

## Proposal for Fellowship Placement • Summer 2017

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- Organization: **CitySeed, Inc.**
- Full street address of organization: **817 Grand Ave. No. 101, New Haven, CT 06511**
- Website: **www.cityseed.org**
- Name and title of the Direct Supervisor (*please note: the Direct Supervisor must be available to supervise Fellow on a daily basis*):

**Elizabeth Hutton, MSW**  
**Market Manager of Community Relations**

- Phone number and e-mail address of Direct Supervisor:  
**203-773-3736 x301, [beth@cityseed.org](mailto:beth@cityseed.org)**
- Placement dates (*8-11 weeks between Tuesday, May 30 and Friday, August 11, 2017*):

**5/30 – 8/11 (Flexible start/end date depending on Fellow's schedule)**

- Are placement dates flexible? If so, please describe:

**Yes. CitySeed can work with potential Fellow to coordinate start/end dates, as well as any summer vacation or time off needed.**

- Hours of the program (*placements should be equivalent to full-time*):  
**Tuesday 10am-4pm (6 hours)**  
**Wednesday 9:00-3:00pm (6 hours)**  
**Thursday 12:00pm-6:30pm (6.5 hours)**  
**Friday 10am-4pm (6 hours)**  
**Saturday and Sunday market shifts:**  
**Saturday: 8:00am-1:30pm (5.5 hours)**  
**Sunday: 9:00am-2:30pm (4.5 hours)**

**Total: 35 hours**

- **Please note: Schedule flexible to change based on agency and fellow needs. Fellow will work with supervisor and Market Managers to schedule weekly office shifts as well as farmers market shifts equating to full-time placement.**
- **Placement Description**
- **Organization description (*Mission statement, population served. 150 words or less.*):**

**CitySeed is a nonprofit organization that seeks to provide access to fresh, local food for all New Haven residents. In our view, access is a combination of proximity to food, affordability of food, and knowledge about food. We operate a series of food-related services and activities toward that end. CitySeed's mission is to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture. Our vision is to create a sustainable model of local economy, urban community, regional agriculture, environmental stewardship, and well-being through food. From its beginning, CitySeed has worked to overcome the challenges urban residents encounter in accessing local, healthy food. CitySeed began as a group of 4 neighbors interested in starting a producer-only farmers' market in their neighborhood, Wooster Square, where it was easy enough to find pizza and pasta, but next to impossible to locate a fresh tomato, never mind one grown locally. Following the overwhelming success of this Saturday farmers' market in Wooster Square and with critical support from the City of New Haven and key funding from The Community Foundation for Greater New Haven, CitySeed began to operate three additional producer-only markets in three different New Haven neighborhoods. By enabling residents to eat fresh, locally grown food, CitySeed's farmers' markets create forward momentum by improving the health of community members. This is especially important given the fact that low-income communities are at greater risk for obesity and other diet-related illnesses and it is even more urgent to ensure their access to fresh, local and**

**affordable food. For information on specific programs visit [www.cityseed.org](http://www.cityseed.org)**

- Please write a 1-2 sentence summary of the work that the Fellow would be conducting

**CitySeed would have a Fellow assist with its Double Value Coupon Program that allows us to double the value of Food Stamp dollars up to \$10 across all of its markets. The Fellow would administer this program and provide outreach & community engagement in order to make it a success. The Fellow will assist with outreach and administration with CitySeed's Double Value Coupon Program, which doubles the value of Food Stamp dollars up to \$10 across all of its markets.**

- Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

### **President's Public Service Fellowship**

**The President's Public Service Fellow will work under the supervision of the Market Managers of Operations and Community Relations and be expected to work in close collaboration with other CitySeed staff, vendors, interns, volunteers, and community members.**

**The Fellow will assist with CitySeed's Double Value Coupon Program (DVCP) which allows us to double the value of SNAP/EBT/Food Stamp dollars up to \$10 across all of our farmers markets and mobile markets. The Fellow will administer this program and provide outreach & community engagement in order to make it a success.**

### **Responsibilities of Position:**

- **Assisting with day to day market operations. Staff selected farmers' markets support including special events and programming, vendor and customer management, and information & outreach table administration.**
- **Run Debit, Credit, and SNAP/EBT (food stamp) transactions on a wireless terminal at the markets.**

- **Administer Double Value Coupon Program (DVCP) and provide outreach and community engagement work in order to make it a success.**
- **Advance SNAP/EBT recipient's health opportunities through local initiatives.**
- **Support SNAP/EBT recipients at market by providing resources like a coin guide, market guide, healthy recipes, price comparison information for markets and area grocers, & market tour.**
- **Answer questions about CitySeed's markets and programs, with special attention to DVCP at the markets, CitySeed events, or community events.**
- **Collect, input, analyze DVCP data on reporting sheets and a computer database.**
- **Contribute DVCP information & narratives to weekly newsletter. Gathering information and creating content.**
- **Assisting with DVCP specific community outreach methods.**
- **Assist the Market Managers in market promotion through social media and other venues.**
- **Work and collaborate with partnering neighborhood groups and non-profit partners.**
- **Attend additional SNAP regional meetings & community events as necessary to represent CitySeed.**
- **Uphold and communicate CitySeed's mission.**

**Fellow will meet with supervisor to develop a work plan for Summer including specific weekly tasks and responsibilities, timelines and milestones, as well as incorporating the Fellow's talents, skillsets and goals.**

- **Specific skills/experience required for the project (*Please list*)**

**Desired Qualifications:**

- **Ability to work both independently and as part of a team**
- **Experience working in communities of color, neighborhood groups, and/or community events**
- **Enthusiasm for connecting communities through food**
- **Experience working with and/or desire to work with farmers**
- **Experience creating content for social media, newsletters or similar formats**
- **Basic understanding of the Spanish language**

- **Flexibility, maturity and a sense of humor**
- **Ability to work effectively under time constraints and stressful situations**
- **Ability to prioritize tasks**

**Required Qualifications:**

- **Proven communication, conflict resolution and creative problem solving skills**
- **Computer skills (Word, Excel, social media)**
- **Ability to lift objects weighing up to 50lbs and work in inclement weather conditions**
- **Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement):**
  - **Weekend working hours are expected through the 8-11 weeks, but not every day on every weekend. Fellow will work with supervisor to determine a schedule at the start of the placement. When scheduled, weekend hours would be: Saturday 8:00am-1:30pm, and Sunday 9:00am-2:30pm, or smaller portions during those shift times for special projects/outreach/advocacy work.**
  - **The Fellow is expected to provide their own transportation either to our office site at 817 Grand Avenue, or directly to market sites: Wooster Square at the corner of Chapel Street & DePalma Ct. ,Edgewood Park in Westville at Whalley Ave. & West Rock Aves, Fair Haven at the corner of Grand Ave. & Front Street, or Downtown outside City Hall on Church St.**
- **Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present. If you have not worked with Yale Fellows, please describe any work that Yale students have done with your agency.**

**CitySeed has worked with Yale PPSF in 2011, 2012, 2014. Projects included projects such as: farmers market outreach, BuyCTGrown.com support, & New Haven Food Policy Council**

support. CitySeed has records of past applications if more detail is needed.

CitySeed has worked with Dwight Hall Yale Fellows. In 2015 for the Fall Semester and currently in the Fall and Winter Semesters of 2016-2017 to help administer, enhance, and provide outreach for our Double Value Coupon Program. In Fall 2016 the Fellow helped with market outreach, festivals, and to administer the “Humans of CitySeed” project (which started in Summer 2016 by a Yale Farm Intern/Lazurus Fellow student.)



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