

To	Marchell Adams-David, City Manager
Thru	Oscar Carmona, Director
From	Ken Hisler, Assistant Director
Department	Parks, Recreation and Cultural Resources
Date	February 22, 2022
Subject	Healthy Food Options - Produce Project, John Chavis Memorial Park

The City of Raleigh Strategic Plan includes multiple initiatives focused on food security and the availability of healthy food options for all residents of our communities. These initiatives include:

- GNR Initiative 1.3: Identify opportunities to eliminate barriers and increase education to encourage urban agriculture.
- SV&HC Initiative 4.3: Work with community partners to implement and support strategies that enhance food security

In April 2021, City Council approved the recommendation by the Economic Development and Innovation Committee that included direction to the Parks, Recreation and Cultural Resources Department (PRCR) to create a pilot Farmer's Market program.

"The Committee also recommends that Council direct staff to develop the next steps for a pilot program using City parks for neighborhood healthy food access with farmers' markets..."

It is also understood the pilot program would begin in Fall 2021 at one park location; however, staff is encouraged to explore the possibility of having the farmers' market pilot program at 2 park/community center locations."

With guidance provided by City Council, PRCR created an internal team to research procedures and protocols. Regrettably, [COVID](#)'s impact on continuing operations with a 20% - 25% vacancy rate for full-time staff and 40% for part-time staff has limited the available resources that could be dedicated to developing a Farmer's Market. It is important to note that PRCR already has a market that is delivered in partnership with the Downtown Raleigh Alliance (DRA) at Moore Square.

Recognizing that the need for healthy food options is a primary component to community health, PRCR refocused its resources to leverage existing community

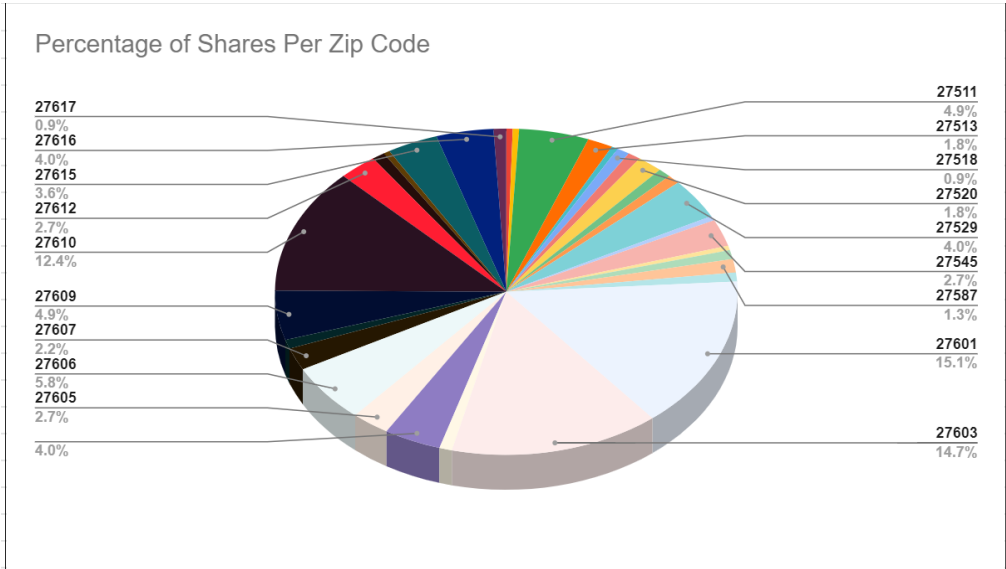
partners to address this challenge. Our goal remains to offer affordable, fresh produce in a community where there are limited options.

In December 2021, PRCR began a partnership with the Produce Project <https://www.produceproject.org/>. This is a fresh produce delivery service where extra food is donated to local non-profit organizations. Based out of John Chavis Memorial Park, you can purchase an \$18.00/week “share” of fresh produce that can be picked up at the park. If there are items you don’t want and/or you don’t need that week, the extra is donated to local non-profit organizations.



Collaborating with the Produce Project team we were not sure what to expect the first week. There was minimal promotion and a total of seven “shares” were sold, but, the holidays likely played into the low volume of activity. Moving into 2022, word is spreading, and we are averaging 45 “shares” per week over the past four weeks.

As we plan to introduce additional marketing efforts, there is evidence that goals are being achieved. Over a 10-week period there have been a total of 247 “shares” purchased. Of those purchased, 42%, or 95 of the “shares” have been purchased by people who live in the 27601, 27603, 27610 zip codes. To further benefit these communities, nearly ½ ton of fresh produce has been donated to local non-profit organizations that include the Helping Hand Rescue Mission and Catholic Parish Outreach. Lastly, the Produce Project provides an extra 2 “shares”/week to help anyone who walks in and needs assistance.



We are encouraged by the results that have been achieved. Now that a foothold has been secured, we intend on amplifying our marketing efforts. We already promote through typical PRCR methods. Working with City Communications we now have a co-branded flyer that we will begin to distribute through PRCR facilities and our many community partners. Our next step will be to gain coverage from local media organizations.

Going back to the origin of why this effort was initiated, we realize there are many communities that have limited access to healthy food. Working with the Produce Project, and other internal partners, we are seeking to identify what it would take to replicate this opportunity to serve communities from additional PRCR facilities.

JOHN CHAVIS MEMORIAL PARK

NEW - Fresh Produce Pick-Up



"EAT GOOD AND SHARE GOOD" WITH THE PRODUCE PROJECT AND RALEIGH PARKS

Raleigh Parks is partnering with The Produce Project to provide a pickup location for fresh produce at John Chavis Memorial Park. The Produce Project offers shares of fresh produce at a third of the cost.

HOW IT WORKS

1. You order an \$18 produce share at produceproject.org.
2. Pick up your share at John Chavis Memorial Park on Thursdays from 3 p.m.-8 p.m.
3. Keep the produce you and your family need from your share, and leave the rest to be donated locally.
4. Each week, hundreds of pounds of fresh produce are received by food-insecure families.

John Chavis Memorial Park
Historic Carousel Building
720 Chavis Way
Raleigh, NC 27601

raleighnc.gov/parks



Raleigh
Parks

Weekly Events Digest

Friday, February 25 – Thursday, March 3

City of Raleigh Office of Emergency Management and Special Events
specialevents@raleighnc.gov | 919-996-2200 | raleighnc.gov/special-events-office

Permitted Special Events

No permitted special events are scheduled at this time.

Other Upcoming Events

[Hurricanes vs. Blue Jackets](#)

Friday, February 25
PNC Arena

[Downtown Raleigh Home Show](#)

Friday, February 25 – Sunday, February 27
Raleigh Convention Center

[Rain Barrels and Rain Gardens Workshop](#)

Saturday, February 26
Walnut Creek Wetland Park

[NC State vs. North Carolina](#)

Saturday, February 26
PNC Arena

[Eddie B's Teachers Only Comedy Tour 21-22](#)

Saturday, February 26
Fletcher Opera Theater

[Dancing with the Stars – Live Tour 2022](#)

Sunday, February 27
Memorial Auditorium

[Hurricanes vs. Oilers](#)

Sunday, February 27
PNC Arena

[Nickelodeon's JoJo Siwa D.R.E.A.M. The Tour](#)

Tuesday, March 1 (rescheduled from May 19, 2020)
PNC Arena

[Eagles](#)

Wednesday, March 2
PNC Arena

[Pieces of Gold – Wake County Public Schools](#)

Wednesday, March 2
Memorial Auditorium

[Social Equity Book Club: Wilmington's Lie](#)

Thursday, March 3
Virtual

Public Resources

[Pilot Text Alert Program](#): Sometimes spontaneous events happen downtown and in other areas that could affect local businesses. If you'd like to receive notifications when those events happen, including unpermitted ones, sign up for text alerts.

[Event Feedback Form](#): Tell us what you think about Raleigh events! We welcome citizen and participant feedback and encourage you to provide comments or concerns about any events regulated by the Office of Emergency Management and Special Events. We will use this helpful information in future planning.

[Road Closure and Road Race Map](#): A resource providing current information on street closures in Raleigh.

[Online Events Calendar](#): View all currently scheduled events that impact City streets, public plazas, and Dorothea Dix Park.