Yale University President’s Public Service Fellowship

Proposal for Fellowship Placement • Summer 2019

- Organization: CitySeed
- Full street address of organization: 817 Grand Ave., No.101 New Haven, CT 06515
- Website: cityseed.org
- Name and title of person who will be the Fellow’s direct supervisor (the supervisor must be available to supervise Fellow on a daily basis):
  Ashley Kremser, Director of Operations
- Phone number and e-mail address of proposed direct supervisor:
  203-773-3736, ashley@cityseed.org
- Placement dates (8-11 weeks between Tuesday, May 28 and Friday, August 9, 2019):
  Requesting May 28th – August 9th
- Are placement dates flexible? If so, please describe:
  Yes, although we prefer 11 weeks, we have been able to work around an 8 week timeframe.
- Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week):
  Fellows would work on one or both weekend days at the market and have 2 days off. Their schedule would typically look like: Tuesday – Saturday OR Sunday 10am - 5pm weekdays, 9AM – 3PM Sat. OR Sun.

Completed proposal must be e-mailed in Word format to ppsf@yale.edu by Friday, November 16, 2018 at 5pm. Do not send PDFs.
Questions? Call the Yale Office of New Haven and State Affairs: (203) 432-8412
Placement Description

- Organization description:

  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 that includes a network of 4 farmers markets in located in Wooster Square, Edgewood Park, Downtown and Fair Haven neighborhoods of New Haven.

  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.

- Write a 1-2 sentence summary of the work that the Fellow would be conducting:

  The President’s Public Service 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 per day across all of our farmers markets and mobile markets. The Fellow will administer this program and provide outreach & community engagement to ensure the program’s success.

- Write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow:

  The President’s Public Service Fellow will work under the supervision of the Market Manager and Director of Operations and is 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 tours.
- 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.
- Assist with administration and promotion of the Friends of the Market program geared toward SNAP recipients.
- 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.
• Assist in development efforts related to DVCP including grant writing and reporting.

**Desired Qualifications:**
Specific skills/experience required for the project:
• 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

• 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
  • Proven communication, conflict resolution and creative problem solving skills
  • Computer skills (Word, Excel, Constant Contact, Facebook)
  • Ability to lift objects weighing up to 50lbs,
  • Work in inclement weather conditions
  • Drive a vehicle safely with a trailer attached (trailer training will be provided)

• 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 to administer the SNAP DVCP program and in the design of the Friends of the Market program in 2017 and 2018.