Local Food Promotion Program (LFPP)
Final Performance Report

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to LFPP staff to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: *(e.g. September 30, 20XX-September 29, 20XX)*	Sep 30, 2014-Mar 31, 2016
Authorized Representative Name:	Joey Romero
Authorized Representative Phone:	(951)686-1096
Authorized Representative Email:	jromero@fsaca.org
Recipient Organization Name:	Family Service Association
Project Title as Stated on Grant Agreement:	Mobile Fresh-Grocery Store on Wheels
Grant Agreement Number: *(e.g. 14-LFPPX-XX-XXXX)*	14-LFPPX-CA-0018
Year Grant was Awarded:	2014
Project City/State:	Moreno Valley, CA
Total Awarded Budget:	100,000.00

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

   i. Goal/Objective 1: ***Increase from 20-40 Sites***
      a. Progress Made: ***Objective met***
      b. Impact on Community: ***Mobile Fresh was able to serve 19428 clients in the reporting period.***
   ii. Goal/Objective 2: ***Increase the local and regional food producers that contribute to Mobile Fresh to 6***
      a. Progress Made: ***Objective met***
      b. Impact on Community: ***Working local growers allowed Mobile Fresh to provide the freshest fruits and vegetables to the clients served by the program. It also contributed to the sustainability of local growers.***
   iii. Goal/Objective 3: ***Retrofit and wrap additional vehicle***
      a. Progress Made: ***Objective met***
      b. Impact on Community: ***Adding a second vehicle allowed Mobile Fresh to increased participation in Mobile Fresh by 350 clients per month.***

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
   i. Number of direct jobs created: ***3***
   ii. Number of jobs retained: ***6***
   iii. Number of indirect jobs created: ***N/A***
   iv. Number of markets expanded: ***8***
   v. Number of new markets established: ***15***
   vi. Market sales increased by ***$2185.86 per month and increased by 94%.***
   vii. Number of farmers/producers that have benefited from the project: *6*
      a. Percent Increase: **50%**

   viii. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? ***Yes. By virtue of the expansion of the program, Mobile Fresh was able to reach additional segments of the very diverse region that the program serves.***

3. Discuss your community partnerships.
   i. Who are your community partners? ***Please see attached list***
   ii. How have they contributed to the overall results of the LFPP project? ***Community partners are key to how and who Mobile Fresh targets for new and existing site locations. They identify communities they have targeted for health initiatives and Mobile Fresh partners with those communities. They also bring requests from the community to the attention of Mobile Fresh.***
   iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? ***Mobile Fresh is establishing a Mobile Fresh Advisory Council to continue the efforts to promote the LFPP goals and to engage more***

of the community the program serves.

4. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? ***N/A***

5. Have you publicized any results yet?* ***N/A***
   i. If yes, how did you publicize the results?
   ii. To whom did you publicize the results?
   iii. How many stakeholders (i.e. people, entities) did you reach?

   *Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

6. Have you collected any feedback from your community and additional stakeholders about your work? ***Yes***
   i. If so, how did you collect the information? ***Surveys have been conducted and entered into FSA's Efforts to Outcomes software. FSA has also formed a Marketing Impact Committee to assess program goals and collect feedback.***
   ii. What feedback was relayed (specific comments)? ***Feedback included why clients shop Mobile Fresh, what types of fruits and vegetables clients use, and if they will continue to shop Mobile Fresh. Some of the reasons they shop Mobile Fresh include; The ease of purchase, low prices, ability to use EBT and freshness.***

7. Budget Summary:
   i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☒
   ii. Did the project generate any income? ***Yes***
      a. If yes, how much was generated and how was it used to further the objectives of the award? ***$50,101.00 used for program costs.***

8. Lessons Learned:
   i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed). ***The Good- Moblie Fresh learned a lot but what is most important is the feedback that the program received. Things like what items different segments of the community use. That allowing them to put their hands on the food that they were purchasing rather than dictating what they would use meant a level of dignity. That no matter how low income the community was that giving them the choice to purchase affordable produce to use in their family meals meant a better level of engagement. The program also learned that it wasn't enough to ease the access issue, teaching the community how to use and incorporate new and unfamiliar produce was very important.***
   The Bad- The heat in the area was not good for sales, the produce and the vehicles. Mobile Fresh saw low sales days when temperatures reached 100 degrees because clients were reluctant to brave the heat. Produce had to monitored closely to insure freshness. Lastly heat also meant equipment failures both in the generator and the

bus itself. As FSA expands the program, careful detail will go into dealing with the summer heat.

ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: ***The only goal that was not met was the mobile application. Mobile Fresh found it to be of low importance to the overall goals set by the program.***

iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: ***The most important thing that Mobile Fresh learned administratively was to listen to the community. Give them what they need and ask for rather than what the program thinks they need. Go to the stops at a time that works for the clients rather than when it is good for Mobile Fresh's schedule. Lastly, listen to the Mobile Fresh staff that engages the community on the front lines. Take care of FSA's internal clients (staff) so they can intern take care of the community in the best manner possible.***

9. Future Work:

i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project. ***FSA has already secured 2 additional vehicles with another already commited. The new vehicles will double the program again and create 6 new jobs. Sales will increase from 100,000 per year to 150,000-200,000 per year. One focus will be on increasing the use of EBT/SNAP on the Mobile Fresh bus by working with SNAP offices at the county levels.***

ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals? ***N/A***

Mobile Fresh Community Partners

USDA
CalFresh/ SNAP
Riverside County Supervisor Marion Ashley
San Bernardino County Supervisor Josie Gonzales

Cities of Beaumont, Calimesa, Colton, Fontana, Jurupa Valley, Lake Elsinore, Ontario, Perris, Rancho Cucamonga, Riverside, Rialto, San Bernardino, Yucaipa

Casablanca Home of Neighborly Service
Community Health Systems
Eastside HEAL Zone Collaborative
Healthy Grand Terrace
Healthy Fontana
Kaiser Permanente
La Sierra University ENACTUS
Latino Health Collaborative
Riverside Community Health Foundation

Riverside County Health Systems
San Bernardino Dept. of Public Health
Riverside County Nutrition Action Partnership
San Bernardino County Nutrition Action Partnership

Coast Citrus
Newport Farms
Harvest 2 U
Old Grove Orange Co-Op
Sysco Riverside

Riverside Transit Agency