

Request for Standing Committee Consideration

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| <input checked="" type="checkbox"/> Agenda Item
(Submitted to Municipal Clerk's Office by Noon at least 5 working days prior to the meeting) | <input type="checkbox"/> Added Item
(Submitted to Municipal Clerk's Office by Noon at least one day prior to meeting) | <input type="checkbox"/> Request from the Floor |
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Date of Meeting: September 15, 2016

Subject: Mobile Food Market Pilot Project Extension

Motion for Standing Committee to consider:

That the Community Planning and Economic Development Standing Committee request a staff report to:

- 1) Working with the Mobile Food Market Advisory Team, evaluate a request for a 16 week extension to the in-kind contribution of a Halifax Transit bus once a week, in support of the Mobile Food Market, beginning in January 2017;**
- 2) Explore transportation options to support the long-term viability of the Mobile Food Market, including continuing to provide a bus in-kind, and conveying a surplus bus to the Mobile Food Market Advisory Team.**

Reason:

The mandate of the Mobile Food Market (MFM) is to provide fresh, affordable, high-quality fruits and vegetables in 5 neighbourhoods throughout the municipality with limited food access, and to create a community gathering place for residents. These neighbourhoods include Fairview, Spryfield, north end Halifax, North Preston and East Preston. The project is led by an Advisory Team, comprised of representatives from Public Health, the Ecology Action Centre, Partners for Care, and the Mayor's Office.

According to preliminary results from an evaluation being conducted on the MFM, the project is meeting its objectives:

91% agree or strongly agree that the location of the MFM makes it easier to buy fresh fruits and vegetables;

90% agree or strongly agree that MFM is a fun and welcoming place; and

93% say they would attend the market year round.

Total market sales (2.4x) and total market transactions (1.7x) have far exceeded projections. As such, project funders are interested in determining the viability of a year-round market. To test this

viability, the Advisory Team is requesting that the in-kind contribution of a Halifax Transit bus be extended by 16 weeks into the winter months.

Outcome Sought:

A 16 week extension of the in-kind bus provided by Halifax Transit in support of the Mobile Food Market, and a report identifying transportations options to support the long-term viability of the Mobile Food Market, including financial implications to the municipality.

Mayor Mike Savage