

INTRODUCED: June 13, 2016

AN ORDINANCE No. 2016-180

To authorize the Chief Administrative Officer to accept funds in the amount of \$20,000.00 from the National Recreation and Park Association and to appropriate the increase to the Fiscal Year 2015-2016 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Department of Parks, Recreation and Community Facilities by \$20,000.00 for the purpose of funding healthy eating and physical activity education initiatives through Department of Parks, Recreation and Community Facilities community centers in the city of Richmond.

Patron – Mayor Jones

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: JUNE 27 2016 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer, for and on behalf of the City of Richmond, is authorized to accept funds in the amount of \$20,000.00 from the National Recreation and Park Association for the purpose of funding healthy eating and physical activity education initiatives through Department of Parks, Recreation and Community Facilities community centers in the city of Richmond.

AYES: 9 NOES: 0 ABSTAIN: _____

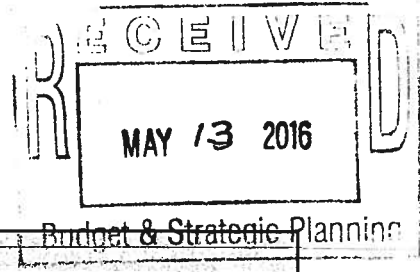
ADOPTED: JUNE 27 2016 REJECTED: _____ STRICKEN: _____

§ 2. That the funds received are hereby appropriated to the Special Fund Budget for the fiscal year commencing July 1, 2015, and ending June 30, 2016, by increasing estimated revenues by \$20,000.00, increasing the amount appropriated for expenditures by \$20,000.00 and allotting to the Department of Parks, Recreation and Community Facilities the sum of \$20,000.00 for the purpose of funding healthy eating and physical activity education initiatives through Department of Parks, Recreation and Community Facilities community centers in the city of Richmond.

§ 3. This ordinance shall be in force and effect upon adoption.



CITY OF RICHMOND
INTRACITY CORRESPONDENCE



O&R REQUEST

DATE: May 11, 2016

EDITION: O & R REQUEST

TO: The Honorable Members of City Council

THROUGH: Dwight C. Jones, Mayor

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[Handwritten initials]

MAY 16 2016

4-5165

Chief Administration Office
City of Richmond

THROUGH: Selena Cuffee-Glenn, Chief Administrative Officer

THROUGH: Debra D. Gardner, Deputy CAO for Human Services

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THROUGH: Lenora Reid, Deputy CAO for Finance and Administration

[Handwritten initials]



THROUGH: Jay A. Brown, Ph.D., Director of Budget and Strategic Planning

[Handwritten initials]

JUN 03 2016

FROM: Norman C. Merrifield, Ed.D.
Director of Parks, Recreation and Community facilities

[Handwritten initials]

OFFICE OF CITY ATTORNEY

RE: Acceptance and appropriation of grant funds to administer nutrition, and health-family education for youth and families in Community Recreation Program, Summer Food Service Program (SFSP), Child and Adult Care Program (CACFP) and After-School Programs.

ORDINANCE OR RESOLUTION NO.:

PURPOSE: To authorize the Chief Administrative Officer to accept grant funds in the amount of \$20,000 from the National Recreation and Park Association (NRPA) and to appropriate the revenue for the purpose of increasing the number of healthy meals served to children in low-income areas and providing nutrition literacy and healthy eating education to children and families during the summer.

REASON: The department is seeking approval to accept a grant award in the amount of \$20,000 from the National Recreation and Parks Association. The grant will provide additional funding which will increase the number of meals served and provide nutrition and healthy eating literacy and physical education to children and families in low-income areas.

RECOMMENDATION: It is recommended that this funding is appropriated to the Department of Parks, Recreation and Community Facilities Special Fund Budget FY2016.

BACKGROUND: The Department of Parks, Recreation and Community Facilities has sponsored the Summer Food Service Program (SFSP) for more than 40 years. The SFSP and CACFP are the premier child nutrition service programs providing children nutrition and healthy meals and snacks outside of their school hours. The programs provided over 350,000 meals to youth at 125 different

feeding sites throughout the Richmond area in FY 2014 and 2015. SFSP feeding sites are located to ensure that every child who wants to participate is within walking distance. The Parks and Recreation Department sponsored CACFP's are located in four Richmond Public Schools. This grant agreement's period is April 4, 2016 to March 1, 2017.

FISCAL IMPACT/COST: The City will receive \$20,000 in grant funding to support materials, supplies, and education to program participants.

FISCAL IMPLICATIONS: The acceptance of this award will allow the department's SFSP and CACFP to provide nutrition and health and physical activities literacy, and to increase the number of meals served to program youth.

BUDGET AMENDMENT NECESSARY: Yes, amends the 2016 Special Fund Budget, Ordinance No. 2015-57-83.

REVENUE TO CITY: The City of Richmond Department of Parks, Recreation and Community Facilities will receive \$20,000 in revenue from the National Recreation and Parks Association in partnership with the National Recreation Foundation.

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: June 13, 2016

CITY COUNCIL PUBLIC HEARING DATE: June 27, 2016

REQUESTED AGENDA: Consent Agenda

RECOMMENDED COUNCIL COMMITTEE: Education and Human Services

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: None

AFFECTED AGENCIES: Department of Parks, Recreation, and Community Facilities

RELATIONSHIP TO EXISTING ORD. OR RES.: None

REQUIRED CHANGES TO WORK PROGRAM(S): None

ATTACHMENTS: Letter of Grant Award

STAFF: Norman C. Merrifield, Ed.D., Director
Parks, Recreation and Community Facilities, 646-5717

Deborah E. Morton, Deputy Director
Parks, Recreation and Community Facilities, 646-5714

Raqiyah S. Waajid, Interim Program Coordinator
Parks, Recreation and Community Facilities, 646-1442



National Recreation and Park Association

April 4, 2016

Norman C. Merrifield, Ed.D
Richmond Department of Parks, Recreation and Community Facilities
1209 Admiral street
Richmond, Virginia 23220

Dear Norman C. Merrifield, Ed.D,

Thank you for applying for an Out-of-School Time Programs grant from the National Recreation and Park Association (NRPA) in partnership with the Walmart Foundation. I am pleased to inform you that your agency has been selected to receive grant funding in the amount of \$20000 to continue to support your agency's out-of-school time programs.

Congratulations – we look forward to continuing to work with you to ensure as many children as possible receive nutritious meals and healthy enrichment activity during out-of-school times.

The grant agreement period is April 4, 2016 to March 1, 2017. During this period, your agency is required to:

1. Direct grant funds to:
 - A. Increase the number of healthy meals children in low-income communities receive through the Summer Food Service Program (SFSP) and the Child and Adult Care Food Program (CACFP) during out-of-school times.
 - B. Provide nutrition literacy to children and families that creates behavior change by teaching the importance of healthy eating.
 - C. Implement nutrition and physical activity standards that increase access to healthier foods and increase opportunities for physical activity.
 - D. Promote meal and program efficiencies that will decrease food waste and lead to more sustainable meal programs.
2. Provide a copy of your agency's W-9 along with this signed MOU by **May 15, 2016**.
3. Complete the following items at the beginning of the grant period. No grant funds will be disbursed until both of these items are complete.
 - a. Complete the Commit to Health pledge for at least **5 new** out-of-school time sites (if applicable) where you plan to implement the Healthy Eating and Physical Activity (HEPA) standards. Note that while this grant period is less than a year, Commit to Health is a five year initiative.
 - b. Complete the Alliance for a Healthier Generation's Healthy Out-of-School Time Assessment for Commit to Health sites at the beginning of the grant period (new sites only) and again (new and existing sites) by **January 15, 2017**.



National Recreation and Park Association

- c. Create an Action Plan for each of your out-of-school time sites where you will be implementing the HEPA standards (this can be done while completing the assessment) at the beginning of the grant period and again by January 15, 2017.
4. At least one representative from your agency must attend:
 - a. Mandatory preliminary phone conference on April 19, 2016.
 - b. Mandatory virtual training for Summer programming on May 10, 2016 (it is recommended that additional management and program staff attend this training).
 - c. Mandatory virtual training for Fall programming on August 16, 2016 (it is recommended that additional management and program staff attend this training).
5. Implement the Commit to Health Nutrition Literacy Curriculum in 12 out-of-school time sites in the Summer and Fall of 2016.
6. Implement the Cooking Matters at the Store Program in the Summer and Fall of 2016.
7. Promote the mHealth (mobile texting) campaign at your park and recreation sites to help engage parents and teens.
8. If selected, participate in an evaluation group conference call on May 17, 2016 and administer surveys pre and post-program to children and staff to evaluate the effectiveness of the nutrition literacy curriculum on increasing knowledge of nutrition and healthy living.
9. If requested, host a half-day site visit by NRPA staff, including local stakeholders.
10. If selected, host focus groups conducted by NRPA staff at one or more of your sites to include program participants, parents/caregivers, and staff.
11. Participate in occasional conference calls with NRPA and other grantees, as requested.
12. If requested, participate in a phone interview with NRPA and a consultant to share information on your successes, challenges, and lessons learned. Your information will be compiled into a case study publication which NRPA will produce as part of this initiative.
13. Share success stories, press releases, photos, videos, quotes, local media and other outreach information highlighting the impact of the grant throughout the grant period. (Please forward to Allison Colman at acolman@nrpa.org)
14. Submit a final report by **January 15, 2017** using an online survey tool provided by NRPA. This report will collect information, such as the number of healthy meals served and the number of children who participated in your out-of-school time programs. It will also collect information on how the grant funds were spent.

Termination for Cause: Either party shall have the right to terminate this MOU for cause if the other party (i) materially breaches its obligations and agreements hereunder, or (ii) commits and/or demonstrates gross neglect in the conduct of its duties hereunder. In addition, NRPA retains the right to terminate this MOU, upon written notice, if it determines



National Recreation and Park Association

that continued affiliation with your agency is inconsistent with its mission and/or adversely affects its reputation. In order to terminate this MOU for cause, and as a condition to exercising such right to terminate for cause, a party shall give the other party thirty (30) days' prior written notice of such intention to terminate, specifying in detail the grounds or reasons for such termination for cause. Following any notice of termination for cause, the receiving party shall be permitted a reasonable opportunity to cure such claimed cause to the reasonable satisfaction of the other party.

Please acknowledge your agreement to the terms above by signing below. Upon receipt of this signed form, your agency's W-9, and NRPA's verification that your Commit to Health pledges and Healthy Out-of-School Time Assessments and Action Plans have been completed, a check will be issued for your grant funds.

Richmond Parks + Rec Dept
Name of Agency

Norman C Merrifield
Signature

Norman C Merrifield
Printed Name

54-6001556
EIN Number

Raqiyah Waajid
Primary Point of Contact

raqiyah.waajid@richmond.gov
Email for Primary Contact

804-646-1442
Telephone for Primary Contact

Once signed, please scan and e-mail to Allison Colman, Program Manager, at acolman@nrpa.org. Please do not hesitate to contact Allison directly at (703) 858-2156 should you have any questions.

Sincerely,

Rebecca Wickline

Rebecca Wickline
Vice President, Business Development