



**CITY OF TACOMA, WASHINGTON  
OFFICE OF THE CITY COUNCIL  
COUNCIL CONSIDERATION REQUEST (CCR)**

**TO:** Mayor & City Council  
**FROM:** Council Member Campbell  
**COPIES TO:** T.C. Broadnax, City Manager; Mark Lauzier, Assistant City Manager; Nadia Chandler Hardy, Assistant to the City Manager; Elizabeth Pauli, City Attorney; Executive Leadership Team; File  
**SUBJECT:** Tacoma-Pierce County Health Department Eastside Healthy Food Initiative  
**DATE:** November 12, 2015

---

**ITEM/ISSUE PROPOSED FOR COUNCIL CONSIDERATION:**

**I ask for your support for the inclusion of the following item on the agenda at the earliest available meeting of the Study Session:**

Requesting the City Council consideration of a Resolution authorizing the use of \$10,000 from the City Council Contingency Funds for the Eastside Healthy Food Initiative through the Tacoma Pierce County Health Department; and directing the City Manager to execute an agreement to outline the specific uses of the funds and the deliverables.

**BRIEF BACKGROUND:**

The Tacoma-Pierce County Health Department has an Initiative to provide Eastside Tacoma residents with healthy food to improve health. Poor food health contributes to poor school performance and to health issues, such as diabetes, heart disease, stroke and some cancers. Poverty is a root cause of poor food health.

The Initiative's strategies include:

- A food business incubator, including a fully equipped kitchen and business services; the incubator will create an "umbrella brand" so smaller producers can sell to large customers without the obstacles of stocking fees, IT, or billing.
- Nutrition education, including shopping, cooking and presentation
- A nonprofit food business with healthy snacks, beverages, and ready-to-eat meals which will go into the Eastside of Tacoma at low/no costs and sell to other areas at a premium online.

The Health Department is requesting \$10,000 from the City of Tacoma to assist with the funding of the Initiative. The planning phase of the Initiative will cost approximately \$80,000 for market analysis, product development, production planning, financials, management structure, etc. The Health Department has obtained the following: \$30,000 committed from the Sequoia Foundation, Bamford Foundation, and Multicare; a memorandum with Metro Parks to be prime tenant for kitchen at the new Eastside Community Center; contract with Food Sciences Center through Washington State University and University of Idaho; and, built relationships with non-profits for the Initiative.

**FUNDING REQUESTED:**

I request \$10,000 from Council Contingency Fund. The City's funding is contingent on the Health Department securing the other funds needed to complete the \$80,000 planning phase; and providing a financial report which shows the source of the \$70,000 received prior to the City's contribution from the Council Contingency Funds. Please see attached Council Contingency Fund Document for more information.

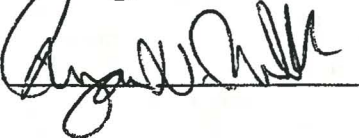
**SUBMITTED FOR COUNCIL CONSIDERATION BY:**   
Council Member

**SUPPORTING COUNCILMEMBERS SIGNATURES (2 SIGNATURES ONLY)**

*(Signatures demonstrate support to initiate discussion and consideration of the subject matter by City Council for potential policy development and staff guidance/direction.)*

1. 

POS # 

2. 

POS# 8

## **Eastside Healthy Food**

**Project Sponsor:** TPCHD, as part of its innovation initiative

### **Goals:**

- improve “food health” of low income people on the Eastside
- create sustainable jobs and small businesses based on healthy food

### **Two-part Logic:**

- poor food health contributes to poor school performance and to health issues like diabetes, heart disease and stroke, some cancers
- a root cause of poor food health is poverty  
achieving daily calorie target with nutrition-dense foods costs more than 5 times as much as achieving same calorie target with energy-dense [or “junk”] foods; put another way, it’s much cheaper to fill up on bad food

### **Strategies:**

- a food business incubator, including a fully equipped kitchen and business services; the incubator will create an “umbrella brand” so small producers can sell to large customers without the obstacles of stocking fees, IT, billing, et al.
- nutrition education, including shopping, cooking, and presentation
- a nonprofit food business with healthy snacks, beverages, and ready-to-eat meals products will go into the Eastside at low/no cost and sell at a premium on line, in other neighborhoods
- Planning phase will take about \$80,000 for market analysis, product development, production planning, financials, management structure, etc.
- About \$30,000 in hand [Sequoia Foundation, Bamford Foundation, MultiCare]
- Memorandum of understanding with Metro Parks to be prime tenant for kitchen at new Eastside Community Center
- Contract with Food Sciences Center [WSU/Idaho]

- Relationships with groups like Emergency Food Network, Korean Women's Association, THA, Communities in Schools, Salishan Food Forest, Tacoma Farmers Markets, Puyallup Watershed Initiative, United Way's Hunger Initiative, Marine View Ventures
- Concept can scale to other communities