

Yale University President's Public Service Fellowship
Summer 2021

Proposal for Fellow working remotely for organization

- Organization: CitySeed
- Full street address of organization: 817 Grand Ave., no.101, New Haven, CT
- Website: www.cityseed.org
- Name and title of person who will be the Fellow's direct supervisor:

Erin Carey, Director of Markets
- Phone number and e-mail address of proposed direct supervisor:

203-773-3736, erin.carey@cityseed.org
- Placement dates:

Requesting June 1st – August 13th
- Are placement dates flexible? Are you able to accommodate a Fellow working in a different time zone?

Yes, although we prefer 11 weeks, we have been able to work around an 8 week timeframe, however, we would prefer if the fellow was available into the beginning of August. We can accommodate a remote fellow, so long as they are available to attend occasional meetings starting 10:30am.

- Proposed 37.5 hour per week work schedule:

Fellows would work Monday – Friday from 9:30am – 5:00pm
- 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 support the growth, promotion and administration of CitySeed's Socially Distant Farmers Markets. The fellow will develop and maintain online systems as well as strengthen partnerships with farmers, local non-profits, community groups and government agencies to increase participation in our farmers markets and our Double Value Coupon Program.

- Write a more 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 Director of Markets and Managing Director and is expected to work in collaboration with other CitySeed staff, vendors, interns, volunteers, and community members as needed.

The Fellow will support the weekly promotion and execution of CitySeed's Socially Distanced markets, a modified market structure that has been implemented as a response to health and safety concerns related to COVID-19, in addition to supporting the development and maintenance of a related online pre-order marketplace.

The fellow will also work to increase awareness and redemption rates of CitySeed's Double Value Coupon Program (DVCP), a program that doubles the value of SNAP/EBT/Food Stamp dollars up to \$10 across all of our farmers markets and mobile markets.

Their responsibilities will include:

Outreach and Community Engagement:

- Work with the Marketing Coordinator to maintain a marketing calendar, curate graphics, social media content and market related signage.
- Maintain and build local partnerships with the purpose of increasing awareness of and participation in CitySeed's Markets, our DVCP Program and related partner programs including, but not limited to the Mobile Market.

Online Market Systems:

- Work with the Marketing Coordinator to post weekly sign-ups for the Wooster Square Farmers Market reservation period.
 - Monitor and manage online sign-ups
 - Maintain and update an online market maps and listing of participating vendors
 - Provide ordering assistance to pre-order customers who are without internet access
-

Sales Platform Development and Technical Assistance:

- Provide technical assistance to Farmers Market vendors using Local Line for pre-order sales.
- Work with farmers to build out marketplace storefronts within the Local Line platform

Program Assessment:

- Work with Data Analyst to create and conduct market assessment surveys to both our customer and vendor base.

Policy:

- Stay abreast of national/federal policy changes related to SNAP/EBT online processing capabilities
- Research and report on any policy as it relates to farmers markets or market adaptations responding to the current health crisis

Development:

- Works with Executive Director and Managing Director to write market related grant applications and reports.

- List specific skills/experience required for this work:

- Ability to work both independently and as part of a team
- 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
- Experience with creating online systems and providing technical support
- Flexibility, maturity and a sense of humor
- Ability to work effectively under time constraints and stressful situations
- Ability to prioritize tasks

- Equipment/resources you will provide to help Fellow conduct work:

- Access to network of statewide and national farmers markets.
- Weekly and as-needed check-ins.
- Access to Zoom
- CitySeed email address
- Google Voice telephone number

- Briefly describe the work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.

CitySeed has worked with Yale PPSF to coordinate our network of Farmers Markets and administer the SNAP Double Value Coupon program since 2017. We truly value our relationship with Yale PPSF fellows and are thankful for the invaluable work contributed by each individual through this program to further our mission.
