

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:	Be Adopted
Vote:	6 - 0 - 2
Yeas:	Berger, Garrett, Holvey, Wingard, Hunt, Olson
Nays:	-
Exc.:	Barnhart, Freeman
Prepared By:	Jim Stenbridge, Administrator
Meeting Dates:	5/4

WHAT THE MEASURE DOES: Recognizes achievements of Ashland, Talent, and Medford food projects.

ISSUES DISCUSSED:

- Provisions of the measure

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: From a December 17, 2010, *Medford Mail Tribune* article: The Medford Food Project plans to build on the success of the Ashland Food Project, which started in June 2009. In that first year, 20 coordinators picked up 3,700 pounds of food every other month from 330 households. Today, 140 coordinators pick up food from 2,170 households, 23 percent of Ashland. The food donors collectively contribute more than 100,000 pounds of food a year, fulfilling about 40 percent of the Ashland Emergency Food Bank's annual needs, organizer John Javna said. "Medford can do even better," he said. "Our system is based on the notion that many people want to help their hungry neighbors, but for some reason don't get around to it. So we've made it easy on everyone."

Melissa York and Lisa McGoffin are neighbors living in the Kennedy Elementary School area. They have signed up to become volunteer coordinators for the launch of the Medford Food Project. "It's an easy way to help," said McGoffin. "And it's just a good idea. Hopefully it will take off." Both women have two young children. The project helps demonstrate lessons in compassion and community, they said. And getting to know and work with their neighbors will strengthen neighborhood connections. "I just know this will be a great thing," said York. "Building community helps those in need and helps pull us all together a little more." As coordinators, York and McGoffin will go door-to-door in an effort to find a small group of neighbors willing to be food donors. Each new donor will receive a vivid green reusable Medford Food Project bag, and will be asked to buy one extra non-perishable food item each week when they go to the supermarket, Javna said.

Every two months, on the second Saturday of each even-numbered month, the coordinators will pick up the full bags and leave an empty one. The bags of food will be taken directly to a central drop-off point in downtown Medford, where representatives of Medford food banks will sort it. From there, the food will be taken to the food banks, where it will be distributed through regular channels, Javna said. "Then the whole process starts over. And that's all there is to it," Javna said. Each coordinator decides whether they will contact and collect from three homes, 30 homes, or somewhere in between, Javna said.