

Application for Neighborhood and Community Development Funds

Submit original and 27 complete copies of this application to the CD Office by 4:30 p.m. by the 15th of the month, to be reviewed by the CDBG Commission on the first Thursday of the following month.

Program Title: Southwest Farmer's Market Amount Requested: \$ 10,835.00
Agency: REAP Food Group
Address: 306 E. Wilson St. Suite 2E Madison, WI 53703
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1. **Program Abstract:** Provide an overview of the project. Identify the community need to be addressed. Summarize the program's major purpose in terms of need to be addressed, the goals, procedures to be utilized, and the expected outcomes. Limit response to 150 words.

Objective: To establish a Southwest Farmer's Market bringing accessible and affordable locally grown produce to the greater Meadowood neighborhood, while simultaneously creating a venue to build social capital.

Establishing a seasonal Farmer's Market will benefit the area in a variety of ways by:

- ❖ Creating a community place that will bring homeowners and renters together,
- ❖ Establishing a venue that emphasizes a healthy lifestyle, and
- ❖ Offering nearby residents and workers walkable access to fresh local produce.

Meadowood has no source of fresh produce within walking distance and many of the low-income families lack transportation. Because the Farmer's Market will accept both food stamps and WIC vouchers, it will offer some of Madison's most vulnerable families access to healthy foods. Additionally, a market is a great community builder offering an intersection for a diverse group of neighbors to connect to one another.

Public Health Madison and Dane County (PHMDC) has facilitated partnerships between southwest Madison residents, farmer Robert Pierce, REAP Food Group, the Northside Farmer's Market Group, and Orchard Ridge United Church of Christ (ORUCC) to create a sustainable and accessible market.

2. **Target Population:** Identify the projected target population for this program in terms of age, residency, race, income eligibility criteria, and other unique characteristics or sub-groups.

The target population of this project is all residents of the greater Meadowood area, especially low and moderate-income families who lack adequate transportation to healthy food outlets. Except for the Good Shepherd Food Pantry, two restaurants and a Walgreen's, there are no walkable food sources in the Meadowood Neighborhood. A farmer's market would provide access to local, affordable, and fresh produce to area residents. Dane County estimates that there are at least *550 families* and over *1,200 children* living in or near poverty on the southwest side with almost 200 of these families and 500 of these children living in the Meadowood Neighborhood. These statistics are based on the number of families currently receiving Food Stamps, Medical Assistance or W-2 and hence are known to be an underestimation (the numbers do not take single adults, undocumented immigrants or qualifying families who do not apply into consideration). Poverty levels are increasing on the southwest side. The Madison school district reports that 57% of children that attend

Orchard Ridge Elementary School receive free and reduced lunch (FRL), a number that *tripled* in the last 6 years. Falk Elementary School reports 65% of their students receive FRL, a number that has been steadily going up. And, according to the Good Shepherd Food Pantry they have doubled the number of families accessing their pantry between the years 2006 and 2008, which reflects the very real food security issues many members of this community face. We also know that families living in poverty lack consistent access to transportation. A walkable food source is key to guaranteeing adequate nutrition. The farmer's market would accept Food Stamps and WIC Food Vouchers giving an accessible place to use these available resources to buy healthy foods.

The Wisconsin Nutrition and Physical Activity State Plan reports that good nutrition is vital to good health and for healthy growth and development in children. The major causes of morbidity and mortality in the United States are related to poor diet and sedentary lifestyle. Specific diseases and conditions linked to poor diet include cardiovascular disease, hypertension, type 2 diabetes, and overweight and obesity. Providing easier access to fresh fruits and vegetables for families and children in Meadowood promotes the Wisconsin Plan and helps prevent these chronic diseases.

The Southwest Neighborhood Plan, released in January of 2008, reports that Meadowood and surrounding communities are in need of revitalization. The area has seen dramatic changes over the past decade in demographics and levels of poverty (the number of minority residents has doubled as have the rates of poverty). The population is aging as well, with over 30% of residents over the age of 55. Crime rates have gone up, as have mobility rates in the schools (more families are moving in and out of the neighborhoods). The combination of these factors has led to many residents feeling isolated and at times afraid. This lack of social capital was most profoundly demonstrated at the Police Listening Session held in the Fall of 2007 where over 700 southwest residents came to voice their concerns. One solution the plan identifies is the need for more community building events and venues, such as a farmer's market, to both deter crime and bring this diverse neighborhood together.

Madison's southwest side is comprised of a mixture of renters and homeowners. The targeted population of low-income families along with the surrounding community of middleclass homeowner's patronage will make the market profitable and sustainable. A farmer's market offers a wonderful venue to build neighbor-to-neighbor connections. All southwest residents would benefit from not only having access to fresh local produce, but the very presence of the market would give the neighborhood a more vibrant feel. Even residents who do not attend the market would benefit from a resource that helps build community.

Approximately 5,000 individuals # unduplicated individuals estimated to be served by this project.

1,500 households (350 rental units/approx.1150 homes) # unduplicated households estimated to be served by this project.

3. Program Objectives: The 5-Year Plan lists 9 project objectives (A through N). Circle the one most applicable to your proposal and describe how this project addresses that objective.

- | | |
|---|---------------------------------------|
| A. Housing – Existing Owner-Occupied | G. Neighborhood Civic Places |
| B. Housing – For Buyers | K. Community-based Facilities |
| C. Housing – Rental Housing | <u>L. Neighborhood Revitalization</u> |
| E. Economic Dev. – Business Creating Jobs | N. Access to Housing Resources |
| F. Economic Dev. – Micro-enterprise | |

1.) By June of 2009 the Southwest Farmer's Market will be fully functional.

Rationale: As noted earlier, the greater Meadowood area has a significant population of residents living at or near the poverty level who lack transportation. They have no source of fresh produce within walking distance. Local access to fruits and vegetables is fundamental to offering these families nutritious food options. There are evidence-based strategies that will improve the nutrition environment of a neighborhood. The Journal of the American Dietetic Association recommends focusing on "small but significant changes" (McCullum et.al. 2005). Increasing the quantity and quality of existing food options through a local farmers market will improve community health. Additionally, a farmer's market has the potential to build social capital. Per respected researcher, Russell Dynes (2002), social capital:

- ❖ Fosters community relationships and develops community assets;
- ❖ Results in safer, healthier, more resilient communities;
- ❖ Allows for residents to play an active role in shaping destiny of their neighborhood, and;
- ❖ Allows for residents to more likely be resources than victims.

Programs that focus on community development, such as the farmer's markets, build social capital. Additionally, the City's *Southwest Neighborhood Plan* under "Safe Homes, Streets, and Places" priority #6 suggests a farmer's market as a good way to bring neighbors together.

2.) By June of 2010 the Southwest Farmer's Market will be community-run/community-owned, with a board of directors overseeing market operations.

Rationale: Public Health Madison and Dane County (PHMDC) is facilitating relationships among community partners and residents to establish the Southwest Farmer's Market. *The State Health Plan* identifies access to healthy food options as critical to ensuring adequate nutrition and reducing the rates of obesity. Additionally, in 2008 PHMDC staff held a listening session as part of the community health assessment. Community stakeholders on Madison's southwest side identified lack of access to fruits and vegetables as one of the biggest health threats facing lower-income families in the area. Currently, Meadowood and the surrounding community have no walkable source of fruits and vegetables. With the closing of the Cub Foods on Verona Rd (the closest grocery store) much of Madison's southwest side has become a "food desert" with little access to healthy food options. Food desert is defined in the 2008 US Farm Bill as an area in the United States with limited access to affordable and nutritious food, particularly such an area composed of predominately lower-income neighborhoods and communities. Additionally, food desert refers to an increase in the number of fast food restaurants and elevated food prices overall. Although fast food restaurants are available in both low and high-income neighborhoods, literature shows that low-income neighborhoods have a higher rate of fast food outlets and less

access to healthful foods. Kwate, 2008). A walkable farmer's market would promote both healthy eating and physical activity for the duration of the growing season.

In order for the market to be sustainable there must be a coalition of support, both from southwest Madison community members and other local stakeholders. ORUCC has agreed to hold the market on their grounds at no charge; farmer Robert Pierce has agreed to coordinate the market; and a committee of community volunteers has formed the Southwest Farmer's Market Planning Group. In addition, two local non-profits, The Northside Farmer's Market Group and REAP Food Group, have agreed to partner with the southwest community, offering guidance on how to organize, plan, promote and maintain a successful market. (The Northside Farmers Market group successfully started a market and REAP specializes in helping promote access to local foods.) REAP, a 501(c)3 has also agreed to act as fiscal agent for this grant and will work closely with Robert Pierce and the planning group's treasurer to disperse funds per the stated budget. The groups have already begun meeting. They are in process of developing marketing materials and an outreach plan, designing a market layout, planning entertainment/events for market day and coordinating the many volunteers that have come forward. Other community partners, including Joining Forces For Families, Wisconsin Youth Company, Good Shepherd Church, the neighborhood liaison police officer, John Amos, and Orchard Ridge United Church of Christ (the market site) have offered to promote and be involved in making the market a success. The UW Extension nutrition educator, Tanya Kirtz, has offered to provide educational materials and teaching at the market as well. Important factors for successful community collaboration include the presence of an opportunity, availability and capacity of resources and strong relationships between the community and stakeholders (Webb et al., 2009). It is clear, that this community is ready to partner.

4. Fund Objectives: Check the fund program objective which this project meets. (Check all for which you seek funding.)

Acquisition/ Rehab	<input type="checkbox"/> New Construction, Acquisition, Expansion of Existing Building	Futures	<input type="checkbox"/> Prototype
	<input type="checkbox"/> Accessibility		<input type="checkbox"/> Feasibility Study
	<input type="checkbox"/> Maintenance/Rehab		<input checked="" type="checkbox"/> Revitalization Opportunity
	<input type="checkbox"/> Other		<input type="checkbox"/> New Method or Approach
Housing	<input type="checkbox"/> Rental Housing	Homeless	<input type="checkbox"/> Housing
	<input type="checkbox"/> Housing For Buyers		<input type="checkbox"/> Services

5. Budget: Summarize your project budget by estimated costs, revenue, and fund source.

EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CD REVENUES	AMOUNT OF NON-CD REVENUES	SOURCE OF NON-CD FUNDED PORTION
A. Personnel Costs				
1a. Salaries/Wages (attach detail)	\$2,000.00	\$0	\$2,000.00	in-kind services provided by PHMDC to initiate project
	(see below) \$5,760.00	\$4,500.00	\$1,260.00	in-kind services from Robert Pierce
3. Payroll Taxes				
B. Non-Personnel Costs				
1. Office Supplies/Postage	\$500.00 - printing	\$250.00	\$250.00	in-kind printing services provided by PHMDC
2. Telephone				
3. Rent/Utilities				
4. Professional Fees & Contract Services	\$985.00 - administrative and consulting support fees paid to REAP Food Group	\$985.00		
5. Work Supplies and Tools	\$2000.00 - signage \$750.00 - direct marketing pieces (flyers, advertising)	\$2,750.00		
6. Other:	\$850.00 - liability insurance for SW Market \$1500.00 - education/entertainment budget	\$2,350.00		
C. Capital Budget Expenditures (Detail in attachment C)				
1. Capital Cost of Assistance to Individuals (Loans)				
2. Other Capital Costs:				
D. TOTAL (A+B+C)	\$14,345.00	\$10,835.00	\$3,510.00	

Personnel Chart:

Title of Staff Position	F.T.E.*	Proposed Hourly Wage
Farmer's Market Coordinator	.3	\$20/hr for approx 24 weeks (growing season + preparation time)
Total:	288 hours \$5,760.00	

*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE

6. Action Plan/Timetable

Describe the major actors and activities, sequence, and service location, days and hours which will be used to achieve the outcomes listed in # 1.

Estimated Month of Completion
(If applicable)

Use the following format:
(Who) will do (what) to (whom and how many) (when) (where) (how often). A flowchart may be helpful.

Timeline:

Actors, activities, sequence, location	2009										2010	
	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb
*FMC will secure the SW Farmers Market site (Orchard Ridge United Church of Christ), plan lay-out, write contract.												
*FMC will acquire needed supplies												
*FMC will contract with vendors												
Community volunteers will begin meeting to plan for 2009 market												
*FMC/community volunteers will publicize and coordinate weekly farmer's market												
SW Farmer's Market will run June 2009-October 2009 and will include a minimum of twice monthly community events/entertainment												
Community volunteers and partners will form board and begin holding regular meetings												
Outcomes - planning for 2010												

*FMC=Farmer's Market Coordinator

Plan: Robert Pierce, a local organic farmer, has agreed to provide technical assistance and coordination services with prospective vendors. Robert is particularly concerned with how disconnected families living in poverty are from much of the food they eat. His efforts have helped some of Madison's poorest communities connect to affordable produce. He started four small farmer's markets on Madison's Southside, as well as a farmer's market in the heart of Chicago. He has the experience and knowledge to get a farmer's market up and running and has made a commitment to work with this market for a minimum of five years. Robert has preliminary agreements with 10 vendors and anticipates having 10-20 vendors at the market. Weekly vendor fees will be collected by volunteer treasurer of the Southwest Farmers Market Planning Group (a professional CPA who is a resident of the southwest side) and saved for the 2010 market budget, making the enterprise self-sustaining.

Community volunteers will assist with the weekly market set-up and take down as well as operate the Quest machine for food stamp users. They will also coordinate educational programming and entertainment offerings to draw more community members to the market. By the end of the 2009 Southwest Farmer's Market, a board of community members and stakeholders will be formed to manage and plan for the 2010 market.

The site for the market is on the grounds of Orchard Ridge United Church of Christ. Attempts were made to hold the market at the Meadowridge Shopping Center, as well as the vacant lot next to the center, however the

owners of both sites declined. Other sites that were considered were: Meadowood Park, however, park fees made it prohibitive; Good Shepherd Church, however, they had concerns about space; and Toki Middle School, but they ultimately declined due to liability concerns. It is recognized that ORUCC is not the ideal site. Although they are a welcoming and enthusiastic partner, have adequate space, and are easily accessible (2 blocks from Toki school), the site does not offer a high degree of visibility. A great deal of effort will be made to put up adequate signage to indicate the location of the market; this will be critical to the success of the project. The community partners have committed to assist with the promotion/advertisement of the market throughout the community with a targeted effort made to reach the families living in the Balsam-Russett and Hammersley corridors (where many of the low-income families reside), and to make the market welcoming for all families. If opportunity presents itself in the future, an alternate site will be considered.

7. What was the response of the alderperson of the district to the project?

Alder Thuy Pham-Remmele is aware of the application and is supportive of the idea of a farmer's market on the southwest side.

8. Does agency seek funds for property acquisition and/or rehab? [If applicable, describe the amount of funds committed or proposed to be used to meet the 25% match requirements (HOME or ESG) with its qualifications.]

X No Complete Attachment A
Yes Complete Attachment B and C and one of the following:
D Facilities
E Housing for Buyers
F Rental Housing and Proforma

9. Do you qualify as a Community Housing Development Organization (CHDO)? (See attachment G for qualifications.)
X No Yes - Complete Attachment G

10. Do you seek Scattered Site Acquisition Funds for acquisition of service-enriched housing?
X No Yes - Complete Attachment B, C, F, and H

11. Do you seek ESG funds for services to homeless persons?
X No Yes - Complete Attachment I

12. This proposal is hereby submitted with the approval of the Board of Directors/Department Head and with the knowledge of the agency executive director, and includes the following:

X Future Fund (Attachment A)
Property Description (Attachment B)
Capital Budget (Attachment C)
Community Service Facility (Attachment D)
Housing for Resale (Attachment E)
Rental Housing and Proforma (Attachment F)
CHDO (Attachment G)
Scattered Site Funds Addendum (Attachment H)
ESG Funding Addendum (Attachment I)

13. Affirmative Action: If funded, applicant hereby agrees to comply with City of Madison Ordinance 3.58(9) and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at: http://www.cityofmadison.com/dcr/aaForms.cfm.

14. Non-Discrimination Based on Disability: Applicant shall comply with Section 39.05, Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance.

Applicant hereby makes the following assurances: Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec. 39.05, where applicable, including all actions prohibited under section 39.05(4), MGO." http://www.cityofmadison.com/dcr/aaForms.cfm

Signature: [Signature] Date: 5/13/09
President-Board of Directors/Department Head

Signature: [Signature] Date: 5/13/09
Executive Director

For additional information or assistance in completing this application, please contact the CD Office at 267-0740.

FUTURE FUND PROPOSAL ONLY

- A. Describe the project features which make this a prototype project, feasibility study, addresses a short-lived revitalization opportunity or develops a new method or approach, which triggered the need for Future Funds.

The Southwest Farmer's Market Project addresses a short-lived revitalization opportunity by meeting an objective of the *Southwest Neighborhood Plan* to build community and increase the number of public gathering spaces and create better access to healthy food options. The plan recognizes that the more opportunities neighbors have to connect to one another, the greater the social capital and the stronger the neighborhood. Momentum is already building, as community residents and stakeholders are coming together to plan for the Southwest Farmer's Market. Additionally, a farmer's market would provide access to healthy foods in a community where there is currently no walkable source of produce available. Revitalization of the nutrition environment in the Meadowood Neighborhood through a farmers market will positively affect healthy food access and intake.

Especially with the recent closing of the Cub Foods on Verona Rd., much of Southwest Madison is a food desert, requiring families to drive or take the bus to access a grocery store. This can be a real challenge for the growing number of families living in or near poverty in the area. Addressing the nutritional challenges of Southwest Madison now is critical to ensuring healthy outcomes for its residents. Research has shown that those who live far from grocery stores are more likely to consume fewer fruits and vegetables and more likely to consume convenience foods that are high in calories and fat content and have lower nutritional value. This is particularly true for low-income families and can negatively impact the southwest community's overall health.

The goals of a farmers market are to ease a community member's lack of access to fresh affordable foods and to bring people together, increasing the sense of community safety and connectedness. The Southwest Farmer's Market Project will fulfill these goals with the expertise of Robert Pierce providing technical assistance and coordination services with prospective vendors. The Market will also be sustained by the creative energy and contributions of community volunteers, who are actively planning the 2009 market.

One of the first steps in revitalizing the nutrition environment in a high-risk area is building a multi-sector collaborative for addressing food security issues. This farmer's market collaborative effort will allow the community to work toward a shared goal of affordable and accessible healthful food for residents. Farmer's markets are shown to provide a public venue for local food purchasing and consumption. Recent literature shows that implementing a farmer's market will "...improve consumers' access to fresh produce through reduced prices while stimulating the vitality and sustainability of the local economy." (McCullum 2005).

Where a person lives impacts the choices they have on the food they eat. If people live in an area with a lot of fast food restaurants and no supermarket, the choices available to them are reduced and eating behaviors reflect that. It is necessary to make significant progress to provide at-risk neighborhoods with healthy and affordable food options. Recent literature states, "Lack of access to affordable healthy foods may be contributing to disparities in diet-related chronic diseases and obesity rates." (Story et. al. 2008). One solution is to create initiatives to revitalize the nutrition environment in high-risk areas and a farmer's market will fulfill that need. Bringing a farmer's market into Meadowood will build social connectedness and cohesion between neighbors while providing a walkable food source for residents.

References:

Kwate, Naa Oyo A. Fried Chicken and fresh apples: Racial segregation as a fundamental cause of fast food density in black neighborhoods. *Health & Place* 14 (2008).

McCullum, C., Desjardins, E., Kraak, V., Ladipo, P., Costello. Evidence-Based Strategies to Build Community Food Security. *Journal of the American Dietetic Association* 2005. 105(2): 278-83.

Pothukuchi, K. (2005). Attracting Supermarkets to Inner-City Neighborhoods: Economic Development Outside the Box. *Economic Development Quarterly*, 19(3), 232-244. doi: 10.1177/0891242404273517.

Story M., Kaphingst, K., Robinson-O'Brien, R., and Glanz K. Creating Healthy Food and Eating Environments: Policy and Environmental Approaches. *Annual Review of Public Health* 2008. 29: 253 – 72.

Webb, K., Hawe, P., & Noort, M. (2001). Collaborative Intersectoral Approaches to Nutrition in a Community on the Urban Fringe. *Health Education & Behavior*, 28(3), 306-319.