and to such Deliverables, provided however, that nothing in this Paragraph 36 shall negate the City's sole or joint ownership of any such Deliverables arising by virtue of the City's sole or joint authorship of such Deliverables. Should by operation of law, such Deliverables not be considered work made-for-hire, the Contractor hereby assigns to the City (and agrees to cause each of its employees providing services to the City hereunder to execute, acknowledge, and deliver an assignment to the City of Austin) all worldwide right, title, and interest in and to such Deliverables. With respect to such work made-for-hire, the Contractor agrees to execute, acknowledge and deliver and cause each of its employees providing services to the City hereunder to execute, acknowledge, and deliver a work-for-hire agreement, in a form to be reasonably approved by the City, to the City upon delivery of such Deliverables to the City or at such other time as the City may request.
- C. **Additional Assignments:** The Contractor further agrees to, and if applicable, cause each of its employees to execute, acknowledge, and deliver all applications, specifications, oaths, assignments, and all other instruments which the City might reasonably deem necessary in order to apply for and obtain copyright protection, mask work registration, trademark registration and/or protection, letters patent, or any similar rights in any and all countries and in order to assign and convey to the City, its successors, assigns, and nominees, the sole and exclusive right, title, and interest in and to the Deliverables, The Contractor's obligations to execute acknowledge, and deliver (or cause to be executed, acknowledged, and delivered) instruments or papers such as those described in this Paragraph 36 A., B., and C. shall continue after the termination of this Contract with respect to such Deliverables. In the event the City should not seek to obtain copyright protection, mask work registration or patent protection for any of the Deliverables, but should arise to keep the same secret, the Contractor agrees to treat the same as Confidential Information under the terms of Paragraph above.

10. CONTRACT MANAGER: The following person is designated as Contract Manager, and will act as the contact point between the City and the Contractor during the term of the Contract:

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

Estephanie Olivares, Food Access Coordinator

PO Box 1088

Austin, TX 78767

*Note: The above listed Contract Manager is not the authorized Contact Person for purposes of the **NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING Provision** of this Section; and therefore, contact with the Contract Manager is prohibited during the no contact period.

**CITY OF AUSTIN PURCHASING OFFICE
SECTION 0500: SCOPE OF WORK
RFP 9100 JRH3004: MOBILE PRODUCE MARKET**

1.0 Introduction

Austin Public Health (APH) promotes and protects a healthy community through the use of best practices and community partnerships. The Chronic Disease and Injury Prevention Program (CDIP) exists to inspire people to take steps to adopt healthy lifestyles through promoting and modeling healthy behaviors, preventing and managing chronic disease, and promoting policy, systems and environmental change that make it easier to make healthy choices.

2.0 Purpose

The City of Austin's Austin Public Health Department (APH) requests proposals from qualified organizations to implement a Mobile Produce Market program. The anticipated contract term begins October 1, 2019.

3.0 Budget

The total all-inclusive budget for this contract is \$186,000 for the complete contract term.

4.0 Background

In Travis County, 51% of all deaths are caused by chronic diseases such as cancer, heart disease, stroke, COPD and diabetes. The primary risk factors for chronic disease include lack of physical activity, poor nutrition, and tobacco use. The majority of Travis County residents (80%) do not eat the recommended number of fruits & vegetables each day. In fact, 18% of Travis county residents eat less than one serving of vegetables per day. About 60% of adults are overweight or obese (Behavioral Risk Factor Surveillance System, BRFSS 2011-2017).

Significant health disparities exist for chronic diseases by income and race/ethnicity. The obesity rate for white adults in Travis County is 18.7%, while the rate is 36.1% among Blacks/African Americans and 30.5% among Hispanic/Latinos. The rate of diabetes for all adults in Travis County is 8.3%, however rates of diabetes among Blacks/African Americans and Hispanics/Latinos are 13% and 12% respectively. Nationally, Asian Americans also have higher rates of diabetes than the non-Hispanic white population (CDC National Diabetes Education Program). Disparities exist by income as well, as the diabetes rate among individuals earning less than \$25,000 per year is 11.6% as compared to 4.4% for individuals earning more than \$75,000 (BRFSS 2011-2016).

Five (5) zip codes in East Austin and Travis County (78721, 78724, 78725, 78617, 78653) have been identified as having a high concentration of individuals below the poverty level and also lack a full-service grocery store. In addition, fifteen percent of Travis County residents are identified as food insecure (<http://canatx.org/dashboard/our-basic-needs-are-met/food-security/>), meaning that these individuals have limited or uncertain availability of nutritionally adequate foods. The U.S. Dept. of Human Services, Healthy People 2020 notes that the risk for food insecurity is greater for low income households in

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neighborhoods where transportation options are limited, the travel distance to stores is greater, and there are fewer supermarkets.

Austin City Council has allocated ongoing funding to implement strategies to increase access to healthy foods in areas within the City that are experiencing high rates of chronic disease and that lack access to food. This request for proposals is to build and expand upon the work of the Farm Stand and Mobile Market projects which began in 2016. There are currently a total of 14 sites, consisting of Farm Stands (operated by Sustainable Food Center) and Mobile Markets operated by Farmshare Austin (see freshforlessaustin.org for current locations). These Farm Stands and Mobile Markets operate weekly and share similar features in that they are both small open-air markets that offer a selection of Texas-grown fresh fruits and vegetables at more affordable prices than a traditional farmers market. The Farm Stands and Mobile Markets are located in neighborhoods with limited food access and that face health and economic disparities.

Through this Request for Proposals (RFP), these projects will be combined under the term "Mobile Produce Market". The primary goal of this project continues to be to increase access to, and ultimately consumption of fresh fruits and vegetables among populations at risk for chronic disease or who live in areas without close proximity to a grocery store. A secondary goal is to support the local economy, wherever possible, through the sale of Texas-grown produce. Research by Zepeda et al in Exhibit C concerning mobile produce markets in other cities show that there are some challenges to operating markets. The authors note a need for increased awareness and advertising; affordability; improved convenience by offering more stops and hours, as well as a greater variety of items for one-stop shopping; emphasis on value and service; and building trust within communities in order to make these types of Markets most effective (See Exhibits).

4.1 Priority Populations

Individuals of lower incomes are disproportionately impacted by both food insecurity and chronic disease, therefore individuals with incomes under 200% of the Federal poverty level, or who receive Supplemental Nutrition Assistance Program (SNAP) benefits are priority populations for this program. African American/Black, Hispanic/Latino, and Asian American individuals are disproportionately impacted by chronic disease. Rates of obesity and diabetes by census tract can be found in the 500 Cities Data portal located at the [Austin Public Health, Chronic Disease Prevention Website](#). Healthy Food Priority Areas should also be considered in the placement of mobile produce markets. These maps were created by the City of Austin Office of Sustainability and will be provided to the Contractor. The Priority Areas take into consideration distance to a full-service grocery store, income, and other factors when determining areas most in need of food access interventions. At least two (2) mobile produce markets should take place outside of the City of Austin limits in areas of Travis County such as Hornsby Bend and Del Valle; these areas are priority areas for this scope of work.

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5.0 Eligible Respondents shall:

- 5.1 Have experience operating small-scale retail environments for the sale of fruits and vegetables.
- 5.2 Have demonstrated experience sourcing fruits and vegetables at affordable prices, including sourcing Texas-grown produce.
- 5.3 Have experience engaging and establishing partnerships in underserved and low-income communities.
- 5.4 Have a minimum of two (2) years working in Austin, Texas to establish healthy communities.
- 5.5 Be a non-profit organization.

6.0 Contractor's Responsibilities

The successful contractor shall furnish all necessary services, qualified personnel, materials, equipment, transportation/travel and facilities to perform the specified requirements of this contract listed below. The Contractor shall also be responsible for ensuring all permitting and licensing regulations are met in relation to operating the markets.

6.1 Mobile produce market planning

- 6.1.1 Analyze existing mobile market and farm stand sites (14 current sites) to determine which sites have sufficient sales, community support, and are reaching priority populations; determine which sites will be maintained during the 2019-2020 project year.
- 6.1.2 Consult with relevant partners, local community leaders and residents to determine possible new locations/sites and assess readiness for proposed locations for a weekly mobile produce market stop.
- 6.1.3 Procure as needed (via purchase or lease) most efficient vehicles for mobile produce market, such as vans, trucks, buses, etc. Vehicles allowing for enhanced mobility of the market, such as buses or trucks, are encouraged.

6.2 Developing a supply capacity for a mobile produce market

- 6.2.1 Mobile produce market sites must provide, at a minimum, high quality, fresh, affordable, culturally relevant fruits and vegetables that customers are accustomed to purchasing. Contractor may prioritize produce that is locally produced in the State of Texas, however contractor must be willing to source produce from outside of Texas if needed to meet the variety

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and pricing requirements of this RFP. Contractor shall prioritize sourcing items listed in the top 10 of the top 20 fruits and vegetables purchased list (see Exhibit) as these reflect the highest national customer demand for fruits and vegetables. Contractor shall provide at minimum six (6) vegetables (excluding garlic) and two (2) fruits (excluding lemons and limes) from the top 20 fruits and top 20 vegetables list at all markets. The contractor shall provide additional culturally relevant produce items whenever possible (such as okra, calabaza squash, collard greens, cilantro, jalapeno peppers, serrano peppers, mangos, etc.). The Contractor is encouraged to stock healthy staple items (such as canned or dry beans, rice, and pasta) as well as fresh herbs (cilantro, basil, etc.) to facilitate a one-stop shop for customers looking to make a healthy meal.

- 6.2.2 Produce should be offered at a price point that is affordable to individuals of lower incomes and competitive with other food retailers. Suggested prices obtained in December 2018 are provided in Exhibit 8.4, and will be updated and provided to contractor on a quarterly basis to account for seasonal fluctuation in prices. Contractor shall make a good faith effort to meet these prices for lower income shoppers with no more than 10% price variation above the recommended prices. Tiered pricing structures (ie: sliding fee scale) or additional discounts for customers under 200% of the Federal Poverty Level (FPL) may be utilized to achieve a pricing structure that is affordable for lower income customers. Contractor is encouraged to develop a mechanism for determining that individuals who are receiving discounts are under 200% of FPL through customer self-reporting, showing of Medical Assistance Program, SNAP, Women, Infants, and Children (WIC) or other benefits cards, by having a child at a school that is a Title 1 school, or other proposed method. Contractor should make a concerted effort to source produce that is affordable.

6.3 Implementing mobile produce market

- 6.3.1 Contractor shall procure all necessary equipment and permitting for the start-up of the markets (vehicle, refrigeration, food enterprise permits if needed, etc.).
- 6.3.2 All markets must accept SNAP and the Double Dollars/Double Up Food Bucks Incentive Program (DDIP).
- 6.3.3 Contractor must have a mechanism to track produce sales electronically (such as through software such as Square) and to monitor the percentage of customers utilizing SNAP.

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- 6.3.4 Any funds recouped by sale of produce or staple goods must be reinvested back into the mobile produce market operations budget during the contract term, preferably during the same contract period.
- 6.3.5 Contractor shall operate ten (10) market sites per week for the Fall Season (September/October through December). Contractor shall increase to fourteen (14) market sites per week by March 2020. Fall markets shall have a minimum of 9 weeks of operations; Spring markets (January through May) shall have a minimum of 16 weeks of operations; Summer markets (June, July, and August) must have a minimum of 6 weeks in operation. At least 4 sites must stay open through the summer season.
- 6.3.6 Contractor may close operations for severe weather. Contractor must have a process for determining Market closure due to weather including how to notify potential customers of the closure.
- 6.3.7 Contractor shall conduct a minimum of 4,056 customer transactions yearly, with minimum total sales of \$42,000 combined for all markets over the twelve (12) month project period.
- 6.3.8 Contractor shall develop a written Standard Operating Procedure (SOP) that provides step-by-step information and outlines operations for running a mobile produce market.

6.4 Education, Marketing and Promotion Messages

- 6.4.1 Contractor, in collaboration with the site hosting the market, shall provide effective outreach and promotion of the mobile produce market.
- 6.4.2 Contractor will collaborate with the Healthy Food Access Education and Outreach Contractor, which will be contracted through a separate RFP. This team will be providing additional education and outreach support to the mobile produce markets using a community health work model, including periodic recipe sampling at mobile markets. Contractor will review and approve outreach plans provided by Education and Outreach Contractor, and will meet with the Contractor prior to market launch in the Fall to align messaging.
- 6.4.3 Any messaging or materials prepared or distributed by or for the Contractor shall recognize the City as a funding source. The Contractor shall use APH's "Fresh for Less" brand identity and logo in marketing materials. Contractor shall utilize creative elements already developed, including

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banners, flyers, and logos for “Fresh for Less”. These elements will be provided to the Contractor.

6.5 Program Reporting and Evaluation

- 6.5.1 The Contractor shall collaborate with APH and evaluation contractors University of Texas Health Science Center at Houston (UTHealth) on outcome evaluation to measure selected changes in attitudes and behaviors and with a process evaluation to measure implementation of the mobile produce market project. Contractor will also participate in the Foundation for Food and Agriculture Research (FFAR) evaluation, which is a partnership between Fresh for Less project partners and UTHealth and is a 3-year cohort study to measure the impact of the Fresh for Less projects.
- 6.5.2 The Contractor shall provide sales data (including total SNAP benefits redeemed), number of customer encounters (defined by the number of customers who make a purchase during the market operational day), and dates of mobile produce market operations monthly by the 10th day of the following month.
- 6.5.3 The Contractor shall comply with other APH reporting requirements, including but not limited to, monthly programmatic reports and on-site reviews. Written programmatic reports shall be submitted to the APH Contract Manager by the 10th day of the month for the duration of the contract. The reporting template will be sent to the Contractor shortly after the Work Plan is finalized. The Contractor shall be reimbursed after required reporting documentation, including valid purchase receipts, are submitted and reviewed by the APH Contract Manager on a monthly basis.

6.6 City Responsibilities. The City’s Contract Manager will:

- 6.6.1 Be responsible for exercising general oversight of the Contractor’s activities in completing the Scope of Work.
- 6.6.2 Represent the City’s interests in resolving day-to-day issues that may arise during the term of this Contract. APH shall participate in all conference calls or meetings, especially where the public is present.
- 6.6.3 Review any written reports submitted by the Contractor, and approve all invoices for payment, as appropriate.
- 6.6.4 Give the Contractor timely feedback on the acceptability of progress and task reports.

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7.0 Deliverables

Deliverable	Output Measure	Deadline	Reference
Establish an inventory of possible locations for mobile produce market sites; engage relevant partners and assess community interest/readiness.	Spreadsheet of potential locations with supporting information (including site manager, analysis of demand by site, availability, etc.)	Within 3 months of contract execution	6.1
Select ten (10) sites from existing locations of mobile markets and farm stands for continuation during initial contract term. Begin weekly operations at these sites.	List of 10 sites; dates of operational days and total customer encounters/sales provided monthly	Ten (10) markets operational Within 1 month of contract execution;	6.3
Develop and arrange a supply chain of produce consisting of items listed on the top 20 fruits and vegetables list in Exhibit and supplement with other culturally relevant fruits and vegetables.	List of suppliers and/or distributors; list of products that will be sold at the Markets	Within 1 month of contract execution	6.2
Procure vehicle(s) (if needed) and necessary equipment, including permitting for operations if perishable items or eggs are to be sold.	Operable and legal mobile market vehicle(s)	Within 1 month of contract execution	6.1
Ensure that all markets accept SNAP and Double Dollars/Double Up Food Bucks Incentive Program (DDIP). Attain minimum goal of 15% of customer transactions utilizing SNAP.	Complete SNAP retailer training and application. Provide monthly percentage of customer transactions that utilized SNAP.	Within 2 months of contract execution	6.3
Expand to a total of 14 weekly mobile produce market stops by Spring Season; Spring season should consist of at least 16 weeks in operation.	List of 14 sites provided; dates of operational days and total customer encounters/sales provided monthly	By the beginning of the Spring Season	6.3
Contractor may reduce to as few as 4 weekly sites for each of the 6 weeks of the Summer season.	List of 4 sites that will continue through the summer season. Dates of operational days and total customer	Within 8 months of contract execution	6.3

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	encounters/sales proved monthly		
Ensure a minimum of 4,056 customer transactions throughout the project year. Ensure minimum total sales of \$42,000 for the project year.	Monthly number of customer transactions provided	Beginning 2 nd month after contract execution and ongoing	6.3
The Contractor shall assist APH with an outcome evaluation to measure selected changes in attitudes and behaviors and with a process evaluation to measure implementation of the mobile produce market project.	Documentation of participation in evaluation activities	Ongoing	6.5
Develop a Standard Operating Procedure (SOP) document that provides step-by-step information and outlines operations for running a mobile produce market that could be used at a variety of locations with various community stakeholders.	SOP	30 days prior to the initial contract term end date	6.3
The Contractor shall comply with APH reporting requirements.	Reporting documents, including back-up documentation for financial and deliverables	Throughout the contract	6.5

8.0 Exhibits

8.1 Food Insecurity Report

http://austintexas.gov/sites/default/files/files/Final_Project_SteinLobovitsS_UrbanGIS.pdf

8.2 2017 Most Popular Fruits and Vegetables List (study done by the Packer):

<https://www.pma.com/content/articles/2017/05/top-20-fruits-and-vegetables-sold-in-the-us>

8.3 Journal Article by Lydia Zepeda et al. "Overcoming challenges to effectiveness of mobile markets in US" Appetite. August 2014, Volume 79, Pages 58-67

<https://www.sciencedirect.com/science/article/pii/S0195666314001470>

8.4: Suggested Mobile Market Produce Pricing List:

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Suggested Price List: December 2018

Popularity Ranking* (1=highest)	Product	Suggested Price	Notes (per pound, bunch, item)
Vegetables			
20	Asparagus	\$2.28	pound
8	Bell Peppers	\$0.33	each
6	Broccoli	\$1.28	pound
16	Cabbage	\$0.48	pound
4	Carrots	\$0.49	pound
18	Cauliflower	\$2.25	bunch
9	Celery	\$0.88	each
11	Corn	\$0.50	each
10	Cucumbers	\$0.33	each
12	Garlic	\$0.33	each
17	Green Beans	\$1.18	pound
19	Green Onions	\$0.43	each
5	Lettuce	\$0.88	each
13	Mushrooms	\$3.34	pound
3	Onions	\$0.68	pound
1	Potatoes	\$0.68	pound
7	Salad Mix	\$1.97	pound
15	Spinach	\$1.48	each
14	Sweet Potatoes	\$0.68	pound
2	Tomatoes	\$0.78	pound
	Okra	\$1.38	pound
	Calabaza Squash	\$0.88	pound
	Turnip Greens	.98	each
	Mustard Greens	.98	each
	Collard greens	\$0.98	each
	Cilantro	\$0.38	each
	Jalapeno Peppers	\$0.68	pound
	Serrano Peppers	\$1.28	pound
Fruits			
2	Apples	\$0.33	each
11	Avocados	\$0.58	each
1	Bananas	\$0.44	pound
17	Blackberries	\$5.71	pound
8	Blueberries	\$7.68	pound
10	Cantaloupe	\$1.98	each

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13	Cherries	\$5.98	pound
20	Grapefruit	\$3.88	pound
3	Grapes	\$1.58	pound
7	Lemons	\$0.33	each
15	Limes	\$0.20	each
19	Nectarines	\$3.98	pound
5	Oranges	\$0.77	pound
9	Peaches	\$3.98	pound
14	Pears	\$1.47	pound
12	Pineapple	\$1.50	each
18	Plums	\$3.98	pound
16	Raspberries	\$7.41	pound
4	Strawberries	\$2.18	pound
6	Watermelon	\$3.98	each
	Mangos (large)	\$1.28	each

*Popularity is according to the "Packer" top 20 fruits and vegetables list. Items in green are suggested additional culturally relevant produce items

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1. PROPOSAL FORMAT

The original copy shall be submitted on 8.5 x 11 inch paper, bound or in a 3-ring binder, shall be clearly labeled as “**ORIGINAL**” and shall include the original signature of the person authorized to sign on behalf of the Proposer.

The electronic copy shall be an exact replica of the original paper copy. The electronic proposal shall be saved as a single PDF file copy of the original submitted paper proposal.

Organize your Proposal in the information sequence described below. Use tabs to divide each part of your Proposal and include a Table of Contents with page numbers. Proposers should provide all details in the Proposal described below and any additional information you deem necessary to evaluate your Proposal:

Tab 1 - Required Documents:

Complete and submit the following documents:

- i. **Signed Offer Sheet (pages 1-3)**
- ii. **Section 0605 - Local Business Presence Identification Form**
- iii. **Section 0630 - Exceptions Form (if applicable) - Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Offer.**
- iv. **Section 0800 - Non-Discrimination and Retaliation Certification**
- v. **Section 0815 - Living Wages Contractor Certification**
- vi. **Section 0835 - Nonresident Bidder Provision**
- vii. **Section 0840 - Service-Disabled Veteran Business Enterprise**
- viii. **Section 0900/0905 – Subcontracting/Sub-Consulting Utilization Form and/or Plan.**
- ix. **Signed Addenda, if issued by the City**

Tab 2 - Experience and Qualifications (37 points):

Provide the following information:

- i. Full name and address of your non-profit organization; identify parent organization if you are a subsidiary. Include the State(s) in which incorporated or licensed to operate and how long your company has been in business. Provide documentation attesting to your organization's active 501(c)(3) status.
- ii. Experience and Qualifications. Describe your organization's experience in the following areas:
 - a) Operating small-scale retail environments for the sale of fruits and vegetables.
 - b) Sourcing fruits and vegetables at affordable prices, including sourcing Texas-grown produce.
 - c) Engaging and establishing partnerships in underserved and low-income communities in Austin and/or Travis County.
- iii. Personnel Experience and Qualifications. Provide resumes or bios for leadership and key personnel who will provide services under the Contract. Describe each individual's experience and competencies in sourcing affordable produce and products for small scale retail environments, sourcing Texas grown produce whenever available and economically feasible, securing appropriate locations and ability to reach priority populations including low income populations and communities of color, and skills in managing operations for multiple small retail environment locations including the ability to track and monitor sales, or other skills and knowledge related to the Scope of Work. Include details, such as educational background, previous experience with similar projects, position title, certifications (if applicable), number of years with your firm, awards, past employment, etc.
- iv. References. Provide two (2) current or previous references. All reference information shall be documented and verifiable. References must be aware that they are being listed and agreeable to City interview for follow-up. The City at its discretion may check references in order to determine

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the Offeror's experience and ability to provide these services. Each reference listed shall include the following:

- Agency/Company/Organization/Funder Name
- Agency/Company/Organization/Funder contact name, phone number, and email address
- Describe type of program/service provided to reference or how you worked with this reference. For example, this can be a partner organization you have provided a program or service to, an academic partner that has done evaluation or worked with you on your program, or a previous funder that has provided funding for your program or services.

Tab 3 - Approach, Methodology and Work Plan (40 points):

Describe how you plan to accomplish the project described in the Scope of Work (Section 0500), and include any additional information you deem necessary to evaluate your proposal. At a minimum, specifically provide or indicate the following:

i. Approach and Methodology:

- a) Describe the approach and methodology to be employed, underlying philosophies that inform the approach/methodology, organizational values, and the result intended and desired.
- b) Provide details on how your approach/methodology will meet or exceed the requirements described in the Scope of Work. The approach/methodology should particularly address how you would source produce with sufficient variety as specified in the Scope of Work, source Texas grown products whenever possible and economically feasible, ensure that products sold are affordable for individuals of lower incomes (i.e. under 200% of the Federal Poverty Level) as demonstrated by the ability to meet the product pricing goals in the Scope of Work. Address how you would determine appropriate locations for mobile markets to reach priority populations at risk for food insecurity and chronic disease, ensure overall efficient mobile market operations across multiple sites/locations, and track and monitor sales of produce and/or other goods sold including the use of Supplemental Nutrition Assistance Program (SNAP) benefits utilized.
- c) Include a list of produce products that you would sell in the mobile market, and list other proposed products such as healthy staple goods, if applicable. For each item, indicate the source for this product (i.e. farm, producer, distributor, etc.) if known, or identify if this will be determined after the contract award. Include a sample price list for products that you envision selling in the mobile market.

ii. Work Plan:

- a) Provide a detailed narrative of your proposed work plan for accomplishing the Scope of Work. Include a breakdown of the work by task and timeline. Include project deliverables provided in the Scope of Work and any other proposed milestones and deliverables as well as meetings, government Party responsibilities, etc.
- b) Proposed Project Team. Include names and titles of all professional personnel including the Project Manager who will be assigned to this project. State the primary work assigned to each person and the percentage of time each person will devote to this project. Specify project leadership, team personnel, and reporting responsibilities. If use of subcontractors is proposed, identify their placement in the primary management structure, and provide internal management description for each subcontractor. Please include if any proposed project staff are Bilingual in English and Spanish.

Tab 4 - Total Evaluated Cost (10 points):

Provide an all-inclusive cost proposal that itemizes materials, supplies, labor, warranty, travel, and administrative burden to complete the project. Your organization's method of costing may or may not be used but shall be described.

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Tab 5 - Authorized Negotiator:

Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.

Tab 6 - Exceptions to the Proposal: Include this form in your Proposal package (Section 0630):

The Proposer shall clearly indicate each exception taken and indicate the alternative language along with the business need for the alternative language. The failure to identify exceptions or proposed changes with a full explanation will constitute acceptance by the Proposer of the Solicitation as proposed by the City. The City reserves the right to reject a Proposal containing exceptions, additions, qualifications or conditions not called for in the Solicitation.

2. Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying:

- i. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 amending Chapter 2-7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
- ii. If during the No-Contact Period an Offeror makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the Offeror's Offer is disqualified from further consideration except as permitted in the Ordinance.
- iii. If a Respondent has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the Offeror from doing business with the City for a period not to exceed three (3) years, provided the Respondent is given written notice and a hearing in advance of the debarment.
- iv. The City requires Offerors submitting Offers on this Solicitation to provide a signed Section 0810, Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit certifying that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: <http://www.ci.austin.tx.us/edims/document.cfm?id=161145>

3. **Service-Disabled Veteran Business Enterprise ("SDVBE"):** Pursuant to the interim Service-Disabled Veteran Business Enterprise (SDVBE) Program, Offerors submitting proposals in response to a Request for Proposals shall receive a three point (3 percent) preference if the Offeror, at the same time the proposal is submitted, is certified by the State of Texas, Comptroller of Public Accounts as a Historically Underutilized Business and is a Service-Disabled Veteran Business Enterprise. This preference does not apply to subcontractors. To receive this preference, Offerors shall complete the enclosed Section 0840 Service-Disabled Veterans Business Enterprise Preference Form, in accordance with the Additional Solicitation Instructions included therein.
4. **Proposal Acceptance Period:** All proposals are valid for a period of one hundred and eighty (180) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal.
5. **Proprietary Information:** All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the proposal to be disclosed, each page must be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify

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proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

6. EXCEPTIONS:

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

7. PROPOSAL PREPARATION COSTS:

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a proposal which may be required by the City shall be the sole responsibility of the Proposer.

8. EVALUATION FACTORS AND AWARD

A. **Competitive Selection:** This procurement will comply with applicable City Policy. The successful Proposer will be selected by the City on a rational basis. Evaluation factors outlined in Paragraph B below shall be applied to all eligible, responsive Proposers in comparing proposals and selecting the Best Offeror. Award of a Contract may be made without discussion with Proposers after proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

B. **Evaluation Factors:** 100 points

- | | |
|--|------------------|
| 1. Experience and Qualifications | 37 Points |
| 2. Approach, Methodology and Work Plan | 40 Points |
| 3. Total Evaluated Cost | 10 Points |
| 4. Service-Disabled Veteran Business Enterprise | 3 Points |
| 5. Local Presence | 10 Points |

The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City contracts. A firm (Proposer or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation.

Points will be awarded through a combination of the Proposer's Local Business Presence and/or the Local Business Presence of their subcontractors. Evaluation of the Team's Percentage of Local Business Presence will be based on the dollar amount of work as reflected in the Proposer's MBE/WBE Compliance Plan or MBE/WBE Utilization Plan. Specify if and by which definition the Proposer or Subcontractor(s) have a local business presence. Local Business Presence shall be scored according to this table:

Team's Local Business Presence	Points Awarded
Local business presence of 90% to 100%	10
Local business presence of 75% to 89%	8
Local business presence of 50% to 74%	6
Local business presence of 25% to 49%	4
Local presence of between 1 and 24%	2
No local presence	0

6. **Optional Presentations and Demonstrations.** The City will score proposals on the basis of the criteria listed above. The City may select a "short list" of Proposers based on those scores. "Short-listed" Proposers may be invited for presentations, demonstrations, or interviews with the City. The City reserves the right to re-score "short-listed" proposals as a result, and to make

CITY OF AUSTIN PURCHASING OFFICE
SECTION 0600: PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
RFP 9100 JRH3004: MOBILE PRODUCE MARKET

award recommendations on that basis.

Section 0605: Local Business Presence Identification

A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years, currently employs residents of the City of Austin, Texas, and will use employees that reside in the City of Austin, Texas, to support this Contract. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation.

OFFEROR MUST SUBMIT THE FOLLOWING INFORMATION FOR EACH LOCAL BUSINESS (INCLUDING THE OFFEROR, IF APPLICABLE) TO BE CONSIDERED FOR LOCAL PRESENCE.

NOTE: ALL FIRMS MUST BE IDENTIFIED ON THE MBE/WBE COMPLIANCE PLAN OR NO GOALS UTILIZATION PLAN (REFERENCE SECTION 0900).

USE ADDITIONAL PAGES AS NECESSARY

OFFEROR:

Name of Local Firm	Farmshare Austin	
Physical Address	3608 River Road, Cedar Creek, TX 78612	
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	<u>No</u>
or		
Has your branch office been located in the Corporate City Limits for the last 5 years?	Yes	No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	<u>Yes</u>	No

SUBCONTRACTOR(S):

Name of Local Firm	N/A	
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years?	Yes	No

Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

SUBCONTRACTOR(S):

Name of Local Firm	N/A	
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	Yes	No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No



**CITY OF AUSTIN
PURCHASING OFFICE
EXCEPTIONS**

Solicitation Number: RFP 9100 JRH3004

The City will presume that the Offeror is in agreement with all sections of the solicitation unless the Offeror takes specific exception as indicated below. The City, at its sole discretion, may negotiate exceptions to the sections contained in the solicitation documents or the City may deem the Offer non-responsive. The Offeror that is awarded the contract shall sign the contract with the accepted or negotiated sections.

Place this attachment in Tab 1 – Exceptions to your Offer. Copies of this form may be utilized if additional pages are needed.

☒ Accepted as written.

☐ Not accepted as written. See below:

Indicate:

- ☐ 0300 Standard Purchase Terms & Conditions
- ☐ 0400 Supplemental Purchase Provisions
- ☐ 0500 Scope of Work

Page Number

Section Number

Section Description

Alternative Language:

Justification:

**City of Austin, Texas
Section 0800
NON-DISCRIMINATION AND NON-RETALIATION CERTIFICATION**

City of Austin, Texas

Equal Employment/Fair Housing Office

To: City of Austin, Texas,

I hereby certify that our firm complies with the Code of the City of Austin, Section 5-4-2 as reiterated below, and agrees:

- (1) Not to engage in any discriminatory employment practice defined in this chapter.
- (2) To take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without discrimination being practiced against them as defined in this chapter, including affirmative action relative to employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training or any other terms, conditions or privileges of employment.
- (3) To post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Equal Employment/Fair Housing Office setting forth the provisions of this chapter.
- (4) To state in all solicitations or advertisements for employees placed by or on behalf of the Contractor, that all qualified applicants will receive consideration for employment without regard to race, creed, color, religion, national origin, sexual orientation, gender identity, disability, sex or age.
- (5) To obtain a written statement from any labor union or labor organization furnishing labor or service to Contractors in which said union or organization has agreed not to engage in any discriminatory employment practices as defined in this chapter and to take affirmative action to implement policies and provisions of this chapter.
- (6) To cooperate fully with City and the Equal Employment/Fair Housing Office in connection with any investigation or conciliation effort of the Equal Employment/Fair Housing Office to ensure that the purpose of the provisions against discriminatory employment practices are being carried out.
- (7) To require of all subcontractors having 15 or more employees who hold any subcontract providing for the expenditure of \$2,000 or more in connection with any contract with the City subject to the terms of this chapter that they do not engage in any discriminatory employment practice as defined in this chapter.

For the purposes of this Offer and any resulting Contract, Contractor adopts the provisions of the City's Minimum Standard Non-Discrimination and Non-Retaliation Policy set forth below.

**City of Austin
Minimum Standard Non-Discrimination and Non-Retaliation in Employment Policy**

As an Equal Employment Opportunity (EEO) employer, the Contractor will conduct its personnel activities in accordance with established federal, state and local EEO laws and regulations.

The Contractor will not discriminate against any applicant or employee based on race, creed, color, national origin, sex, age, religion, veteran status, gender identity, disability, or sexual orientation. This policy covers all aspects of employment, including hiring, placement, upgrading, transfer, demotion, recruitment, recruitment advertising, selection for training and apprenticeship, rates of pay or other forms of compensation, and layoff or termination.

The Contractor agrees to prohibit retaliation, discharge or otherwise discrimination against any employee or applicant for employment who has inquired about, discussed or disclosed their compensation.

Further, employees who experience discrimination, sexual harassment, or another form of harassment should immediately report it to their supervisor. If this is not a suitable avenue for addressing their complaint, employees are advised to contact another member of management or their human resources representative. No employee shall be discriminated against, harassed, intimidated, nor suffer any reprisal as a result of reporting a violation of

this policy. Furthermore, any employee, supervisor, or manager who becomes aware of any such discrimination or harassment should immediately report it to executive management or the human resources office to ensure that such conduct does not continue.

Contractor agrees that to the extent of any inconsistency, omission, or conflict with its current non-discrimination and non-retaliation employment policy, the Contractor has expressly adopted the provisions of the City's Minimum Non-Discrimination Policy contained in Section 5-4-2 of the City Code and set forth above, as the Contractor's Non-Discrimination Policy or as an amendment to such Policy and such provisions are intended to not only supplement the Contractor's policy, but will also supersede the Contractor's policy to the extent of any conflict.

UPON CONTRACT AWARD, THE CONTRACTOR SHALL PROVIDE THE CITY A COPY OF THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICIES ON COMPANY LETTERHEAD, WHICH CONFORMS IN FORM, SCOPE, AND CONTENT TO THE CITY'S MINIMUM NON-DISCRIMINATION AND NON-RETALIATION POLICIES, AS SET FORTH HEREIN, **OR** THIS NON-DISCRIMINATION AND NON-RETALIATION POLICY, WHICH HAS BEEN ADOPTED BY THE CONTRACTOR FOR ALL PURPOSES WILL BE CONSIDERED THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICY WITHOUT THE REQUIREMENT OF A SEPARATE SUBMITTAL.

Sanctions:

Our firm understands that non-compliance with Chapter 5-4 and the City's Non-Retaliation Policy may result in sanctions, including termination of the contract and suspension or debarment from participation in future City contracts until deemed compliant with the requirements of Chapter 5-4 and the Non-Retaliation Policy.

Term:

The Contractor agrees that this Section 0800 Non-Discrimination and Non-Retaliation Certificate of the Contractor's separate conforming policy, which the Contractor has executed and filed with the City, will remain in force and effect for one year from the date of filing. The Contractor further agrees that, in consideration of the receipt of continued Contract payment, the Contractor's Non-Discrimination and Non-Retaliation Policy will automatically renew from year-to-year for the term of the underlying Contract.

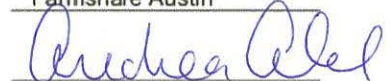
Dated this 8 day of April, 2019

CONTRACTOR

Authorized
Signature

Title

Farmshare Austin



Executive Director

Section 0815: Living Wages Contractor Certification

Pursuant to the Living Wages provision (reference Section 0400, Supplemental Purchase Provisions) the Contractor is required to pay to all employees of the Prime Contractor and all tiers of subcontractors directly assigned to this City contract a minimum Living Wage equal to or greater than \$15.00 per hour.

- (1) The below listed individuals are all known employees of the Prime Contractor and its subcontractors who are directly assigned to this contract, and all are compensated at wage rates equal to or greater than \$15.00 per hour:

Employee Name	Employer	Prime or Sub	Your Normal Rate	Employee Job Title
Andrea Abel	Farmshare Austin	Prime	\$24,000/year	Executive Director
Heather Helman	Farmshare Austin	Prime	\$33,280/year	Mobile Market Manager
Mariana Bonilla	Farmshare Austin	Prime	\$15/hour	Mobile Market Coord.
Natalie Hayhurst	Farmshare Austin	Prime	\$15/hour	Mobile Market Coord.

- (2) All future employees of both the Prime Contractor and all tiers of subcontractors directly assigned to this Contract will be paid a minimum Living Wage equal to or greater than \$15.00 per hour.
- (3) Our firm will not retaliate against any employee of either the Prime Contractor or any tier of subcontractors claiming non-compliance with the Living Wage provision.

A Prime Contractor or subcontractor that violates this Living Wage provision shall pay each of its affected employees the amount of the deficiency for each day the violation continues. Willful or repeated violations of the provision by either the Prime Contractor or any tier of subcontractor, or fraudulent statements made on this certification, may result in termination of this Contract for Cause, subject the violating firm to possible suspension or debarment, or result in legal action.

I hereby certify that all the listed employees of both the Prime Contractor and all tiers of subcontractors who are directly assigned to this contract are paid a minimum Living Wage equal to or greater than \$15.00 per hour.

Contractor's Name: Farmshare Austin

Signature of Officer
or Authorized
Representative:



Date: 4/8/19

Printed Name:

Andrea Abel

Title

Executive Director

Section 0835: Non-Resident Bidder ProvisionsCompany Name Farmshare Austin

- A. Bidder must answer the following questions in accordance with Vernon's Texas Statutes and Codes Annotated Government Code 2252.002, as amended:

Is the Bidder that is making and submitting this Bid a "Resident Bidder" or a "non-resident Bidder"?

Answer: Resident Bidder

- (1) Texas Resident Bidder- A Bidder whose principle place of business is in Texas and includes a Contractor whose ultimate parent company or majority owner has its principal place of business in Texas.
 (2) Nonresident Bidder- A Bidder who is not a Texas Resident Bidder.

- B. If the Bidder is a "Nonresident Bidder" does the state, in which the Nonresident Bidder's principal place of business is located, have a law requiring a Nonresident Bidder of that state to bid a certain amount or percentage under the Bid of a Resident Bidder of that state in order for the nonresident Bidder of that state to be awarded a Contract on such bid in said state?

Answer: N/A Which State: _____

- C. If the answer to Question B is "yes", then what amount or percentage must a Texas Resident Bidder bid under the bid price of a Resident Bidder of that state in order to be awarded a Contract on such bid in said state?

Answer: N/A

Section 0840, Service-Disabled Veteran Business Enterprise Preference

Offeror Name
[OFFEROR NAME] Farmshare Austin

Additional Solicitation Instructions.

- ☒ By checking this box, Offeror states they are NOT a certified Service-Disabled Veteran Business Enterprise seeking to claim preference points under the City of Austin's SDVBE Program.
- Offerors seeking to claim the Service-Disabled Veteran Business Enterprise (SDVBE) preference shall be certified **under one of the two following scenarios**. Offerors shall check one of the following boxes, input the data in the applicable table below and include this completed form in their Proposal.
 - ☐ **HUB/SV.** Offeror is certified as a Service-Disabled Veteran (SV) Historically Underutilized Business (HUB) by the Texas State Comptroller of Public Accounts.

Texas State HUB/SV Certification	
13-Digit Vendor ID (VID)	
HUB/SV Issue Date	
HUB/SV Expiration Date	

- ☐ **HUB/OTHER + Federal SDVOSB.** Offeror is certified by the Texas State Comptroller of Public Accounts as a Historically Underutilized Business in a HUB Eligibility Category other than Service-Disabled Veteran (SV) AND is verified by the US Veterans Administration as a Service-Disabled Veteran-Owned Small Business (SDVOSB). **Texas HUB Eligibility Categories:** HUB/BL (Black), HUB/AS (Asian), HUB/HI (Hispanic), HUB/AI (Native American), or HUB/WO (Women Owned).

Texas State HUB/OTHER Certification	
13-Digit Vendor ID (VID)	
HUB Eligibility Category	
HUB Issue Date	
HUB Expiration Date	

Federal SDVOSB Verification	
9-Digit DUNS	
SDVOSB Issue Date	
SDVOSB Expiration Date	

- Offeror Identity. The Offeror submitting the Proposal shall be the same entity that is certified by the Texas State Comptroller of Public Accounts, AND if applicable as verified by the US Veterans Administration.
- Certification Status. Offeror's certification(s) must be active on or before the Solicitation's due date for Proposals and shall not expire prior to the award and execution of any resulting contract.
- Confirmation of Certification(s). Upon receipt of this completed form, the City will confirm the Offeror's certification(s): State: <https://mycpa.cpa.state.tx.us/tpasscmblsearch>. Federal: <https://www.vfp.vetbiz.gov/>. The City will direct any questions concerning an Offeror's State or Federal certification status to the Offeror's contact person as designated on the Offer Form of their Proposal.
- Misrepresentation. If the City determines that the Offeror requesting this preference is not certified by the State or Federal government if applicable, the Offeror will not receive the preference points. If the City determines that this misrepresentation was intentional, the City may also find the Offeror not responsible and may report the Offeror to the Texas State Comptroller of Public Accounts or if applicable to the US Veterans Administration. If the misrepresentation is discovered after contract award, the City reserves the right to void the contract.

Section 0900: SUBCONTRACTING/SUB-CONSULTING UTILIZATION FORM

**MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE (MBE/WBE)
PROCUREMENT PROGRAM
Subcontracting/Sub-Consulting ("Subcontractor") Utilization Form**

SOLICITATION NUMBER: RFP 9100 JRH3004
SOLICITATION TITLE: Mobile Produce Market

In accordance with the City of Austin's Minority and Women-Owned Business Enterprises (M/WBE) Procurement Program (Program), Chapters 2-9A/B/C/D of the City Code and M/WBE Program Rules, this Solicitation was reviewed by the Small and Minority Business Resources Department (SMBR) to determine if M/WBE Subcontractor/Sub-Consultant ("Subcontractor") Goals could be applied. Due to insufficient subcontracting/subconsultant opportunities and/or insufficient availability of M/WBE certified firms, SMBR has assigned no subcontracting goals for this Solicitation. However, Offerors who choose to use Subcontractors must comply with the City's M/WBE Procurement Program as described below. Additionally, if the Contractor seeks to add Subcontractors after the Contract is awarded, the Program requirements shall apply to any Contract(s) resulting from this Solicitation.

Instructions:

- a.) Offerors who do not intend to use Subcontractors shall check the "NO" box and follow the corresponding instructions.
b.) Offerors who intend to use Subcontractors shall check the applicable "YES" box and follow the instructions. **Offers that do not include the following required documents shall be deemed non-compliant or nonresponsive as applicable, and the Offeror's submission may not be considered for award.**

☒ **NO, I DO NOT intend to use Subcontractors/Sub-consultants.**

Instructions: Offerors that do not intend to use Subcontractors shall complete and sign this form below (Subcontracting/Sub-Consulting ("Subcontractor") Utilization Form) and include it with their sealed Offer.

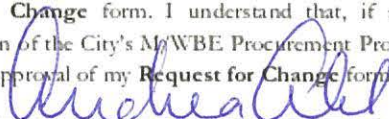
☐ **YES, I DO intend to use Subcontractors /Sub-consultants.**

Instructions: Offerors that do intend to use Subcontractors shall complete and sign this form below (Subcontracting/Sub-Consulting ("Subcontractor") Utilization Form), and follow the additional Instructions in the (Subcontracting/Sub-Consulting ("Subcontractor") Utilization Plan). Contact SMBR if there are any questions about submitting these forms.

Offeror Information			
Company Name	Farmshare Austin		
City Vendor ID Code	V00000920900		
Physical Address	3608 River Road		
City, State Zip	Cedar Creek, Texas 78612		
Phone Number	512-337-2211	Email Address	info@farmshareaustin.org
Is the Offeror City of Austin M/WBE certified?	<input checked="" type="checkbox"/> NO <input type="checkbox"/> YES Indicate one: <input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> MBE/WBE Joint Venture		

Offeror Certification: I understand that even though SMBR did not assign subcontract goals to this Solicitation, I will comply with the City's M/WBE Procurement Program if I intend to include Subcontractors in my Offer. I further agree that this completed **Subcontracting/Sub-Consulting Utilization Form**, and if applicable my completed **Subcontracting/Sub-Consulting Utilization Plan**, shall become a part of any Contract I may be awarded as the result of this Solicitation. Further, if I am awarded a Contract and I am not using Subcontractor(s) but later intend to add Subcontractor(s), before the Subcontractor(s) is hired or begins work, I will comply with the City's M/WBE Procurement Program and submit the **Request For Change** form to add any Subcontractor(s) to the Project Manager or the Contract Manager for prior authorization by the City and perform Good Faith Efforts (GFE), if applicable. I understand that, if a Subcontractor is not listed in my **Subcontracting/Sub-Consulting Utilization Plan**, it is a violation of the City's M/WBE Procurement Program for me to hire the Subcontractor or allow the Subcontractor to begin work, unless I first obtain City approval of my **Request for Change** form. I understand that, if a Subcontractor is not listed in my **Subcontracting/Sub-Consulting Utilization Plan**, it is a violation of the City's M/WBE Procurement Program for me to hire the Subcontractor or allow the Subcontractor to begin work, unless I first obtain City approval of my **Request for Change** form.

Andrea Abel, Executive Director

 4/8/19

Name and Title of Authorized Representative (Print or Type)

Signature/Date

Section 0905: SUBCONTRACTING/SUB-CONSULTING UTILIZATION PLAN

MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE (MBE/WBE)
PROCUREMENT PROGRAM
Subcontracting/Sub-Consulting ("Subcontractor") Utilization Plan

SOLICITATION NUMBER: RFP 9100 JRH3004
SOLICITATION TITLE: Mobile Produce Market

INSTRUCTIONS: Offerors who DO intend to use Subcontractors may utilize M/WBE Subcontractor(s) or perform Good Faith efforts when retaining Non-certified Subcontractor(s). Offerors must determine which type of Subcontractor(s) they are anticipating to use (CERTIFIED OR NON-CERTIFIED), check the box of their applicable decision, and comply with the additional instructions associated with that particular selection.

- ☐ I intend to use City of Austin CERTIFIED M/WBE Subcontractor/Sub-consultant(s).

Instructions: Offerors may use Subcontractor(s) that ARE City of Austin certified M/WBE firms. Offerors shall contact SMBR (512-974-7600 or SMBRComplianceDocuments@austintexas.gov) to confirm if the Offeror's intended Subcontractor(s) are City of Austin certified M/WBE and if these firm(s) are certified to provide the goods and services the Offeror intends to subcontract. If the Offeror's Subcontractor(s) are current valid certified City of Austin M/WBE firms, the Offeror shall insert the name(s) of their Subcontractor(s) into the table below and must include the following documents in their sealed Offer:

- Subcontracting/Sub-Consulting Utilization Form (completed and signed)
- Subcontracting/Sub-Consulting Utilization Plan (completed)

- ☐ I intend to use NON-CERTIFIED Subcontractor/Sub-Consultant(s) after performing Good Faith Efforts.

Instructions: Offerors may use Subcontractors that ARE NOT City of Austin certified M/WBE firms ONLY after Offerors have first demonstrated Good Faith Efforts to provide subcontracting opportunities to City of Austin M/WBE firms.

STEP ONE: Contact SMBR for an availability list for the scope(s) of work you wish to subcontract;

STEP TWO: Perform Good Faith Efforts (Check List provided below);

STEP THREE: Offerors shall insert the name(s) of their certified or non-certified Subcontractor(s) into the table below and must include the following documents in their sealed Offer:

- Subcontracting/Sub-Consulting Utilization Form (completed and signed)
- Subcontracting/Sub-Consulting Utilization Plan (completed)
- All required documentation demonstrating the Offeror's performance of Good Faith Efforts (see Check List below)

GOOD FAITH EFFORTS CHECK LIST –

When using NON-CERTIFIED Subcontractor/Sub-consultants(s), **ALL** of the following CHECKBOXES **MUST** be completed in order to meet and comply with the Good Faith Effort requirements and all documentation must be included in your sealed Offer. Documentation **CANNOT** be added or changed after submission of the bid.

- ☐ **Contact SMBR.** Offerors shall contact SMBR (512-974-7600 or SMBRComplianceDocuments@austintexas.gov) to obtain a list of City of Austin certified M/WBE firms that are certified to provide the goods and services the Offeror intends to subcontract out. (Availability List). Offerors shall document their contact(s) with SMBR in the "SMBR Contact Information" table on the following page.
- ☐ **Contact M/WBE firms.** Offerors shall contact all of the M/WBE firms on the Availability List with a Significant Local Business Presence which is the Austin Metropolitan Statistical Area, to provide information on the proposed goods and services proposed to be subcontracted and give the Subcontractor the opportunity to respond on their interest to bid on the proposed scope of work. When making the contacts, Offerors shall use at least two (2) of the following communication methods: email, fax, US mail or phone. Offerors shall give the contacted M/WBE firms at least seven days to respond with their interest. Offerors shall document all evidence of their contact(s) including: emails, fax confirmations, proof of mail delivery, and/or phone logs. These documents shall show the date(s) of contact, company contacted, phone number, and contact person.

MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE (MBE/WBE)
PROCUREMENT PROGRAM
Subcontracting/Sub-Consulting ("Subcontractor") Utilization Plan

SOLICITATION NUMBER: RFP 9100 JRH3004

SOLICITATION TITLE: Mobile Produce Market

- ☐ **Follow up with responding M/WBE firms.** Offeror shall follow up with all M/WBE firms that respond to the Offeror's request. Offerors shall provide written evidence of their contact(s): emails, fax confirmations, proof of mail delivery, and/or phone logs. These documents shall show the date(s) of contact, company contacted, phone number, and contact person.
- ☐ **Advertise.** Offerors shall place an advertisement of the subcontracting opportunity in a local publication (i.e. newspaper, minority or women organizations, or electronic/social media). Offerors shall include a copy of their advertisement, including the name of the local publication and the date the advertisement was published.
- ☐ **Use a Community Organization.** Offerors shall solicit the services of a community organization(s); minority persons/women contractors'/trade group(s); local, state, and federal minority persons/women business assistance office(s); and other organizations to help solicit M/WBE firms. Offerors shall provide written evidence of their Proof of contact(s) include: emails, fax confirmations, proof of mail delivery, and/or phone logs. These documents shall show the date(s) of contact, organization contacted, phone number, email address and contact person.

**MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE (MBE/WBE)
PROCUREMENT PROGRAM
Subcontracting/Sub-Consulting ("Subcontractor") Utilization Plan**

Page 17

SOLICITATION NUMBER: RFP 9100 JRH3004
SOLICITATION TITLE: Mobile Produce Market

(Offerors may duplicate this page to add additional Subcontractors as needed)

Subcontractor/Sub-consultant	
City of Austin Certified	<input type="checkbox"/> MBE <input type="checkbox"/> WBE Ethnic/Gender Code: <input type="checkbox"/> NON-CERTIFIED
Company Name	
Vendor ID Code	
Contact Person	Phone Number:
Additional Contact Info	Fax Number: E-mail:
Amount of Subcontract	\$
List commodity codes & description of services	
Justification for not utilizing a certified MBE/WBE	

Subcontractor/Sub-consultant	
City of Austin Certified	<input type="checkbox"/> MBE <input type="checkbox"/> WBE Ethnic/Gender Code: <input type="checkbox"/> NON-CERTIFIED
Company Name	
Vendor ID Code	
Contact Person	Phone Number:
Additional Contact Info	Fax Number: E-mail:
Amount of Subcontract	\$
List commodity codes & description of services	
Justification for not utilizing a certified MBE/WBE	

SMBR Contact Information			
SMBR Contact Name	Contact Date	Means of Contact	Reason for Contact
		<input type="checkbox"/> Phone OR <input type="checkbox"/> Email	

FOR SMALL AND MINORITY BUSINESS RESOURCES DEPARTMENT USE ONLY:

Having reviewed this plan, I acknowledge that the Offeror ☐ HAS or ☐ HAS NOT complied with these instructions and City Code Chapters 2-9A/B/C/D, as amended.

Reviewing Counselor Date

I have reviewed the completing the Subcontracting/Sub-Consultant Utilization Plan and ☐ Concur ☐ Do Not Concur with the Reviewing Counselor's recommendation.

Director/ Assistant Director or Designee Date



**ADDENDUM
CITY OF AUSTIN, TEXAS**

Solicitation: RFP 9100 JRH3004

Addendum No: 1

Date of Addendum: March 28, 2019

This addendum is to incorporate the following questions and answers to the above referenced solicitation:

I. Questions:

- Q1. Section 0600, number 2, item iv references an Affidavit that must be signed by the Offeror. There is a hyperlink shortly after that links to the City Ordinance, but we are unsure where to find the Affidavit itself.
- A1. The affidavit is incorporated into the solicitation by reference on page 2 of the offer sheet and is therefore not required to be signed and submitted.
- Q2. How does the city define Austin Corporate City Limits?
- A2. "Austin Corporate City Limits" is also referred to as "City of Austin – Full Purpose". The location of a property within these limits can be determined via the following GIS tool: <http://www.austintexas.gov/GIS/PropertyProfile/>. A location within the City's Extraterritorial Jurisdiction (ETJ) does not count towards Local Presence as defined in Section 0600.
- Q3. Section 0600, number 1, Tab 1 describes all required documents that must be submitted with the Proposal. We have been unable to find fillable PDFs online for these documents. Should they be handwritten? Can we recreate the documents on the computer, or would that invalidate them?
- A3. Please use the actual forms provided. Do not recreate the forms. Please hand write if necessary.
- Q4. Section 0600, number 1, Tab 2, item iv: Can references be COA employees?
- A4. Yes.
- Q5. The only hyperlink that is not working for me is in Section 0500, 4.1 Priority Populations. The link should connect to the obesity and diabetes census data from the 500 Cities Data Portal.
- A5. This correct link is at this location: <https://www.healthplaceshealthypeople.org/mycommunity/>.

II. ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

ACKNOWLEDGED BY:

ANDREA ABEL

Name

Andrea Abel

Authorized Signature

4-8-19

Date

RETURN ONE COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE, CITY OF AUSTIN, WITH YOUR RESPONSE OR PRIOR TO THE SOLICITATION CLOSING DATE. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION.

li. Experience and Qualifications

a) Operating small-scale retail environments for the sale of fruits and vegetables.

Since June 2016, Farmshare Austin has been a contractor with Austin Public Health to develop and run the Fresh for Less Mobile Markets (Markets). The Markets operate in neighborhoods experiencing economic and geographic barriers to good food in Austin's Eastern Crescent and in Del Valle. Partnering with a community organization which hosts the market, Mobile Market Coordinators travel by van to the locations and set up a highly visible stand once a week for two hours with times and locations selected in collaboration with the community partner. The Markets sell a variety of fresh produce, eggs, honey and shelf-stable groceries.

Farmshare Austin is currently established with all appropriate and necessary certifications and licenses desired by Austin Public Health to run the Mobile Markets. Farmshare Austin is certified by the Texas Department of Agriculture as a Certified Farmers Market, holds a City of Austin Class A Farmers' Market Permit to Operate a Food Enterprise, holds SNAP licenses for each Market device, and uses Market scales licensed and registered by the Texas Department of Agriculture and a third party certification company, Amtex.

A recent study conducted by the University of Texas School of Public Health found that 80% of Farmshare Austin Mobile Market customers surveyed indicated that they have increased the amount of fresh vegetables and fruits their family consumes from shopping at the Mobile Markets. Nearly 70% of customers surveyed reported that they have increased the variety of fresh vegetables and fruit that their family eats from shopping at the Mobile Markets. (2018 Healthy Food Access Initiative Evaluation Annual Report, prepared by Alexandra Van Den Berg, Nalini Ranjit, Kathryn Janda, The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living)

Markets offer a variety of seasonal, produce sourced from Farmshare's 10-acre certified organic farm and from a variety of other Central Texas and Texas farms, all practicing organic or sustainable farming practices. Since launching the Markets in Fall 2016, we have greatly increased the variety of produce sold at each market, often carrying over 20 different vegetables and fruit. Farmshare's website (<https://www.farmshareaustin.org/>) is updated weekly, listing the produce and other products available that week at markets.

The Markets sell certified organic, pasture-raised local eggs from Coyote Creek Farm in Elgin, TX (Jeremiah Cunningham's "World's Best Eggs") and local honey from Austin Honey Company. The eggs are purchased at a negotiated reduced wholesale price. In addition, we sell high quality, certified organic, shelf-stable grocery items such as canned beans, peanut butter and marinara sauce to enable our customers to use the Markets as a one-stop shop to purchase all the items they need to prepare complete meals.

All Mobile Markets transactions are processed on tablet devices equipped with a Square POS system and Square card reader. This enables simple record keeping and sales tracking, while also increasing payment options (Square accepts both cash and credit card) and flexibility for customers. Each Market tablet is also equipped with the Mobile Market+ application, and necessary license, for accepting SNAP transactions. In addition to cash, credit card and SNAP, Markets also accept Sustainable Food Center (SFC) Double Dollars. As participants in the SFC's Double Dollars Incentive Program (DDIP), Markets also are authorized to disburse DDIP to customers utilizing SNAP for their purchases. Markets can also accept, but not disburse, WIC and FMNP DDIP.

Markets are set up in busy, active areas of the host site on three, 6-ft. long folding tables. Location and layout of tables at individual Markets can be easily adjusted to accommodate site needs or space concerns. If Market is outdoors, it may be set up under folding tents. The Market display features tablecloths, decorative containers, an array of fresh, seasonal produce, and healthy grocery staples. Prices are clearly displayed on a price sign in Spanish and English and/or individual product labels. There is a payment station including a Texas Department of Agriculture certified scale for weighing produce. At the payment station, we offer customers a variety of additional resources and information about healthy lifestyles, including recipes, SNAP and WIC information, and more. Customers are assisted with bagging their purchases at the payment station. There is a "Market Open" sign displayed at the closest entrance/thoroughfare to the Market at the site during market hours in addition to permanent signage at each site describing the day and time of the Market.

The Markets adhere to a set of Standard Operating Procedures (SOPs) developed when the Markets launched in 2016. The SOPs are reviewed and updated on a regular basis by the Mobile Market Manager. They outline the following topics: Choosing a market site, Market volunteers, Sourcing, Storage, List of supplies, Set up, SNAP & SFC Double Dollars, Tracking and reporting sales, How to run a SNAP transaction, If SNAP machine or iPad internet is down, Dealing with conflicts, Theft, Negative customer interaction, Customer grievance policy, Closing out after Market, In the case of inclement weather, Weekly, monthly, and annual tasks, Staff policies, Dress code policy, Illness policy, Hand washing and sanitizer, Licenses and permits.

The produce offered at Markets varies by season. The following produce and grocery item list represents availability at a recent March 2019 Market:

Produce	Grocery Items
Avocados	Apple Cider Vinegar
Beefsteak Tomato	Balsamic Vinegar
Beets	Black Beans, Canned
Bok Choy	Canola Oil
Broccoli	Corn, Canned

Butternut squash	Eggs
Cabbage	Garbanzo Beans, Canned
Carrots	Honey
Cilantro	Marinara Sauce
Collards	Olive Oil
Grapefruit	Pasta
Green onions	Peanut butter
Kale	Pinto Beans, Canned
Lemons	Sparkling Water
Lettuce Green Leaf	
Lettuce Romaine	
Limes	
Oranges	
Potatoes, Red	
Potatoes, Sweet	
Purple Sprouting Broccoli	
Spinach	
Swiss Chard	

The Markets began as a pilot in Fall 2016 with three sites and have grown to seven sites with three of those sites now offering a summer schedule. Initially, the Markets sold only produce grown on Farmshare's 10-acre certified organic teaching farm as well as local honey and grocery items. The honey is a culturally sought-after item at the Markets. However, based on customer demand, we have significantly expanded the variety of produce offered, including adding regular availability of fruit. Produce is sourced from a local produce wholesaler and a network of local farms, enabling us to get the greatest variety at the best prices. A report completed for Austin Public Health by a business consultant also identified certain produce, such as carrots, potatoes and tomatoes, that are particularly demanded by customers on a regular basis. As a result, we endeavor to carry these items on a regular basis. Again based on customer demand, we began selling organic, local eggs at all markets during the Fall 2017 Market season.

Fall 2016 (Pilot Season)

Los Cielos Community Park, Del Valle

Hornsby-Dunlap Elementary School

KIPP Austin Ridge Campus

Number of Market Days: 43

Number of Customers: 965

Total Sales: \$4,973

SNAP/DD Sales: \$246 (5%)

Spring/Summer 2017

Los Cielos Community Park, Del Valle (mid Jan - June)

Hornsby-Dunlap Elementary School (mid Jan - June 21, Sept 27)

KIPP Austin Ridge Campus (mid Jan - May)

Elroy Community Library (April 27-mid July)

Central Health Southeast Health & Wellness Center (mid-March - mid-July, Sept 29)

St. John's Episcopal Church (April - mid-July)

Del Valle Middle School (launched Sept 27)

East Communities YMCA (launched Sept 28)

Number of Market Days: 111

Number of Customers: 1,848

Total Sales: \$16,649

SNAP/DD Sales: \$1,420 (8.5%)

Fall 2017

Los Cielos Community Park, Del Valle

Hornsby-Dunlap Elementary School

Elroy Community Library

Central Health Southeast Health & Wellness Center

St. John's Episcopal Church

East Communities YMCA

Del Valle Middle School

Number of Market Days: 75

Number of Customers: 965

Total Sales: \$8,021

SNAP/DD Sales: \$712 (8.9%)

Spring 2018

Hornsby-Dunlap Elementary School

Elroy Community Library

Central Health Southeast Health & Wellness Center (through mid-September)

St. John's Episcopal Church (through July)

East Communities YMCA (through July)

Del Valle Middle School

Popham Elementary School

Number of Market Days: 148

Number of Customers: 2,171

Total Sales: \$19,845

SNAP/DD Sales: 2,894 (14.6%)

Fall 2018

Hornsby-Dunlap Elementary School
 Elroy Community Library
 Central Health Southeast Health & Wellness Center
 St. John's Episcopal Church
 East Communities YMCA
 Del Valle Middle School
 Popham Elementary School
 Hart Elementary School
 North Communities YMCA
 Number of Market Days: 85
 Number of Customers: 1,124
 Total Sales: \$9,231
 SNAP/DD Sales: \$1,943 (21%)

Spring 2019 YTD (January 9 - March, spring season will run until June)

Hornsby-Dunlap Elementary School
 Central Health Southeast Health & Wellness Center
 St. John's Episcopal Church
 East Communities YMCA
 Del Valle Middle School
 Popham Elementary School
 North Communities YMCA
 Number of Market Days: 73
 Number of Customers: 1,369
 Total Sales: \$12,281
 SNAP/DD Sales: \$2,470 (20.1%)

b) Sourcing fruits and vegetables at affordable prices, including sourcing Texas-grown produce.

Farmshare Austin has become a micro food hub to handle the produce sourcing needs of the Markets, developing a robust network of farmers and wholesalers and testing alternative purchasing methods such as contract farming at Urban Roots in Austin, TX and Coyote Creek Farm in Elgin, TX.

Keeping prices within customers' budgets is of our utmost concern as is meeting customers' expressed desire to purchase local, high quality, and organic/sustainably grown fruits and vegetables for their families. Each season we refine our procurement process with an eye toward providing a wide variety of the freshest seasonal produce available to our customers. Procurement is also always done with the customer's preferences in mind. We aim to source what our customers want to eat, cook with, and purchase, and take customer feedback very seriously. We have added and dropped different farms and wholesalers, accordingly, based on if

they are able to meet our demands for price as well as provide a selection of products our customers desire.

Approximately half of the produce sold at the Markets is sourced directly from Farmshare's 10-acre certified mixed produce farm. Each season, the Mobile Market Manager meets with the Farm Manager to develop the crop plan after analyzing sales data. This enables us to grow the crops that are most desired by our customers that also grow the best in Farmshare's soil. The Mobile Market Coordinators, who engage with customers on a daily basis, receive a great deal of feedback about what is being sold at the markets and are able to share that information with the rest of the Farmshare Austin Farm and Mobile Market staff. By changing our crop plans over the years, we can respond accordingly to customer demand. Nearly everything that Farmshare Austin's farm currently grows is in response to data driven Mobile Market demand. Some examples include carrots, summer squash and potatoes.

The procurement process takes time, knowledge and requires extensive networking/relationship building with growers. Initially, Farmshare only sold produce from our farm. However, to meet customer demand for a greater variety of produce, we began sourcing from a handful of Central Texas farms and wholesalers. Through this process we have experienced some challenges, such as while sourcing from Hardie's and eventually choosing to drop them after dealing with frequently poor/inconsistent produce quality. However, the procurement learning process has also led us to some truly successful partnerships. Farm to Table, who we began sourcing from in April 2018, is one of those successes. Their model has enabled us to efficiently source a high variety of seasonal produce through one order and at fair prices.

Farm to Table distributes fresh, mostly Texas-grown farm products to restaurants, commercial kitchens, independent grocery stores and other food establishments. They have an extensive network of Texas growers and a handful of suppliers from outside of Texas. They share updated produce availability and price lists each week on Mondays and offer a selection of seasonal produce. We order 1-2 times weekly from Farm to Table as well as from Farmshare Austin's Certified Organic farm and other Austin area farms such as Johnson's Backyard Garden, Austin Orchards and Fruitful Hill Farm, depending on cost and availability. Other farms from whom we have sourced include B5 Farm, Urban Roots, Greengate Farm, Hairston Creek and Bat Creek Farm. We continue to explore other farms, wholesalers and ways to reduce prices while maintaining quality of the produce we sell and meeting customer demands.

By ordering weekly, we are able to provide the freshest, highest quality produce to Market customers. Due to the lengthy growing season in Texas, we currently are able to procure all produce for Markets from Texas farms while maintaining a diverse array of fruits and vegetables for customers at Market. We source from Texas farms for two reasons: 1) our customers consistently share with us that they place a high value on sustainable/organic local produce, and 2) Farmshare's mission is to grow a healthy local food community, which includes economically supporting local farmers.

We also understand the need to balance price and variety and are continuing to expand our procurement range as customer demand and cost necessitate. Customer feedback is extremely valuable for procurement as we strive to provide produce and grocery items that Market customers are consistently seeking in their regular grocery shopping.

We continually look to create new procurement partnerships that benefit our customers and reduce prices. The owner of Farmshare's farm maintains a one-acre fruit orchard. This past year, he donated much of his harvest to sell at the Mobile Markets. We were able to sell organically-grown peaches, figs, persimmons, pears and pomegranates at low prices. All were very sought after and sold quickly. The pomegranates, figs and persimmons provided culturally relevant fruits to our customers that otherwise would have been out of the price range to purchase at a grocery store or farmers' market. We also are exploring a local procurement source for mushrooms that would allow the producer to sell their mushroom seconds/trimmings to us at reduced cost, while still providing customers with delicious and high quality speciality mushrooms, another culturally relevant vegetable.

Our partnership with Wheatsville Food Co-op enables us to provide a wide variety of high quality, organic grocery items at reduced cost to customers. We are currently exploring a partnership directly with UNFI as a means of sourcing grocery items at an even lower cost. UNFI is a national wholesaler that supplies co-ops. We also have had preliminary discussions about sourcing grocery items from another large food retailer who provides ongoing financial support to the Mobile Markets. These discussions are ongoing.

Farmshare Austin keeps extensive records of all produce and grocery items ordered to track price fluctuations and ensure we are receiving the best price possible from each farm or distributor. By reviewing these records frequently, we are able to determine if we need to find a new procurement source for specific items.

c) Engaging and establishing partnerships in underserved and low-income communities in Austin and/or Travis County.

Farmshare Austin strives to have a strong community presence throughout Austin and Travis County, and particularly among the neighborhoods and communities we serve with Mobile Markets. We have worked to develop trust and accountability in the Eastern Crescent, both by offering reliable, cost effective, and attractive Markets staffed by individuals able to fluently speak Spanish and English, as well as by frequently attending outreach events at or near Market host sites. We also maintain strong relationships with individual site partner organizations, checking in and coordinating with them on a consistent basis. We regularly table community events to share more information about the Fresh for Less Mobile Markets and work with community volunteers at several of our Markets. The relationships we have built in the communities we serve are evidenced by the many returning customers we have at each Market and the steadily increasing sales we have observed as Markets become more established and welcomed by the community.

Each partnership is designed to meet the specific needs of the community and the unique assets of each host site.

Central Health Southeast Health and Wellness Center (SEHWC)

- Year-round Mobile Market site since Fall 2017
- Customers include SEHWC patients/clients as well as staff
- Cooking classes taught at SEHWC with produce purchased at the market
- Occasional recipe sampling offered by cooking classes at the market highlighting recipes made with seasonal produce
- Farmshare provided produce for summer nutrition program lunches
- Farmshare developed and taught a bilingual container food gardening class
- Market so successful they have asked us to consider adding another day each week

Del Valle ISD (Del Valle Middle School, Popham Elementary School, Hornsby-Dunlap Elementary School)

- Common Threads collaboration to bring cooking demos to DVISD's Mobile Markets before the end of the 2019 school year
- Parent Community Liaisons
- Regular customers include school staff
- Strong parent and teacher interest demonstrated at Spring 2019 outreach events

East Communities YMCA

- Coordination with instructors who also shop at the markets and encourage students in their class to frequent the market

North Communities YMCA

- Coordination with instructors who also shop at the markets and encourage students in their class to frequent the market

St. John's Episcopal Church

- Coordination with the congregation's environmental committee
- Active community volunteers who regularly post about the Market on their neighborhood listserv and Facebook page

Sustainable Food Center (SFC)

SFC cultivates a healthy community by strengthening the local food system and improving access to nutritious, affordable food. Farmshare and SFC strategically partnered beginning in March 2018 to maximize resources and community impact for their respective Fresh for Less food access programs. Food access staff from both organizations meet regularly to develop the processes and evaluation mechanisms needed to increase community benefit.

The result was a pilot in Fall 2018 where Farmshare ran the Hart Elementary School site as a Mobile Market and added a new site at the North Communities YMCA. SFC provided site outreach at both sites and regional community outreach. They also provided recipe sampling and other customer incentives.

We continue to refine our collaboration with SFC to best meet community needs. During the Spring 2019 season, SFC is providing monthly recipe sampling and regional community outreach. We are working collaboratively to refine market/farmstand evaluation mechanisms.

GAVA (Go Austin/Vamos Austin)

GAVA is non-profit organization dedicated to breaking down barriers to healthy living in the Eastern Crescent through community organizing. They have a particular geographic focus in the 78744/78745 zip codes and in the Rundberg neighborhood of North Central Austin. We collaborate with GAVA and SFC to ensure our work is closely connected to the interests of those communities.

We are developing future potential Mobile Market partnerships:

- Colony Park neighborhood association, Barbara Jordan Elementary School and Central Health
- People's Community Clinic
- Del Valle Community Center/Del Valle Health Center (Central Health)

iii. Personnel Experience and Qualifications

Describe each individual's experience and competencies in sourcing affordable produce and products for small scale retail environments, sourcing Texas grown produce whenever available and economically feasible, securing appropriate locations and ability to reach priority populations including low income populations and communities of color, and skills in managing operations for multiple small retail environment locations including the ability to track and monitor sales, or other skills and knowledge related to the Scope of Work. Include details, such as educational background, previous experience with similar projects, position title, certifications (if applicable), number of years with your firm, awards, past employment, etc.

- a) Andrea Abel (see resume): Since joining Farmshare in January 2017, Farmshare's executive director has been responsible for overseeing all program operations and overall strategy and fundraising for Farmshare's Fresh for Less Mobile Markets, including participating in strategic planning for the City of Austin's Fresh for Less programmatic components. Andrea has decades of experience working with low-income populations and communities of color in a variety of positions with a specific emphasis on coordinating programs and services to best meet community need. She is an appointee to the Austin Travis County Food Policy Board where she co-chairs the Healthy Food Access Working Group. Andrea is fluent in Spanish and English and has her bachelor's degree in Spanish. In addition, she holds a Masters of Public Affairs where her research emphasis was food and agricultural policy.
- b) Heather Helman (see resume): Heather's agricultural background (2012-2018) gives her a thorough and unique insight into produce wholesaling and procurement in addition to extensive experience selling local, seasonal produce at farmers markets throughout the country, including in California, New York, and Alabama. In 2016, as a Resource Development Coordinator, Heather was responsible for the development of a donor-funded contract farming program at the Food Bank of Western New York and its application for procuring high quality produce from local farms for food insecure residents in four counties in Western New York. Between 2016-2018, Heather served as the manager of Michigan Riley Farm, a small volunteer run cooperative urban farm in Buffalo, NY. Under her management, the farm established a reduced cost weekly produce market serving the low-income residential community where the farm is located. From 2017-2018, as the Community Garden Manager at Grassroots Gardens WNY (GGWNY), Heather worked closely with low income populations and communities of color to develop and sustain food producing community gardens in food insecure areas of Buffalo and Niagara Falls, NY. At GGWNY, she managed a program serving over 100 active community gardens, including resource procurement and distribution, educational support, data collection, and compliance with local policies and regulations. Since becoming the Mobile Market Manager at Farmshare Austin in February 2019, Heather has handled produce procurement, reporting, sales tracking, site evaluation, and research into potential future sites in an effort to best serve the priority populations with

the Mobile Markets. Heather manages the team of Mobile Market Coordinators and also covers shifts at Markets as needed. She is trained in fleet upkeep and management, handling the licensing and certification for the Mobile Markets, implementation of Market Standard Operating Procedures, and meets regularly with organizational and site partners to continue building and improving the program while finding ways to best meet the needs of priority populations in Austin and Travis County.

- c) Mariana Bonilla (see resume): Mariana has been operating up to four weekly Mobile Markets for Farmshare Austin since Fall 2018. She is bilingual in Spanish and English, as well as conversational in Mandarin. As a Mobile Market Coordinator at Farmshare Austin, Mariana sells culturally relevant, seasonal produce and shelf stable goods at reduced prices to customers using a Square POS. At markets, she regularly processes SNAP transactions and participates in the Sustainable Food Center's Double Dollars Incentive Program and all subsequent record keeping/reporting. She attends frequent outreach events on behalf of Farmshare Austin and the Mobile Market Program and has grown the relationships between Farmshare Austin and Mobile Market host sites. Mariana also has a background in sustainable agriculture, including ongoing enrollment at Austin Community College Sustainable Agriculture program and with Farmshare Austin's Farm Business Fundamentals Course. As such, she is tapped into the local farming community and has a strong understanding of the produce procurement process for markets.
- d) Natalie Hayhurst (see resume): Natalie has been operating up to four weekly Mobile Markets for Farmshare Austin since Fall 2018. She is fluent in Spanish and English. As a Mobile Market Coordinator at Farmshare Austin, Natalie sells culturally relevant, seasonal produce and shelf stable goods at reduced prices to customers using a Square POS. At markets, she regularly processes SNAP transactions and participates in the Sustainable Food Center's Double Dollars Incentive Program and all subsequent record keeping/reporting. She attends frequent outreach events on behalf of Farmshare Austin and the Mobile Market Program and has grown the relationships between Farmshare Austin and Mobile Market host sites. Natalie's educational background includes research on the attitude-behavior gaps of consumer behavior related to food choices as well as an undergraduate minor in Spanish. Natalie is experienced in working with a variety of diverse communities.

iv. References

Ronda Rutledge

Executive Director, Sustainable Food Center

ronda@sustainablefoodcenter.org

512-236-0074 ext. 106

Farmshare collaborates with Sustainable Food Center (SFC) in many capacities.

- 1) Farmshare participates in SFC Double Dollars Incentive Program (DDIP) giving out DDIP to SNAP participants and receiving DDIP from SNAP, WIC and FMNP participants.
- 2) Since March 2018, Farmshare and SFC have collaborated to vision the future design of the Farmstand/Mobile Market programs to increase community impact. This joint strategic work led to a pilot project in Fall 2018 where Farmshare took over operations of two SFC Farm Stands and SFC took on outreach activities for four Mobile Market sites in Austin and Del Valle. SFC subcontracted with Farmshare to run the Hart Elementary School and North Communities YMCA markets.
- 3) The work culminated in the development of various standard operating procedures as well as market and outreach evaluation tools. For Spring 2019, SFC has subcontracted with Farmshare Austin to provide site outreach for the North YMCA and St. John's Episcopal Church Mobile Markets. In return, SFC provides recipe sampling and regional outreach on Fresh for Less.
- 4) SFC and Farmshare are creating an evaluation tool to evaluate current Farm Stands and Mobile Markets as potential viable future Mobile Market sites.
- 5) Farmshare initially supplied produce to the Farm Stands.
- 6) Farmshare collaborated with SFC on a Local Food Promotion Program grant examining the need for a local food hub.

Ana Torres-Leon MA, RD, LD

Clinical Nutrition Manager, CommUnityCare - Federally Qualified Health Centers

Southeast Health and Wellness Center

ana.torres-leon@communitycaretx.org

512-978-9449

Since Fall 2017, Farmshare has partnered with Central Health's Southeast Health and Wellness Center (SEHWC) as a site for our most successful Mobile Market. Prior to that, Farmshare provided our certified organic produce to SEHWC's Summer Food Service Program to help provide nutritious meals to children and their families who receive free and reduced price school meals during the school year.

- 1) Since Fall 2017 SEHWC hosts Farmshare's weekly, year-round Mobile Market. This Market has the highest number of customers, highest sales, and greatest percentage of SNAP/SFC Double Dollar sales of all the current Mobile Markets.
- 2) In FY18, Central Health provided a \$2,500 grant to Farmshare to support Mobile Market operations.
- 3) SEHWC Healthy Cooking Classes collaborated with the Mobile Market: a) coordinated recipes to reflect produce sold at the Market, b) provided recipe sampling monthly at the market, c) purchased produce at the Market to use at the cooking classes.

- 4) During Fall 2018, SEHWC contracted with Farmshare to develop the curriculum and teach a bilingual container gardening class for growing vegetables and herbs.

ANDREA ABEL

512 422 1915

andrea@farmshareaustin.org

PROFILE

A non-profit professional skilled in strategic and analytical thinking, problem-solving, and coalition-building in the areas of food access, farmer training, agriculture, environment and public health. Excellent written and oral communication skills. Successfully work professionally with a wide variety of colleagues. Able to set goals, meet deadlines and prioritize short and long-term projects. Strong interpersonal skills. Fluent in Spanish with multi-cultural experience. A personal and professional commitment to building sustainable communities.

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR, FARMSHARE AUSTIN: 2017-present

- Responsible for leading start-up non-profit located on a 10-acre organic teaching farm focused on increasing food access, teaching new farmers and preserving farmland.
- Work with board to fulfill the organization mission through programs, strategic planning and community outreach.
- Develop financial strategy and resources sufficient to ensure the financial health of the organization. Have doubled budget and staffing (CHECK ON THIS) in first two years.
- Guide program development and implementation.
- Create effective community partnerships to enhance programmatic impact.

COMMUNICATIONS DIRECTOR, TEXAS ASSOCIATION OF COMMUNITY HEALTH CENTERS: 2013-2016

- Served as TACHC's first communications director devising and carrying out organization's external and internal communications strategies.
- Managed content and messaging for social media, newsletter, website and media relations.
- Provided content and messaging for health center advocacy and civic engagement efforts.
- Advised and provided technical assistance to members on communications and media relations.
- Developed and led statewide voter registration and voter engagement campaign for member health centers.

FREELANCE WRITER AND CONSULTANT: 2004 – 2013

- Managed freelance writing business, annually producing over 50 articles for print and online media with a focus on food and nutrition. Consistently met all deadlines. Publications included: Austin American-Statesman, Texas Highways, Cowboys & Indians, AAA Texas Journey, AAA New Mexico Journey, Edible Austin and Chile Pepper Magazine.
- Administered all aspects of sole proprietorship, including work plan, pitching articles to editors, budget and accounting.
- Worked effectively with editors, art directors and photographers to develop and complete assignments.
- Provided consultation services on strategy, media relations and development.

BOARD OF DIRECTORS, SUSTAINABLE FOOD CENTER: 2006 – 2012

- Positions held: Chair of Policy Committee, Secretary, Executive Committee, Governance Committee and Social Screening Policy Task Force.
- Stewarded SFC during a period of financial and organizational growth, including a capital campaign, strategic planning, establishment of non-profit governance policies and procedures, budget and financial oversight and by-laws revision.

- Cultivated donors and enhanced community support through networking and outreach including relationship-building, representing SFC at community events and fundraising.
- Created first SFC staff-board collaborative policy committee that addressed local, state and federal food security issues. Responsible for working with committee members to set agenda, prioritize and reach consensus. Advised staff on strategy, provided capacity building.
- Led policy section development for agency 5-year strategic plan.
- Nominated SFC's Sprouting Healthy Kids Farm-to-School program for which it received 2011 Texas Health Champion Award from Michael & Susan Dell Center for Healthy Living.
- Successfully advocated through SFC policy committee for passage of state legislation creating a Texas Farm to School Task Force. Monitored the task force and provided comments on the group's final report.

PROGRAM SPECIALIST, NATIONAL WILDLIFE FEDERATION: 1998 – 2002

- Developed and carried out a bi-national water and conservation strategy for NWF.
- Created bi-national partnerships working with diverse stakeholders such as grassroots community organizers, academics, non-profits and government.
- Regularly testified before North American trilateral and binational environmental panels.
- Managed graduate research intern for grant-funded project.
- Wrote successful grant proposals and briefed funders on NWF's border work plan.

CONSULTANT: 1997 – 1998

- Consulted for public and private sector clients on U.S.-Mexico border issues pertaining to infrastructure development, funding strategies and community outreach.
- Managed all aspects of business including hiring subcontractors, project development, client relations and budget and finance.

BORDER COORDINATOR, TEXAS DEPARTMENT OF HEALTH: 1995 – 1997

- Managed environmental and public health projects in U.S.-Mexico border region coordinating activities among different departments and agencies.
- Formulated policy and coordinated stakeholder participation to allocate binational resources.
- Developed and initiated a border-wide, bi-national tuberculosis campaign (Ten Against TB) with public and private sector participation.
- Organized bi-national Ten Against TB conferences with participation from ten border states, developed agenda, invited speakers, arranged simultaneous interpretation and conference facilities.
- Represented Texas Health Commissioner on Good Neighbor Environmental Board, a presidentially appointed advisory body on border environmental issues; responsible for integrating border health issues into the board's priorities.
- Coordinated exchange of equipment and technical assistance with Mexico to address bi-national public and environmental health issues.

PROGRAM ADMINISTRATOR, GOVERNOR ANN RICHARDS: 1991 – 1994

- Coordinated intergovernmental efforts in the Texas-Mexico border region, including colonias, environmental and public health, agriculture, infrastructure and trade.
- Assisted in securing a first-time \$50 million congressional appropriation for Texas colonia water and sewer infrastructure development.
- Provided technical expertise to Congress, federal agencies and the Texas legislature on border issues including testimony before U.S. Senate Subcommittees.
- Organized and led tours of the border region for Congress and federal agencies including community outreach meetings.
- Helped create and operate Governor's Border Working Group, consisting of state and local

government, academia and non-profit organizations. Compiled, edited and provided analysis for the Border Working Group report.

- Served as state coordinator for the Interagency Coordinating Committee for U.S.-Mexico Border Environmental Health. Organized community input/outreach meetings.
- Directed information exchange between federal agencies and state agencies/border communities.
- Represented the State of Texas on the Border Governors' Conference environmental committee.
- Monitored Texas Legislative Committees, including International Relations, Trade & Technology, Intergovernmental Relations and International Relations; wrote bill analyses, and "sign/veto" recommendations for the governor.

HEALTH SPECIALIST, NATIONAL MIGRANT RESOURCE PROGRAM: 1991

- Carried out educational activities related to the release of the Federal Farmworker Protection Standards under an EPA grant.
- Wrote grant proposals for future NMRP funding.

RESEARCH SPECIALIST, FARMWORKER PROTECTION PROGRAM, TEXAS DEPARTMENT OF AGRICULTURE, COMMISSIONER JIM HIGHTOWER: 1990 – 1991

- Analyzed and wrote briefs on federal and state farmworker and agricultural policy.
- Created bilingual crop sheets under the Texas Agricultural Hazard Communication Act.
- Conducted pesticide safety workshops for farmworkers and community groups.

INTERN, NATIONAL CENTER FOR FOOD AND AGRICULTURAL POLICY: 1989

- Prepared briefing paper on food safety issues, legislative initiatives and policy options.

STAFF WRITER, COMMUNITY NUTRITION INSTITUTE: 1986 –1987

- Wrote for the weekly policy newsletter *Nutrition Week*.
- Researched childhood nutrition programs, food safety and other food policy issues.

CIVIC LEADERSHIP

- Austin Travis County Food Policy Board, 2017-present: Co-Chair Healthy Food Access Working Group, 2019-present.
- Sustainable Food Center, 2015-2016: Farm-to-Plate Steering Committee.
- Sustainable Food Center Board of Directors, 2006-2012: Positions held Policy Committee Co-Founder & Chair, Board Secretary, Executive Committee, and Social Screening Policy Task Force.
- National Advisory Committee on Trade and Environment, Appointed by EPA Administrator Carol Browner, 2000-2003: Advised EPA Administrator on civil society perspective.
- North American Fund for Environmental Cooperation Grant Selection Committee, North American Commission for Environmental Cooperation, 2002: Reviewed and ranked grant proposals to determine distribution of \$0.5 million in grant funds for grassroots environmental projects.
- Planned Parenthood Austin Board of Directors, 1994-1999.
- Southwest Center for Environmental Research and Policy Advisory Committee, 2002-2004.
- Governor's Commission for Women, Appointed by Governor Ann W. Richards, 1991.

EDUCATION

Lyndon B. Johnson School of Public Affairs, The University of Texas at Austin, Master of Public Affairs

- Graduate Research Fellow, National Center for Food and Agricultural Policy
- Professional Report: *The Definition and Regulation of Organic Foods*

Carleton College, Northfield, Minnesota, Bachelor of Arts

- Major in Spanish literature
- Study abroad in Segovia, Spain

PUBLICATIONS, TESTIMONY AND PRESENTATIONS

available upon request

HOBBIES AND RECREATION

Urban chickens, gardening, bird watching, fishing, cooking, local food, hiking, offbeat travel

Heather G. Helman

1512 Piedmont Avenue, Austin, Texas 78757
heather.g.helman@gmail.com | 716-424-5548

Employment History

Mobile Market Manager, Farmshare Austin
Austin, TX

February 2019 - present

- Provide oversight and coordination for all aspects of of Fresh For Less Mobile Markets at 7 weekly locations, including managing staff and operations, maintaining standard operating procedures and licenses, and ensuring ongoing compliance with operations policies among sites, staff, and partners.
- Procure all produce and eggs on a weekly basis, as well as honey and shelf-stable products on a monthly basis.
- Work closely and meet regularly with site coordinators and community partners, including City of Austin Public Health Fresh For Less partners, to share information and get feedback on Mobile Markets and how to strengthen the partnership.
- Cultivate partnerships with other organizations and agencies to expand the reach of the Fresh for Less Mobile Markets and engage potential future Mobile Market sites.
- Ensure timely and accurate transaction data entry and oversee data analysis in fulfillment of regular evaluations and reporting requirements.
- Research and evaluate opportunities for expansion and improvement, including process improvements, tracking and evaluative improvements, technological enhancements, and community relationships.

Community Garden Manager, Grassroots Gardens WNY
Buffalo, NY

February 2017 - October 2018

- Coordinated resources including land/water access, materials, and education for a network of 76 diverse community gardens in the cities of Buffalo and Niagara Falls, NY.
- Collected and analyzed data from community gardens using annual evaluation tools to assist with reporting and future programming for the gardens. Improved/developed evaluation tools.
- Assisted gardeners with the local permitting processes required to start a community garden as well as the application process to join the GGWNY network.
- Worked closely with the cities of Buffalo and Niagara Falls and the Food Policy Council of Buffalo and Erie County to meet the needs of community gardeners and increase food access in underserved areas of Buffalo and Niagara Falls.
- Represented GGWNY and the interests of local community gardeners on various area coalitions and collaborative efforts, including Good Food Buffalo, Healthy Food Healthy People, policy working groups, and others.

Assistant Field Manager, Jones Valley Teaching Farm
Birmingham, AL

February 2016 - October 2016

- Assisted on a 2-acre non-profit urban educational farm and community garden in downtown Birmingham with all necessary tasks, including crop planning, record-keeping, harvest, pest control, marketing, staff and volunteer management, and sales.
 - Consistently maintained a high standard of quality control for harvests and food safety at all times.
 - Organized harvests going to up to 8 different locations, including an on-site farm stand, 6 student run farmer's markets throughout the city, and Birmingham's Pepper Place Market.
 - Managed all volunteer activity, including volunteer orientation, scheduling, and data collection.
-

Education

2013 B.S. in Environmental Studies-Communications, Culture, & Writing
State University of New York College of Environment Science and Forestry, Syracuse, NY

MARIANA BONILLA



CONTACT

✉ marianabonilla95@gmail.com

☎ (305) 439 - 5964

🏠 14313 Jacobson Road
Del Valle, TX 78617

SKILLS

- Fluent in Spanish
- Conversational in French and Mandarin
- Competent in Word, Powerpoint, and Excel
- Comfortable working with Google and Microsoft suite
- Digital photography and videography
(Canon Rebel T6 DSLR)
- Film photography
(Pentax K100 35mm)
- Competent in Final Cut Pro X video editing software
- Gardening & fermentation
- Cooking and baking

EDUCATION

New College of Florida | Fall 2013 - Spring 2017

Bachelor of Arts | Senior Thesis:

"What we are doing here is small but I think this is the future": Two Case Studies for Establishing Agricultural Intentional Communities as a New Social Movement

*Film can be found on <https://www.youtube.com/watch?v=5TFXWc-kmMU&t=3s>

Austin Community College | Fall 2018 - present

Continuing Education Certification in Sustainable Agriculture

EXPERIENCE

FARMSHARE AUSTIN

Austin, Texas | September 2018 - present

Mobile Market Coordinator - Operate several Fresh for Less Mobile Farmers Markets in North, East, and South Austin communities with geographic and economic barriers to fresh food selling culturally relevant, seasonal produce and shelf stable goods sourced from regionally local farms and distributors at reduced prices using Square POS. Frequently process SNAP transactions and participate in the Sustainable Food Center's Double Dollars program. Expanding the non-profit organization's outreach efforts to meet outcome goals.

SARASOTA JUNGLE GARDENS

Sarasota, Florida | August 2017 - April 2018

Jungle Experience Studio attendant - Took professional photos of guests posing with animals. Worked with four conures, ball pythons and corn snakes, young alligators, and bearded dragons. Used Animal Care Software online & Darkroom photo editing software. Worked a cash register. Corresponded with guests through outlook express email.
Flamingo Cafe associate - Front and back of house service. Florida food handlers licence.
Admissions sales representative - Greeted guests, handed out maps and gave directions. Explained rates, daily show times, and interactive opportunities. Sold annual passes and kept a log of members, visitors, and vendors. Occasionally processed gift shop sales, group sales, and birthdays. Filed incident reports for employees & guests when necessary.

TRANSITION SARASOTA SUNCOAST GLEANING PROJECT

Sarasota, Florida | Fall 2016 - Spring 2018

Volunteered weekly gleaning vegetables from Jessica's Organic Farm Stand for donation to the Sarasota Food Bank.

PROGRAMA DE APRENDICES

La Cooperativa Las Canadas | Veracruz, Mexico | July 2016

Was lectured on permaculture, food forest design, and ecological technologies (solar, rain water collection, composting toilets, aquaponics for remediation). Cared for chickens and goats. Worked in their seed bank and greenhouse propagating plants. Participated in a bio-construction module building walls out of bamboo and adobe.

WWOOFING

Four Seasons Share Organic CSA Farm | Guangdong, China | January 2016

Helped Tain Yuan Bang Nature Education Center teach city-dwelling families about rural life through organic agriculture, traditional Hakka cooking, and arts & crafts with natural materials. Assisted in Farmers' Market sales. Translated their membership sign up page and parts of their website.

NATALIE HAYHURST
 4903 Tenison Ct. Austin, TX 78731
 (512) 567-2387 • natalie.hayhurst@gmail.com

PROFESSIONAL EXPERIENCE

Farmshare Austin, Cedar Creek, TX

Mobile Market Coordinator, September 2018 – Present

- Operate several mobile markets under the City of Austin's Fresh for Less initiative, selling local and fresh fruits and vegetables alongside organic shelf stable goods
- Support Farmshare Austin's mission to reach communities with geographic and/or socioeconomic barriers to fresh, local food through the markets, implementation of outreach efforts and transactions using benefits (SNAP and Double Dollars)

Austin Community College, Austin, TX

Specialist, Faculty Development Office, 19hrs/wk May 2015 – September 2017

- Organize and run events, from small professional development workshops to 850-person events
- Reach out to local businesses for donations and local food trucks for catering
- Interact with faculty to improve their ACC experience with students, other faculty and administration
- Data analysis and interpretation from event evaluations using Microsoft Excel functions
- Run the social media pages for the department, including Facebook and Twitter
- Everyday office tasks such as ordering supplies, setting meetings and updating department on progress of projects and tasks

EDUCATION

University of Texas at Austin, Austin, TX

- Bachelor of Science and Arts in Chemistry with a minor in Spanish, May 2018
- Bachelor of Arts in Plan II Honors, May 2018

PROJECTS AND RESEARCH

Senior Thesis, *SustainABILITY: Making Environmentally Conscious Food Choices Accessible*

- A cookbook of sustainable recipes with notes explaining choices
- Research paper on the attitude-behavior gap of consumer behavior in regards to sustainability

Land Use Issues and Rainforest Conservation in Costa Rica, Study Abroad Research Opportunity

- Research on various species in Costa Rica including insects, mammals, reptiles and birds
- Interact with locals and local businesses to gain knowledge on sustainability and how to live a more sustainable life as an individual or in a community

ADDITIONAL INFORMATION

Skills

- Adept user of G Suite and social media platforms (Facebook, Twitter, Instagram)
- Competent with Microsoft Office Suite
- Knowledge of typical market, office and restaurant operations

Languages

- Conversational Spanish

i. Approach and Methodology

- a) Describe the approach and methodology to be employed, underlying philosophies that inform the approach/methodology, organizational values, and the result intended and desired.**

Approach

Farmshare employs an approach toward the Mobile Markets and food access that incorporates data/research, fiscal responsibility and measurable outcomes paired with community outreach/connections, community and customer-driven demand and the delivery of the highest quality possible produce/groceries presented in a culturally appropriate space.

Methodology

- 1) Identify target geographic areas using economic and food access data collected and analyzed by the City of Austin and the U.S. Department of Agriculture.
- 2) Conduct outreach in targeted communities to raise awareness about Mobile Markets as a food access point.
- 3) Respond to community organizations interested in hosting a Mobile Market.
- 4) Develop and use rubric for evaluating potential Mobile Market sites/partners.
- 5) Develop and use rubric for evaluating current Mobile Market and Farm Stand sites.
- 6) Create culturally appropriate multi-lingual outreach materials.
- 7) Develop supply chain for markets taking into consideration price and variety requirements.
- 8) Secure and maintain all necessary licenses and certifications, including SNAP.
- 9) Assess needs and acquire or lease all necessary infrastructure such as walk-in cooler space and delivery vehicles.
- 10) Acquire all equipment necessary to run Mobile Markets such as tables, tents, coolers, ice packs, display items, iPads.
- 11) Develop standard operating procedures (SOPs) for market operations and maintenance.
- 12) Train (retrain) all staff.
- 13) Establish purchasing incentive programs to increase the buying power of lower-income customers, such as coupons tied to participation in government assistance programs, including but not limited to SNAP, Medicaid, Free and reduced school meals.
- 14) Track data for all produce and grocery items sourced for the market to achieve best prices and variety.
- 15) Track sales data to ensure we are meeting the needs of our target customers with particular attention paid to SNAP and SFC Double Dollar customers and to ensure we are meeting sales data requirements for number of customers and total sales.
- 16) Provide incentives for repeat customers.
- 17) Provide supplemental information to customers such as recipes, cooking tips/ideas, food access and food insecurity resources.
- 18) Develop policy and communications mechanism for closures due to weather or other emergencies.

- 19) Establish procedures for coordinating with Fresh for Less contractor chosen for the Healthy Food Access Education and Outreach project to maximize efficacy.
- 20) Comply with all reporting requirements and coordinate and provide all needed information to program evaluation team.

Underlying philosophies

We are dedicated to cultivating food equity within the City of Austin and Travis County by recognizing and addressing the underlying obstacles vulnerable communities face in accessing healthy food options.

Organizational values

Farmshare has a mission to grow a healthy local food community by increasing food access, teaching new farmers and preserving farmland. We envision a future of resilient local food economies that provide farmers with livable incomes, value the resources needed to farm and ensure organic food access. Farmshare Austin builds bridges between the produce grown on our 10-acre certified organic farm in Eastern Travis County and food access programs reaching food insecure communities in Central Texas.

We believe that everyone deserves access to the freshest, most nutritious, seasonal produce grown using organic or sustainable growing practices. We believe this produce should be affordable to everyone. We believe that locally grown foods provide the healthiest choices in terms of nutrition, local economic strength and environmental/resource conservation. We believe that increasing food access, particularly in vulnerable communities, ultimately will lead to reduction of chronic diseases related to poor nutrition.

Intended and desired results

About half of all deaths in Travis County can be attributed to chronic disease such as cancer, heart disease, stroke and diabetes. Poor nutrition is one of the risk factors that contribute to chronic disease. Excess weight is another issue with about 60% of adults reported as overweight or obese. And, 80% of Travis County residents fail to consume the daily recommended number of fruits and vegetables, with 18% of residents eating less than one serving of vegetables per day. (Behavioral Risk Factor Surveillance System, BRFSS 2011-2017).

In Travis County, chronic disease health disparities exist by income and race/ethnicity as well. (Behavioral Risk Factor Surveillance System, BRFSS 2011-2016).

Travis County

Adult Obesity Rates		
White	Black/African Americans	Hispanic/Latinos
18.7%	30.5%	30.5%
Adult Diabetes Rates		
Overall	Black/African Americans	Hispanic/Latinos
8.3%	13%	12%
Income Disparity		
Diabetes Rate > \$75K/year	Diabetes Rate < \$25K/year	
4.4%	11.6%	

(Behavioral Risk Factor Surveillance System, BRFSS 2011-2016)

Farmshare's Mobile Market are and will be located in or serving communities that live in the five zip codes in East Austin and Travis County that lack a full-service grocery store and have a high concentration of people living below the poverty level (78721, 78724, 78725, 78617, 78653). Data from the U.S. Department of Human Services, Healthy People 2020 report show food insecurity increases for low income households if there is limited transportation options, distance to grocery stores is greater and fewer supermarkets exist.

The long-term intended and desired result of the Mobile Markets is to reduce chronic disease risk factors related to nutrition that contribute to the percent of deaths in Travis County from chronic diseases such as heart disease, stroke, diabetes and cancer. More specifically, the long-term intended and desired result is to reduce these risk factors among populations experiencing health disparities due to income, race/ethnicity and transportation-related issues.

Another desired result is to increase equity in the local food system by increasing food access for people experiencing geographic and economic barriers to good food. At the same time, we endeavor to contribute to improving economic opportunities for Central Texas farmers.

In the shorter term our intended and desired result is to increase the quantity and variety of fresh fruits and vegetables consumed by Austin and Travis County residents who live in ZIP codes that lack a full-service grocery store and are experiencing higher than average levels of chronic disease.

A 2018 study conducted by the University of Texas School of Public Health found that 80% of Farmshare Austin Mobile Market customers surveyed indicated that they have increased the amount of fresh vegetables and fruits their family consumes from shopping at the Mobile

Markets. Nearly 70% of customers surveyed reported that they have increased the variety of fresh vegetables and fruit that their family eats from shopping at the Mobile Markets. (2018 Healthy Food Access Initiative Evaluation Annual Report, prepared by Alexandra Van Den Berg, Nalini Ranjit, Kathryn Janda, The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living)

b) Provide details on how your approach/methodology will meet or exceed the requirements described in the Scope of Work.

The methodology described above has been carefully developed over the past 2+ years to ensure that Markets can effectively address and improve food access in Austin and Travis County. Specifically, we aim to reach priority populations including low-income individuals, residents with high rates of chronic disease risk factors, and communities of color. This is accomplished by strategically locating our Markets at sites found in target communities identified by GIS analysis, census data, and other prior research on food insecurity and food access in Austin and Travis County.

We have established a strong partnership with Central Health. Our Mobile Market at Central Health's Southeast Health & Wellness Center (SEHWC) is an excellent example of how we meet priority populations where they are. The SEHWC has a high volume of diverse community members visiting daily for medical appointments and community programming. This has contributed to the Market at this site having the highest sales, customer visits, and percentage of SNAP/DDIP transactions of any Mobile Market in our network. Individuals visiting the SEHWC and the Market come from many different zip codes, including 78617, 78745, 78744, 78721, 78724 and many other neighborhoods that have been previously identified as food insecure areas. We are extremely interested in developing this partnership/model further and are exploring the feasibility of new Markets at several other community health centers. We also have found YMCAs to be strong locations, also due to their ongoing community programming that brings many individuals to the site. In primarily residential communities which have fewer central gathering spaces, such as Del Valle, Colony Park and Hornsby Bend, we plan to focus on schools, churches, and libraries as sites to reach community members. Site evaluation of current FSA Mobile Markets and SFC Farmstands is currently underway to determine which sites are best serving food insecure communities in Austin and Travis County. The basis of this evaluation, in addition to community feedback, is a rubric developed by Farmshare Austin and the Sustainable Food Center (Appendix A).

Farmshare Austin has developed robust partnerships with farmers and food distributors, enabling large purchases of produce and healthy grocery staples at fair prices. Sourcing seasonal produce from Texas, which has a year-round growing season, helps us affordably provide a wide variety of products to Market customers. To ensure variety further, we will develop a rubric for determining sourcing from Texas, regionally, and nationally, if necessitated by customer demand and produce prices. We also strive to carry many culturally relevant products for our customers and provide them with recipe ideas and information about ways to

use less-familiar produce items. As the Markets grow and demand increases, we plan to continue to cultivate relationships with individual farmers as well as Farm to Table to ensure we are always getting the best procurement prices possible and widest variety of items. We are able to provide an exceptional price on local, Certified Organic, pasture raised eggs due to our partnership with Coyote Creek Farm in Elgin, TX.

Farmshare Austin's product pricing is currently competitive with HEB conventional products, but the products offered at the Markets are fresher and higher quality than what might be found in local grocery stores, as well as often organically grown. These prices can be further reduced for individuals of lower incomes through SNAP and the SFC Double Dollars Incentive Program. These programs will enable us to meet the product pricing goals listed in the Scope of Work. We are also conducting research into alternative pricing models to employ at Markets by offering other incentives similar to DDIP for individuals of lower incomes.

Mobile Market Operations adhere to the Standard Operating Procedures (SOPs) already developed over the past two years by Farmshare Austin. As Markets expand, all markets will continue to adhere to the SOPs. The Standard Operating Procedures are reviewed and updated regularly, to reflect Austin Public Health's (APH's) requirements as well as operational changes. Mobile Market Coordinators are kept informed of all changes made so that they are operating their Markets correctly and adhering to all procedures. The Mobile Market Manager meets weekly with all Mobile Market Coordinators to answer questions about market operations and maintain clear communication about SOPs.

Sales and SNAP/DDIP benefits redeemed at Markets are tracked on the Square POS system used at all Markets and SNAP/DDIP information also is collected manually on transaction logs. All transaction logs from each market are documented photographically and uploaded onto the APH's Fresh For Less Google Drive. Hard copies are saved at the Farmshare Austin office. During monthly reporting to APH, the sales numbers and the SNAP/DDIP benefits redeemed at each market are entered into a tracking spreadsheet on APH's Fresh For Less Google Drive. Using the Square POS system, we also are able to track item sales individually and determine which items are the most popular with our customers. We can then better meet customer demand and carry more of their favorite items at each Market, whenever possible.

Items to be sold in the mobile market may include but not be limited to the following:

***All items qualify for payment with SNAP. All Produce items also qualify for payment with SFC's Double Dollars Incentive Program. These incentive programs significantly lower the overall cost of each item listed.**

Highlighted items reflect fruits and vegetables found on The Packer's list of top fruits and vegetables sold in the US

(<https://www.pma.com/content/articles/2017/05/top-20-fruits-and-vegetables-sold-in-the-us>)

Item Name	Source	Category	Price*
Apple Cider Vinegar	Wheatsville/UNFI	Healthy grocery staple	\$3.25
Apples	Varies/Farm to Table	Produce	\$1.00/lb
Asparagus	Varies/Farm to Table	Produce	\$3.00
Avocado	Varies/Farm to Table	Produce	\$1.25
Balsamic Vinegar	Wheatsville/UNFI	Healthy grocery staple	\$3.50
Basil	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Beets	Farmshare Austin	Produce	\$1.50
Beets	Farmshare Austin	Produce	\$1.50/lb
Black Beans Canned	Wheatsville/UNFI	Healthy grocery staple	\$1.00
Blackberries	Varies/Farm to Table	Produce	\$2.75/lb
Blueberries	Varies/Farm to Table	Produce	\$6.00/lb
Bok Choi	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Broccoli	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00/lb
Brussels Sprouts	Farmshare Austin/Farm to Table/Varies	Produce	\$3.00/lb
Cabbage Green	Farmshare Austin	Produce	\$1.25/lb
Cabbage Napa	Farmshare Austin/Farm to Table/Varies	Produce	\$1.25/lb
Cabbage Red	Farmshare Austin	Produce	\$1.25/lb
Canned Corn	Wheatsville/UNFI	Healthy grocery staple	\$1.25
Canola Oil	Wheatsville/UNFI	Healthy grocery staple	\$2.75
Cantaloupe	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00
Carrots	Farmshare Austin	Produce	\$1.50/lb
Cauliflower	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00/lb
Celery	Varies/Farm to Table	Produce	\$1.50
Chard	Farmshare Austin	Produce	\$1.50
Chicken Stock	Wheatsville/UNFI	Healthy grocery staple	\$1.50

Cilantro	Farmshare Austin/Farm to Table/Varies	Produce	\$1.00
Collards	Farmshare Austin/Farm to Table/Varies	Produce	\$1.25
Corn	Varies/Farm to Table	Produce	\$0.50
Cucumbers	Farmshare Austin/Farm to Table/Varies	Produce	1.75/lb
Eggplant	Farmshare Austin/Farm to Table/Varies	Produce	1.75/lb
Eggs	Coyote Creek Farm	Healthy grocery staple	\$3.75
Figs	Farmshare Austin/Varies	Produce	\$3.00
Garbanzo Beans	Wheatsville/UNFI	Healthy grocery staple	\$1.00
Garlic	Farmshare Austin/Farm to Table/Varies	Produce	\$1.25
Grapefruit	G&S Groves/Varies	Produce	\$1.00/lb
Grapes	Varies/Farm to Table	Produce	\$3.00
Green Beans	Varies/Farm to Table	Produce	\$0.75
Green Onions	Farmshare Austin/Varies	Produce	\$1.50
Honey 12 Oz	Austin Honey Co.	Healthy grocery staple	\$5.75
Honey 1lb	Austin Honey Co.	Healthy grocery staple	\$7.75
Honey 8 Oz	Austin Honey Co.	Healthy grocery staple	\$4.25
Honeydew	Varies/Farm to Table	Produce	\$2.50
Kale Curly	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Kale Lacinato	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Kohlrabi	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50/lb
Leek	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Lemons	Varies/Farm to Table	Produce	\$1.25/lb
Lettuce Green Leaf	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Lettuce Romaine	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Limes	Varies/Farm to Table	Produce	\$1.25/lb
Marinara Sauce	Wheatsville/UNFI	Healthy grocery staple	\$2.00
Mushrooms	Varies/Farm to Table	Produce	\$3.00/lb
Okra	Varies/Farm to Table	Produce	\$2.50/lb
Olive Oil	Wheatsville/UNFI	Healthy grocery staple	\$4.50
Onions	Farmshare Austin/Farm to Table/Varies	Produce	\$0.50/lb
Oranges	G&S Groves/Varies	Produce	\$1.00/lb

Parsley	Farmshare Austin/Farm to Table/Varies	Produce	\$1.00
Pasta	Wheatsville/UNFI	Healthy grocery staple	\$1.25
Peaches	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00/lb
Peanut Butter	Wheatsville/UNFI	Healthy grocery staple	\$3.25
Pears	Varies/Farm to Table	Produce	\$1.50/lb
Peppers Bell	Farmshare Austin/Farm to Table/Varies	Produce	\$2.50/lb
Peppers Jalapeño	Farmshare Austin/Farm to Table/Varies	Produce	\$2.50/lb
Peppers Serrano	Farmshare Austin/Farm to Table/Varies	Produce	\$2.50/lb
Pinto Beans Canned	Wheatsville/UNFI	Healthy grocery staple	\$1.00
Plums	Varies/Farm to Table	Produce	\$2.00/lb
Potatoes	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50/lb
Radish Daikon	Varies/Farm to Table	Produce	\$1.50
Radish Round	Farmshare Austin/Farm to Table/Varies	Produce	\$1.00
Rice, 1lb.	Wheatsville/UNFI	Healthy grocery staple	\$1.50
Rice, 5lbs.	Wheatsville/UNFI	Healthy grocery staple	\$3.00
Romanesco	Varies/Farm to Table	Produce	\$2.00/lb
Strawberries	Varies/Farm to Table	Produce	\$4.00/lb
Sparkling Water, single can	Wheatsville/UNFI	Healthy grocery staple	\$0.50
Sparkling Water, 6-pack	Wheatsville/UNFI	Healthy grocery staple	\$2.00
Spinach	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50
Squash 8-ball	Varies/Farm to Table	Produce	\$2.00/lb
Squash Alexandria	Varies/Farm to Table	Produce	\$2.00/lb
Squash Butternut	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00/lb
Squash Patty Pan	Varies/Farm to Table	Produce	\$2.00/lb
Squash Spaghetti	Farmshare Austin/Farm to Table/Varies	Produce	\$2.00/lb
Squash Yellow	Farmshare Austin/Varies	Produce	\$2.00/lb
Sweet Potato	Varies/Farm to Table	Produce	\$1.00/lb
Tomato	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50/lb
Tomato Cherry	Farmshare Austin/Farm to Table/Varies	Produce	\$1.50/lb
Turnips Hakurei	Farmshare Austin/Farm to Table/Varies	Produce	\$1.00
Vegetable Stock	Wheatsville/UNFI	Healthy grocery staple	\$1.50

Watermelons	Farmshare Austin/Farm to Table/Varies	Produce	\$6.00
Watermelon, Personal Size	Farmshare Austin/Farm to Table/Varies	Produce	\$3.00
Zucchini	Farmshare Austin/Varies	Produce	\$1.00/lb

ii. Work Plan

Goal: In collaboration with Austin Public Health and other community partners, Farmshare Austin will strategically plan, develop, and implement a 14-location Mobile Market Program serving priority populations of Austin and Travis County as defined by the City of Austin. This Mobile Market Program will build off of Farmshare Austin's existing 7-location Mobile Market Program and will adhere to all reporting and evaluation guidelines outlined by Austin Public Health.

Measurable Outcome: By the Spring 2020 season Farmshare Austin will operate 14 Mobile Markets in Austin and Travis County, at locations serving individuals at high risk for food insecurity and lacking food access. Mobile Markets will conduct a minimum of \$42,000 in sales annually and a minimum of 15% SNAP utilization once all 14 markets are in operation.

Major Objectives/Deliverables	Key Tasks	Person Responsible	Start Date (Month/Y ear)	End Date (Month/Y ear)
1. Establish an inventory of possible locations for mobile produce market sites; engage relevant partners and assess community interest/readiness.	a. Spreadsheet of potential locations with supporting information	Mobile Market Manager	03/19	05/19
	b. Work with community partners such as SFC and GAVA to obtain community feedback and evaluate efficacy of current Mobile Markets and Farmstands	Mobile Market Manager	03/19	Ongoing
2. Select ten (10) sites from existing locations of mobile markets and farm stands for continuation during initial contract term. Begin weekly operations at these sites.	a. List of 10 sites	Mobile Market Manager	08/19	10/19
	b. Dates of market operational days and total customer encounters/sales	Mobile Market Manager	07/16	Ongoing, monthly reporting
	c. Operation of 10 Mobile Markets	Mobile Market Coordinators	10/19	12/19
3. Develop and arrange a supply chain of produce consisting of items listed on the top 20 fruits and vegetables list in Exhibit and supplement with other culturally relevant fruits and vegetables.	a. List of suppliers and/or distributors	Mobile Market Manager	01/17	11/19
	b. List of products that will be sold at the Markets	Mobile Market Manager	01/17	11/19

	c. Meet with suppliers regularly to maintain partnerships and negotiate better prices on produce and grocery items	Mobile Market Manager	01/17	Ongoing
4. Procure vehicle(s) (if needed) and necessary equipment, including permitting for operations if perishable items or eggs are to be sold.	a. Procure additional Market vehicle and necessary Market equipment	Mobile Market Manager, Executive Director	03/19	12/19
	a. Ensure Market vehicles are operable and legal	Mobile Market Manager	07/19	11/19
	b. Renew/obtain COA permitting for perishable items and eggs	Mobile Market Manager	07/19	10/19
5. Ensure that all markets accept SNAP and Double Dollars/Double Up Food Bucks Incentive Program (DDIP). Attain minimum goal of 15% of customer transactions utilizing SNAP.	a. Complete SNAP retailer training and application.	Mobile Market Manager	07/19	10/19
	b. Maintain SNAP licenses for all Market devices.	Mobile Market Manager	07/19	10/19
	c. Provide monthly percentage of customer transactions that utilized SNAP.	Mobile Market Manager	07/19	Ongoing, monthly reporting
6. Expand to a total of 14 weekly mobile produce market stops by Spring Season. Ensure that Spring Season markets operate for at least 16 weeks.	a. List of 14 sites	Mobile Market Manager	10/19	01/20
	b. Dates of market operational days and total customer encounters/sales	Mobile Market Manager	10/19	Ongoing, monthly reporting
	c. Operation of 14 Markets for 16 weeks	Mobile Market Coordinators	01/20	Each Spring season for duration of contract
7. Reduce markets to as few as 4 weekly sites for each of the 6 weeks of the Summer season.	a. List of 4 sites that will continue through the summer season.	Mobile Market Manager	10/19	04/20
	b. Dates of market operational days and total customer	Mobile Market Manager	10/19	Ongoing, monthly reporting

	encounters/sales			
	c. Operation of 4 markets for 6 weeks	Mobile Market Coordinators	06/20	Each Summer season for duration of contract
8. Ensure a minimum of 4,056 customer transactions throughout the project year and minimum total sales of \$42,000 for the project year once 14 markets are in operation.	a. Monthly number of customer transactions provided	Mobile Market Manager	07/16	Ongoing, monthly reporting
	b. Accurate transaction logs maintained at each market, transactions recorded accurately in POS system.	Mobile Market Coordinators	07/16	During each market
	c. Meet regularly with Mobile Market Coordinators to ensure adherence to Standard Operating Procedure	Mobile Market Manager, Mobile Market Coordinators	01/17	Weekly
	d. Regular site outreach at each Mobile Market location	Mobile Market Coordinators, Mobile Market Manager	10/18	Monthly
9. Assist APH with an outcome evaluation to measure selected changes in attitudes and behaviors and with a process evaluation to measure implementation of the mobile produce market project.	a. Documentation of participation in evaluation activities	Executive Director; Mobile Market Manager	10/19	Ongoing
	b. Meet regularly with APH officials	Executive Director, Mobile Market Manager, APH staff	01/17	Ongoing
10. Develop a Standard Operating Procedure (SOP) document that provides step-by-step information and outlines operations for running a mobile produce market that could be used at a variety of locations with various community stakeholders.	a. Complete SOP document	Executive Director; Mobile Market Manager; Mobile Market Coordinators	01/17	08/25
11. Comply with APH reporting requirements.	a. Reporting documents, including back-up documentation for financial and	Executive Director, Mobile Market Coordinators,	07/16	Ongoing throughout contract

	deliverables	Bookkeeper		
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Proposed Project Team

- i) **Andrea Abel - Executive Director, Farmshare Austin**
Andrea Abel will spend 25% of her time working on this project. She will provide general oversight, strategy and leadership to the Mobile Market Manager and all Mobile Market Coordinators. Andrea is responsible for fiscal oversight, monthly financial reporting and invoices to APH and weekly invoices and payments to Mobile Market vendors. She also is responsible for cultivating and applying for other sources of funding to fully fund the Mobile Markets (City of Austin funding covers about 50% of total program costs). Andrea is in charge of meeting regularly with the City of Austin and all other Fresh for Less community partners. Andrea is Bilingual in English and Spanish and has extensive experience in food and agricultural policy and programmatic work.
- ii) **Heather Helman - Mobile Market Manager, Farmshare Austin**
Heather Helman will spend 100% of her time working on this project. She is in charge of Market procurement, administrative tasks, direct supervision, training and scheduling for Mobile Market Coordinators, site development, Market fleet management, Market permits and licenses, and ongoing program evaluation. She is responsible for all programmatic market data reporting. She is also in charge of meeting regularly, alongside FSA's Executive Director, with the City of Austin and all other Fresh for Less community partners. As needed, Heather also operates Mobile Markets and represents Farmshare Austin at community outreach events.
- iii) **Mariana Bonilla - Mobile Market Coordinator 1, Farmshare Austin**
Mariana Bonilla will spend 100% of her time working on this project. She is in charge of Market operations at up to 4 sites weekly. This entails loading Market vehicle according to the weekly packing sheet, setting up Market display, engaging with customers, performing cash, credit, and SNAP transactions, communicating customer feedback to the Mobile Market Manager, conducting site outreach and relationship building, supervising market volunteers, and representing Farmshare Austin at community outreach events. Mobile Market Coordinator 1 will also have responsibilities assisting the Mobile Market Manager with procurement, as well as Mobile Market fleet and equipment maintenance.
- iv) **Natalie Hayhurst - Mobile Market Coordinator 2, Farmshare Austin**
Natalie Hayhurst will spend will spend 100% of her time working on this project. She is in charge of Market operations at up to 4 sites weekly. This entails loading Market vehicle according to the weekly packing sheet, setting up Market display,

engaging with customers, performing cash, credit, and SNAP transactions, communicating customer feedback to the Mobile Market Manager, conducting site outreach and relationship building, supervising market volunteers, and representing Farmshare Austin at community outreach events. Mobile Market Coordinator 2 will also have responsibilities assisting the Mobile Market Manager with procurement, as well as Mobile Market fleet and equipment maintenance.

v) TBD - Mobile Market Coordinator 3, Farmshare Austin

Mobile Market Coordinator 3 will spend 100% of their time working on this project. They are in charge of Market operations at up to 4 sites weekly. This entails loading Market vehicle according to the weekly packing sheet, setting up Market display, engaging with customers, performing cash, credit, and SNAP transactions, communicating customer feedback to the Mobile Market Manager, conducting site outreach and relationship building, supervising market volunteers, and representing Farmshare Austin at community outreach events.

vi) TBD - Mobile Market Coordinator 4, Farmshare Austin

Mobile Market Coordinator 4 will spend 100% of their time working on this project. They are in charge of Market operations at up to 4 sites weekly. This entails loading Market vehicle according to the weekly packing sheet, setting up Market display, engaging with customers, performing cash, credit, and SNAP transactions, communicating customer feedback to the Mobile Market Manager, conducting site outreach and relationship building, supervising market volunteers, and representing Farmshare Austin at community outreach events.

Appendix B: Site Evaluation Rubric

Site Evaluation Rubric		
A. Site Participation (Stakeholder Engagement?) Site contact and/or organizational engagement	10	Site is actively working on integrating the Market into its other health/family-related activities, and promoting the Market independently. Communication with primary site contact(s) is frequent and easy.
	8	Site is leading its own outreach efforts and/or proactively requesting Fresh for Less presence at events organized by the site or in the region. Communication with primary site contact(s) is regular.
	6	Site is enthusiastic about Market and willing to include it in outreach efforts. Communication with site can be infrequent.
	4	Site allows the Market to be present, and is supportive with outreach if requested by SFC or Market staff. Communication with site is infrequent and sometimes difficult.
	2	Site is resistant to Market. Some staff may be enthusiastic about Market but leadership is not supportive. Communication with site is extremely difficult.
B. Community Ownership (outreach requests coming from third parties as opposed to the site)	5	Market is integrated into other health-related efforts in the community. Full, enthusiastic community-led ownership and participation with occasional outreach support from SFC/Farmshare Austin.
	4	Community is leading some of its own outreach efforts/events in neighborhoods around the site and actively informing others of the resource.
	3	Enthusiasm from community about Market. Reaches out for some outreach/event support but SFC/Farmshare Austin also leads some outreach. Community members sometimes inform others of the resource.
	2	SFC/Farmshare Austin is actively reaching out to market community/neighborhood and pushing outreach efforts forward. Little awareness in community about Market.
	1	No awareness in community about Market.
C. Site Infrastructure	5	Site has all necessary pieces of infrastructure, including bathroom and handwashing facilities as well as access to indoor market space in the case of inclement weather. Site is open year round.
	3	Site has access to bathrooms and handwashing but no indoor market space. Site is open year round but may be less busy during certain points of the year.
	2	Site has water access but no obvious bathrooms or handwashing space. No indoor market space. Site is not open year round but has a nearby option to relocate if needed during times primary site is closed.
	1	Site lacks all basic infrastructure. Site is not open year round and does not have any options for relocation during times primary site is

		closed.
D. Location, Visibility, & Accessibility	5	Highly visible to community at large, ample parking, walkable, easily accessible by bus. Permanent signage about Market on site.
	4	Market is accessible and somewhat visible. It may be difficult to attract new customers who would be passing by. Obvious signage during Market operation.
	3	Market is accessible when utilizing the site for other purposes (i.e., school pickup), but not as highly visible to the community at large. Signage sometimes posted during Market operation.
	2	Major changes at site make it difficult for Market to continue operating. No signage.
	1	Site closure.
E. Average Weekly Sales	5	\$150 or more
	4	\$101 -150
	3	\$76 -100
	2	\$51 -75
	1	\$50 or below
F. % SNAP + DD	10	31% or more
	8	21-30%
	6	11-20%
	4	6-10%
	2	5% or below
G. Average number of customers	10	20 or more
	8	15 - 19
	6	11 - 14
	4	7 - 10
	2	6 or below
Additional questions to consider:	1. Is the site in one of the target zip codes?	

Austin Public Health Fresh for Less Mobile Produce Market**Oct 1, 2019 - Sep 30, 2020 BUDGET**

All costs estimated based on FY19 Year to Date actual expenses.

Materials & Supplies		
Annual Review	\$	3,500
Subtotal Materials & Supplies	\$	3,500
Warranty		
Insurance		
Auto	\$	4,500
Workers Comp	\$	5,261
General Liability	\$	1,108
Subtotal Warranty Costs	\$	10,869
Labor		
Executive Director \$6,000/mo*0.25*12	\$	18,000
Mobile Market Manager \$3,600/mo*0.75*12 months	\$	32,400
Mobile Market Coordinator 1 \$3,339.60 /mo*12 months	\$	40,075
Mobile Market Coordinator 2 \$3,339.60 /mo*10 months	\$	33,396
Mobile Market Coordinator 3 \$3130.80 /mo *0.5*10 months	\$	15,654
***Mobile Market Coordinator 4 \$3130.80 /mo *0.75* 6 months	\$	11,741
Bookkeeper \$24/hour * 12 hours/mo*12 months	\$	3,456
Subtotal Personnel Costs	\$	154,722
Administrative Burden		
Indirect Cost @ 10%	\$	16,909
TOTAL FY20 BUDGET	\$	186,000

***1st year for 6 months, thereafter 10 months per year

FRESH FOR LESS MOBILE MARKET FY20 BUDGET

Oct 1, 2019 - Sep 30, 2020

All costs estimated based on FY19 Year to Date actual expenses.

Materials & Supplies	
Annual Review	\$3,500.00
Printing & Signage	\$1,500.00
Vehicle Maintenance	\$7,500.00
Other Vehicle Expenses (gas, TXTag, biannual professional wash)	\$6,600.00
Annual Fees & Certifications (SNAP, Egg Permit, Certified Farmers' Market)	\$1,000.00
Promotions (veggie RX, coupons, vouchers for alternative pricing)	\$15,000.00
Incentives & Education (Veggie of the Week, recipe of the week, Frequent Shopper Incentive Program)	\$12,000.00
Volunteer produce/grocery stipend (\$25/market * 120 market days)	\$3,000.00
Texting Service	\$2,500.00
Internet (for MM transactions on iPad)	\$1,300.00
Produce & Groceries	\$71,000.00
Sales of Produce & Groceries (accounts for shrinkage)	-\$58,000.00
*Supplies (iPad, market bin & kit, tables, tablecloths, tents, square reader, scale, cash box, price board x3, market open sign x4)	\$10,000.00
**Van Wrap	\$ 5,000
**New Vehicle(s)	\$ 35,000
Subtotal Materials & Supplies	\$116,900.00

Warranty	
Insurance	
Auto	\$4,500.00
Workers Comp	\$7,000.00
General Liability	\$1,108.00
Subtotal Warranty Costs	\$12,608.00

Labor	
Executive Director \$6,000/mo*0.25*12	\$18,000.00
Mobile Market Manager \$3,600/mo* 12 months	\$43,200.00
Mobile Market Coordinator 1 \$3,339.60 /mo*12 months	\$40,075.20

Mobile Market Coordinator 2 \$3,339.60 /mo*10 months	\$33,396.00
Mobile Market Coordinator 3 \$3130.80 /mo *0.5*10 months	\$15,654.00
***Mobile Market Coordinator 4 \$3130.80 /mo *0.75* 6 months	\$11,741.00
Bookkeeper \$24/hour * 20 hours/mo*12 months	\$5,760.00
Subtotal Personnel Costs	\$167,826.20

Administrative Burden

Indirect Cost @ 10%	\$29,733.42
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TOTAL FY20 BUDGET	\$327,067.62
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NOTES

*Will be higher the 1st year to outfit new sites

**One time purchase

***1st year for 6 months, thereafter 10
months per year

Authorized Negotiator

Andrea Abel, Executive Director
Farmshare Austin
3608 River Road
Cedar Creek, Texas 78612
(512) 422-1915



**CITY OF AUSTIN
PURCHASING OFFICE
EXCEPTIONS**

Solicitation Number: RFP 9100 JRH3004

The City will presume that the Offeror is in agreement with all sections of the solicitation unless the Offeror takes specific exception as indicated below. The City, at its sole discretion, may negotiate exceptions to the sections contained in the solicitation documents or the City may deem the Offer non-responsive. The Offeror that is awarded the contract shall sign the contract with the accepted or negotiated sections.

Place this attachment in Tab 1 – Exceptions to your Offer. Copies of this form may be utilized if additional pages are needed.

☒ Accepted as written.

☐ Not accepted as written. See below:

Indicate:

- ☐ 0300 Standard Purchase Terms & Conditions
- ☐ 0400 Supplemental Purchase Provisions
- ☐ 0500 Scope of Work

Page Number

Section Number

Section Description

Alternative Language:

Justification:

GOAL DETERMINATION REQUEST FORM

Buyer Name/Phone	John Hilbun 974-1054	PM Name/Phone	
Sponsor/User Dept.	APH 9100	Sponsor Name/Phone	Stephanie Helfman 972-5222
Solicitation No	RFP 9100 JRH3004	Project Name	Mobile Produce Market
Contract Amount	\$930,000	Ad Date (if applicable)	
Procurement Type			
<input type="checkbox"/> AD – CSP <input type="checkbox"/> AD – Design Build Op Maint <input type="checkbox"/> IFB – IDIQ <input checked="" type="checkbox"/> Nonprofessional Services <input type="checkbox"/> Critical Business Need <input type="checkbox"/> Sole Source* <input type="checkbox"/> AD – CM@R <input type="checkbox"/> AD – JOC <input type="checkbox"/> PS – Project Specific <input type="checkbox"/> Commodities/Goods <input type="checkbox"/> Interlocal Agreement <input type="checkbox"/> AD – Design Build <input type="checkbox"/> IFB – Construction <input type="checkbox"/> PS – Rotation List <input type="checkbox"/> Cooperative Agreement <input type="checkbox"/> Ratification			
Provide Project Description**			
Non-profit to implement and administer a Mobile Produce Market program in partnership with Austin Public Health.			
Project History: Was a solicitation previously issued; if so were goals established? Were subcontractors/subconsultants utilized? Include prior Solicitation No.			
This solicitation is exempt from the MWBE program since this award is restricted to a non-profit entity. The exemption is described in SMBR Guidelines, Section 1.2.1 (attached). This is replacing MA-9100-NA170000074. The previous contract was solicited via RFP 9100 MHJ0100. This solicitation had no goals.			
List the scopes of work (commodity codes) for this project. (Attach commodity breakdown by percentage; eCAPRIS printout acceptable)			
96115 Concessions, Catering, Vending: Mobile And Station (100%)			
John Hilbun		2/5/2019	
Buyer Confirmation		Date	

* Sole Source must include Certificate of Exemption

**Project Description not required for Sole Source

FOR SMBR USE ONLY		
Date Received		Date Assigned to BDC
In accordance with Chapter 2-9(A-D)-19 of the Austin City Code, SMBR makes the following determination:		
<input type="checkbox"/> Goals	% MBE	% WBE
<input type="checkbox"/> Subgoals	% African American	% Hispanic
	% Asian/Native American	% WBE

GOAL DETERMINATION REQUEST FORM

<input checked="checked" type="checkbox"/> Exempt from MBE/WBE Procurement Program	<input type="checkbox"/> No Goals
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GOAL DETERMINATION REQUEST FORM

This determination is based upon the following:

- | | |
|--|--|
| <input type="checkbox"/> Insufficient availability of M/WBES | <input type="checkbox"/> No availability of M/WBES |
| <input type="checkbox"/> Insufficient subcontracting opportunities | <input type="checkbox"/> No subcontracting opportunities |
| <input type="checkbox"/> Sufficient availability of M/WBES | <input type="checkbox"/> Sufficient subcontracting opportunities |
| <input type="checkbox"/> Sole Source | <input checked="" type="checkbox"/> Other |

If Other was selected, provide reasoning:

Exempted from M/WBE Program

MBE/WBE/DBE Availability

N/A

Subcontracting Opportunities Identified

No subcontracting opportunities identified.

Rachelle Delouis

SMBR Staff

Signature/ Date

SMBR Director or Designee

Date

Returned to/ Date: