

FY 2014

\$90,448 to the City of Placentia, CA, to develop and establish a marketing campaign to promote the year-round Placentia's Farmers' Market and new EBT acceptance program.

Final Report

FMPP Interim Performance Report

Report Number / Due Date / Reporting Periods:

Report #4: April 1, 2016-September 29, 2016

Date: December 15, 2016
Contact: Sandra Gonzalez/Director of Community Services/714-993-8227
Recipient Name: City of Placentia
Project Title: Placentia Farmer's Market
Grant Number: 14-FMPPX-CA-0013
Reporting Number / Period: Report #4
Project Location: Placentia, CA
Total Awarded Budget: \$90,448

1) Objective: State the objectives (or each element of the objective, if more than one) approved under the FMPP grant.

Goal #1: Broaden consumer access to and consumption of locally-grown, fresh produce as part of the City's support of the Farmer's Market, in order to enhance public health and wellness.

Goal #2: Promote economic growth opportunities for local agricultural producers and farm-to-table small businesses.

Goal #3: Facilitate healthy nutritional choices among Placentia's residents by providing access to healthy foods and education, and by minimizing transportation barriers to this access.

2) Summary of Activities: List each activity that occurred during the reporting period as stated and funded through the proposal. "Activities" are actions (i.e., advertising, training, market startup, recruitment. Etc). Include significant contribution(s)/role(s) of project partners.

Throughout this reporting period, April 1, 2016-September 29, 2016, the Placentia Certified Farmer's Market remained in operation at the Placentia Towne Center property located at 110 East Yorba Linda Boulevard. The Certified Farmers Market is coordinated and managed by a very experienced Farmer's Market Manager, Mr. Rick Palas. The Market operates every Tuesday afternoon from 4:00pm-8:00pm. The Certified Farmers Market has a total of 25-30 vendors which provide various healthy food alternatives including various fruits, and vegetables. A full list can be viewed at <http://www.placentia.org/index.aspx?nid=337>

Marketing/advertising activities that have been accomplished throughout the reporting period include;

1. Farmer's Market flyer distribution at Placentia City Hall, the Whitten Neighborhood Services Offices, Senior Center, local businesses, senior apartment complexes throughout the City and the Placentia Library continued throughout this reporting period.

2. Social media advertising has included, Facebook posts, Twitter updates and a page dedicated to the Farmer's Market on the City of Placentia's official website at www.placentia.org. All these advertising items have continued throughout the reporting period.

4. The City of Placentia continues to advertise the Market through the "City Administrator's" Weekly Report which is posted to the City website once a week.

5. The City has also continued the advertising of the Farmer's Market information in the City of Placentia Quarterly Newsletter that reaches over 17,000 residents. During this reporting period, two newsletter issues were distributed.

6. Continued to utilize pole banners and over the street banners throughout the City for continued advertising purposes. During this reporting period, the damaged street banners were replaced with new banners.

7. City staff has continued to participate in the Farmer's Market weekly to educate shoppers on healthy alternatives. City staff has a dedicated booth space and encourages shoppers to eat healthy as well as promote our recreational classes that include various physical activities such as Zumba. In addition, to setting up an outreach booth at the market on a weekly basis, staff has just recently had the opportunity to advertise the market to over 1000 community members by distributing flyers at a City wide community event called Love Placentia Day.

8. During this reporting period, the Placentia Police Department hosted a National Night Out event on August 2, 2016 in the same business plaza that currently houses the Farmer's Market. Shuttle services were provided and the event generated over 1000 participants who had the opportunity to visit the Farmer's Market location.

9. During this reporting period, the City of Placentia was able to successfully advertise the Farmer's Market to over 10,000 community members throughout the summer season by providing free giveaways at all the community events. Participants at the Movies in the Park, Concerts in the Park and Community Walks all received sunscreen packs and water bottles with the Farmer's Market logo for their participation in the events.

10. The City of Placentia also hosts summer movie nights all throughout the summer season. This year, there were seven movie events held between July and August. During these events, the City of Placentia created movie previews featuring the Farmer's Market that were presented before each movie. The previews included vendor information, photos and videos from the market. Over 3,000 participants viewed the previews this season.

11. During this reporting period, the community outreach presentations were conducted. During these presentations participants had the opportunity to learn about the market vendors and were given information on healthier food options. Below is a listing of the locations and attendees for the presentations:

<i>Date:</i>	<i>Location:</i>	<i>Participants:</i>
April 22, 2016	Placentia Senior Center	30
May 2, 2016	Bradford Terrace Senior Apt. Homes	12
May 31, 2016	Emerald Isle Senior Apt. Homes	15
June 10, 2016	Placentia Senior Center	29

3) Performance: Report measurable (quantitative) results/accomplishments of each project activity since the beginning of project. Examples: # of new vendors trained, number of new customers weekly, increase in sales from baseline. Apply this to the specific activities of your project.

During this reporting period (April 2016-September 2016) the Placentia Certified Farmer's Market has had 662 vendors at the market. During this reporting period, over 30 new vendors have been added. In addition, during this reporting period (April 1, 2016-September 29, 2016) approximately 6,000 customers attended the market during this 5 month period.

Project results/accomplishments:

- **Are accomplishments meeting the goals as described in the project proposal timeline? (Yes/No)**

Yes, the marketing efforts have been well established by promoting the market through the City's media outlets which include, the City website, Twitter and Face Book.

The City also utilized creative marketing by purchasing giveaway items with the Farmer's Market logo. These items were distributed at all of the summer programs to participants. By using this marketing technique, the City was able to better advertise the market to residents and nonresidents as well.

During this reporting period (April 1, 2016-September 29, 2016) the City was successful in the area of community outreach. Presentations were scheduled and organized by City of Placentia staff. The presentations were organized at the Placentia Senior Center, and at the surrounding senior living homes in the area. Participants were able to ask questions about the market and were informed about the many vendors and available foods.

- **Have there been project changes (personnel, administrative, stakeholder involvement, etc.) that may have impacted accomplishments to date (Yes/No)? If yes, explain.**

During the grant period the City of Placentia experienced many changes in personnel which negatively impacted the deliverables of the grant. Due to unexpected City staff turnover, accomplishments in certain areas were not met during the grant period. The initial Grant Program Coordinator, Grant Program Management Analyst and support staff all separated from the City early on in the grant administration process. Due to this, many accomplishments originally outlined in the grant were delayed or not met. Many of the positions remained vacant for an extended period of time.

For example, promotional videos was a goal in the initial grant program. However, while promotional videos were not filmed, the City was successful in filming promotional advertisements that were previewed during the seasonal summer 2016 Movies in the Park program. The promotional advertisements were show every Friday evening before each movie and were viewed by over 3,000 attendees.

4) Problems and Delays: Note unexpected delays or problems for each activity. Report whether delays affected timelines, expected measurable results, and/or the budget. Explain what the organization did to resolve or address these issues.

The City of Placentia has continued to experience unexpected delays throughout the reporting period (April 1, 2016-September 29, 2016) mainly associated with staff turnover. Since the beginning of this reporting period, the employees that were outlined as the initial Grant Management Analyst, Grant Program Coordinator and identified support staff have separated from the organization. This created several vacant positions in the City that are directly related to grant management. These vacancies negatively affected the program timelines as many of the positions were not filled for many months during the course of the two year grant award.

Due to the staff turnover the City of Placentia staff newly assigned to the grant management identified many problems in the initial grant program budget. Many items were not budgeted to effectively produce program deliverables. For example, there was not a budgeted item for videography equipment, however promotional videos was a project goal. In addition, due to the unexpected staff turnover, the initial budgeted item for a Farmer's Market Program Coordinator was never fulfilled. The budgeted line item for this position was for a total of \$17,420.00. This budgeted item was not expended. The current City of Placentia staff identified this as a cost savings in order to better utilize these funds. However, the submitted budget changes request was denied. Furthermore, another area which was not fully expended was in the area of the market transportation. The initial budgeted request was for \$27,500.00. During the first few months of the grant program, the transportation services were not offered on a weekly basis as the City was evaluating the most effective route. This resulted in a cost savings. This cost savings was also reviewed by current City staff and submitted as a budget change request that was also denied.

During the grant period, the City of Placentia was also in the process of securing an advertisement contract with Lamar Digital Advertising. With the finalization of this contract, the City was able to obtain several digital billboards throughout the City. This enabled the City to better utilize billboard advertisements. New grant management staff identified that the budgeted line item for transit shelter billboards could be better utilized to design digital advertisements that could be displayed on the new billboards. This line item was also submitted as a budget change request and denied.

Unfortunately, the City of Placentia recognizes that the staff turnover and long standing vacant positions caused many delays and ultimately affected program deliverables in a negative way. As the initial grant management staff were no longer a part of the organization, this made it extremely difficult to effectively manage the grant deliverables. In an attempt to better utilize grant funding and ultimately meet project goals, the new staff submitted an extension grant request along with a budget change request. These requests were denied and resulted in unused grant funds of \$25,556.84.

5) Financial Summary:

Payment request #4 of \$ 13,097.20 on December 15, 2016 includes the following:

- Western Transit Shuttle Services (April 2016-September 2016)-\$7,496.50*
- Part time staff costs (April 2016-September 2016)-\$2,880.70*
- Placentia Quarterly production (April 2016-September 2016)-\$2,720.00.*