



Mesa

CARES

**Marc Heirshberg, Parks, Recreation and Community Facilities Director
May 7, 2020 Study Session**



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Feeding Mesa Program Mission

Address Mesa residents' highest priority need of “**Access to Food**” (based on Community Needs Assessment) by providing nutritious food/meals to Mesa residents who have been affected by COVID-19 and by partnering with existing services, non-profits and Mesa-based restaurants.



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Food Distribution Program

Goal: Establish relationships with various non-profit food distribution organizations who have an increased need for assistance with the distribution of food due to COVID-19



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Previous Food Distribution Program “Help Yourself Fridays” 8-11 a.m. Mesa Convention Center

- City of Mesa partnership with the United Food Bank (UFB) to utilize the Mesa Convention Center parking lot Thursday’s for staging and Friday for food distribution
- UFB fed 500-550 families pre-COVID and currently serving over 2,300 families and growing each week



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Expanded Food Distribution Program Began May 6th Mesa Convention Center

- Continue City of Mesa and UFB partnership through August 30, 2020 through facility rental agreement
- Convention Center will be used for food storage and sorting
- Distributions will occur *twice* a week with *expanded* hours
 - Every Wednesday – 12pm – 7pm
 - Every Friday – 7am – 3pm



Additional Citywide Food Distribution Centers

**(United Food Bank and Midwest Food Bank &
Partner Non-Profits and Faith-based Agencies)**

- Parks, Recreation and Community Facilities Full-Time Staff Redeployment:
 - 40 Staff providing 1,000 hours each week and growing in support of local non-profits focused on providing food services to Mesa residents
 - Beginning Thursday, May 14th partnering with House of Refuge and Midwest Food Bank on a weekly food distribution site at Southeast Mesa location



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City of Mesa Drive Thru Canned Food Events

Non-perishable food items only. Items collected will be used to replenish United Food Bank and Midwest Food Bank supplies.

One CAN make a difference!

Wednesday, May 13

Eastmark Great Park - 5100 S. Eastmark Parkway

Wednesday, May 27

Greenfield Park - 4105 E. Diamond Avenue

Wednesday, June 10

Red Mountain Center - 7550 E. Adobe Street

Wednesday, June 24

Eastmark Great Park - 5100 S. Eastmark Parkway

Wednesday, July 8

Greenfield Park - 4105 E. Diamond Avenue

Wednesday, May 20

Mesa Convention Center - 263 N. Center Street

Wednesday, June 3

Dobson Ranch Golf Course - 2155 S. Dobson Road

Wednesday, June 17

Sloan Park - 2330 W. Rio Salado Parkway

Wednesday, July 1

Mesa Convention Center - 263 N. Center Street

Wednesday, July 15

Dobson Ranch Golf Course - 2155 S. Dobson Road



Restaurant Kitchen “Food Buy Out” Program

Goal: Provide additional business for Mesa-based restaurants by providing meals for the community

- Supplement or add to:
 - Non-profit agencies that require pre-packaged meals
 - Food services for frontline healthcare workers
- Determine interest in restaurants
 - Availability
 - Capability to produce in mass
 - Establish program requirements for restaurants to ensure nutritional value
- Determine transportation needs to move food from restaurant to distribution points



Restaurant Kitchen “Food Buy Out” Program

Non-Profit Partner Support:

- Need for 1,000 pre-packaged and prepared meals a day
- Activating the Convention Center kitchen and partnering with onsite caterer to provide nutritional meals that will be individually prepared and packaged
- Delivered by Waste Not AZ in conjunction with United Food Bank to Mesa partners
- Average price point is \$7-\$10 per/meal



Restaurant Kitchen “Food Buy Out” Program

Front Line Health Care Workers Support:

- Targeting Hospitals and Assisted Living Centers in Zip Codes 85202, 85205 and 85206
- Need for over 1,100 pre-packaged and prepared meals a day
- 90 Mesa-based restaurants were contacted about capacity and availability
- Average price point is \$10-\$12 per/meal



Food Distribution Program Expenses To Date

- Refrigerated Trailer Purchase (United Food Bank) - \$280,000
- Food Purchases through December 30, 2020 (United Food Bank) - \$800,000
- Convention Center Rental through August 30, 2020 (United Food Bank) –
Approximately \$650,000
- Program Operations Support (United Food Bank) - \$150,000
 - Cleaning supplies, garbage disposal, traffic control, cooling equipment and event materials
- Food Purchases for 12-week supply (Midwest Food Bank) - \$200,000
- Equipment Rentals to meet demand (Midwest Food Bank) –
Approximately \$30,000
- MPS McKenny Vento Program – Personal Hygiene Supplies –
Approximately \$10,000



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Feeding Mesa

Brought to you by the City of Mesa and our partner organizations.

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QUESTIONS?

