



CITY COUNCIL AGENDA November 16, 2020

Members

Nikayah Walker, Mayor
Sena Magill, Vice Mayor
Heather D. Hill
Michael K. Payne
J. Lloyd Snook, III

4:00 p.m. CALL TO ORDER

This meeting is being conducted virtually/electronically via the Zoom platform pursuant to a local ordinance approved on July 27, 2020, to ensure continuity of government and prevent the spread of disease. Members of the public wishing to participate in the meeting may register at www.charlottesville.gov/zoom or view the meeting on the City of Charlottesville's streaming platforms and social media sites .

ROLL CALL

WORK SESSION

1. Report: Food Equity Initiative Update
2. Report: City Financial Report for FY21 through October 31, 2020

NOTE: Individuals with disabilities who require assistance or special arrangements to participate in the public meeting may call the ADA Coordinator at (434) 970-3182 or submit a request via email to ada@charlottesville.gov. The City of Charlottesville requests that you provide a 48 hour notice so that proper arrangements may be made.

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	November 16, 2020
Action Required:	Report
Presenter:	Shantell Bingham, Program Director, Charlottesville Food Justice Network, Cultivate Charlottesville Jeanette Abi-Nader, Executive Director, Cultivate Charlottesville
Staff Contacts:	Kaki Dimock, Director, Department of Human Services Misty Graves, Deputy Director, Department of Human Services
Title:	Report on Year 2 of Charlottesville Food Equity Initiative

Background:

The Charlottesville Food Equity Initiative (FEI) brings together public, private, and non-profit partners working in unique and complementary ways to build a healthy and just community food system for all Charlottesville residents. The Initiative is cultivating community driven processes, resident leadership, and city partnerships to improve access to and quality of nutritious and affordable foods, addressing food equity barriers.

Year Two, (October 2019 through September 2020) of the Food Equity Initiative was designed to support implementation of citywide strategies outlined in the FY20 proposal that align with goals established in the MAPP2Health Community Action Plan, the Local Food, Local Places Action Plan, and the specific City Departments food equity action plans. Beginning in March 2020, in response to COVID-19 stay at home measures, rises in unemployment, shifts in school meal deliveries, and other COVID-19 consequences, The Food Equity Initiative pivoted portions of our work to respond to emergency food needs.

The Food Equity Initiative plans to continue adapting the changing COVID-19 safety measures, emerging community needs by investing in the leadership of Community Advocates, ensuring principles of equity are implemented in emergency food relief, and designing systems change efforts. The focus for FY21 will continue on the initial three strategies of healthy school foods, urban agriculture, and affordable housing. The attached documentation outlines some of the core implementation strategies.

Discussion:

While food insecurity remains a prevalent issue in our city (16% for Charlottesville; 9.8% for Virginia), views of a healthy and just food system are in sight. The Charlottesville Food Justice Initiative provides a report against their FY20 goals and initiatives, a COVID-19 report on emergent goals and initiatives, and plans for the year ahead.

Advancing systemic change requires close partnerships with city departments. In fact, many Charlottesville Food Justice Network Food Equity recommendations as well as Local Food, Local Places Action Plan steps require working with city staff.

On November 18, 2019, City Council appropriated \$155,000 from the Council Strategic Initiatives account in support of Year 1 of this program. Council had also indicated continued support and that Year 2 and Year 3 funding be considered and discussed as part of the City's annual budget processes for FY 2021 and FY 2022. Funding for Year 2 of this program was included as part of the FY 2021 City Council Adopted Budget. Funding for Year 3 of this program will need to be considered and discussed for inclusion as part of the FY 2022 Proposed Budget.

Alignment with City Council's Vision and Strategic Plan:

The Food Equity Initiative supports City Council's "Community of Mutual Respect" vision. It contributes to Goal 2 of the Strategic Plan: a healthy and safe city and Goal 1: an inclusive community of self-sufficient residents specifically objective 1.5 intentionally address issues of race and equity.

Community Engagement:

The Charlottesville Food Equity Initiative has leveraged community engagement, collaboration, and collective problem solving to respond to COVID-19 and to advance food equity initiatives defined as community priorities including efforts to ensure resident voice is represented in the City Comprehensive Plan process through hosting small groups with the consulting team and residents as well as administering the survey in the community. Urban Agriculture Collective hosted weekly community markets to distribute food grown and engage in conversations on redevelopment, garden design, healthy communities, and city comprehensive plan. International Rescue Committee hosted small group sessions with Comprehensive Planning team consultants to share immigrant perspectives and promoted participation in the online surveys through its social media channels. In addition, the Charlottesville Food Justice Network built partnerships across sectors to center the voices of people facing food insecurity who are integral to solution development to address emergency food needs during the pandemic. Charlottesville Food Justice Network continues to convene virtual bi-monthly roundtables and have gathered 30 plus organizational representatives to provide input and design for food access action plans. These meetings are ongoing and open to city staff departments and the public. The methods of the Food Equity Initiative intentionally incorporate and amplify community voice and leadership.

Budgetary Impact:

This report has no budgetary impact. If Council wishes to continue support of Year 3 of the three year project, then funds for the Charlottesville Food Equity Initiative would need to be added to the City's FY 2022 Proposed Budget for discussion and consideration through the regular budget process for potential inclusion in the final FY 2022 Adopted Budget.

Recommendation:

Staff recommends continued financial support in the amount of \$155,000 of this initiative outlined in the Food Equity Initiative Strategic Review and Action Plan.

Alternatives:

N/A

Attachments:

Food Equity Initiative Final Report FY 20

DATE: November 16, 2020
TO: Charlottesville City Council
FROM: Cultivate Charlottesville Food Justice Network
SUBJECT: Food Equity Initiative Final FY20 Report

Dear City Councilors,

Thank you for your partnership in implementing year two of the Food Equity Initiative (FEI) passed by City Council on November 18th, 2019. Enclosed is our annual report against outcomes for October 2019—September 2020. The report is organized by the outcomes outlined in the Food Equity Initiative Proposal. In addition, we included activities and progress brought about by our emergency response to COVID-19. Advancing equitable outcomes during an emergency response period is a challenge our community was able to meet through the foundational support of the Food Equity Initiative's city partnerships and funding. In spite of disruptions to our work environment and the limited ability to gather as a community, the following highlights the FEI accomplishments:

- 1) Leveraged solid relationships between local food system non-profits, city departments, community members, and donors to respond and rapidly pivot efforts to address emergency food and community needs due to COVID-19 and fill significant gaps in response.¹
- 2) Strengthened the City's ability to support low-wealth communities of color during the pandemic, by creating systems to support vulnerable community members' ability to safely shelter in place and recover from COVID.²
- 3) Heightened the conversation and practices around emergency food relief efforts such that equity practices and centering the voices of people facing food insecurity are integral to solution development.
- 4) Elevated cross-sector understanding and community planning around affordable housing, climate change, and food security as integral to building self-sufficient citizens across all ages. For example the emerging collaborative community effort between CRHA, PHA, and CFJN to save UACC and work to preserve urban agriculture assets in low-wealth neighborhoods through redevelopment.
- 5) Ensured resident voice is represented in the City Comprehensive Plan process through hosting small groups with the consulting team and residents as well as administering the survey in the community.
- 6) Launched network-wide racial equity capacity building with 25 organizational partners and 127 participants.
- 7) Partnered with City Departments to advance their food equity action plans.
- 8) Recognized FEI related efforts at the state level through the *Virginia Roadmap to End Hunger*, the Virginia Food Access Innovations Grants Program Steering Committee, and the Virginia Good Food Fund.

Overall, the City Council's Food Equity Initiative has leveraged community engagement, collaboration, and collective problem solving to respond to COVID-19 and to advance food equity initiatives defined as community priorities. We are grateful for the partnership and investment of council. A brief description of our goals FY21 and a corresponding budget report are attached. If you have any questions, please do not hesitate to contact us at our new contact information below.

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¹ Specifically, the Department of Human Services, Office of Economic Development, Department of Social Services, Office of Human Rights, and Thomas Jefferson Health District collaborated closely with non-profit organizations to support the emergency food security response.

² COVID wrap around support services developed and launched by Cultivate Charlottesville in April, while government funding and staffing were being developed. Currently, the model is being prepared to transition over to TJHD, City and County partners.

Charlottesville Food Equity Initiative Final Report Against Objectives October 2019 – September 2020

Purpose

The Charlottesville Food Equity Initiative (FEI) brings together public, private, and non-profit partners working in unique and complementary ways to build a healthy and just community food system for all Charlottesville residents. The Initiative is cultivating community driven processes, resident leadership, and city partnerships to improve access to and quality of nutritious and affordable foods, addressing food equity barriers.

Year 2 of the Food Equity Initiative was designed to support implementation of citywide strategies outlined in the FY20 proposal that align with goals established in the MAPP2Health Community Action Plan, the Local Food, Local Places Action Plan, and the specific City Departments food equity action plans. Beginning in March 2020, in response to COVID-19 stay at home measures, rises in unemployment, shifts in school meal deliveries, and other COVID-19 consequences, we pivoted portions of our work to respond to emergency food needs.

The following information includes three sections: a report against our FY20 goals and initiatives, a COVID-19 report on emergent goals and initiatives, and plans for the year ahead.

Activities and Progress towards Food Equity Initiative Outcomes October 2019 – September 2020	
<p>A. Compile and disseminate research including an analysis of food system assessments that identifies gaps and opportunities for investment, current food access efforts, and communication strategies to engage stakeholders including community members, business owners, and elected officials.</p>	
<p>Food System Assessment</p>	<ul style="list-style-type: none"> • IRC New Roots and Urban Agriculture Collective conducted urban agriculture land assessment to identify potential areas for re-establishing the agriculture land loss through housing redevelopment. <i>*See attached report to Parks & Recreation Planning Commission</i> • See COVID Response Section for Update on Emergency Food Security Assessment
<p>Communication Strategies</p> <ul style="list-style-type: none"> ✓ 28 press articles ✓ 183 social media posts ✓ 1 newsletter to 530 people ✓ 147 Food Justice Network list 	<ul style="list-style-type: none"> • Thought Leadership collaborated with community partners and Charlottesville Tomorrow to share a series of opinion editorials and accompanying articles that highlight the importance for systems approach and long-term food equity practices to maintain focus in strategy implementation. • Cultivate was profiled in the Virginia Roadmap to End Hunger as an exemplary program for combating food insecurity. <p><i>*See Cultivate Charlottesville Press Page for list of press pieces at https://cultivatecharlottesville.org/stories/press/</i></p>
<p>B. Establish mechanisms for community voice including both formal and informal meetings with oversight by community stakeholders and community members on programs and broader food access issues.</p>	

<p>Formal Mechanisms</p> <ul style="list-style-type: none"> ✓ 5 Virtual CFJN Whole Measure community meetings ✓ 35 organizations engaged ✓ 25 CFJN Planning Team meetings ✓ 37 Planning Team members ✓ 12+ Comprehensive Planning meetings attended with advocacy for food equity ✓ 130 advocates engaged with Comprehensive Plan small group/surveys ✓ 22 advocates engaged in City Strategic Planning feedback 	<ul style="list-style-type: none"> ● Virtual Whole Measures Bi-monthly Roundtables have gathered 30+ organizational representatives to provide input and design for food access action plans. These meetings are ongoing and open to city staff departments and the public. ● City Comprehensive Plan To date, CFJN’s collaboration with city departments has opened the door for deeper contributions to the City Comprehensive Plan within the transportation, housing, and environmental sustainability chapters. ● Efforts were made to enhance all chapters and potentially offer a draft Food Chapter for consideration by the comprehensive plan consultants. ● CFJN members attended nearly all comprehensive planning meetings and shared information publicly on how to engage. Shantell serves on the Planning Committee. ● CFJN also has been engaging with the City’s Strategic Planning process, sharing information and gleaning feedback from 22 partner members.
<p>Informal Mechanisms</p> <ul style="list-style-type: none"> ✓ 1,465+ Attendees engaged in Food Access work and Advocacy 	<ul style="list-style-type: none"> ● Community Events CFJN organizations have taken part in Friendship Court Celebration, CSG 10th Annual Fall Harvest Festival, MLK Day Youth Climate Justice, IRC New Roots Harvest Festival, New Roots Michie Market, Spring Seedling Project, Urban Agriculture Collective Garden Gathering.
<p>C. Plan for sustainability by pursuing additional funding for long-term investment at the city, agency and community member levels.</p>	
<p>Matching Funds</p> <ul style="list-style-type: none"> ✓ \$155,000 matching funds raised for FY20 ✓ \$165,750 COVID-19 support funds and \$43,000+ in kind support for March – December ✓ 315 volunteers for meal prep and delivery 	<ul style="list-style-type: none"> ● Funding Partners In addition to funds raised for 2019-2020, Cultivate Charlottesville has secured \$155,000 in funds for FY21 to match the City Council Food Equity Initiative contribution from the national USDA Community Food Projects (\$155K) and the state Virginia Foundation for Healthy Youth (\$30K) grants. ● COVID-19 Emergency Funds Cultivate Charlottesville has leveraged \$90,750 in funds for COVID-19 response efforts through Hartfield Foundation, UVA Global Policy Center, UVA Equity Center, Adiuvars Foundation, and an anonymous donor. Cultivate has pledged for an additional \$75,000 in funding through a CACF CERF grant and an anonymous donor. ● COVID-19 InKind Support Partners have contributed \$43,000 in support for providing meals to Charlottesville City School youth during school closings which the Food Justice Network and partners have coordinated.
<p>Diversified Multi-year Funding</p> <ul style="list-style-type: none"> ✓ Working with anonymous donor to support multi-phase development of an Urban Farm Park 	<ul style="list-style-type: none"> ● Vibrant Communities Affordable Housing & Food Access Grant Food Justice Network partnered with City of Charlottesville, Piedmont Housing Association of Residents and others to apply and receive a national Vibrant Communities award to fund affordable housing efforts committed to integrating food equity practices towards the development of a community grocery cooperative.
<p>D. Contribute subject matter expertise to discussions on transportation, zoning, and other planning and policy development to ensure that the City, the University of Virginia, community organizations and citizens are aware of the impact of policy on food equity.</p>	
<p>City Comprehensive Plan</p> <ul style="list-style-type: none"> ✓ 12 suggested recommendations to City Comprehensive Plan to strengthen food equity ✓ 65 individuals introduced to 	<ul style="list-style-type: none"> ● Steering Committee: Invited to sit on the Steering Committee of the City’s Comprehensive Plan where we worked with consultants on outreach strategies during COVID. ● Community Input UACC hosted weekly community markets to distribute food grown and engage in conversations on redevelopment, garden design

<p>Comprehensive Plan from Public & Subsidized Housing Community</p> <ul style="list-style-type: none"> ✓ 6 FJN Planning Team members working with UVA Sustainable Food System Coalition 	<p>and healthy communities, and the city comprehensive plan. IRC hosted target small group sessions with Comprehensive Planning team consultants to glean immigrant perspective. IRC promoted participation in the online surveys through its social media channels.</p> <ul style="list-style-type: none"> ● University of Virginia Sustainable Food System Coalition is developing a multi-year sustainability plan for the university and community. Six network partners are deeply engaged in the process, serving on subcommittees and engaging broader inclusion on goal definitions.
<p>FEI Recommendation Implementation</p> <ul style="list-style-type: none"> ✓ 20 Equity & Inclusion Indicators for 5 sectors ✓ 21 of 32 City Department Recommendations Implemented ✓ \$2,000,000 dollars procured for Affordable Housing & Food Access ✓ 15 Grant Partners Supporting 	<ul style="list-style-type: none"> ● Food Equity Implementation: Equity & Inclusion indicators developed for advancing progress in the 5 FEI focus areas. Indicators are linked to city and community partner implementation of action plans. Thus, far 21 of 32 city department recommendations were implemented. (See matrix details) ● City Department FEI Support: Worked with City departments to further their Food Equity Department Plans within the confines of COVID-19 measures. (See updated department plans in the Appendix) ● Fundraising for Implementation: Collaborated with 15 non-profit partners, health institutions (TJHD, UVA Health & Sentara), and city manager’s office to apply to Kresge grant funding to advance FEI implementation. CRHA & Riverbend Development won a VDHCD grant for \$2 million in collaboration with CFJN partners.
<p>Virginia Food Insecurity</p> <ul style="list-style-type: none"> ✓ 16 Focused presentations and trainings engaging a collective 812+ people at those presentations ✓ Profiled as case study for Virginia Governor’s Cabinet on Childhood Food Security as a model Hunger Action Coalition 	<ul style="list-style-type: none"> ● Provided Thought Leadership in conferences, panels, and presentations: Equity Coalition meeting IRC advocacy training VA Food System Leaders Virginia National Resource Leader Institute Food for Thought (Richmond) UVA class presentations Equity Breakfast Club Blue Ridge Area Food Bank Luncheon UVA Sustainability COVID and Food Security Governor’s Cabinet on Childhood Food Security Virginia Food Security Summit Virginia Foundation for Healthy Youth Virginia State Senator Creigh Deeds Virginia Representative Sally Hudson Virginia Community Garden Network
<p>D. Implement opportunities to highlight the City’s food equity work statewide & nationally.</p>	
<p>Statewide</p> <ul style="list-style-type: none"> ✓ CFJN Team engaged in 3 Statewide Coalitions 	<ul style="list-style-type: none"> ● CFJN members presented at Virginia Farm to School conference UVA Equity Institute Steering Committee VA Governor’s Cabinet on Childhood Food Security Virginia Food Security Summit Virginia Foundation for Healthy Youth Virginia State Senator Creigh Deeds Virginia Representative Sally Hudson Virginia Community Garden Network National Community Food Systems Conference
<p>Regional</p> <ul style="list-style-type: none"> ✓ CFJN Team engaged in 5 Regional Coalitions ✓ Profiled in Virginia Roadmap to End Hunger as model Hunger Action Coalition 	<ul style="list-style-type: none"> ● Regional Coalitions CFJN leaders are engaged with multiple regional coalitions including: Chesapeake Foodshed Network-Community Ownership, Empowerment & Prosperity Action Team Virginia Tech Center for Community Food Systems & Transformation Steering Committee VA Farm to School Regional Planning Teams VA Children’s Cabinet for Food Security VA Food Access Innovation Steering Committee
<p>National</p> <ul style="list-style-type: none"> ✓ CFJN Team engaged in 2 National Conferences with 4 Presentations ✓ National Castanea Fellowship Award to Shantell Bingham 	<ul style="list-style-type: none"> ● National Coalitions Youth Food Justice Interns and Community Advocates presented at national Community Food Systems conference Charlottesville selected as model city for EPA Local Food, Local Places presentation at Community Food Systems Conference. TJHD & FJN Representatives selected to present Food Equity Initiative work at the National Association of County and City Health Officials conference. ● National Fellowship Shantell Bingham, FJN Program Director was awarded the prestigious Castanea Fellowship, a two-year fellowship for diverse leaders working for a racially just food system.

Food Equity Initiative: COVID-19 Response

The Charlottesville Food Justice Network has been a centralizing stakeholder in the immediate food security response to the Covid-19 Pandemic in Charlottesville and surrounding areas. We have developed and continue to define a short-term emergency food security communications structure and short-term operational plan support among our 30+ networks organizations including non-profits, local government and others.

While the extent and duration of the disruption that the pandemic has caused is still unknown, it's becoming increasingly clear that this is not a short-term problem and that as the weeks and months go on, more durable and long-term efforts will need to be enacted to protect the food security of Charlottesville's most vulnerable. The City of Charlottesville Human Services has worked closely with Charlottesville Food Justice Network to take a central role in developing a longer-term food security strategy for the Charlottesville community.

Activities and Progress towards COVID-19 Emergency Food Efforts March 2020 – June 2020	
A. Developing COVID-19 Food Security Infrastructure: Build an emergency food security response infrastructure that enables the Charlottesville community to effectively respond to expanding food insecurity during the COVID-19 shelter in place orders.	
Internal Communication & Reporting <ul style="list-style-type: none"> ✓ 40+ Organizational partners delivering & coordinating food access services ✓ 6 monthly reports to DHS ✓ 28 Weekly Situation Reports conducted in collaboration with UVA Global Policy Center ✓ 60+ Food Access Resources Mapped in City & County 	<ul style="list-style-type: none"> ● Revamping Systemic Communication & Reporting Pipelines: Liaising with the City of Charlottesville Unified Command and redirecting staff time to support communication across sectors. ● Develop & Disseminate emergency food reports: Collaborating with UVA Global Policy Center to develop infrastructure for emergency assessments, analyze food security resources and needs of 30 food access organizations, and draft situation reports to stakeholder groups. Mapping food access sites in the Charlottesville and Albemarle area. ● Expanding Food Security Assessments: Worked in collaboration with UVA Global Policy Center and County of Albemarle Office of Equity and Inclusion to train staff and develop a pipeline for weekly situation reports assessing county food security resources.
External Communication & Outreach <ul style="list-style-type: none"> ✓ 20 cycles of food resource calendars in English & Spanish ✓ Letter to UVA President with recommendations on equitable food response and recovery ✓ 11 new articles ✓ 79 social media posts with 	<ul style="list-style-type: none"> ● Coordinating a community committee which added recommendations to the UVA President's Office about how to support an equitable food response and recovery process (facilitating investment in 500 Fresh Farmacy families). ● Reinventing Community Outreach Mechanisms: CFJN and UVA Global collaborating with Jordy Yager, Willow Tree and Cville Community Cares to envision, plan and implement the supportville.com website. Partnering with Cville Community Cares Grocery & Pharmacy team and County of Albemarle Office of Equity & Inclusion, to develop, translate, and share weekly food access calendars.

<p>COVID-19 food security information</p> <ul style="list-style-type: none"> ✓ \$3,000 procured for Text Messaging Service through UVA Office of Sustainability 	<ul style="list-style-type: none"> ● Working with the Department of Human services to create a Food Security Call line for use with UVA Health doctors seeing patients that show signs of food insecurity. Procured funding, and currently designing soon to launch automated food security text messaging service in collaboration with Department of Human Services to better align existing and new food insecure community members with access to resources in real time.
<p>B. Building a Safety Net for COVID-19 Cases & Organizations: Develop and implement “failsafe” mechanisms within the COVID food security response that minimize disruptions in food access support for organizations facing volunteer/resource shortages.</p>	
<p>Indirect Support to Orgs Facing Resource Strain</p> <ul style="list-style-type: none"> ✓ 400+ volunteer hours, transporting resources, translating materials, preparing and coordinating meals ✓ 70+ volunteers coordinating support for meals, wrap around services etc. 	<ul style="list-style-type: none"> ● Crowdsourcing in-kind volunteer support & resources: Developing and launching the “Give Help: Food Security Response Survey” and with the leadership of Cville Cares Collaboration creating a coordinating pipeline to match organizational resource gaps with in-kind support (support ranges from restaurants donating 200+ meals, to volunteer drivers and PPE donations). Reference resource spreadsheet here. ● Collaborating with City of Charlottesville’s Emergency Operation Center to communicate organizational volunteer needs and roll over coordination to the emergency support function-17 pathway, currently directed by the Department of Social Services with support from United Way and Charlottesville Community Cares.
<p>PB&J FUND Direct Food relief</p> <ul style="list-style-type: none"> ✓ 333+ families served ✓ 8,901 bags delivered ✓ 142,416 meal servings provided ✓ \$45,000+ in local produce distributed 	<ul style="list-style-type: none"> ● Reimagining our programming to reduce youth hunger: Launched a weekly grocery distribution for Charlottesville City School families to provide food for the weekends. Bags include a minimum of four meal servings for a family of four through August. Shifted to monthly deliveries in September (and will continue through the year). ● Supporting the local economy by purchasing both shelf stable food and fresh produce from local supplies. ● Keeping families safe at home by providing contactless home delivery and engaging 25 weekly volunteers to drive bags directly to families.
<p>LOCAL FOOD HUB Direct relief</p> <ul style="list-style-type: none"> ✓ 585-665 homes served weekly since April in our Fresh Farmacy: Fruit and Veggie Prescription Program (around 15,000 deliveries) ✓ Hired local catering company, Harvest Moon, and Yellow Cab of Charlottesville to help with logistics and distribution ✓ \$350,000 in local produce, eggs and value-added items distributed 	<ul style="list-style-type: none"> ● Early launch (in April instead of June) of our Fresh Farmacy program and drastic expansion, from plans for 2020 to serve 280 homes, every other week, to serving around 600 homes every week for a total of around 15,000 Fresh Farmacy deliveries during this period. ● Hiring of Harvest Moon Catering and Yellow Cab for contactless home delivery, while keeping local workers employed at these businesses. ● Partnership with UVA Facilities and Dining/Aramark to utilize unused resources at UVA. ● Supporting local farmers through consistent and high volume purchases of fresh produce and other goods. ● Recipes and produce cooking and storage tips provided with each share, in English and in Spanish.
<p>CULTIVATE Direct food relief</p> <ul style="list-style-type: none"> ✓ 14,500 school meals distributed across five neighborhoods ✓ 1,000 lunches for people living with homelessness from donated supplies ✓ \$47,000 Procured for CCS Spring Break/Memorial Day/ 	<ul style="list-style-type: none"> ● Implementing Direct food relief support: Securing funding and mobilizing resources to fill direct gaps when crowdsourcing support and EOC coordination doesn’t meet need in time. This has included, preparing and sourcing meals to feed people experiencing homelessness, and supporting Charlottesville City Schools during school breaks such as Spring Break, Memorial Day, and the week of Labor Day. ● Procuring Funding & Economic Investment: Additional funds and staff were needed to support large meal distributions early on in the Pandemic.

<p>Labor Day Week Meals & Haven</p> <ul style="list-style-type: none"> ✓ \$30,000 invested in local restaurants owned by Black and brown residents ✓ \$5,000 invested in local farms with \$2,449 to New Roots Refuge Growers 	<p>Procuring funds from local donors was directly invested into the local economy by sourcing produce from local farms and meal preparation from Black and Brown owned restaurants <i>prior to the launch</i> of restaurant meal initiatives such as Frontline Foods/ World Central Kitchen, as well as the Harrison Keevil & Keevil programs.</p>
<p>C. Building Infrastructure for COVID Positive Case Support: Designed, sourced, implemented, and scaled wrap around services for COVID positive residents to safely shelter in place, contain the spread, and recover.</p>	
<p>Testing, COVID Care, and Impact</p> <ul style="list-style-type: none"> ✓ 50+ community test events ✓ 50 families with COVID-19 positive members supported with COVID Care support; 200 individuals supported ✓ 12+ organizational partners involved ✓ 500+ food boxes distributed to families with COVID-19 positive members (200) / at community test events (300) ✓ 150+ produce bags distributed to families with COVID-19 positive members (75) / at community test events (75) ✓ 4400 prepared meals to families with COVID-19 positive members 	<ul style="list-style-type: none"> ● COVID Community Testing: Partnering with the City of Charlottesville, Sentara Martha Jefferson Hospital, UVA Health, Thomas Jefferson Health District, Albemarle County, PHAR/CRHA and others, to support community testing events with a focus on Black and Brown, low-wealth communities that may have inequitable access to healthcare and disproportionate COVID-19 burden. <i>COVID Care Support / Wrap Around Services provided for COVID positive family members and their families from Community Testing events.</i> ● COVID Care Support / Wrap Around Services: <ul style="list-style-type: none"> ○ Developed and coordinated COVID Care Support in collaboration with UVA Equity Center and Public Health Sciences: COVID Care support includes shelf stable groceries, meals, produce, PPE/sanitation, finances, hotels and prescription medication support for COVID positive residents and their families in Charlottesville and Albemarle. ○ Sourcing and Coordinating for COVID Care Support: Collaborating with 12 community partners (BRAFB, Frontline Foods, Harvest Moon, Cville Community Cares, Salvation Army, UVA Health and UVA Equity Center) to provide program resource coordination for COVID Care Support program. ○ Transitioning and Scaling the Program: Partnering with Thomas Jefferson Health District, City of Charlottesville and Albemarle County DHS and DSS, County Office of Equity and Inclusion to transition program to government partners and to scale across the City, County and Health District.
<p>D. Equitably Governing Resources: Establish mechanisms for equitably governing food security resources that minimizes impacts of COVID exacerbated social and economic inequities.</p>	
<ul style="list-style-type: none"> ✓ 5 working principles developed and adhered to by Committee and Initiative Leader ✓ 50,000 meals distributed with 48% going to Black & LatinX community and 52% going to Frontline Workers ✓ \$520,000 invested in local economy over 8 weeks by Frontline Food/World Central Kitchen Efforts ✓ \$183,000 invested in 9 Black and Minority Owned Restaurant Owners ✓ 6 Black & LatinX Community Outreach Liaisons Hired Reimbursed for their time for \$3,250 in stipends 	<ul style="list-style-type: none"> ● Developing Advisory Body & Providing Recommendations: Collaborating with Frontline Foods and World Central Kitchen to develop a local steering committee of partners from the City, County of Albemarle, UVA, Health Department, and community-based organizations to ensure equitable participation of restaurant owners in the philanthropic venture as well as outreach to key communities are ensured. ● Community Advocates: Supporting resident community advocates in providing thought leadership and guidance to existing and emerging food access programs to ensure key communities needs are met and feedback is incorporated into efforts. ● Equitable Economic Investment: Collaborated with the Office of Economic Development to provide additional oversight of business participation and compensation with a focus on supporting black and minority owned businesses. Provided bi-weekly equity assessment and recommendations to correct emerging racial inequities in program participation and compensation.

FY21 Core Priorities

October 2020 – September 2021

This year of the Food Equity Initiative saw steady gains towards our Healthy Schools initiative, a significant win within the Affordable Housing resource allocations, and a successful adaption of Urban Agriculture and Community Market to reduced land available for growing. Additionally, our network partners, City partners, and broader community engaged in deepening capacity for racial equity practices. Most importantly, we prioritized the voices and choices of youth and community members affected by food insecurity as we moved from engaging in planning and goal setting in year one, to implementation and decision making this year.

Since March 2020, we also pivoted much needed resources and partner efforts towards the coordination of emergency food relief and wrap around services that would minimize the rise of food insecurity and unequal disparities in our food economy. Of course, the disparities and growing economic and food crisis is still critical.

In FY21 we plan to continue adapting the changing COVID-19 safety measures and emerging community needs by investing in the leadership of Community Advocates, ensuring principles of equity are implemented in emergency food relief and designing systems change efforts. Our focus for FY21 will continue on the initial three FEI strategies of healthy school foods, urban agriculture, and affordable housing. Following are some of our core implementation strategies.

1. **Covid-19 Support** Food Justice Network team will continue to provide support, assessment, coordination and leadership for the emergency food response to COVID-19 adapting to needs as they emerge, building capacity in partners to sustain long-term efforts, and prioritizing communities of color.
2. **Community Leadership** Through the Community Advocates, Youth Food Justice Interns, and Black and Brown Farmer Group we will invest in grassroots community leadership.
3. **City Department Food Equity Plans** Food Justice Network staff will continue to work with City staff to implement and deepen their food equity plans as outlined in the enclosed Departmental Plan updates.
4. **City Comprehensive & Strategic Planning Processes** Food Justice Network will continue to provide community building efforts to engage residents in the comprehensive and strategic planning process and provide critical recommendations for food equity inclusion.
5. **Food Equity Public Education Efforts** Food Justice Network will launch a second roundtable event (early 2021) to deepen capacity in our community to understand food equity efforts with a focus on the theme of Land is Liberation and Black and Brown growers.
6. **Urban Agriculture Parks** In collaboration with a local donor, Cultivate Charlottesville has been invited to lead a planning process for implementation of city-wide urban agriculture farm land. In partnership with the City of Charlottesville Parks & Recreation and multiple Food Justice Network partners, we will be developing the proposal for this project over the coming months. One aspect of this is a public/private initiative to secure the IRC farming land at Azalea Park through a Statewide funding proposal with matching dollars through a local donor and potential City Parks and Recreation funds. This initiative would secure long-term land that has been vulnerable for years and seen significant investment by Charlottesville's refugee community.
7. **Food Equity Fund** Cultivate Charlottesville is exploring the potential of launching a Food Equity Fund that could support the efforts defined in the Local Food Local Places plan. With mentorship from Communities Unlimited and the Equitable Food Oriented Development network, we are supporting our statewide Food Access Innovation efforts and exploring a local initiative.

Charlottesville Food Justice Network Planning Team

Shantell Bingham, Cultivate Charlottesville, Food Justice Network Program Director
Jeanette Abi-Nader, Cultivate Charlottesville, Executive Director
Theresa Allan, International Rescue Committee, Manager Food and Agriculture Programs
Elizabeth Beasley, UVA Health System, Community Relations & Outreach Director
Laura Brown, Local Food Hub, Director of Community & Policy
Tanya Deckla-Cobb, UVA Institute for Environmental Negotiation
Joe Kreiter, Blue Ridge Area Food Bank, Partner Services Coordinator-Child Nutrition & Network Development
Gabby Levet, Cultivate Charlottesville, Food Justice Network Associate
Alex London-Gross, PB&J Fund, Executive Director
Richard Morris, Cultivate Charlottesville, Urban Agriculture Collective Farm & Foodroots Program Director
Maria Niechwiadowicz, Bowerbird Bakery, Co-Owner
My'Kal Lofton, Bread & Roses Community Kitchen & Garden Program Director
Todd Niemeier, Charlottesville Office of Human Rights, Community Outreach & Investigation Specialist
Kristen Roubardin, Market at 25th, Founding Leadership Team
Brooke Ray, Frank Batten School of Leadership and Public Policy, Global Policy Center Operations Manager
Michael Reilly, Virginia Foodshed Capital, Executive Director
Rebecca Schmidt, Thomas Jefferson Health District, Population Health Manager
Kristen Suokko, Local Food Hub, Executive Director
Tamara Wright, Cultivate Charlottesville, Food Justice Network Community Advocate Lead
Barbara Yager, Community Member, Bread & Roses

**Charlottesville Food Justice Network
A program of Cultivate Charlottesville**

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FOOD EQUITY INITIATIVE

Year Two: Implementation

NOVEMBER 2020

Overview

Implementation Timeline

The second year of the FEI was approved mid- November of 2019. Similar to the first year of the initiative, the first couple of months of the initiative was spent aggregating financial resources to support the activities residents wished to see, as well as funds for internal sustainability of the initiative. Three of five areas of the Food Justice Network's action-advocacy areas were focused on for grants; Healthy School Foods, Urban Agriculture, and Affordable Housing. (The remaining areas include Food Access Markets and Transportation & Food Pathways.) Thus far, the Healthy School Foods initiative is being funded through federal (USDA Community Food Projects), state (Virginia Foundation for Healthy Youth) and local (Charlottesville Area Community Foundation Shaping Futures) partnerships. The Affordable Housing initiative has also been funded through a state Vibrant Communities grant. You will find details throughout the report under each area. In addition to partner coordination and grants, metrics were also developed to track progress by internal teams.

The months of January and February are usually spent designing and planning for holistic outreach to city departments and community members at large.

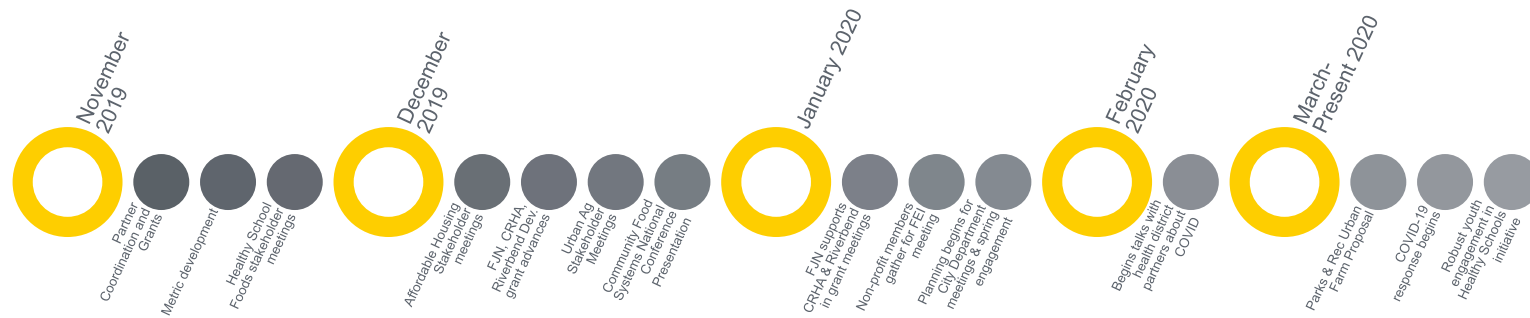
However, this year was a little different with COVID-19 pandemic response taking up the bulk of planning. Outreach and collaborative planning with resident leaders was still pursued with the focus on COVID-19 pandemic response planning and emergency needs as well as continuing whatever movement possible towards implementation of the long-term solutions inherent in the Food Equity Initiative's work.

DEVELOPING METRICS

Equity and inclusion are both a process and an outcome. Year one of the Food Equity Initiative, worked to bolster under-represented voices in the design and decision-making process. Inheriting to these processes were prompts that asked people what they wanted to see in their community and specific actions that could be taken to realize this vision.

With funding for implementation, the second year of the FEI initially began with developing metrics to keep track of progress towards community defined goals and activities. The overall goal was to further develop understanding of activities and their impacts through a lens of racial equity and inclusion.

Below is a high-level overview of the implementation timeline.



Developing Equity & Inclusion Metrics & Tracking Actions

Twenty Equity & Inclusion Metrics, Thirty-Two Recommendations

Equity and inclusion are both a process and an outcome. Year one of the Food Equity Initiative, worked to bolster under-represented voices in the design and decision-making process. Inherent to these processes were prompts that asked people what they wanted to see in their community and specific actions that could be taken to realize this vision. With funding for implementation, the second year of the Food Equity Initiative initially began with developing metrics to keep track of progress towards community defined goals and activities. The overall goal was to further develop deeper understanding of activities and the extent of their impacts through a lens of racial equity and inclusion.

The outcome of the process to track our actions and develop equity and inclusion metrics demonstrated that equitable approaches and outcomes occur on a spectrum. These approaches range from community engagement avenues that include diverse voices on a voluntary basis, to compensating people for their time and expertise, to developing new positions for staff to ensure community feedback is accurately implemented. From the Food Equity Initiative implementation year, we’re excited to see that people and organizations are starting to move differently. As previously mentioned metrics were developed to hold stakeholders accountable to measuring success. Below is an overview of the indicators and definitions for how they’re used.

- **Equity Indicators:** Equity is a process and an outcome. The equity indicators in this report seek to measure concrete, health, social, and economic assets accrued to key community entities (Charlottesville City Schools, Public and Subsidized Housing Orgs) or Black and brown residents seeking to grow wealth or build healthier lives, as well as concrete policies that would enable future cultivation of assets.
- **Inclusion Indicators:** Inclusion is a process and an outcome. The inclusion indicators in this report seek to measure participation in the process, decision making, as well as access to assets.

Measuring Success			
Metric	Equity Indicator	Inclusion Indicator	Status
# of youth able to engage in visioning and decision-making		X	58 4 out of 6
# of youth defined recommendations for healthy school meals		X	
# of new, healthier menu items offered	X		
% Increase in Enrollment	X		0%

Fig 1. Example of Equity and Inclusion Metrics Developed Healthy School Foods

Tracking Actions

Thirty-two recommendations were suggested by community members, city departments, and nonprofit organizations for our City to undertake. When we sprung into action, we quickly realized that implementing one recommendation or strategy often requires multiple actions. Below is an example table of this breakdown from the Health School Foods:

Goal	Goal Description	Recommendation	Description	Implementation Actions	Description
1	Intentionally transform Charlottesville City Schools' meal program to increase participation for all students, especially students eligible for the federal meals program.	1.1	Revamp school lunch line infrastructure and central kitchen cooking equipment to create more appetizing serving lines and support the implementation of increased from scratch cooking as well as proper storage of locally sourced produce and meat. (CCS, Youth, Non-Profit Partners)	1.1.1	CSG- Applied & Received Funding for 5 year program at about 50% of program implementation. Purchased equipment to facilitate meal delivery during COVID (coolers) as well as replacing a stove at Johnson Elementary for fresh meal preparation across the schools.
		1.2	Develop strategies to resolve the annual student meal debt in ways that are financially sustainable, promote increased participation in CCS meal programs, decrease in-school hunger, and reduce stress for families with limited financial resources. (CCS, Non-Profit Partners)	1.2.1	N/A In 2020-2021 school year USDA passed a waiver permitting schools to receive 100% reimbursement for meals distributed during COVID, regardless of enrollment in the federal free and reduced meal program.

2	Catalyze student leadership and leverage collaborative partnerships as central to building food equity.	2.1	Hire a Farm to School Coordinator to increase capacity for implementation of food equity practices that will lead to healthier school meal options, robust student and partner engagement, and increased participation in meal programs. (CCS, Non-Profit Partners)	2.1.1	<i>CSG- Applied & Received Funding Jordan Johnson is now the City Schoolyard Garden and Farm to School Program Director. We are currently interviewing for a Youth Engagement and Garden Coordinator that will supplement this work.</i>
		2.2	Work with student leadership to design healthy school food program options in a way that supports their cultural and health needs, while also educating about nutrition and healthy living skills. (CCS, Youth, Non-Profit Partners, LFLP)	2.2.1	<i>2019 CSG Food Justice Interns Drafted Recommendations for Student Survey. 10 Students engaged in summer Healthy School Food unit. Met 6 times. To further develop plans, learn about nutrition, etc. At the request of the cadre of interns, Cultivate is continuing this program throughout the academic year with twice weekly intern work sessions. (Additional \$50K to operate this program.)</i>
				2.2.2	<i>CCS Teachers distributed survey at CHS Put on hold with COVID</i>
				2.2.3	<i>2020 Food Justice interns develop menu and additional survey/outreach for school meal transformation. Developed additional survey outreach materials and focusing on designing healthy foods information items for when school returns.</i>

Work Action Advocacy Areas

Due to COVID and shifting leadership roles in the City. The bulk of progress in the first implementation year occurred in Healthy School Foods, Urban Agriculture, Affordable Housing and Neighborhood Food Access. Leadership at Charlottesville-Albemarle Transportation is still dedicated to ensuring high quality transportation system, and the Food Justice Network is a member of the Comprehensive Plan, Affordable Housing Strategy, and Zoning Rewrite Steering Committee. While much work is still underway with the Comprehensive Plan Consultants, integrating food justice principles into city plans looks promising.



Designing a transportation system that provides safe, diverse and reliable travel options to emergency and regular food markets and health and nutritional services for low-wealth residents, the elderly and disabled.



The majority of students at Charlottesville public schools are at risk of food insecurity. Transforming the school food system to provide, fresh, healthy, appealing meals will build equity, create a foundation for academic success, and cultivate long-term health for our youth.



Housing cost is a core financial burden putting pressure on families' grocery budgets thereby impacting food choices at the cash register. Strategically supporting organizations and businesses developing affordable housing (0-70% AMI) in collaboration with affordable food markets or nutrition and health services to ensure low-wealth residents have livable housing and health opportunity.



Aligning efforts to increase affordable living for low-wealth residents is enhanced by strategically supporting organizations, businesses and city departments working to build affordable and innovative food markets in neighborhoods with low-access.



Cultivating food equity through urban agricultural spaces continues a long Charlottesville tradition of building food security by low-wealth residents working together. Promoting and preserving permanent land for this green infrastructure is critical.

Healthy School Foods

The *Healthy School Foods strategy of the Food Equity Initiative* is focused on improving food security and health outcomes for Charlottesville youth through increased access to and consumption of healthy school meals, engagement in school gardens, and cultivating leadership and life-long healthy living skills. This plan, developed with leadership by Charlottesville High School students, includes five core strategies:

1. **Equity Through Access:** Increase student participation in the school meal program
2. **Staff & Equipment Capacity Building:** Upgrade needed infrastructure, resources, and capacity for Charlottesville City Schools (CCS) Nutrition Department to provide healthier food
3. **Fresh, Scratch, Local Menu Items:** Increase access to healthy foods in Charlottesville City Schools
4. **Youth Voice & Choice:** Invest in engaging youth and community leadership and decision-making to drive programming.
5. **Youth Nutrition Education:** Increase youth nutrition education and healthy living skills through robust schoolyard garden lessons

These strategies align closely with the MAPP2HEALTH goals to:

1. **Promote healthy eating and active living**— *Healthy School Foods* increases the healthy food options available to students in CCS, the majority of whom are enrolled in the federal meals program. Engaging in schoolyard garden learning provides social supports and experience to choose healthy food and increase physical activity.
2. Improve health disparities and increase access to care—Food insecurity is one of the main determinants of poor health outcomes. Increasing access to fresh, healthy foods, particularly for youth of color and low-wealth, addresses this disparity.
3. Foster a healthy and connected community—Youth (98%) engaged in CSG garden programs indicate they feel happy, connected, confident, and peaceful in the garden.
4. Address mental health and substance use issues—Providing youth with a place to relax and become grounded during their stressful day builds mental health and resilience.

The COVID-19 crisis and widespread lockdowns that began in March 2020 had immediate impacts on the timeline of the healthy schools initiative. Governor Northam closed all Virginia schools on March 23, 2020. One area that we focused our efforts during this time was in bridging the service gap in the school nutrition department during school closures. Cultivate, in collaboration with other community partners prepared and sourced meals to support Charlottesville City Schools students during school breaks when CCS was not providing meals such as Spring Break Week, Memorial Day and Labor Day meals.

While the COVID-19 crisis has required us to reevaluate our timelines on projects and respond to the needs for social distancing and online learning we have been able to continue the bulk of our work and maintain robust progress towards our goals. The Food Justice Internship Summer program was a success, with 10 paid youth interns, the school nutrition program is still working towards increasing from-scratch meals, and we have continued to our youth garden programming into the 2020/21 school year.

Following are updates on each of the Healthy School Foods Milestones.

Milestone 1: Equity Through Access

The first part of the year we focused on establishing baseline data on current school meal participation. We also worked with youth to survey their peers and learn what barriers there were to food access and participating in school meals. Students wanted to be able to access the lunch line easier, have more vegetarian and fresh options, have more culturally appropriate options, and overall know more about the food that was being served. Until COVID hit, students worked with Cultivate team to host Harvest of the Month table sharing the various crops with their peers.

“I usually don’t eat lunch at school. The lines are too long and the food isn’t very good. I’d like to have more options that include foods my family eats at home.”

— Charlottesville High School student, Grade 10


Beginning in March, CCS began home distribution of meals. As part of the Food Equity Initiative, Cultivate set up a volunteer system to help the schools deliver meals, and we provided meals during gaps in service including the first week of stay at home learning, Memorial day, Fourth of July and Labor Day school breaks. During this time we partnered with local restaurants, Frontline Foods, Cville Community Cares and other partners to distribute over 4,000 meals to the five distribution sites across the city including Hearthwood Apartments, South First Street Apartments, Friendship Court, Greenstone on Fifth and Westhaven Apartments. Through these and other outreach efforts, the school nutrition program has been able to increase the number of meals distributed into neighborhoods from 500 meals per day during the summer, to 700 meals per day at the start of school.

Cultivate also worked with the Youth Food Justice Interns and community partners to meet with Delegate Sally Hudson of District 57 and Senator Creigh Deeds of the 25th district to advocate to support the extension of the federal meals waiver program through the end of the year to remove barriers to food for Charlottesville’s low-wealth neighborhoods.



Milestone 2: Staff & Equipment Capacity Building

The first part of the year, Cultivate worked with Charlottesville City Schools to purchase \$6,000 worth of small wares equipment to facilitate processing fresh foods. This included knives, cutting boards and other similar tools. During the summer, we purchased nine coolers to help CCS distributed fresh foods across the 5 sites and 5 routes that meals are being distributed. For these sites and routes, CCS is using 2 different schools to prepare the meals: Charlottesville High School and Johnson Elementary School. CCS is preparing for 1,400 meals each day (700 breakfasts & 700 lunches). Because of this increase in meal preparation at Johnson Elementary, CCS and Cultivate Charlottesville have committed to purchasing an additional double oven for roasting and baking more from scratch items. The purchase of this oven will improve the process of food preparation for meal deliveries during virtual learning as well improve the process of scratch cooking when in-person education resumes at Johnson Elementary.



“The equipment purchases have been critical to allow us to continue to provide fresh meals for students during stay at home learning. Partnering with Cultivate has given us the opportunity for to adapt more quickly to the changing circumstances.”

— Charlottesville City Schools Nutrition Staff

Milestone 3: Fresh, Scratch, Local Foods

Throughout the year we have worked with CCS to continue the *Harvest of the Month* programming and *Farm to School* programming that brings fresh, from scratch, and local foods to students. Because the traditional method for completing these programs involve in-person taste-tests and garden lessons, we have been strategic in figuring out ways to be impactful and continue the programs since stay at home learning.



“Wow! The fresh collard greens we received in our school meal deliveries were delicious!”

— Charlottesville City School Parent

This school year, *Harvest of the Month* will continue to be hosted on the first Thursday of each month and we will bring the initiative to students home. We are also continuing the student-illustrated posters and backpack fliers in English, Spanish, and Arabic. In lieu of in-person taste-tests we are trying to engage students and families in tastings in other ways. New additions to the program include: Cultivate and CCS are collaborating with PB&J fund and Local Food Hub to incorporate the *Harvest of the Month* and backpack flier into their produce bags and *Fresh Farmacy* bags. We are also hoping to highlight the produce in the lunch distributions throughout the school year.

For October’s *Harvest of the Month*, which also fell on *Farm to School* week, we highlighted collard greens. We purchased 500 bunches of Collards from local growers to distribute with the school lunch on Thursday, October 8th. We attached a backpack flier to the bag that

included a greens recipe from a seasoned cook in the community. The flier also connected people to our Youtube channel where we had Dr. Leni Sorensen, a culinary historian, giving a cooking tutorial for her favorite collard greens recipe.

As part of *Farm to School* week, CCS also prepared a from scratch menu on Friday October 9th, highlighting fresh-baked chicken and potatoes with a side of local roasted zucchini and summer squash. Staff worked for 2 days preparing the fresh meal option. This meal was distributed out 700 students with a card promoting the meal as being prepared from-scratch.

Celebrate
Farm to School Week
with Cultivate Charlottesville and Charlottesville City Schools!

The CCS Nutrition staff have been hard at work this morning baking up a menu for today to celebrate Farm to School Week.

Today's Fresh Menu:
Fresh Baked Chicken
Fresh Roasted Potatoes
Local Zucchini and Summer Squash

To learn more about the Healthy Schools Partnership, visit www.cultivatecharlottesville.org

In Partnership:

2020 HARVEST of the MONTH

Harvest of the Month is a great way for youth and their families to explore, taste and learn about seasonal vegetables and fruits from the garden in the classroom and on the farm!

HEALTH & NUTRITION
Collard greens are a nutrient-dense vegetable that provides many health benefits. They are a good source of fiber, vitamin K, and antioxidants. They also contain compounds that may help reduce the risk of heart disease and certain types of cancer.

COLLARD GREENS

COOKING & EATING
Roast Chicken Recipe
1. Preheat oven to 400°F.
2. Rub chicken with olive oil, salt, and pepper.
3. Roast in oven for 1.5 hours.
4. Let rest for 10 minutes before serving.

DO YOU KNOW?
Cook it low and slow! The longer it cooks the more flavor will be pulled from the stock and into your greens! Harvest greens.

READING TOGETHER
Check out our featured book, *Up, Up, Up!* by Judy Ficker. Schools are making great choices!

WANT TO SEE MORE?
Watch a video with Dr. Leni Sorensen discussing a step-by-step instruction on making your collard greens. Also, see *Up, Up, Up!* by Judy Ficker.



Milestone 4: Youth Voice & Choice

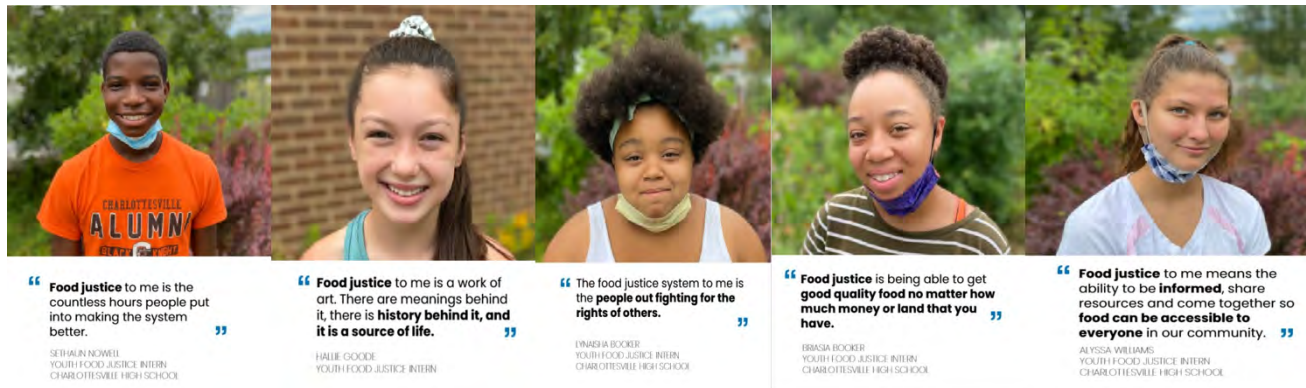
Shortly after our 2019 report to City Council, a cadre of our 2019 Youth Food Justice Interns headed to Savannah, Georgia to present at the national Community Food Systems Conference. Youth presented on how they surveyed their peers and developed the plan for healthy school foods, their presentation to the School Board and City Council, and what they have learned about food justice leadership. For summer 2020, we had increased interest in the intern program and expanded the program to include 10 Food Justice Interns (following safety COVID protocols). After an intensive six-week summer programs, the interns requested to extend the program

“The youth from were very impressive! They demonstrated great leadership and maturity. I especially appreciated the quotes from the survey they conducted on what their peers wanted from school meals and I learned a lot. Thank you!”
— Community Food Systems Participant

into the school year. We currently have two 3-hour shifts weekly after school. Interns are continuing to maintain the school gardens, the UAC farm plot, as well as continuing the Healthy Schools meetings monthly.

Our September Healthy Schools session was focused on signage in the school cafeterias. In response to feedback this summer, Jordan Johnson is working with a graphic designer to create informational signage and materials for the cafeteria. Before the fabrication of the signs, the Food Justice Interns provided feedback on whether the reflected the information originally requested from them. As it stands, signs to be designed and fabricated are mostly templates to be filled in with information regarding that day's meals. The signs highlight different cafeteria processes in purchasing, storing, and preparing fresh meal options; indicate when a dish is homemade; indicate when a dish is Virginia grown; indicate when a dish is made from scratch; and, indicate vegetarian and halal options. After the signs have been designed, students will provide feedback on the design and execution.

As part of the youth internship experience, five Food Justice interns also did a virtual lobby session with Delegate Sally Hudson, of Albemarle County, advocating for food equity in our district. Cultivate Charlottesville staff prepared five of the Food Justice Interns to meet with Charlottesville's state delegate to discuss the importance of school food in the conversation around equity. We requested that Delegate Hudson advocate for the previously mentioned mandate to be continued through the end of the 2020-2021 school year to support the low-wealth families--impacted disproportionately by the COVID-19 pandemic— by removing this barrier to food access for students of low-wealth families.



Milestone 5: Youth Nutrition Education

The first part of the year we were able to host robust student engagement. One hundred percent of students from Johnson elementary engaged in their garden and other schools were also hosting numerous classes each week. While this was halted briefly from March to June, we began to re-engage with students in small cohorts. The team has prioritized engagement of students residing in low-wealth neighborhoods and neighborhoods of color.

“My favorite part of garden club is crossing the stream in our rain boots! I also liked harvesting and eating the carrots.”

— Youth engaged in Garden Club at Greenbrier Elementary

As of October, we have hosted ten student garden clubs.

- We are hosting 4 garden engagement sessions (10 students maximum) in the UAC garden on 6th Street. This includes students who live in Friendship Court as well as 6th Street Apartments.
- We are also engaging students in Hearthwood Apartments, three times weekly.
- We are hosting a garden lunch session in the Garden at City of Promise weekly.
- We are hosting two weekly sessions with students engaging in tutoring services with Abundant Life Ministries in the City Schoolyard Garden at Buford Middle School

Cultivate Charlottesville and CCS also hosted *Farm to School* week October 5-October 9th. In addition to the *Harvest of the Month* initiative. We hosted farm animal visits in our small garden programming and students had the opportunity to learn about chickens and goats on the farm. We were also able to record garden tour videos to distribute out to teachers and students who haven't been able to see the school garden during the fall harvests and highlight a read-aloud of a *Harvest of the Month* book with one of the Charlottesville City School Board Members. Links to the Farm to School videos can be found on our website [Stories Page](https://cultivatecharlottesville.org/stories/multimedia/). <https://cultivatecharlottesville.org/stories/multimedia/>

CULTIVATE CHARLOTTESVILLE FARM TO SCHOOL WEEK
October 5 - 9 and 17

Mon. 5 - Fri. 9: A whirlwind video tour of our school gardens
Mon. 5 - Fri. 9: Video of our very own Juandiego Wade reading, *Up, Up, Up!* It's Apple Picking Time.
Friday 9th: We're partnering with Charlottesville City Schools to provide a from-scratch meal of summer squash or zucchini, roasted red potatoes & baked chicken.
Throughout the week, we're partnering with CCS to include fresh Fall greens, with recipes and tips for cooking, with meal deliveries.

Saturday 17: Join the Urban Agriculture Collective at the 6th Street and Monticello Ave. garden for their Fall Garden Gathering Market Day. 10am - 1pm

Sponsors
Goldman Farm, Kirby Farms, and Charlottesville City Schools

Contact: Shannon Gaffey, shannon@cultivatecharlottesville.org

Rosa's Greens Recipe

We recreated this recipe from a seasoned cook who doesn't use measurements. We modified to add some in for those new to the game of collards.

- 1 lb country ham, sliced
- 1 large onion, sliced
- 4 teaspoons of garlic, minced
- 1 diced potato
- 2 quarts chicken stock
- 3 pounds collard greens, stems removed

To start, roll up a stack of leaves, and slice them with a knife, then wash it real good, at least twice to get all the dirt off it. Put the greens in a pot with water, cover and let it boil for at least 20 minutes. Next, take them back out, put the greens in a clean pot with chicken broth, enough to cover them and let it boil. Halfway through, rinse your country ham, and put it in the pot. Add cubed potatoes, garlic and onions too, and cook 'til tender. Then let 'er rip! (boil on low.) Collard greens take a long time to cook, about four hours, til they're nice and tender.

- 1 libra de jamón
- 1 cebolla grande cortada en cubitos
- 4 cucharaditas de ajo picado
- 2 cuartos de caldo de pollo
- 3 libras de berza sin tallos, hojas cortadas en rodajas de 1"
- 1 papa picada

Primero, enrolla una pila de hojas y córtelas con un cuchillo, luego lávelas muy bien, al menos dos veces para quitarle toda la suciedad. Ponga las verduras en una olla con agua, lávelas y déjelas hervir durante al menos 20 minutos. A continuación, retírelas, ponga las verduras en una olla limpia con caldo de pollo suficiente para taparlas y déjelas hervir. A mitad del proceso, enjuague su jamón de ceba de campo y colóquelo en la olla. Agregue también papas en cubos, ajo y cebolla, y cocine hasta que estén tiernas. Entonces deje que se rompan! (hervir a fuego lento) Las coles verdes tardan mucho en cocinarse, unas cuatro horas, hasta que estén tiernas.





Healthy School Foods

Purpose: Intentionally transform Charlottesville City Schools' meal program to increase enrollment and participation for all students by catalyzing youth leadership and leveraging collaboration in the development of locally sourced healthier from scratch meal options.

Implementation Team			Measuring Success			
Stakeholder	Lead	Abbreviation	Metric	Equity Indicator	Inclusion Indicator	Status
Charlottesville City Schools	Carlton Jones	CCS	# of youth able to engage in visioning and decision-making # of youth defined recommendations for healthy school meals		X	46
	Jeanette Abi-Nader	CC				
Cultivate Charlottesville	Kristen Suokko	LFH	# of new, healthier menu items offered		X	4 out of 6
Local Food Hub	Laura Brown		% Increase in Enrollment	X		0%
	Alex London-Gross	PB&J	% Increase in Utilization (CCS Meal Consumption)	X		0%
PB&J Fund			% Increase in Healthier Meal Options on the line	X		10%

Goal	Goal Description	Recommendation	Rec. Description	Implementation Actions	Implementation Description	Goal Status
1	Intentionally transform Charlottesville City Schools' meal program to increase participation for all students, especially students eligible for the federal meals program.	1.1	Revamp school lunch line infrastructure and central kitchen cooking equipment to create more appetizing serving lines and support the implementation of increased from scratch cooking as well as proper storage of locally sourced produce and meat. (CCS, Youth, Non-	1.1.1	CSG- Applied & Received Funding for 5 year program at about 50% of program implementation. Purchased equipment to facilitate meal delivery during	20%

			Profit Partners)		<i>COVID (coolers) as well as replacing a stove at Johnson Elementary for fresh meal preparation across the schools.</i>	
		1.2	Develop strategies to resolve the annual student meal debt in ways that are financially sustainable, promote increased participation in CCS meal programs, decrease in-school hunger, and reduce stress for families with limited financial resources. (CCS, Non-Profit Partners)	1.2.1	<i>N/A In 2020-2021 school year USDA passed a waiver permitting schools to receive 100% reimbursement for meals distributed during COVID, regardless of enrollment in the federal free and reduced meal program.</i>	
2	Catalyze student leadership and leverage collaborative partnerships as central to building food equity.	2.1	Hire a Farm to School Coordinator to increase capacity for implementation of food equity practices that will lead to healthier school meal options, robust student and partner engagement, and increased participation in meal programs. (CCS, Non-Profit Partners)	2.1.1	<i>CSG- Applied & Received Funding Jordan Johnson is now the City Schoolyard Garden and Farm to School Program Director. We are currently interviewing for a Youth Engagement and Garden Coordinator that will supplement this work.</i>	25%
		2.2	Work with student leadership to design healthy school food program options in a way that supports their cultural and health needs, while also educating about nutrition and healthy living skills. (CCS, Youth, Non-Profit Partners, LFLP)	2.2.1	<i>2019 CSG Food Justice Interns Drafted Recommendations for Student Survey. 10 Students engaged in summer Healthy School Food unit. Met 6 times. To</i>	

				<i>further develop plans, learn about nutrition, etc. At the request of the cadre of interns, Cultivate is continuing this program throughout the academic year with twice weekly intern work sessions. (Additional \$50K to operate this program.)</i>
			2.2.2	<i>CCS Teachers distributed survey at CHS Put on hold with COVID</i>
			2.2.3	<i>2020 Food Justice interns develop menu and additional survey/outreach for school meal transformation. Developed additional survey outreach materials and focusing on designing healthy foods information items for when school returns.</i>
	2.3	Develop and implement an outreach and feedback plan that engages students and families in school food equity practices and changes. (CCS, Youth, Non-Profit Partners,LFLP)	2.3.1	<i>CFJN conducted community ranked choice voting in Westhaven, South 1st Street, Crescent Halls, and Unity Days. Healthier schools meals ranked 1st</i>

3	Improve meal offerings to include increased fresh, from scratch, and local menu items that are healthier and provide energy for students	3.1	Establish and practice a new local standard for healthy school meals that goes beyond the current USDA regulations, which CCS is meeting, and significantly increase fresh, from scratch locally sourced, and healthier meal options in the next five years. (CCS, Youth, Non-Profit Partners)	3.1.1	2019 CSG Food Justice Interns & CFJN Food Justice Advocates created goals and recommendations for food standards	30%
				3.1.2	Interns & Advocates Presented to School Board in August 2019	
				3.1.3	CSG, PB&J, LFH, lead writing of healthy school foods chapter incorporated student and community member recommendations and funding sources	
				3.1.4	CSG presented plan to School Board in November 2019	

Urban Agriculture

Grassroots food production emerged as a key practice for neighborhood food access with the start of Quality Control Council Farms in 2007. More than a decade later, resident access to green space for urban farms and gardens provide food security, community gathering spaces, beautification, and a number of benefits to the environments and people engaged with them. Unfortunately, they are competing for finite space with other critical needs like improved, affordable housing as well as general development pressure, putting a greater burden on our City to promote and protect community food security assets.

Through housing redevelopment and general private development pressure, several established agricultural locations are either under imminent threat or are unsecured. For example, the spaces managed by the Urban Agriculture Collaborative of Charlottesville (UACC) will be reduced from a total area of 25,000 ft² which provide approximately 10,000 pounds of fresh produce to neighbors at no cost to 4,400 ft² by early 2020. Additionally, land used for the International Rescue Committee's New Roots farmer program is privately owned, in a flood plain, and annually at risk.

Though investing in urban agriculture is a critical part of our sustainable food system, we don't advocate for urban agriculture and food justice in unison nor has the city taken initiative to consider them together. Access to food is a multifaceted issue that should involve urban agriculture, not as a sole means for producing the city's food but as a way to make our food system more sustainable, inclusive, and accessible.

F.E.I. Community Established Goals & Progress

1. Cultivate food equity within the urban environmental sustainability space by promoting and preserving permanent land for green infrastructure dedicated to achieving community food security in the neighborhood areas slated for future housing redevelopment.
2. Increase community resident sufficiency by creating more equitable processes for acquiring and accessing land/garden rental space.
3. Integrate food equity practices such as urban agriculture, edible landscaping, and water conservation into city policy including the City's Comprehensive Plan, City Council Strategic Plan and the Parks & Recreation Strategic Master Plan.





Urban Agriculture

Purpose: Cultivate food equity within the urban environmental sustainability space by promoting and preserving permanent land for green infrastructure dedicated to achieving community food security for low-income residents through urban agriculture.

Implementation Team			Measuring Success			
Stakeholder	Lead	Abbreviation	Metric	Equity Indicator	Inclusion Indicator	Status
Parks & Recreation	Chris Gensic	PR	# of square feet of community based urban agriculture sites in City			-
	Riaan Anthony			X		21,000 SQFT
Urban Agriculture Collective	Richard Morris	UAC	# of LBs. of fresh foods and produce distributed % of land reserved for urban agriculture by Parks & Rec	X		-
				X		5,000LBs
International Rescue Committee	Brooke Ray	IRC	# of policies created in the zoning ordinance to protect and promote urban ag	X		In progress
VA Foodshed Capital	Michael Reilly	VFC	# of square feet reserved for urban ag by housing developers			13,000SQFT
	Laura Brown	LFH		X		(Down 12,000 SQFT)
Local Food Hub			# of residents co-planning urban ag productions spaces			
Food Justice Network	Tamara Wright	FJN			X	87

City Comprehensive Planning Consultants	Jennifer Koch & Latoya Thomas	RHI / B&S
Public Works	Susan Elliot	PW
Neighborhood Development Services	Alex Ikefuna	NDS

Goal	Goal Description	Recommendation	Rec. Description	Implementation Actions	Implementation Description	Goal Status
1	Cultivate food equity within the urban environmental sustainability space by promoting and preserving permanent land for green infrastructure dedicated to achieving community food security for low-income residents.	1.1	Integrate food equity practices such as urban agriculture, edible landscaping, and water conservation into the Parks & Recreation Strategic Master Plan. (PR)	1.1.1	P&R, UACC, IRC explore land opportunities	40%
				1.1.2	<i>P&R participants in LFLP tour and community workshops to develop concrete steps</i>	
				1.1.3	<i>CFJN representatives (UACC, IRC) invited to present at the Parks & Rec advisory meeting March 12</i>	

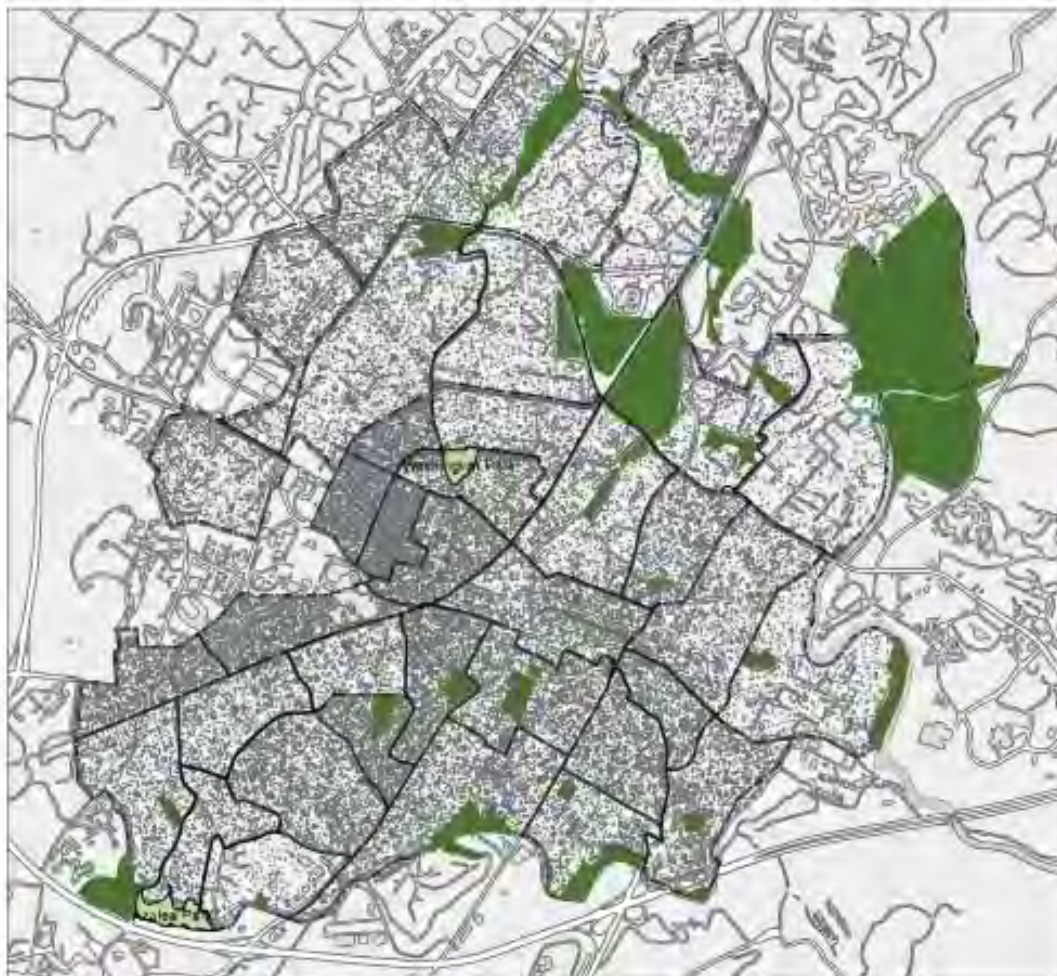
1.2	Update public land policy to require a percentage of land be reserved by the city for urban agriculture and affordable food market vending for low income communities. (PR)	1.2.1	<i>RHI / B&S meet with Food Equity Initiative coordinators (CFJN reps) and invite CFJN to sit on steering committee</i>
1.3	Use comprehensive plan and zoning updates currently underway to incentivize private landowners and developers to preserve or create urban agricultural space (LFLP)	1.3.1	<i>RHI / B&S meet with Food Equity Initiative coordinators (CFJN reps) and invite CFJN to sit on steering committee. Confirmed that previous comments will be incorporated into plan</i>
1.4	Encourage Neighborhood Development Services to create Parks Chapter within the City Comprehensive Plan, so that the City of Charlottesville can strategically invest in preserving green space for food security purposes.(PR)	1.4.1	<i>Parks and Rec Advisory committee meeting went positively. Consideration was given to the master planning process and incorporating Urban Agriculture into the planning</i>

2	Create a more equitable processes for acquiring and accessing land/garden rental space	2.1	Utilize a community based-approach that leverages public and private partnerships as well as resident leadership in conducting an urban agriculture land availability assessment and prioritization. (PR)	2.1.1	<i>LFLP action planning designated spaces for urban agriculture in community mapping, IRC New Roots land matrix contains more than 50 sites for urban agriculture</i>	35%
		2.2	Hire an Urban Ag Director to review, clarify, and simplify the process of garden space rentals for community organizations, and low income community members to grow food on city land, as well as coordinate efforts with private landowners who may donate land for community food security purposes. (PR)	2.2.1	<i>No action taken</i>	
		2.3	Identify assets, priorities and targets for long term permanent land access and infrastructure for both food production and access points including existing city parks and cityowned land. (LFLP)	2.3.1	<i>Chris Gensic tour of city owned land for urban agriculture w/ UAC & IRC partners</i>	

		2.3		2.3.1	<i>CRHA redevelopment meetings and PHA design meeting presentation to work with developers and residents on land for urban agriculture</i>	
3	Promote awareness and utilization of edible trails in Parks & Rec.	3.1	Continue to utilize a community-based approach that leverages public and private partnerships as well as resident leadership in conducting a bike and pedestrian pathway assessment and prioritization, especially to key food resources. (NDS)	3.1.1	<i>No action taken</i>	0%

Rethinking Park Space to Advance Food Equity Goals

Working with Chris Gensic, Parks and Trails Planner, we've been able to advance plans for our parks that consider recommendations from Local Food, Local Places community engagement. Exploring opportunities at Azalea Park and Washington Park for urban agriculture is currently underway. This work is critical to ensuring displacement of resettled refugee growers does not occur. In addition, reinnovating the way the city considers green space as avenues for food production, may contribute to food access as affordable housing redevelopment is underway.



Affordable Housing & Neighborhood Food Access

Where People Live is Where They Eat

In 2016, 49.6% of the Charlottesville population made an annual salary less than \$40K (39.2% of this population made earnings between <\$1K-\$30K). Additionally 17.5%, or 1 in 6 residents, face food insecurity, a trend that outpaces Virginia's average of 11.9%. Between 2001-2016, the number of households receiving SNAP benefits in Charlottesville increased 160%. Creating a food secure city where each citizen has the power of self-determination, requires us to take a closer look at our city's affordable housing availability, the location of that housing, and accessibility to nutritious foods in the surrounding food environment.

For residents living at 50% AMI in Charlottesville, approximately 43% of their income was required to cover housing costs for the year 2017. This figure is more disparaging for citizens living at 30% AMI in Charlottesville, where 71.3% of their income is needed to cover housing. For a city where 1 in 4 citizens live below the federal poverty line, housing cost play an instrumental role in determining household food budgets and dependency on emergency food programs.

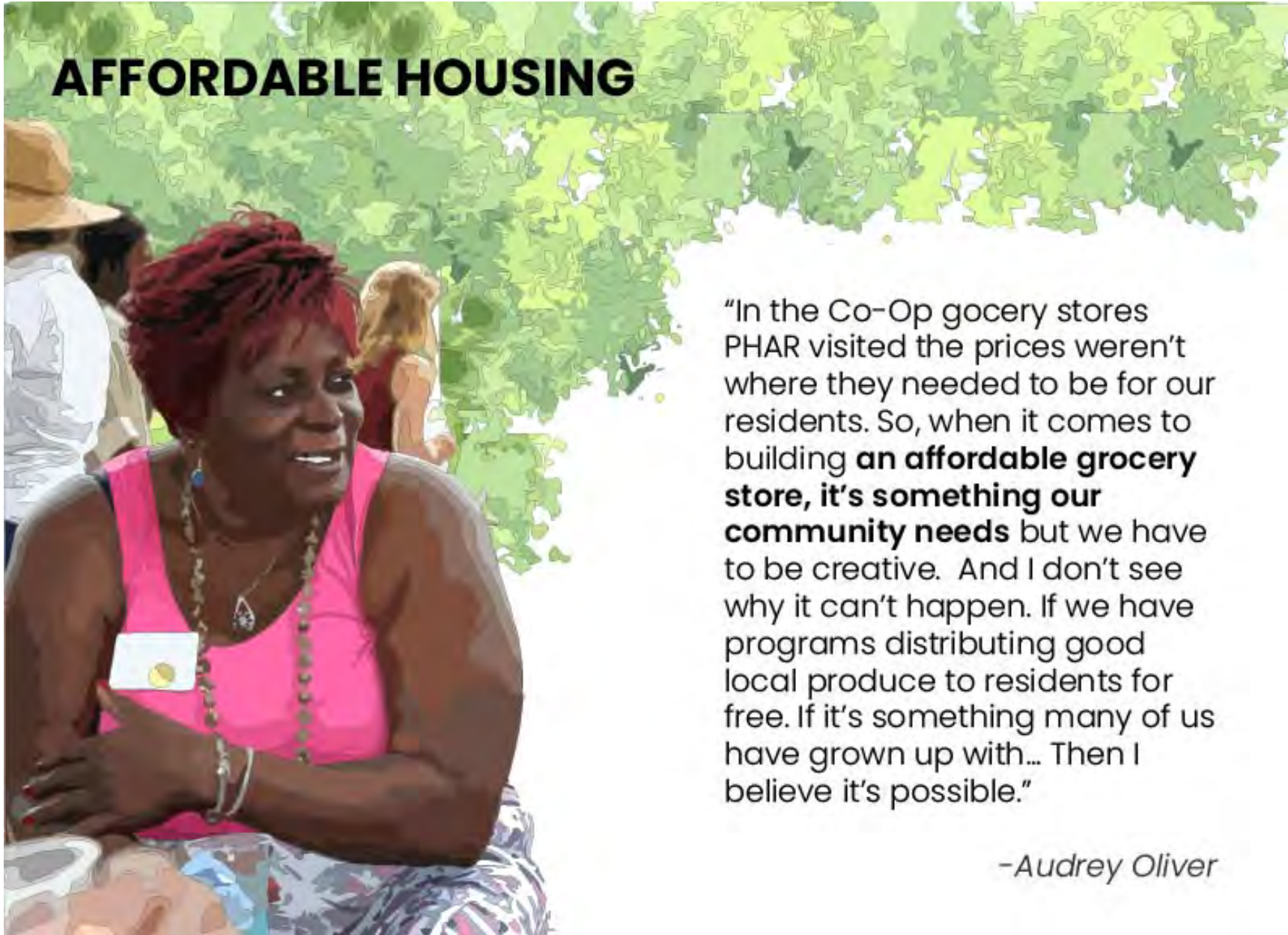
In a Thomas Jefferson Health District (TJHD) 2012 report on Mobilizing for Action through Planning and Partnerships, a food environment assessment found that grocery stores accounted for only 8% of food venues, while fast food restaurants accounted for 41% of food venues in the city. Furthermore, the data indicates the rapid growth of high-end markets, and full service restaurants that do not cater to low income individuals despite our city's high poverty rate of 25.9%. The combination of neighborhood locations and surrounding food environments in low income neighborhoods has given way to resident-led urban agriculture in many public and subsidized housing sites.



Public Housing Association of Residents and Food Justice Network Community Advocates visit Friendly City Co-op Grocery Store in Harrisonburg, Virginia. The second co-op grocery store they visited in October 2019 following a Legal Aid Conference. Residents are looking to explore their options, for creating avenues to cultivate community health assets.



AFFORDABLE HOUSING



“In the Co-Op grocery stores PHAR visited the prices weren’t where they needed to be for our residents. So, when it comes to building **an affordable grocery store, it’s something our community needs** but we have to be creative. And I don’t see why it can’t happen. If we have programs distributing good local produce to residents for free. If it’s something many of us have grown up with... Then I believe it’s possible.”

-Audrey Oliver

Purpose: Align efforts to increase affordable living in Charlottesville for low-income residents, by strategically supporting organizations and city departments working to build affordable food markets alongside affordable housing (0-70% AMI).

Implementation Team

Measuring Success

Stakeholder	Lead	Abbreviation	Metric	Equity Indicator	Inclusion Indicator	Status
Charlottesville Redevelopment Housing Authority	Kathleen Glenn-Mathews	CRHA	# of residents engaged in planning & envisioning of Neighborhood Markets/ Access points		X	27
Charlottesville Food Justice Network	Shantell Bingham	CFJN	% increase of developers considering food access in planning of affordable housing	X		100%
Public Housing Association of Residents	Joy Johnson, Emily Dreyfus, Brandon Collins	PHAR	# of food policies/recommendations incorporated in the affordable housing chapter of comprehensive plan	X		3
Piedmont Housing Alliance	Sunshine Mathon, Charlene Green	Piedmont				
Friendship Court Advisory Committee	Tamara Wright	FCAC				
Riverbend Development City	Ashley Davies	RD				
Comprehensive Planning Consultants	Jennifer Koch & Latoya Thomas	RHI / B&S				

Goal	Goal Description	Recommendation	Rec. Description	Implementation Actions	Implementation Description	Goal Status
1	Support resident leadership in the development of affordable food access (garden spaces or small grocery stores) throughout the redevelopment process of public and subsidized housing sites.	1.1	Build from existing food security events in low-income communities to engage residents on discussions of health and food access, learn about barriers impacting access to services, and share information on programs.	1.1.1	<i>PHAR, Friendship Court and FJN representatives visited CO-Ops in Durham, NC and Harrisonburg, VA</i>	15%
				1.1.2	<i>In support of residents, applied for a VDHCD grant in partnership with CRHA and Riverbend Development and won. \$2 million dollar investment in low-income affordable housing efforts.</i>	

				1.1.3	<i>Presentations at PHA and CRHA redevelopment meetings in support of affordable food access</i>	
		1.2	Amend the city's comprehensive plan and zoning ordinance to include definitions of and actions to advance food equity and healthy affordable housing.		<i>In progress, recommendations have been sent to Comp Plan consultants.</i>	
2	Develop an infrastructure of accountability to incentivize housing developers to consider health impacts of affordable housing development projects	2.1	Require housing developers to conduct a Health Impact Assessment (HIA) which includes a full review of all neighborhood food and beverage access, and plans to offset negative health impacts of creating housing in low-food access areas through urban agriculture or store-front space dedicated to healthy and affordable food markets.	2.1.1	<i>Action linked to comprehensive plan process.</i>	20%

Neighborhood Food Access

Purpose: Commit to dissolving food apartheid within the urban ring, through strategic support and collaboration of organizations, community members, health institutions and city departments cultivating healthy food access through programs and building affordable markets in low income neighborhoods.

Implementation Team			Measuring Success			
Stakeholder	Lead	Abbreviation	Metric	Equity Indicator	Inclusion Indicator	Status
Charlottesville Redevelopment Housing Authority	Kathleen Glenn-Mathews	CRHA	Amount of Cash routed to BIPOC community in direct support of FEI and LFLP initiatives	X	X	\$3.2 Million
	Shantell Bingham	CFJN				
Charlottesville Food Justice Network	Joy Johnson, Emily Dreyfus,	PHAR	# of organizations/funders directly engaged in uplifting BIPOC community resilience (referring to this category)	X		14
	Brandon Collins					
Public Housing Association of Residents	Sunshine Mathon, Charlene Green	PHA	# of policies developed, approved, and implemented in the City of Charlottesville's Comprehensive Plan	X	X	0
Piedmont Housing Alliance			# of residents engaged in planning & envisioning of Neighborhood Markets/ Access points		X	27

<p>Friendship Court Advisory Committee Habitat for Humanity City Comprehensive Planning Consultants City of Charlottesville Redevelopment City of Charlottesville Human Services City of Charlottesville Office of Economic Development</p>	<p>Tamara Wright Jennifer Koch & Latoya Thomas Brenda Kelly Kaki Dimock, Misty Graves Jason Ness</p>	<p>HH RHI / B&S City DHS OED</p>	<p># of recommendations City departments utilize that increase food access programming or change environments</p>	<p>X</p>	<p>21/32</p>	
Goal	Goal Description	Recommendation	Rec. Description	Implementation Actions	Implementation Description	Goal Status
1	Intentionally create opportunities for financial investment as well as mechanisms to build capital to	1.1	Utilize city department-non profit partnerships to collaboratively pursue funding opportunities such as Agriculture and Forestry Industries Development grants (through VDACS) or planning grants in order to promote local business	1.1.1	<i>*Applied for the VDHCD Vibrant Community Grant alongside CRHA and Riverbend and won \$2 million in funds</i>	15%

<p>finance the transformation of our inequitable food environment</p>	<p>expansion and create opportunity for increased food access. (LFLP, OED)</p>
	<p style="text-align: right;">1.1.2</p> <p><i>Applied for Kresge grant of \$400,000 in partnership with City manager of redevelopment as well as CRHA, PHA, PHAR, JSAAHC, FJN, Habitat, UACC</i></p>
	<p style="text-align: right;">1.1.3</p> <p><i>*Applied and received funding for School Meal program transformation. \$500K from CACF. (*repost from school meals)</i></p>
	<p style="text-align: right;">1.1.4</p> <p><i>Worked with Frontline Foods/ World Central Kitchen to oversee equitable roll out of restaurant business efforts. Developed a steering, where Office of Economic</i></p>

					<p><i>Development played a key role in supporting Black and Minority owned business participation.</i></p> <p><i>Routed \$519,000 to business and \$183,000 to 9 Minority owned businesses during covid</i></p>	
		1.3	Work with funders to develop a deeper understanding of food equity work and long-term solutions, to drive in-kind donations towards the long-term avenues	1.2.1	<p><i>Working with a group of anonymous donors to launch a Food Equity Fund.</i></p> <p><i>Current projection to start \$175K.</i></p>	
		1.4	Expand the farmer’s market network to reach each neighborhood and include or support grassroots market efforts that cultivate and promote diversity in entrepreneurship.		<i>No action taken due to COVID</i>	
2	Protect and Promote initiatives that tackle food apartheid	2.1	Develop policies, incentives, or programs that support and enable local community store co-ops to start and remain open, particularly in low-income communities of	2.1.1	<p><i>Incorporate a food equity chapter into the City’s Comprehensive Plan.</i></p>	20%

	through city development policy and zoning.		color.		
		2.2		2.2.1	<i>Utilize MAPP2Health to measure progress towards cultivating city-wide food security and decreasing health inequities.</i>
3	Work	3.1		3.1.1	30%
				3.1.2	
				3.1.3	
				3.1.4	

COVID-19 Response

The Charlottesville Food Justice Network has been a centralizing stakeholder in the immediate food security response to the Covid-19 Pandemic in Charlottesville and surrounding areas. We have developed and continue to define a short-term emergency food security communications structure and short-term operational plan support among our 30+ networks organizations including non-profits, local government and others.

While the extent and duration of the disruption that the pandemic has caused is still unknown, it's becoming increasingly clear that this is not a short-term problem and that as the weeks and months go on, more durable and long-term efforts will need to be enacted to protect the food security of Charlottesville's most vulnerable. The City of Charlottesville Human Services has worked closely with Charlottesville Food Justice Network to take a central role in developing a longer-term food security strategy for the Charlottesville community. The implementation table below sums of the work over the course of the 7 month response.



COVID-19 Food Security Response

Purpose: To build an equitable, wrap around food security infrastructure to bear the economic and social impacts of COVID-19 in Charlottesville and surrounding areas.

Implementation Team			Measuring Success			
Stakeholder	Lead	Abbreviation	Metric	Equity Indicator	Inclusion Indicator	Status
Food Justice Network	Shantell Bingham & Gabby Levet	FJN	# of meals distributed to high-need communities	x		50,000 meals
UVA Equity Center	Brooke Ray		# of network partners/community orgs supported by our COVID infrastructure		x	
Cultivate Charlottesville	Jeanette Abi-Nader	Cultivate	# of people enrolled in text Food security text message program		x	14/25
Department of Human Services	Kaki Dimock	DHS	# of small, minority owned businesses enrolled/onboarded in FLF	x		In progress
Blue Ridge Health District	Denise Bonds, Rebecca Schmidt, Putnam Ivey De-Cortez	BRHD	# of people supported by COVID Wrap Around Services			9 (\$183,000 invested in business)
Office of Economic Development	Jason Ness	OED			x	50 cases; 185 individuals

Office of Equity & Inclusion	Siri Russell	OEI	
Frontline Foods	John Kluge	FF	

Goal	Goal Description	Recommendation	Rec. Description	Implementation Action	Implementation Description	Goal Status
1	Developing COVID-19 Food Security Infrastructure: Build an emergency food security response infrastructure that enables the Charlottesville community to effectively respond to expanding food insecurity during the COVID-19 shelter in place orders.	1.1	Communicate needs of network partners and frontline food organizations up to Regional Emergency Operations Center / City Depts	1.1.1	<i>UVA Equity Center team conducts weekly needs assessments and situation reports; CFJN team compiles needs assessment with ongoing research and community insights for bi-weekly City Reporting</i>	
		1.2	Track and Share information around COVID-19 Food Resources for Frontline Organizations	1.1.2	<i>Creating and disseminating weekly Community Calendars for City and County programs in English and Spanish,</i>	
				1.1.3	<i>compiling and updating Expanded List of Food Resources, designing Flow Charts and creating Health</i>	

					<i>Guidelines for Food Organizations,</i>
				1.1.4	<i>building out Food Security Text Message Program</i>
				1.1.5	<i>Partnering with County to expand frontline organization needs assessment, developed food system mapping tool, assessing/supporting migrant farmworker needs, sharing informational resources</i>
2	Building a Safety Net for COVID-19 Cases & Organizations: Develop and implement “failsafe” mechanisms within the COVID food security response that minimize disruptions in food access support for organizations	2.1	Support CCS with School Meal Distribution during COVID-19 via advocacy, programmatic and organizational mechanisms	2.1.1	<i>COVID Response: Advocating for CCS to be a vendor/partner with Frontline Foods restaurant meal initiative;</i>

facing volunteer/resource shortages.				
			2.1.2	<i>Implemented Spring Break Meal distribution program @ 5 community centers; Supported CCS with volunteer recruitment</i>
	2.2	Build Food Security Infrastructure for Volunteer, Resource and Programmatic Support for Frontline Organizations	2.2.1	<i>Providing volunteer pipeline for weekly PACEM meal deliveries</i>
			2.2.2	<i>Creating a Wrap Around Food Resources Program for COVID testing at Crescent Halls and future testing initiatives</i>
			2.2.3	<i>Developing process to source and pair organizations with needed resources (example: frontline foods & support for local partner after WCK closed chapters)</i>

3	Building Infrastructure for COVID Positive Case Support: Designed, sourced, implemented, and scaled wrap around services for COVID positive residents to safely shelter in place, contain the spread, and recover.	3.1	Build scalable model for Wrap Around Services to COVID-19 positive households	3.1.1	<i>Partnering with City, County, TJHD, UVA, Sentara, and community-based organizations to provide food (shelf stable, prepared meals and produce), medications, finances, housing, PPE/Sanitation and additional needs to COVID positive patients and their families.</i>
4	Equitably Governing Resources: Establish mechanisms for equitably governing food security resources that minimizes impacts of COVID exacerbated social and economic inequities.	4.1	Provide Food Equity Advocacy / Thought Leadership to philanthropic and humanitarian response efforts	4.1.1	<i>Organizing and leading Frontline Food Steering Committee with Racial Equity Framework as a foundation, advocating for an equitable, community-based approach to restaurant meal initiatives</i>
				4.1.2	<i>Partnering with Office of Economic Development to target minority business owners and ensure equitable participation.</i>

FUNDING

Cultivate is requesting \$155,000 for FY22 as matching funds for year 3 of our USDA Community Food Project grant (\$125,000), *Just Food for US*, and year one of our Virginia Foundation for Healthy Youth grant (\$30,000), *Food Justice Leaders & Healthy School Foods*.

CHARLOTTESVILLE FOOD JUSTICE NETWORK FOOD EQUITY INITIATIVE - EXPENSE REPORT OCTOBER 1, 2019 - SEPTEMBER 30, 2020				CHARLOTTESVILLE FOOD JUSTICE NETWORK FOOD EQUITY INITIATIVE - BUDGET OCTOBER 1, 2020 - SEPTEMBER 30, 2021		
ACCOUNT	FY20 EXPENSES	FY20 FEI FUNDS	COMMENTS	FY21 BUDGET	FY21 FEI REQUEST	COMMENTS
TOTAL EXPENSE	310,000	155,000		400,545	155,000	
Staff Compensation	166,500	83,200	CFJN Director, 25% Executive Director, 30% UACC Director, 50% Food Justice Associate	231,495	80,000	CFJN Director, 25% Executive Director, 30% UACC Director, 50% Food Justice Fellow
Program - Support	92,100	47,900	Community Advocates & Neighborhood Navigators 10 Youth Food Justice Interns (year round) Volunteer, Advocate & Intern Supplies Travel - Regional conference	106,550	53,025	5 Community Advocates (20 hrs/wk) 10 Youth Food Justice Interns (year round) Volunteer, Advocate & Intern Supplies Travel - local & regional conference
Program - Expenses	10,600	9,300	Community Meetings Community Advocate & Intern lunches Community meals -filling in the gaps	11,600	6,100	Community Meetings Community Advocate & Intern lunches Community member gift cards stipends
Professional Services	18,200	10,000	Bookkeeping, Racial Equity Training, Evaluation	20,700	7,275	Bookkeeping, Racial Equity Training, Evaluation
Communications & Technology	5,700	-	Community Advocate computers Database management	5,700	4,000	Community Advocate computers Database management
General & Administration	16,900	4,600	Rent, Insurance, Office Supplies, etc.	24,500	4,600	Rent, Insurance, Office Supplies, etc.

APPENDIX

1. **City Department Food Equity Profiles Complete with Updates on Department Progress**
2. **Food Equity Initiative Chapter 2: At the Intersection of Urban Agriculture & Food Equity**

Food Equity Profile & Recommendations

Charlottesville City Schools

CCS alignment with CFIN Equity Framework and Advocacy Issue Areas



Charlottesville City Schools' Food Equity Vision Statement

We recognize that healthy school food is a priority equity strategy to providing a safe and healthy school environment for all our students to thrive. A key piece of achieving food equity for our community, hinges upon the support and cultivation of infrastructure to advance healthier school meals in Charlottesville City Schools (CCS). Over half (54%) of youth in our city schools are at risk of childhood food insecurity, putting a greater burden on the breakfast and lunch services provided by CCS to nourish students so they can perform at their academic and social best.

Food Equity Goals



Intentionally transform Charlottesville City Schools' meal program to increase participation for all students, especially students eligible for the federal meals program.



Catalyze student leadership and leverage collaborative partnerships as central to building food equity.



Improve meal offerings to include increased fresh, from scratch, and local menu items that are healthier and provide robust.

"I don't know if we are going to get as many academic gains as we want – until we address nutrition along with the achievement gap. We need to move past the USDA requirements and significantly move beyond the fresh fruits and vegetables that we have right now to make those impacts."

- Dr. Rosa Atkins, Superintendent Charlottesville City Schools

Food Equity Recommendations

1. Establish and practice a new local standard for healthy school meals that goes beyond the current USDA regulations, which CCS is meeting, and significantly increase fresh, from scratch locally sourced, and healthier meal options in the next five years.
2. Hire a Farm to School Coordinator to increase capacity for implementation of food equity practices that will lead to healthier school meal options, robust student and partner engagement, and increased participation in meal programs.
3. Work with student leadership to design healthy school food program options in a way that supports their cultural and health needs, while also educating about nutrition and healthy living skills.
4. Develop and implement a robust outreach and feedback plan that engages students and families in school food equity practices and changes.
5. Revamp school lunch line infrastructure and central kitchen cooking equipment to create more appetizing serving lines and support the implementation of increased from scratch cooking as well as proper storage of locally sourced produce and meat.
6. Develop strategies to resolve the annual student meal debt in ways that are financially sustainable, promote increased participation in CCS meal programs, decrease in-school hunger, and reduce stress for families with limited financial resources.

FY20 ACTIONS TOWARDS RECOMMENDATIONS

1. Developed five-year plan with five core strategies:
 - a. Equity through increased access/participation in school meals by 24% increase
 - b. Upgrade staff and equipment for increased capacity
 - c. Increase fresh, from scratch and local foods by 60%
 - d. Increase youth voice and choice in meal selection
 - e. Increase youth nutrition education
2. Farm to School Coordinator roles are being implemented by Cultivate's City Schoolyard Garden Program Director, Jordan Johnson.
3. Youth Food Justice Interns meet weekly for ongoing design (12 meetings).
4. This will be re-established when school is back in person.
5. Purchased small kitchen wares for all 9 schools and coolers for meal delivery during COVID.
6. This will be re-established when school is back in person.

Supporting Partners

CCS Nutrition Services | Cultivate
 Charlottesville: City Schoolyard Garden |
 Local Food Hub | PB & J Fund | CATEC |
 City of Charlottesville Economic Development
 Services "Go Program" | PVCC
 Network2Work

Food Equity Profile & Recommendations

Parks and Recreation

P&R alignment with CFJN Equity Framework and Advocacy Issue Areas



Parks and Recreation Food Equity Vision Statement

Grassroots food production emerged as a key practice for neighborhood food access with the start of QCC Farms in 2007. More than a decade later, resident access to green space for urban farms and gardens provide food security, community gathering spaces, beautification, and a number of benefits to the environments and people engaged with them. Unfortunately, they are competing for finite space with other critical needs like improved, affordable housing as well as general development pressure,

Food Equity Goals

"We envision affordable living - not just affordable housing in Charlottesville. So for P&R, we see the focus on trails and parks as an equity piece of the puzzle. Making people who walk, ride bikes and buses equally safe, convenient, enjoyable and get you to the right places. And if you can't bring the people to the grocery store, then bring food access to the neighborhoods... for some that's through gardening."

- Chris Gensic, Parks & Trails Planner
City of Charlottesville

#1

Cultivate food equity within the urban environmental sustainability space by promoting and preserving permanent land for green infrastructure dedicated to achieving community food security for low-income residents.

#2

Create a more equitable processes for acquiring and accessing land/garden rental space

#3

Promote awareness and utilization of edible trails in Parks & Rec.

Food Equity Recommendations

1. Integrate food equity practices such as urban agriculture, edible landscaping, and water conservation into the Parks & Recreation Strategic Master Plan.
2. Encourage NDS to create Parks Chapter within the City Comprehensive Plan, so that the City of Charlottesville can strategically invest in preserving green space for food security purposes.
3. Utilize a community based-approach that leverages public and private partnerships as well as resident leadership in conducting an urban agriculture land availability assessment and prioritize.
4. Update public land policy to require a percentage of land be reserved by the city for urban agriculture and affordable food market vending for low income communities.
5. Hire an Urban Ag Director to review, clarify, and simplify the process of garden space rentals for community organizations, and low income community members to grow food on city land, as well as coordinate efforts with private landowners who may donate land for community food security purposes.

FY20 ACTIONS TOWARDS RECOMMENDATIONS

1. Parks & Recreation Strategic plan process will be launched in January 2021. Cultivate presented initial, proposal to Advisory Committee in March 2020.
2. Participating on Comprehensive Plan Steering Committee.
3. Hosted Local Food Local Places process that integrated input from over 1,200 community members.
4. Policy recommendations are being integrated into city comprehensive and strategic plans.
5. This is a future goal.

Additional Actions

6. Working with CATEC to establish urban agriculture farm at the school. CATEC Board approved development of MOU with Cultivate Charlottesville.
7. Working with anonymous donor to fund urban farm park development.
8. Listed position for a Cultivate Urban Agriculture Collective Associate (dependent on donor funding)

Supporting Partners

Cultivate Charlottesville's Urban Agriculture Collective | International Rescue Committee New Roots | Virginia Foodshed Capital | Piedmont Environmental Council | Neighborhood Development Services | Thomas Jefferson Planning District Commission | City of Charlottesville Human Services | EPA

Food Equity Profile & Recommendations

Office of Economic Development

OED alignment with CFJN Equity Framework and Advocacy Issue Areas



Office of Economic Development Food Equity Vision Statement

The Office of Economic Development recognizes that investing in food equity and community ownership within the minority business space, presents an opportunity to cultivate wealth within low-income communities as it relates to food. We have started this investment with the Minority Business Program and the Business Equity Fund. Food equity represents progress towards achieving economic equity alongside community health.

“The Office of Economic Development supports minority business owners and workforce development within our food system. We will continue to support entrepreneurs and local sourcing of food that contributes to a sound economy that works for everyone.”

– Jason Ness, Business Development Manager
Office of Economic Development

Food Equity Goals

#1

Work with community partners to increase the knowledge of how a food economy fits within Charlottesville with a focus on the financial challenges, organization relationships, community wants/needs and feasible possibilities

#2

Continue to leverage opportunities to cultivate deeper support for minority business owners within the Charlottesville food economy by building more partnerships with organizations

Food Equity Recommendations

1. Continue to use funding opportunities and resources, such as the Agriculture and Forestry Industries Development grants (through VDACS) and the Virginia Community Capital's Fresh Food Loan fund to assist local business expansion and create opportunity for increased food access.
2. Utilize existing programs, resources and incentives (Business Equity Fund, ACE Program, GO Hire Program, Minority Business Program) that support and enable local community food stores, particularly in low-income communities.
3. Continue to actively support development of business plans and funding for affordable brick and mortar, as well as mobile markets that can serve public housing residents and other low-income neighbors.

FY20 ACTIONS TOWARDS RECOMMENDATIONS

1. Worked with World Central Kitchen/Frontline Foods to identify minority owned business that were not initially included and ensure their inclusion and prioritized in the community meal responses. Awarded \$750K business grant that included 50% set aside for socially disadvantaged businesses. Many food service related.
2. To be re-established after businesses are reopened.
3. Community engaged research into cooperative owned grocery store through two visits (Raleigh & Harrisonburg).
5. Participating in Virginia Food Access Innovation Fund Steering Committee, Virginia Good Food Fund Steering Committee

Supporting Partners

Community Investment Collaborative | Virginia Community Capital | Public Housing Association of Residents | Cultivate Charlottesville Food Justice Network | Virginia Foodshed Capital | VA Housing & Community Development

Food Equity Profile & Recommendations

Neighborhood Development Services

NDS alignment with CFJN Equity Framework and Advocacy Issue Areas



Neighborhood Development Services Food Equity Vision Statement

The City's zoning codes and comprehensive plan are a point of leverage in the development process. In order to achieve equitable food access during development, we must strive to include food equity practices explicitly in the city's comprehensive plan and zoning codes where it hasn't been considered before. By actively evaluating and planning for equitable food resources, the city will begin to address food security issues especially affecting low-resourced communities and people of color in Charlottesville.

Food Equity Goals



Increasing access points for food including grocery stores and home gardens by building on existing resources.

- a) Getting people to resources: "Improving transit to the grocery conveniently and in a timely manner."
- b) Bringing more local resources to the people: Make it possible for a local grocer to open within the city circle.



Creating safe access to transportation pathways to food resources, schools, work etc. by developing and enhancing the city's understanding of actual use of pathways, especially as it affects utilization among lowincome populations.

Food Equity Recommendations

1. Incorporate food equity practices in the City Comprehensive Plan by making food security and improved food pathways a key component in neighborhood development and city department operations
2. Collaborate with Parks & Rec to include in the City Comprehensive pLan strategic investment in preserving green space for food security purposes.
3. Continue to utilize a community-based approach that leverages public and private partnerships as well as resident leadership in conducting a bike and pedestrian pathway assessment and prioritization, especially to key food resources.
4. Update zoning ordinances to encourage units to establish home gardens and edible landscapes on residential properties, as well as local food resources, by streamlining processes.
5. Amend the city's comprehensive plan and zoning ordinance to include definitions of and actions to advance food equity and healthy affordable housing.

FY20 ACTIONS TOWARDS RECOMMENDATIONS

1. Active on City Comprehensive Plan Steering Committee and worked to engage dozens of community members in community surveys through new online portal. Plan expected to be complete in December 2021 and to include Food Equity.
2. Parks & Rec strategic planning process will begin in January 2021.
3. Implemented Youth Food Justice Intern program and Community Advocate program.
4. Will be incorporated into the updated comprehensive plan to re-write the Zoning Ordinance and Affordable Housing Strategy.
5. Active on Comprehensive Plan Steering Committee.

Supporting Partners

Parks & Recreation | Public Works | UVA Health System | Cultivate Charlottesville Urban Agriculture Collective | International Rescue Committee New Roots | Charlottesville Food Justice Network | EPA

Food Equity Profile & Recommendations

Charlottesville- Albemarle Transit

CAT alignment with CFJN Equity Framework and Advocacy Issue Areas



Charlottesville- Albemarle Transit Food Equity Vision Statement

In Charlottesville, 27% of those utilizing public transportation are at or below the federal poverty line and 28% are of a minority population (CAT). However, following national trends, public transportation in Charlottesville is designed for commuting to work not for accessing food (RWJF). While Charlottesville Area Transit is increasing its capacity to address the population and employment density growth, routes are not yet designed based on consumer demand (CAT). Charlottesville residents have expressed interest in alternate transportation routes (City).

“We’re working to understand patterns of community need in order to effectively plan routes that increase utilization and access for low-income populations as it not only relates to work needs, but food access as well. Currently, grocery stores are considered anchor destination points for transportation planning but there’s more we can do to incorporate other food access points across the city.”
 -Juwhan Lee, Assistant Director
 Charlottesville-Albemarle Transit

Food Equity Goals

- #1 Increasing community input in transportation plans in order to eliminate barriers for transit especially among low-income populations.
- #2 Increasing general utilization and participation in Charlottesville transportation services including among youth, elderly, and low-income populations.
- #3 Build and develop routes with intentionality, including giving consideration to specific stops (gardens, parks, grocery stores, resources such as GoodWill) and associated challenges such as distance to stops, shelters, etc.

Food Equity Recommendations

1. Adapt/change routes to include specific spaces including gardens, parks, specific sites (ex. GoodWill), etc. that have already been identified as points of interest.
2. Create new travel bus pass at free or subsidized rates for low-income residents that qualify for SNAP or WIC.
3. Revamp the CAT and NDS feedback process to include and increase community input through diverse frameworks including, a formal application or submission of comments online as well as informal avenues such as community-based events or Townhalls.
4. Design and establish a system/process/position to increase data collection on utilization and route preferences, including where people come from, get off, etc. for the purposes of developing informed routes.
5. Develop a system or position to evaluate bike and pedestrian programs by how well they are reaching people and collect community feedback.

FY20 ACTIONS TOWARDS RECOMMENDATIONS

CAT fully supports the City's Food Equity Initiative.

As a provider of mass transit, it is CAT's goal to serve the needs of the entire city. Understanding that we serve as a lifeline to low-income neighborhoods and public housing, CAT continually seeks to improve service in these areas.

While our paratransit, Jaunt, currently provides demand response service to commuters and ADA-certified individuals (both in the City and in the County), CAT is open to exploring ways to potentially introduce demand response service to the region as well.

A focus on a regional transportation system is paramount as the City moves forward with its Food Equity Initiative Goals.

We will re-establish action on these recommendations when transit is up to a regular schedule.

Supporting Partners

Neighborhood Development Services | Public Works | Parks & Recreation | Human Services | Cultivate Charlottesville Food Justice Network | Loaves & Fishes

Food Equity Profile & Recommendations

Department of Social Services

DSS alignment with CFJN Equity Framework and Advocacy Issue Areas



Department of Social Services Food Equity Vision Statement

In 2017, 6,033 Charlottesville City residents received SNAP benefits. Program enrollment is declining. Some individuals who may be eligible for SNAP are not receiving SNAP benefits and those who do are limited to \$1.06 per meal (\$3.18/day per person is average benefit amount in VA). In order to cultivate more equitable food access, it is important to evaluate the utilization and effectiveness of SNAP benefits through disparities in outcomes and user feedback. Community voice in combination with outcomes data is a powerful tool in evaluating and designing future outreach and benefits programs for low-income communities, as well as advocating for these changes to city leadership. DSS can use qualitative and quantitative evaluation data to take more intentional steps to increase and improve food access.

"While SNAP may seem straightforward because eligibility for assistance is based on household size and income, we are concerned about the racial disproportionality in our caseload. We are moving toward a deeper understanding of race and implicit bias at DSS and how this relates to food security and access."

– Sue Moffett, Director
Department of Social Services

Food Equity Goals

- #1 Pursue food equity by reducing internal and external barriers to food benefits through effective outreach and communication between DSS and the benefit-eligible community.
- #2 Cultivate deeper inclusivity and cultural humility as an organization dedicated to serving a diverse community.
- #3 Increase community feedback through developing equitable mechanisms to better understand the role DSS plays in the Charlottesville community through its programs and how they are affecting residents.

Food Equity Recommendations

1. Analyze and report SNAP application and eligibility determination outcomes by race.
2. Work with community partners to develop and implement strategies to effectively market DSS benefit programs including SNAP (and encouraging its use in certain places), camp scholarships, and other activities through direct, consistent interactions with low-wealth communities in order to promote self-sufficiency.
3. Work with local and state partners to advocate for available federal policy waivers to expand SNAP program eligibility.

Supporting Partners

Parks & Recreation | International Rescue Committee | Cultivate Charlottesville Urban Agriculture Collective | Virginia Employment Commission | Community Sponsored Re-entry Initiative | Charlottesville Food Justice Network | Community Advocates | UVA Health System | Charlottesville City Schools | Child Inform Community Network | Thomas Jefferson Area Coalition on Homelessness | Community Resilience Initiative

FY20 ACTIONS TOWARDS RECOMMENDATIONS

- Focused efforts to encourage electronic application, including message on digital signature, regular physical presence in public housing communities to support remote engagement.
- Worked with state (VADSS) and local (CCPS, CCFJN, community nonprofit) partners to push out messages about expanded assistance during COVID, including: elimination of interview requirement, supplemental allotments to all open SNAP household, supplemental allotments to all children eligible for free and reduced lunch programs.
- Through the Regional EOC, collaborated with CCFJN to meet the feeding needs of the most vulnerable in our community.
- Established a professional development goal for each department employee to participate in at least 12 hours of cultural humility training per year.
- Active participation in the Trauma Informed Community Network, including the steering committee
- Active participation in the Map to Health process. Established informal feedback loops via staff participation Residents Services Committee, Crescent Hall Relocation staffing committee, TJACH Service Provider Council and Community Case Review, Prisoner Reentry Steering, Committee and Community Council

RECOMMENDATIONS:

- ✓ The Local Agency Profile Report published on the agency webpage includes SNAP caseload composition by race. The Department is still working to establish a process for regular reporting and analysis of applications and eligibility determinations by race.
- ✓ The Department actively collaborates with community partners through TJACH, Prisoner Reentry, TICN, MAPP to Health, Parks and Rec Scholarship program, Charlottesville City Schools, Charlottesville Redevelopment and Housing Authority
- ✓ Agency staff continue to be active with the Virginia League of Social Services Employment Services and Legislative Committees and the Benefit Programs of Virginia Organization Benefit Programs Committee. These professional organizations develop statewide advocacy and legislative initiatives.

Food Equity Profile & Recommendations

Public Works Climate Protection

PW alignment with CFJN Equity Framework and Advocacy Issue Areas



Public Works Climate Protection Food Equity Vision Statement

As the city continues to develop rapidly, it is necessary that the City connects with the community to understand how low-income communities connect with food and how the City can maintain those relationships through protection of urban agriculture and infrastructure as our environment undergoes drastic change. As a community cultivating a climate resilient food system, this means proactively addressing these changes through policy.

“What is the experience for an individual, the buildings that they occupy, and their access to transportation around them? From an urban planning perspective - if there are choices that would impact citizens' ability to live a healthy life - how do we work in the city to make those choices easiest for all, not just the lucky ones.”

– Susan Elliott, Climate Protection Program Manager, Public Works

Food Equity Goals

- #1 Increase the presence and participation of community voices in climate protection conversations, especially those from marginalized, vulnerable communities.
- #2 Strategize avenues to make climate protection services (e.g. insulating your home) as well as resources to enhance community resiliency equitably accessible to all residents regardless of race or income.
- #3 Collaborate with partners to cultivate a deeper understanding of food equity practices for community resilience.

Food Equity Recommendations

1. Incorporate food equity in the draft Climate Action Plan as a vulnerability of the effects of climate change, so that the City can prioritize food access as a target and develop specific strategies to enhance and sustain our food system.
2. Include food planning in the Environmental Chapter within the City's Comprehensive Plan to make food a key component of the City's planning and regulations as it relates to environmental sustainability and enhance relationships with other City departments doing similar work.
3. Utilize a community-based approach that leverages public and private organizations as well as resident leadership in understanding how community needs connect with the City's environmental priorities.
4. Establish a local tax incentive to encourage green roofs (gardening) as an investment in self-sufficient food production for low-income residents.
5. Cultivate deeper partnerships with Charlottesville Food Justice Network Partners in order to develop food equity practices and frameworks for advancing climate protection for local food system resilience.

Supporting Partners

Neighborhood Development Services | Parks and Recreation | Cultivate Charlottesville Food Justice Network | Environmental Protection Agency (Regional Reps.) | C3 | UVA Office of Sustainability | Institute of Environmental Negotiation & Engagement | UVA Food Sustainability Task Force

FY20 ACTIONS TOWARDS RECOMMENDATIONS

GOALS

- Equity is identified as a core topic to be addressed in the Climate Action Plans mitigation & adaptation) and will be structurally incorporated into the plan development process and content. Equity values identified for the mitigation plan will be re-visited during the adaptation planning process. (6-month horizon beginning October 2020 includes a draft mitigation plan and initiating process for adaptation planning)
- Per City Council resolution (Jul19), the climate action plan will address equity in regards to community sectors and sub-goals and is being structured in response to this aim.
- Attend the November 2020 Soul Fire Farm Uprooting Racism training

RECOMMENDATIONS

1. Food equity is one vulnerability that could be identified during the Climate Adaptation Plan development process. The process will have a steering or advisory committee. Food equity representative(s) will be invited to be part of such a group.
2. Included in the proposed November 2018 Comprehensive Plan draft of the Urban Environmental Sustainability chapter is a section addressing a Resilient Local Food System with the overarching goal to “Increase resiliency of and opportunities for local food systems and urban agriculture” supported by four sub-goals. Staff support the currently underway Comprehensive Plan process to incorporate such language in the upcoming drafts as well.
3. Opportunity remains here for future efforts, perhaps as an extension of the above Food Equity Goal 3, as working with partners to develop the community-based approach would be helpful.
4. In accordance with the authority given to Charlottesville by the Code of Virginia, Charlottesville enacted a permit fee rate reduction for green roofs in April 2009. The definition of a qualifying “green roof” is defined in the state code. Green roofs for gardening that meet the state's definition would be eligible for this rate reduction as well.
5. It is anticipated that deeper partnerships will be developed through Climate Protection staff attending the November 2020 Soul Fire Farm Uprooting Racism training and the upcoming climate action/adaptation discussions.

Food Equity Profile & Recommendations

Parks and Recreation: After School Programs

P&R alignment with CFJN Equity Framework and Advocacy Issue Areas



Parks and Recreation Food Equity Vision Statement

After school feeding programs are underfunded and not reaching all eligible participants because there are not enough staff members and resources to supply for all eligible children. The reimbursement processes for after school feeding programs and summer feeding programs are different, and food for both is lacking in nutritional value and standards. Increasing the funding, staff, and standards for after-school and summer feeding programs will create a more efficient, far reaching system of food security for Charlottesville youth and children, putting a greater burden on our City to promote and protect community food security assets

“No kids hungry. No kid should be denied access to food. However that looks and in whatever interpretation we’d like to see it from, we’re striving to make sure all kids have access to meals in our afterschool and summer programming.”

– Riaan Anthony, Manager
Parks and Recreation

Food Equity Goals

#1

Intentionally integrate food equity practices within all Parks & Rec programs.

#2

Redesign standards, funding, and protocols for after school feeding programs in order to increase participation and capacity to serve a larger portion of the youth community facing food insecurity.

#3

Increase access to nutritious food and meals while developing financial sustainability for program longevity.

Food Equity Recommendations

1. Build partnership with Charlottesville City Schools and PB & J Fund to assist in updating policy to raise the local standards for food served at after school and summer meal programs and to increase education around food and nutrition.
2. Increase feeding program staff and establish staff procedures to increase the safety and wellbeing of workers while expanding the capacity of the meal programs to increase participation.
3. Develop new source of sustainable funding, in order to streamline summer and after school meal programs at the same reimbursement model and increase student participation to decrease hunger out of school.
4. Support the creation and implementation of an evaluation and outreach plan to establish goals of meal programs, track progress, and expand program participation through a marketing strategy.

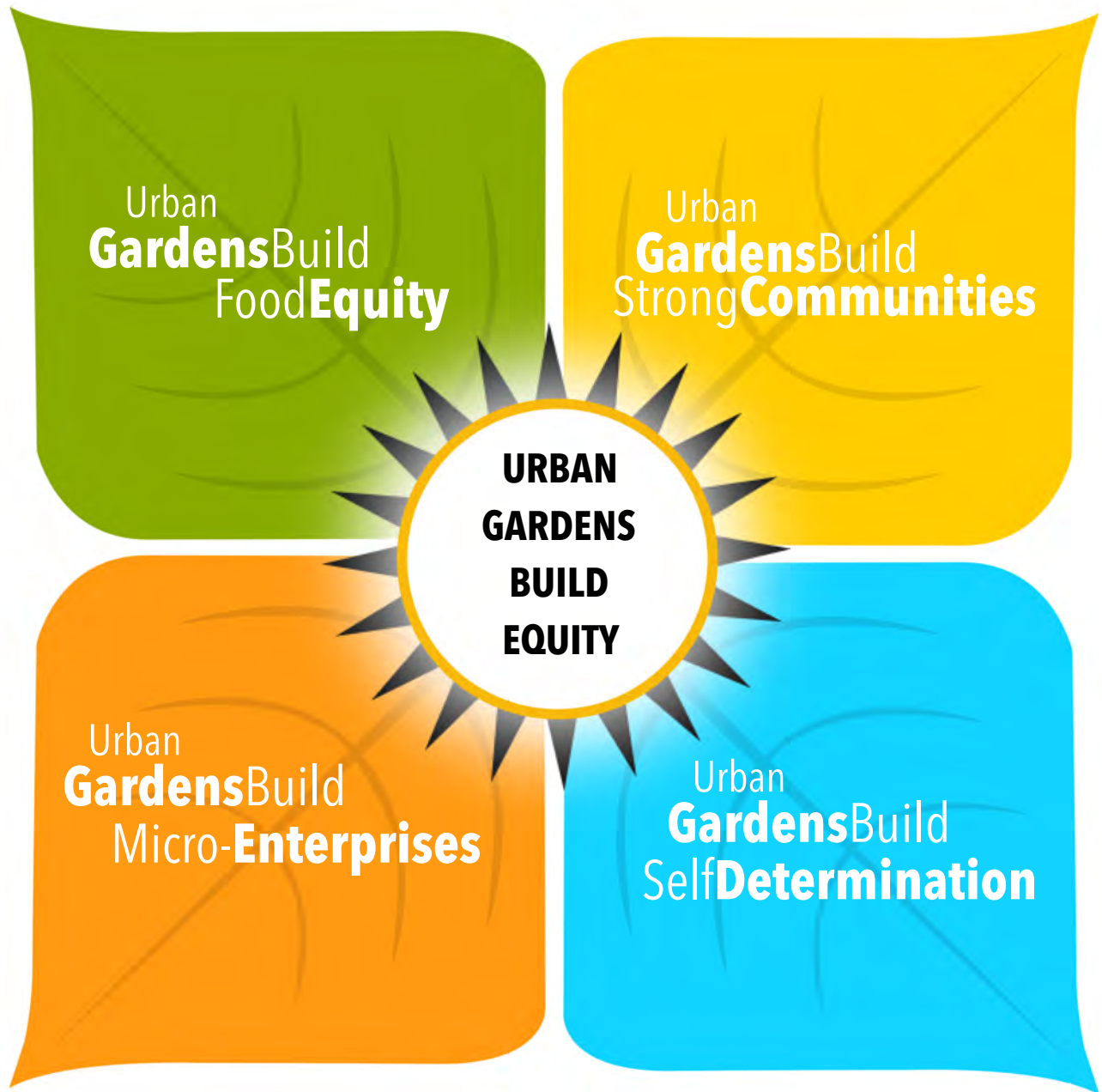
FY20 ACTIONS TOWARDS RECOMMENDATIONS

1. Due to COVID-19, Charlottesville City Schools maintained the summer meals program. CCS worked with volunteers from Charlottesville Community Cares and Cultivate Charlottesville Staff to ensure program implementation reached as many students as possible. PB&J Fund also launched a weekly grocery delivery service to an average of 600 families. Cultivate Charlottesville worked to provide meals during the school breaks when CCS was not open.
2. Due to COVID-19 we did not get any additional staff but we will put in a request again.
3. Cultivate Charlottesville received funding at the Federal (USDA Community Food Projects), State (Virginia Foundation for Healthy Youth), and local (CACF Shaping Futures) level to implement the five year plan for healthy school meals. These funds do not focus on summer and after-school meals they will help to increase participation in school meals.
4. We developed an app with our IT development to track participation and it is working very well.

Supporting Partners

Charlottesville City Schools | Blue Ridge Area Food Bank | Piedmont Housing Alliance | Greenstone on 5th | Charlottesville Redevelopment Housing Authority | PB & J Fund | Cultivate Charlottesville Youth Food Justice Interns | Cultivate Charlottesville Food Justice Network Community Advocates

The Future of Urban Agriculture **in Charlottesville**



CITY SCHOOLYARD GARDEN

INTERNATIONAL RESCUE COMMITTEE / NEW ROOTS

URBAN AGRICULTURE COLLECTIVE OF CHARLOTTESVILLE

CHARLOTTESVILLE FOOD JUSTICE NETWORK

A place for Charlottesville residents to grow food and community, together.



Urban farms and gardens provide food security, community gathering spaces, beautification, and a number of benefits to the environments and people engaged with them. Unfortunately, they are competing for finite space with other critical needs like improved, affordable housing as well as general development pressure. Through housing redevelopment and general private development pressure, several established agricultural locations are either under imminent threat or unsecured.

"We envision affordable living - not just affordable housing in Charlottesville. So for P&R, we see the focus on trails and parks as an equity piece of the puzzle. Making people who walk, ride bikes and buses equally safe, convenient, enjoyable and get you to the right places. And if you can't bring the people to the grocery store, then bring food access to the neighborhoods... for some that's through gardening."

Chris Gensic, Parks & Trails Planner, City of Charlottesville

Food Equity Goals

Cultivate food equity within the urban environmental sustainability space by promoting and preserving permanent land for green infrastructure dedicated to achieving community food security for low-income residents.

Create more equitable processes for acquiring and accessing land/garden rental space.

Promote awareness and utilization of edible trails in Parks & Recreation.

The Urban Agriculture Collective works side by side with residents to grow up to 10,000 pounds of food, annually. In 2019, UACC worked with over 100 resident volunteers and served over 300 families.

In 2020, UACC lost almost 90 percent of its land to housing redevelopment. That's thousands of pounds of food lost and hundreds of families and community volunteers that will be affected.

City park land offers the opportunity to provide greens-space for urban agriculture in Charlottesville.

The big picture.

An overview of urban agriculture in Charlottesville.

Current Landscape

Today the urban agriculture landscape of Charlottesville consists of a patchwork of public and private land, as well as an assortment of more and less organized systems that support it. The most prominent and recognizable include the City's three garden rental spaces located in flood plain and one city park; City Schoolyard Garden which hosts gardens and garden programs at 8 public schools, the Urban Agriculture Collective's remaining garden that supplies many low income families with fresh food at no cost in the growing season; and the International Rescue Committee's five New Roots garden spaces geared toward providing growing space for home and market use for Charlottesville's refugee population. Other spaces include gardens at Trinity Episcopal Church, individual garden plots in the Westhaven originally sponsored by the University of Virginia student-led project called Growing for Change; Casa Alma, a Catholic Worker community that includes an urban farm; as well many private gardens, shared private spaces and unofficial arrangements between individuals.

The Urban Agriculture Collective of Charlottesville

UACC's mission statement is, "We believe that working together to grow and share healthy food helps cultivate healthy communities." This local urban farm began as a community action in 2012. It grew out of the 2007 Quality Community Council's Farm Initiative. The catalyst for the creation of the farm was to build bridges between Charlottesville neighborhoods where people from across the socio-economic spectrum could grow good food and healthier communities together. In 2019 UACC managed about an acre of land – across three gardens - located adjacent to the public and subsidized housing communities they served.

Operating in the non-profit space, UACC relies on community volunteers to support the work of its small staff. Historically UACC has grown between 8,000 and 10,000 pounds of produce per year. That food is distributed, free of charge, to residents every Friday on Market Days during the growing season.

In 2020, after the loss of two of its gardens as part of Charlottesville's housing redevelopment effort, UACC retains 4,400 square feet of land under management at Sixth Street

and Monticello. 2020 will be the last season for this small garden, which is slated for redevelopment in 2021.

The IRC New Roots Program and the Refugee Community

Charlottesville's refugee residents have and continue to be actively involved in urban agriculture in Charlottesville and the surrounding area primarily through the International Rescue Committee's (IRC) New Roots Program. The IRC is Charlottesville's only resettlement agency, helping 200+ people each year resettle to the area and serving roughly 800 people annually through its case management, employment, education and other programming.

New Roots was established in 2011 and works with Charlottesville's refugee and SIV* community in support of their community connection, wellness and household economics through food and agriculture. The IRC operates 5 gardens with 1-acre total in production. Sites are rented at a reduced rate or provided for free. The IRC provides technical assistance and currently serves 68 refugee and immigrant families, some of whom grow food to sell at the neighborhood market on Michie Drive, adjacent to public housing. IRC staff also help their clients access Charlottesville's public garden rental system, operated by the City's Parks and Recreation Department, and work with Bellair Farm in Southern Albemarle County to link some growers to additional farming space. Two of the five properties cultivated are for sale, three are slated for redevelopment, and one location is in flood way and was severely damaged in 2018. Lack of land tenure in the face of mounting development pressures directly threatens urban farmers ability to grow fresh food for themselves and others.

Both UACC and IRC/New Roots work toward alleviating food insecurity and health disparities around food access, by providing local, affordable, culturally relevant healthy food. Figure 1 below graphically highlights some local statistics around food access, health, and how UACC engages the community to address these problems.

**SIV's are "Special Immigrant Visa" holders who worked with the U.S. Armed Forces or under Chief of Mission authority as a translator or interpreter in Iraq or Afghanistan.*

The big picture.

Challenges for urban agriculture in Charlottesville.

Housing redevelopment

Planning for housing redevelopment in Charlottesville, on both the public (CRHA) and private (PHA) side, has been underway for some time, but in 2020, this work has finally come to fruition. Construction crews will be breaking ground at Friendship Court and at South First Street. Both sites are on ground, once thriving with UACC food production gardens. This classic tug-of-war between urban agriculture and urban development sets up a false dichotomy based on the assumption that urban agriculture and housing are mutually exclusive. They are not. Affordable housing construction and healthy food production, can and do, co-exist, but it requires reimagining urban agriculture as a component of a healthy city.

Lack of long-term land-use agreements

Neither UACC nor IRC/New Roots owns the land that they farm. In the case of UACC, in 2019 their largest parcel of approximately 12,000 sq. ft. of vegetable beds was owned by Piedmont Housing Association (PHA). A second and third parcel, 8000 and 4,400 sq. ft. respectively, are owned by the Charlottesville Redevelopment and Housing Authority (CRHA). At Friendship Court, there is an additional 14,000 square feet of native species beds, an orchard of pear, cherry, plum, persimmon, and paw paws, and a berry garden of blueberries, gooseberries, strawberries, blackberries, and raspberries. All of this fruit is free for residents to pick as they please. When construction of new housing begins, all of these trees, and many of the berry bushes will be lost.

Lack of access to fresh produce for low-wealth residents

There is little doubt that a diet rich in fresh fruits and vegetables is a powerful causative factor in human health. At Myplate.gov, the recommendation is that one-half of the meal plate should be made up of fruits and vegetables. Numerous studies show that fresh produce consumption correlates well with improved cardiovascular function, weight management, and is an excellent source of fiber in the diet.

Sadly, many of our low-wealth residents are missing out on the benefits of fresh fruits and vegetables due to lack of access. The

barriers include cost, proximity to stores where fresh produce is available, and insufficient public transportation. Additionally, many of the children from low-income homes rely heavily on school breakfast and lunch programs. When we combine lack of access with school food programs that rely too heavily on highly processed convenience foods, like cereals and pre-cooked pizza, we can observe a correlative rise in childhood obesity and Type II diabetes.

Lack of long-term land-use agreements

Both the UACC and IRC programs provide a roadmap and a way forward. That road was paved by over 12 years of residents working side by side, in community meetings, and in the fields. In different ways, they both address issues of health disparities, garden-based community building, job training, self-reliance, and entrepreneurship through small-scale food production. But for these programs to have the kind of impact that drives real change, a greater commitment from the city is required. In Charlottesville, both PHA and CRHA have commitments to residents to set aside land for shared garden spaces, but those commitments are in danger of being minimized or lost in the cacophony of the redevelopment effort.

Community gardens often arise as a temporary solution to the long-term problem of equitable access to fresh produce. Typically, they're used as a low-investment land use for a vacant lot until market forces and a bulldozer wipe them out of existence. This two steps forward, two steps back approach to urban agriculture erodes the communities who come to rely on these gardens.

Charlottesville has an opportunity to live up to the City Council's vision statement of "A great place to live for all our citizens," by making a long-term investment in urban agriculture. That investment can be realized by thinking of urban agriculture as a foundational component of a healthy city, embedded in the city plan. Beautiful gardens, healthy food, and better opportunities should not just be for the affluent, but for everyone.

Charlottesville has an opportunity to live up to the City Council's vision statement of "A great place to live for all our citizens."

Case Study: Housing Redevelopment and the UACC Farm Gardens nearly 90 percent of growing space lost in 2020.

The Spaces We Grow

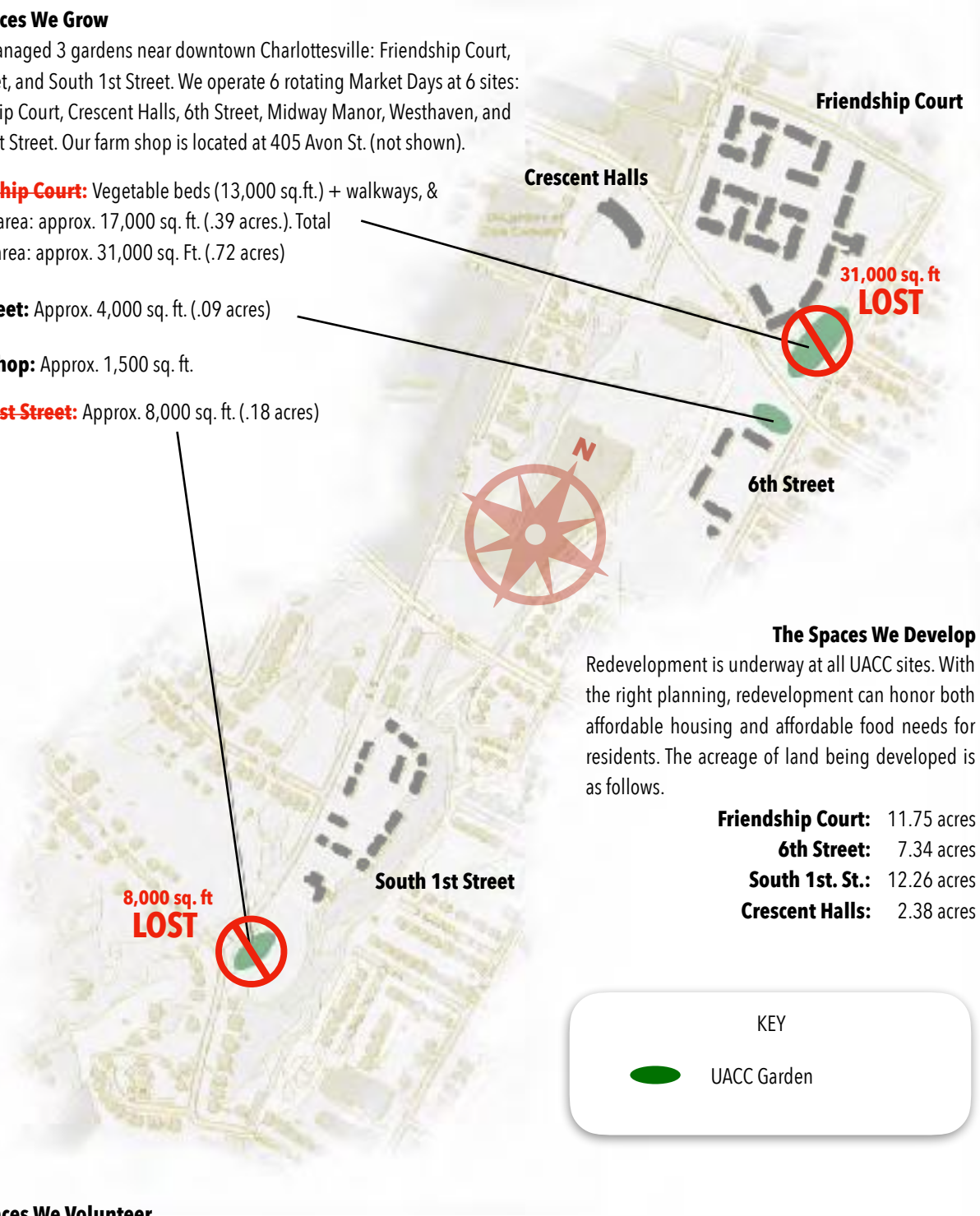
UACC managed 3 gardens near downtown Charlottesville: Friendship Court, 6th Street, and South 1st Street. We operate 6 rotating Market Days at 6 sites: Friendship Court, Crescent Halls, 6th Street, Midway Manor, Westhaven, and South 1st Street. Our farm shop is located at 405 Avon St. (not shown).

Friendship Court: Vegetable beds (13,000 sq.ft.) + walkways, & staging area: approx. 17,000 sq. ft. (.39 acres.). Total garden area: approx. 31,000 sq. Ft. (.72 acres)

6th Street: Approx. 4,000 sq. ft. (.09 acres)

Farm Shop: Approx. 1,500 sq. ft.

South 1st Street: Approx. 8,000 sq. ft. (.18 acres)



Friendship Court

Crescent Halls

31,000 sq. ft LOST

6th Street

The Spaces We Develop

Redevelopment is underway at all UACC sites. With the right planning, redevelopment can honor both affordable housing and affordable food needs for residents. The acreage of land being developed is as follows.

Friendship Court:	11.75 acres
6th Street:	7.34 acres
South 1st. St.:	12.26 acres
Crescent Halls:	2.38 acres

KEY

 UACC Garden

The Spaces We Volunteer

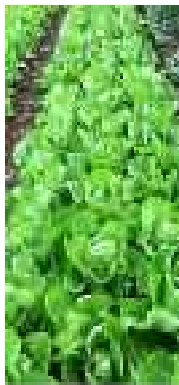
The UACC gardens were created, not just to feed the hungry, but to provide a gathering space to bridge the social, cultural, and economic divides that fragment the city of Charlottesville. To that end, the gardens have been very successful. While our resident customers skew toward middle-age in the 56 - 65+ cohort, our volunteers cover a much broader spectrum, anecdotally

clustering in the 20 - 40 age range. The economic range of our volunteers includes college students, young professionals and families, and retired residents. The UACC Farm Gardens are one of the few places in Charlottesville where such a broad swath of the populace can meet and work toward a common goal.

Case Study: Washington Park, A place for Charlottesville residents to grow food and community, together.

Working with residents, UACC creates opportunities for everyone to have access to fresh produce. **Booker T. Washington Park** has a history of serving the African-American community and is ideally situated as a potential site for a new urban garden. Its central location,

parking, and proximity to diverse neighborhoods ensure that a Washington Park Garden can become a gathering place for residents from across the socio-economic spectrum. A place for people to come together to grow and share healthy food.



Washington visualization



Washington visualization



UACC Market Day



Gardens provide....

- greens-space for residents
- places for residents to grow and share
- incubators for entrepreneurs
- Job training zones
- Opportunities for self determination
- support for food equity
- opportunities for stronger communities
- fresh fruits and vegetables

No-one should have to choose between housing and food
when they can have both.

Charlottesville Neighborhoods by the Numbers



57% students qualify for free and reduced price meals.

37% 3rd & 5th graders classified as overweight/obese.



Black residents are **4 times** more likely to die of diabetes.

Charlottesville Food Insecurity by the Numbers

82% free/reduced Lunch eligibility at Ridge St./10th & Page



15% or 1 in 7 children are unsure of their next meal.

160% increase

In SNAP benefits btw. 2001-2016



Farm Gardens SUPPORT
 Neighborhoods, residents, families
PROVIDE
 Workforce training & education
BUILD
 Healthy communities

380 residents and their families served.



Over **8 tons** of fresh fruits/vegetables grown.



Over **100** volunteers Racially & economically diverse.

UACC by the numbers in 2017

in 40 sq. ft. UACC can grow...

640 carrots or radishes



100 lbs. of sweet potatoes

200 lbs. tomatoes



UACC Farm began as a community action in 2012. It grew out of the 2007 QCC Farm initiative. For 11 years, we have partnered with residents to grow good food and healthier neighborhoods. The **South 1st. Street garden** is an example of that resident-led partnership. In resident surveys, UACC has maintained strong community support.

"We believe that working together to grow and share healthy food helps cultivate healthy communities." #CVilleGardens2020



Gardens also grow...

- Youth leadership
- Places for community gatherings
- Food equity for everyone
- Connections with our history
- Community pride
- Active living and exercise



A way forward.
What Charlottesville can do.

ShortTerm

Cultivate food equity within urban spaces by growing and sharing food in food insecure communities and across the city.

Cultivate food equity within urban spaces by promoting and preserving permanent land dedicated for growing and sharing food in neighborhoods slated for future housing redevelopment.



increase community resident self determination by creating equitable processes for renting city owned community plots.

Integrate food equity practices such as urban agriculture, edible landscaping, and water conservation into city policy including the City's Comprehensive Plan, City Council Strategic Plan and Vision Statement and the Parks and Recreation Strategic master Plan.

LongTerm

Utilize a community-based approach that leverages public and private partnerships as well as resident leadership in conducting an urban agriculture land availability assessment, prioritization and preferred usage.

Update public land policy to require a percentage of land be reserved by the city for urban agriculture and affordable food market vending for communities with food insecurity.

Hire a City of Charlottesville Urban Agriculture Director to manage the intersection of land use, food access and urban agriculture.

What do residents have to say
about urban agriculture in Charlottesville?

BeatriceClark

Resident and UACC Volunteer

"I pick up and deliver vegetables to several of my elderly friends...Some of them have said, 'I can hardly wait until Friday to see what goodies I will be receiving.' "

Gardens Build **Compassion**

DhanSubba

Resident and Farmer/IRC New Roots

"Gardening is a way to maintain my health and be a part of a community."

Gardens Build **Community**

**URBAN
GARDENS
BUILD
EQUITY**

JeniferMinor

Resident and UACC Farm Manager

"In my future I'm thinking about running my own garden, managing my own garden, and my own co-workers. That's my future thought. To get my own garden going, where I can sell my produce and make money off my produce."

Gardens Build **Entrepreneurs**

Gardens Build **Families**

"It's been a great thing. Having access to healthy foods in our community is not always easy."

TamaraWright

Resident, PHA Volunteer, UACC Supporter

What do residents have to say about urban agriculture in Charlottesville?

Five members of the Board and Advisory Council participated in a focus group. Todd Niemeier was also present.

Focus Group Summary

Participants spoke of feeling hungry, relaxed, whole, and a comfortable vibe/sense of community when in the garden. They all spoke of learning about the techniques of gardening and plant care, including how to plant for pollinators, growing berries, growing native plants, and how to plant in this zone.

They also all spoke of eating more veggies, and one person said that she now works to make half her plate vegetables. She elaborated, saying that she was pleased to now know the difference between organic and manufactured food, and how you have to eat organic food more quickly before it spoils.

The participants talked the most about the meaning of the garden for the community, and how it represents the ideal in Charlottesville. They felt full of pride and like they were

Two UACC garden apprentices were interviewed individually.

Interview Summary

One apprentice is a Sophomore at CHS and lives in Friendship Court. He has been a CAYIP apprentice for two summers with the AUCC garden. The other apprentice lives in Friendship Court with her four daughters. She has been a UACC Apprentice for three seasons.

He chose the apprenticeship because it was close to home, keeps him busy and out of trouble. She said it was important to her to give back to the community.

It is peaceful. It keeps him motivated because there's always something that needs to be done. He gets a sense of accomplishment and there's always something different to do. "I can go hours and not even know."

leading by example and providing inspiration in how to have backyard gardens, and that being in the garden represented opportunity, engagement, hope, and health. They felt they were more focused on educating people than actually on food production. One person spoke of expanding her professional/personal networking being in the garden. The members got excited talking about writing their vision down and painting a mural with it on the walls of the gardens. One person talked of her role in fundraising mailings and swooping in at the last minute to help out when needed, but most people were focused on knocking on doors and getting people out, being spokespeople for the garden and public awareness.

The members got excited talking about writing their vision down and painting a mural with it on the walls of the gardens. One person talked of her role in fundraising mailings and swooping in at the last minute to help out when needed, but most people were focused on knocking on doors and getting people out, being spokespeople for the garden and public awareness.

He likes that people in the neighborhood recognize him from the garden and ask him what's going on in the garden. It feels good helping people and being a part of the goodness. A lot of kids come out to the garden to play in the dirt. She can teach what she has learned to others and the kids. She feels confident, and can put her mind to the work. She can be independent and has recently become the assistant farm manager.

Both say the garden really helps the community, and means a lot to the community. Little kids come out to help a lot and parents know they are safe.

Both have tried new foods and learned about healthy eating. He has learned that the things he grows are a lot healthier than the food in the grocery and that most of the things in the grocery are not healthy. Both also look forward to the physical activity – and associated weight loss – that comes with working in the garden in the summer.

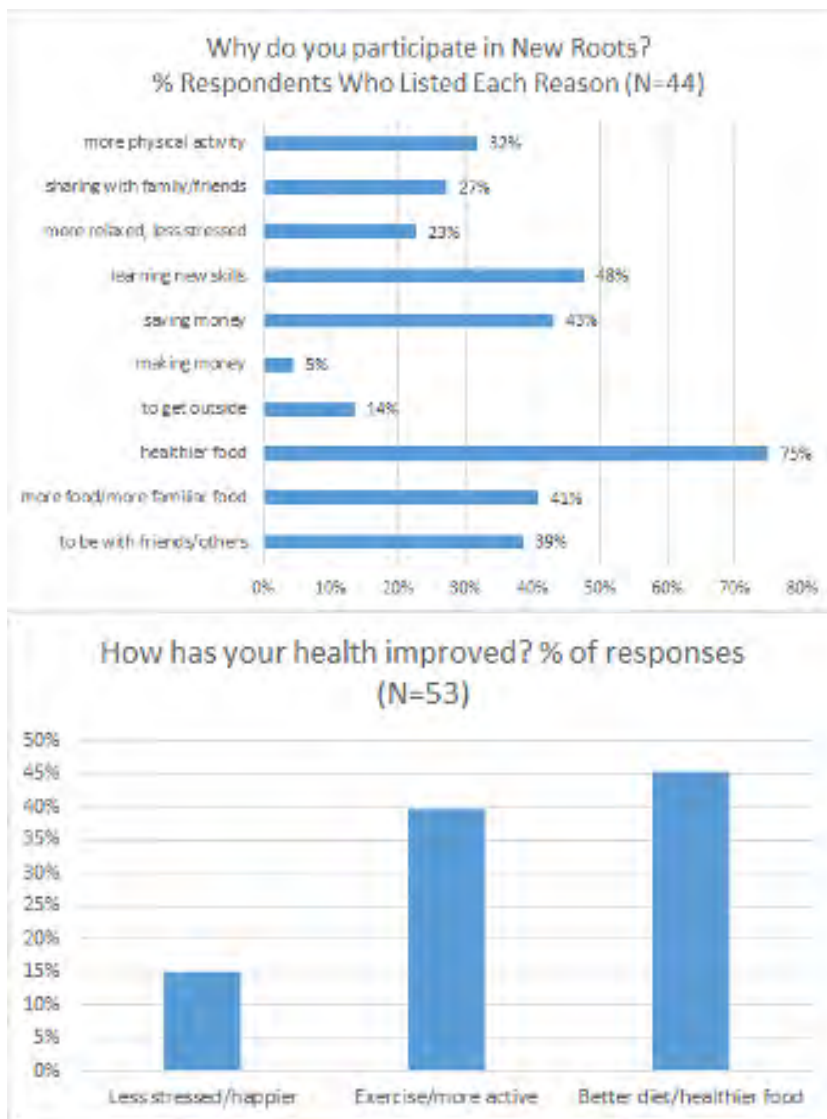
Resident Feedback from an International Rescue Committee/New Roots survey from 2019.

The refugee and SIV community in Charlottesville is estimated at roughly 4000 people, though many of them have since become naturalized citizens. Many of these families, especially those from Afghanistan, Bhutan, Burundi, D.R. Congo, and Myanmar arrived with agrarian skills and desire to continue to exercise those skills for a number of reasons: as a matter of cultural identity; to save money on groceries; to access organic food and varieties of produce not readily available in local stores; and for social and mental health motivations. While

many grow independently at their own homes or those of neighbors, 68 families are active urban growers through the International Rescue Committee's New Roots program (IRC).

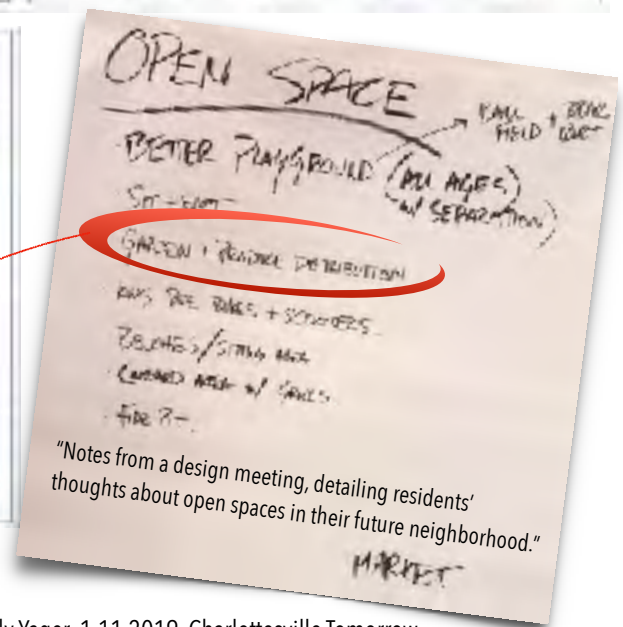
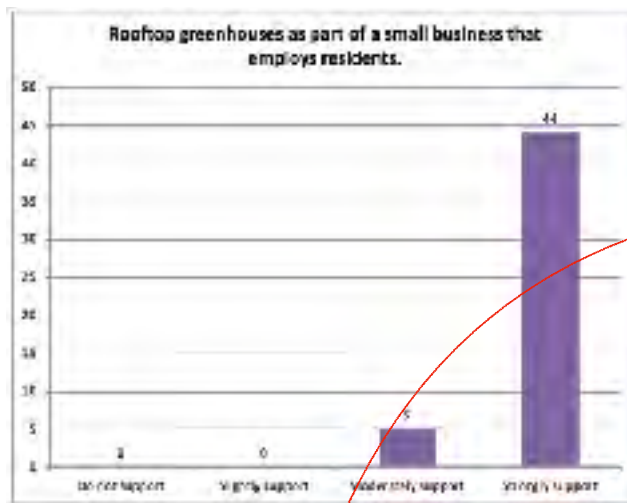
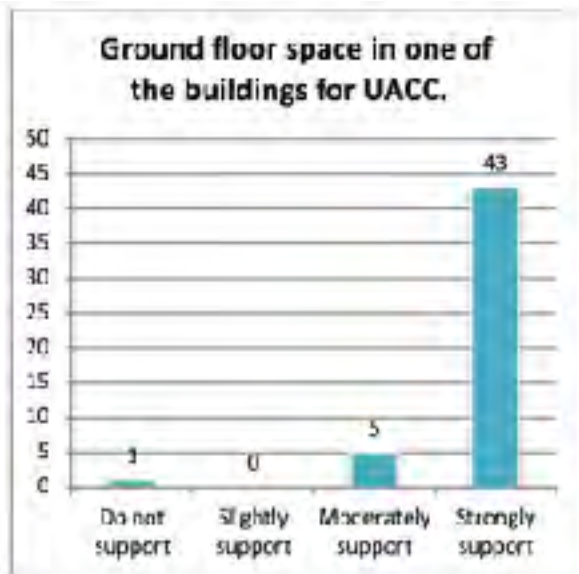
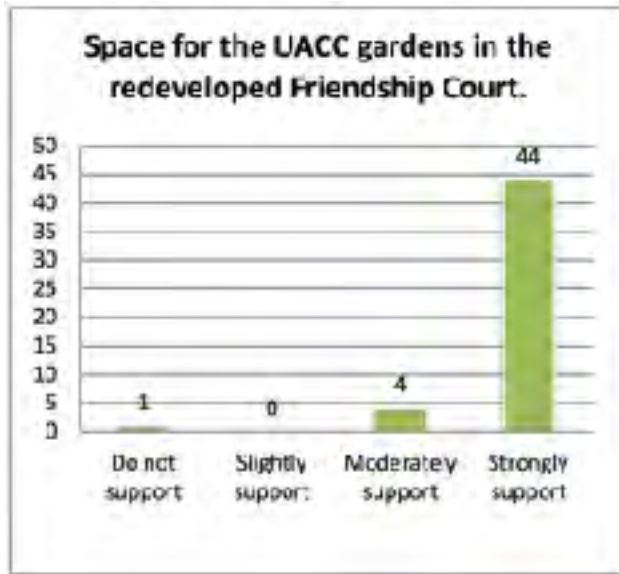
The IRC conducts programmatic evaluations each year to understand the value of land access and urban agriculture for its program participants. From the 2019 surveying of participants we learned:

- Respondents reported saving an average \$411 on groceries per household in the 2019 growing season through their gardens.
- The five "micro-producers" making sales through their gardens grossed nearly \$8000 from less than a half-acre of land.
- Accessing more healthful food, learning new skills, saving money top the reasons that growers participate in the New Roots land access programs (Community Gardening and Micro-Producer Program).



Resident Feedback on Gardens at Friendship Court 2017 UACC Redevelopment Survey Results

In March of 2017, UACC asked 49 Friendship Court residents to rate their support for three ideas related to UACC's role in the redeveloped community. - Survey conducted by Todd Niemeier



"Notes from a design meeting, detailing residents' thoughts about open spaces in their future neighborhood."

Image comes from "The Reimagining of Friendship Court," by Jordy Yager, 1.11.2019, Charlottesville Tomorrow.

UACC Friendship Court Redevelopment Survey

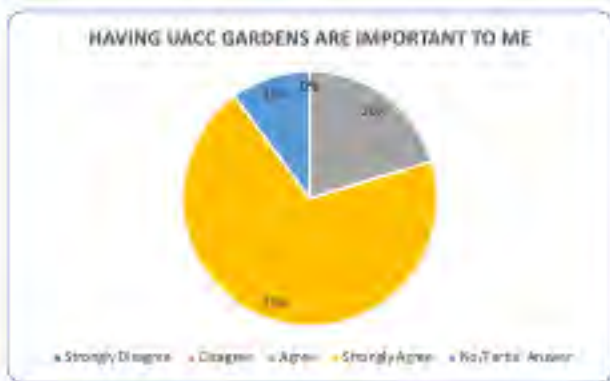
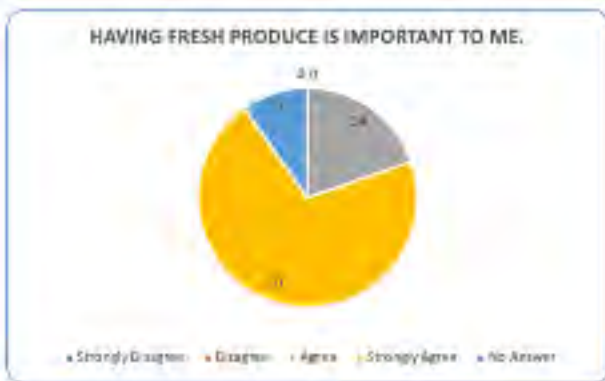
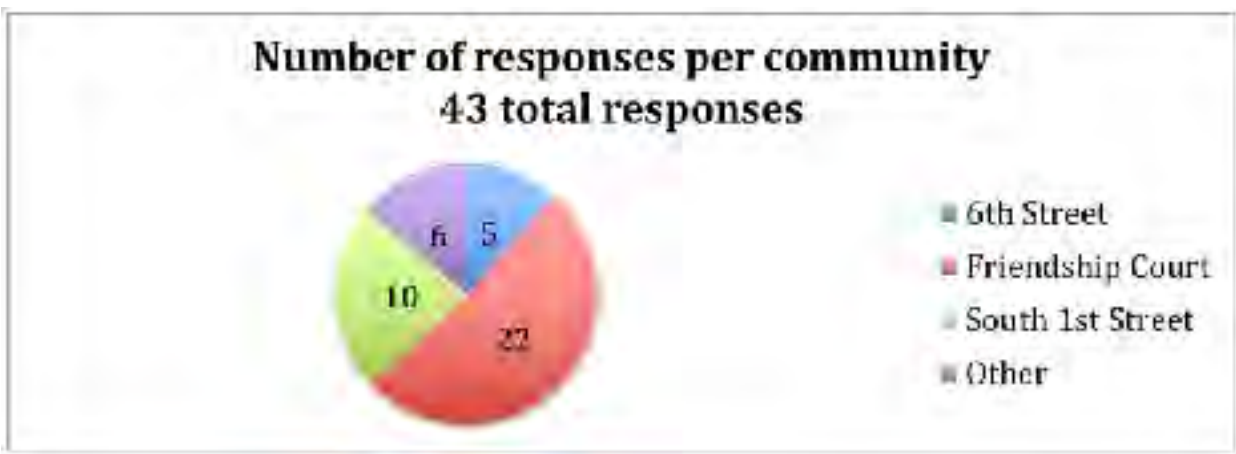
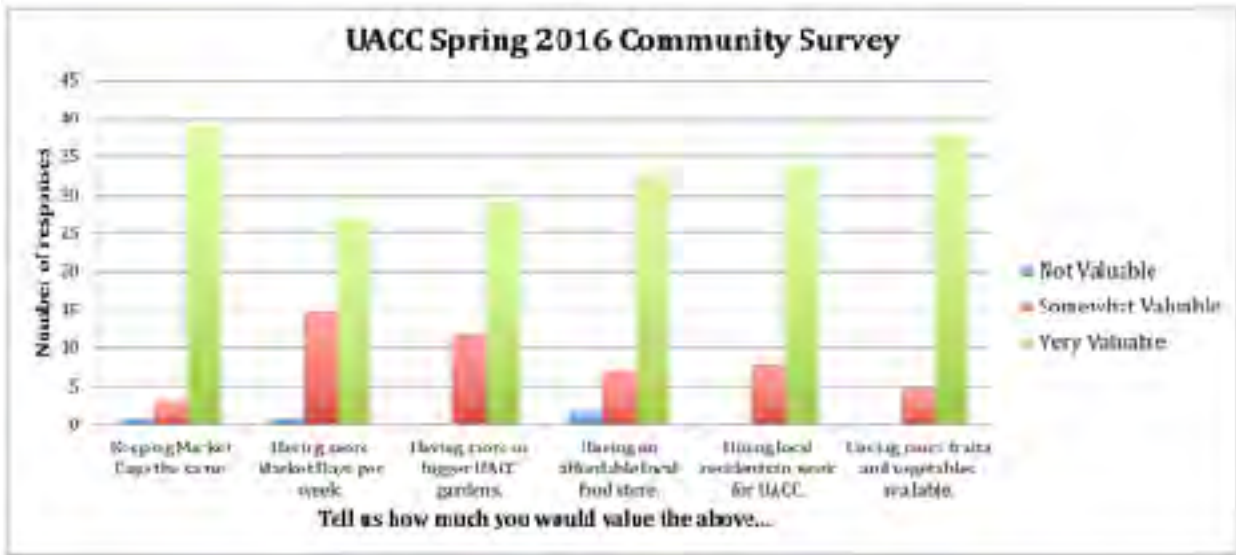
Page _____ of _____

As redevelopment approaches Friendship Court, UACC would like to know how best to continue to serve your community. Please tell us how much you support the following ideas about the future of UACC at Friendship Court.

0 = Do not support 1 = Slightly support 2 = Moderately support 3 = Strongly support

#	DATE	APT.	NAME (optional)	Space for the UACC gardens in the redeveloped Friendship Court.	Ground floor space in one of the buildings for UACC to store equipment, grow seedlings, and distribute produce from the gardens.	Rooftop greenhouses as part of a small business that employs residents.
				0 1 2 3	0 1 2 3	0 1 2 3

What Residents Value. 2019/2016 UACC Survey Results.



Results of a 2019 Market Day survey of 71 resident-customers. 90% of people surveyed either agreed or strongly agreed with the above statements.

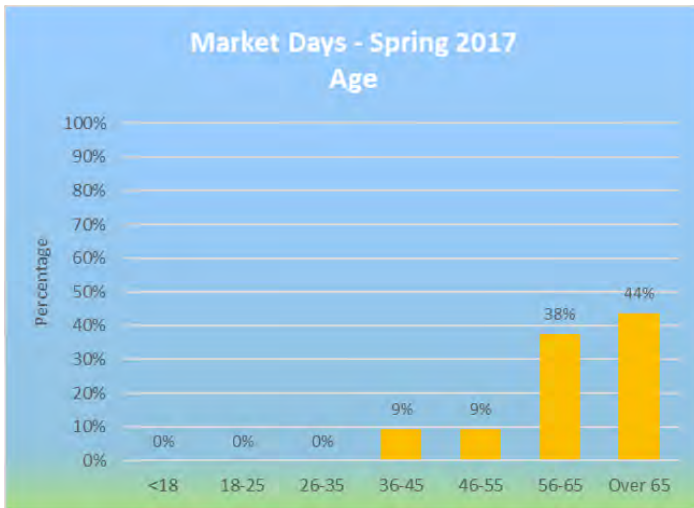
Market Day Resident Survey Data

The community speaks

Market Day Data

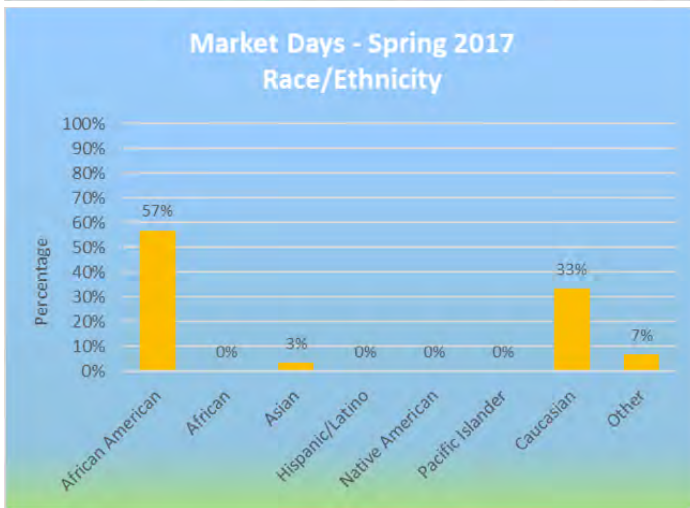
- Survey conducted by Todd Niemeier

There have been 21 Market Days between 5/12/17 and 9/29/17. In total 337 people have come to Market Days to receive food. 37 people completed surveys. All but one respondent was female. As a note, in March 2017, UACC went door-to-door in Friendship Court to ask folks their opinions about including a community garden in the redevelopment. **UACC collected 49 surveys, and 44 strongly agreed, and another 4 agreed, that a community garden should be included in the redevelopment.** Only one person said they strongly disagreed that a community garden should be included.



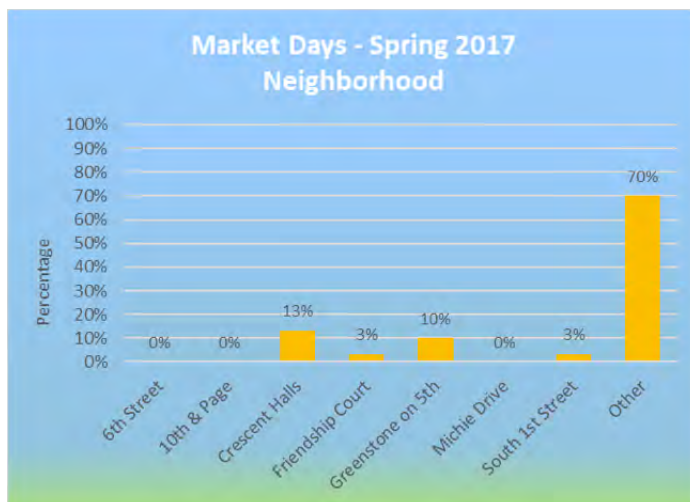
Graph Summary: Most people (825) completing surveys at Market Days are over the age of 55. When interviewed, UACC Board members said this graph reflected the age distribution, as they have seen it, at Market Days.

Flashback July-September 2015: People who come to Market Days tend to be 45 or older (80% 45 or older). The largest groups are aged 45-54 (29%) and over 65 (37%).



Graph Summary: More than half (57%) of Market Day survey respondents were African American and another third (33%) were Caucasian.

Flashback July-September 2015: People who come to Market Days are most often African American (57%) and White/Caucasian (29%).



Graph Summary: Most (70%) of Market Day survey respondents came from outside the core of the lower-income neighborhoods.

Flashback July-September 2015: 53% of Market Day survey respondents came from "other" neighborhoods.



Graph Summary: People were most likely coming to their first season on Market Days (45% first time or <6 months), or had been coming for more than 2 years (48%).

Flashback July-September 2015: People who come to Market Days tend to come for less than 3 months (48%) or for years (44%). It seems like people come one season and then not usually again, or come season after season.



Graph Summary: 77% of people come to Market Days 3 to 4 times per month.

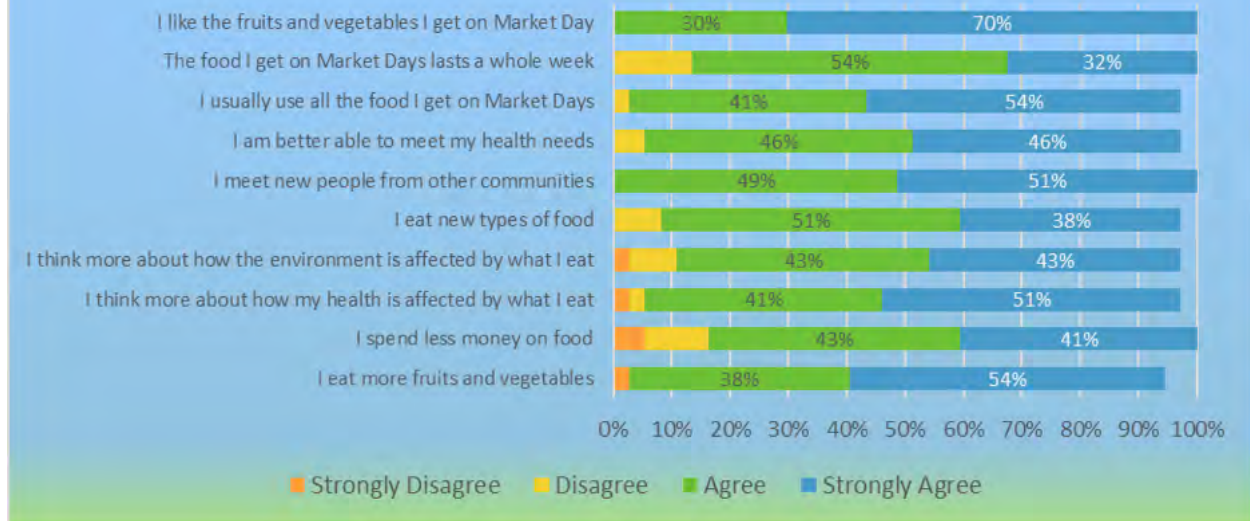
Flashback July-September 2015: Almost half of the people come to Market Days every week (47%).



Graph Summary: 78% of people have an excellent experience at Market Day, and another 22% rate it as good. No one reported having a fair/poor experience.

Flashback July-September 2015: The vast majority of people have excellent experiences at Market Days (78%). 95% have excellent or good experiences.

Market Day Surveys Spring 2017



Graph Summary: Overall, there were very few negative comments about Market Days, with 100% of people saying they like the food they get. 92% said that it helps them eat more vegetables (89% say they eat new types of food), and 95% said that they eat all the food they get on Market Days. 86% said the food lasts them all week. 100% says that they meet new people from other communities on Market Days. 84% say that Market Day helps them spend less money on food, and 92% are better able to meet their health needs. Most people also think more about how their eating affects the environment (86%), and about how their health is affected by what they eat (84%).

Flashback July-September 2015: People report Market Days very often help them meet new people and eat more fruits and vegetables (75%). They also share what they get (97%), try new ways of eating the food they get (94%), and know more about how what they eat affects the environments (97%). They are better able to provide healthy food to their families (94%), and spend less on food (94%). At least 80% of people report eating less packaged and fast food, as well as eating new types of food. Everyone meets people from different races or ethnicities from themselves.

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	November 14, 2020
Action Required:	Report to Council
Presenter:	John Blair, Acting City Manager Ryan Davidson, Senior Budget and Management Analyst
Staff Contacts:	Ryan Davidson, Senior Budget and Management Analyst
Title:	City Financial Snapshot Report for October 2020

Background:

Through discussions with the City Council, the City Manager has arranged to provide periodic financial reports. These reports will be provided on a monthly basis, at the second regular Council meeting of each month.

Discussion:

The attached report provides a financial snapshot of the General Fund revenues and expenditures, as well as the revenues and expenditures for the Utility Funds (Gas, Water, Wastewater, and Stormwater).

Alignment with City Council’s Vision and Strategic Plan:

The project supports City Council’s “Smart, Citizen-Focused Government” vision. It contributes to Goal 5 of the Strategic Plan, be a Well-Managed and Responsive Organization, and objective 5.1, to integrate effective business practices and strong fiscal policies.

Community Engagement:

This report is to provide the City council and the community a report on the City General Fund finances through October 31, 2020

Budgetary Impact:

This has no impact on the General Fund. This is only a report of what has been collected and spent through October 31, 2020.

Recommendation:

Review of Report

Alternatives:

N/A

Attachments:

Council Financial Snapshot Report for F.Y. 2021 through October 31, 2020

October General Fund Revenue Summary

Fiscal Year 2021

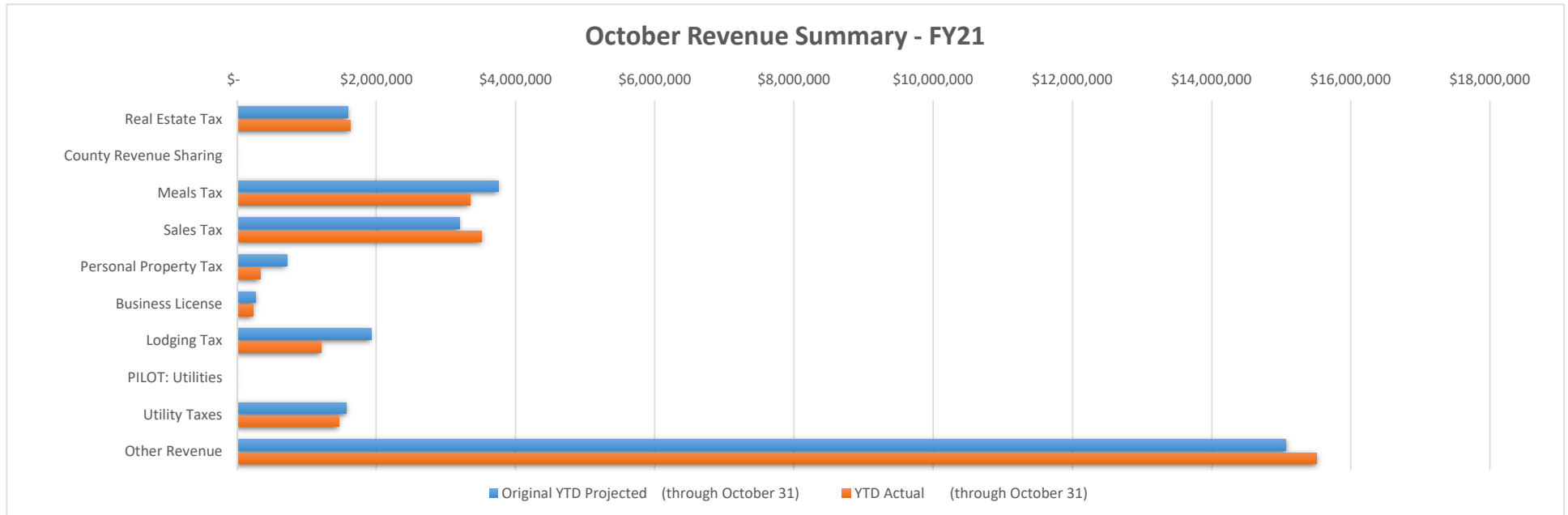
Actuals from July 1, 2020 - October 31, 2020

Major Revenue Streams	FY21 Original Budget	FY21 Revised Annual Projections	\$ Change		Original YTD Projected (through October 31)	YTD Actual (through October 31)	% of FY21 Budget Collected
			(Original Adopted to Revised)				
Real Estate Tax	\$ 78,353,270	\$ 78,175,000	\$ (178,270)		\$ 1,591,569	\$ 1,625,255	2.07%
County Revenue Sharing	\$ 14,589,313	\$ 14,589,313	\$ -		\$ -	\$ -	0.00%
Meals Tax	\$ 14,295,064	\$ 12,288,232	\$ (2,006,832)		\$ 3,756,686	\$ 3,342,702	23.38%
Sales Tax	\$ 11,504,331	\$ 11,800,000	\$ 295,669		\$ 3,193,748	\$ 3,514,459	30.55%
Personal Property Tax	\$ 9,800,000	\$ 9,600,000	\$ (200,000)		\$ 713,035	\$ 325,275	3.32%
Business License	\$ 6,225,000	\$ 6,225,000	\$ -		\$ 266,001	\$ 230,862	3.71%
Lodging Tax	\$ 6,282,721	\$ 4,420,000	\$ (1,862,721)		\$ 1,923,273	\$ 1,207,500	19.22%
PILOT: Utilities	\$ 6,091,667	\$ 6,091,667	\$ -		\$ -	\$ -	0.00%
Utility Taxes	\$ 5,024,112	\$ 5,024,112	\$ -		\$ 1,570,035	\$ 1,456,601	28.99%
Other Revenue	\$ 39,030,395	\$ 38,051,963	\$ (978,432)		\$ 15,068,184	\$ 15,506,210	39.73%
Total	\$ 191,195,873	\$ 186,265,287	\$ (4,930,586)		\$ 28,082,531.50	\$ 27,208,864.55	14.23%

"Big 9" Revenue (revenues exceeding \$5 Million) comprise 80% of total City Revenue

"Other Revenue" will be irregular due to one-time and quarterly payments, as well as end-of-year accruals

All revenues are compared to a detailed year to date revenue projection



October General Fund Revenue Summary Narrative

Real Estate Tax revenue was slightly reduced based upon revised collections rates experienced for the second half of FY20 and assuming collection rates for FY21 would mirror the FY20 collection rates.

Meals Tax revenue projections for FY21 Meals Tax were based upon projected recovery rates that exceeded the current rate of recovery. Revised recovery rate projections do not anticipate returning to 100% of previous years collections until the beginning of FY22. A portion of this revenue, 1 cent or 1/6 of the total collected is dedicated to pay for debt service. The decrease in this designated portion will result in a corresponding expenditure decrease of the same amount in the Transfer to Debt Service.

Sales Tax has performed better than anticipated for the beginning of FY21. Revised revenue projections reflect the increased collections to date and a slightly more conservative recovery rate for the remainder of the fiscal year.

Personal Property Tax based upon revised book values and collection history for FY20 this revenue projection was reduced by \$200,000 for FY21.

Lodging Tax revenue projections for FY21 Lodging Tax were based upon projected recovery rates that exceeded the current rate of recovery. Revised recovery rate projections do not anticipate returning to 100% of previous years collections until after the beginning of FY22.

Other Revenue - the decrease in the projections for Other Revenue can be explained by a decrease of \$650,000 in Parks and Recreation Revenue due to continued closure of facilities; a loss of \$205,223 in State Recordation Tax revenue due to the General Assembly reallocating those funds to the Hampton Roads area; a \$550,000 decrease in the transfer from the Parking Fund; and an increase in Building an Other Permit revenue.

October General Fund Expenditure Summary

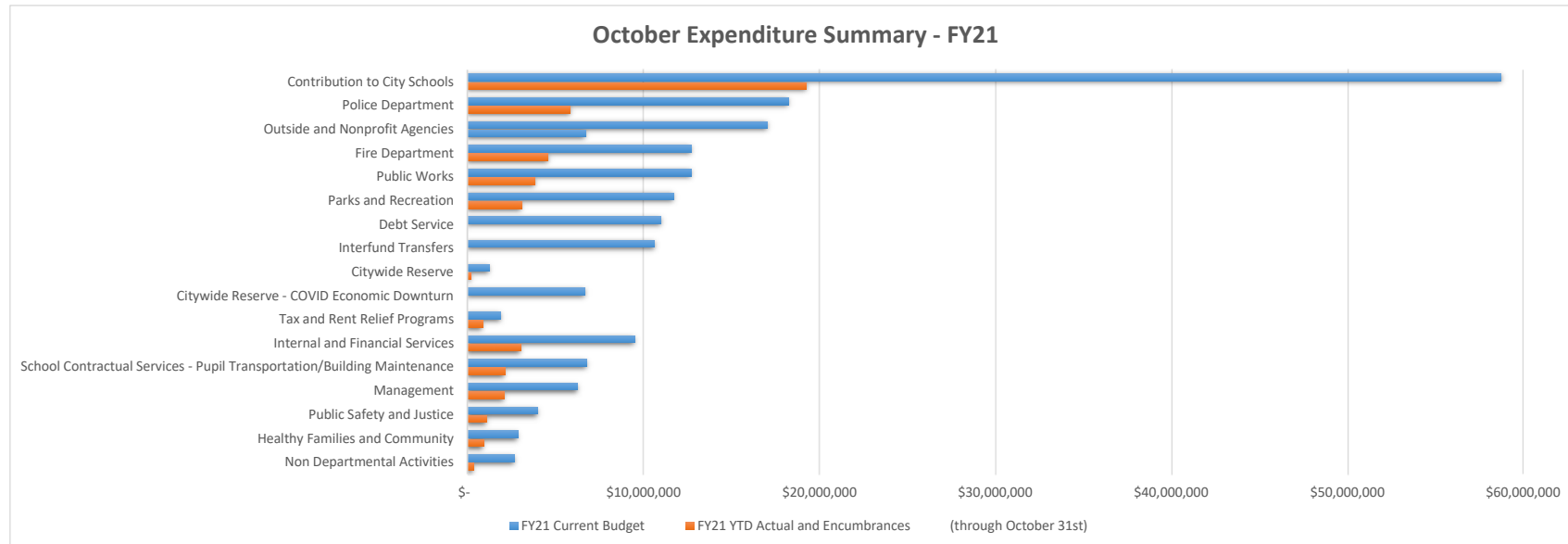
Fiscal Year 2020-21

Actuals through October 31st - Period 4 of 12 or 25% of fiscal year.

Major Expenditure Categories	FY21 Original Budget	FY21 Current Budget	FY21 YTD Actual and Encumbrances (through October 31st)	FY21 Remaining Available Annual Budget (through October 31st)	% of FY21 Budget Utilized
Contribution to City Schools	\$ 58,709,623	\$ 58,709,623	\$ 19,278,208	\$ 39,431,415	32.84%
Police Department	\$ 18,017,555	\$ 18,254,682	\$ 5,840,903	\$ 12,413,779	32.00%
Outside and Nonprofit Agencies	\$ 16,798,273	\$ 17,048,273	\$ 6,712,459	\$ 10,335,814	39.37%
Fire Department	\$ 12,539,795	\$ 12,724,350	\$ 4,597,851	\$ 8,126,499	36.13%
Public Works	\$ 12,531,690	\$ 12,711,882	\$ 3,840,274	\$ 8,871,608	30.21%
Parks and Recreation	\$ 11,535,820	\$ 11,728,004	\$ 3,051,868	\$ 8,676,136	26.02%
Debt Service	\$ 11,013,359	\$ 11,013,359	-	\$ 11,013,359	0.00%
Interfund Transfers	\$ 10,638,085	\$ 10,642,622	-	\$ 10,642,622	0.00%
Citywide Reserve	\$ 250,000	\$ 1,238,730	\$ 176,184	\$ 1,062,546	14.22%
Citywide Reserve - COVID Economic Downturn	\$ 6,674,971	\$ 6,674,971	-	\$ 6,674,971	0.00%
Tax and Rent Relief Programs	\$ 1,895,000	\$ 1,895,000	\$ 839,881	\$ 1,055,119	44.32%
Internal and Financial Services	\$ 9,458,988	\$ 9,495,351	\$ 3,011,398	\$ 6,483,954	31.71%
School Contractual Services - Pupil Transportation/Building Maintenance Management	\$ 6,788,910	\$ 6,800,332	\$ 2,115,565	\$ 4,684,767	31.11%
Management	\$ 5,493,231	\$ 6,251,868	\$ 2,077,966	\$ 4,173,902	33.24%
Public Safety and Justice	\$ 3,705,176	\$ 3,978,942	\$ 1,075,729	\$ 2,903,213	27.04%
Healthy Families and Community	\$ 2,650,095	\$ 2,847,644	\$ 892,919	\$ 1,954,725	31.36%
Non Departmental Activities	\$ 2,495,302	\$ 2,673,058	\$ 325,266	\$ 2,347,791	12.17%
Total	\$ 191,195,873.00	\$ 194,688,690.66	\$ 53,836,471.17	\$ 140,852,219.49	27.65%

Notes:

Current Budget includes the Original FY21 Adopted Budget as well as FY20 preliminary carryovers.



October General Fund Expenditure Summary Narrative

Outside and Nonprofit Agencies includes payments to all Vibrant Community fund Agencies, Arts and Culture Agencies, Contractual Agencies including JAUNT and JMRL, and all Organizational Memberships and Agency dues. Actuals to date are above 33.3% due to reflecting both the first and second quarter payments for several outside human service agencies.

Interfund Transfers contains all General Fund transfers to other funds including transfer to Transit, Transfer to Social Services and Human Services, Transfer to Capital Improvement Program, Transfer to Facilities Repair Fund, and Transfer to CSA. These transfers and payments are typically made as one time payments at either the end of the second quarter or beginning of the third quarter.

Internal and Financial Services includes the General Fund portions of Finance and Information Technology, and the Office of the City Treasurer, Commissioner of Revenue's Office, and Human Resources.

Citywide Reserve includes \$250,000 for performance agreements, and \$988,730 in other reserve funding some of which is previously appropriated and designated for specific purposes, such as the Citywide 800MHz radio replacements.

Citywide Reserve - COVID Economic Downturn includes \$6.67M in COVID downturn reserve funding that was originally the cash transfer to the CIP from the General Fund.

Rent and Tax Relief includes all rent and tax relief programs for the City including the Charlottesville Housing Affordability Tax Grant Program (CHAP). Actuals to date include approximately half of the CHAP program allocation for FY21.

Management includes City Council, Council Strategic Initiatives, City Manager's Office, Redevelopment and Housing, Economic Development, Communications, City Attorney, and the Office of the General Registrar.

Public Safety and Justice includes the operations for Circuit Court, General District Court, Juvenile and Domestic Relations Court, Commonwealth Attorney, and City Sheriff.

Healthy Families and Community includes Neighborhood Development Services and Office of Human Rights.

Non Departmental Activities include Citizen Engagement, Police Civilian Review Board, Participatory Budgeting, Strategic Planning, Employee Compensation and Training, and grant matches for the Food Equity Program and Virginia Juvenile Community Crime Control Act.

Utility Fund Revenue and Expenditure Summary

Fiscal Year 2020-21

Actuals through October 31st - Period 4 of 12 or 33.3% of fiscal year.

Gas Fund	FY21 Original Budget	FY21 Current Budget	FY21 YTD Actual and Encumbrances (through October 31st)	FY21 Remaining Available Annual Budget (through October 31st)	% of FY21 Budget Utilized
Gas Fund Revenue	\$ 27,081,999	\$ 27,081,999	\$ 4,045,281	\$ 23,036,718	14.94%
Gas Fund Expenditures	\$ 27,873,698	\$ 29,434,341	\$ 6,835,679	\$ 21,038,019	24.52%

Water Fund	FY21 Original Budget	FY21 Current Budget	FY21 YTD Actual and Encumbrances (through October 31st)	FY21 Remaining Available Annual Budget (through October 31st)	% of FY21 Budget Utilized
Water Fund Revenue	\$ 18,279,490	\$ 18,279,490	\$ 5,194,227	\$ 13,085,263	28.42%
Water Fund Expenditures	\$ 17,272,327	\$ 18,166,205	\$ 5,532,966	\$ 11,739,361	32.03%

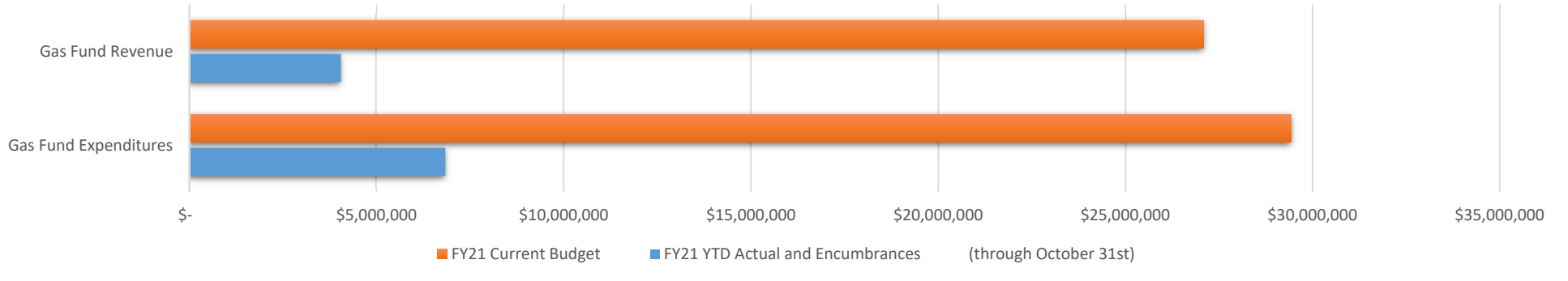
Wastewater Fund	FY21 Original Budget	FY21 Current Budget	FY21 YTD Actual and Encumbrances (through October 31st)	FY21 Remaining Available Annual Budget (through October 31st)	% of FY21 Budget Utilized
Wastewater Fund Revenue	\$ 17,451,758	\$ 17,451,758	\$ 8,677,632	\$ 8,774,126	49.72%
Wastewater Fund Expenditures	\$ 17,203,764	\$ 17,880,005	\$ 4,928,534	\$ 12,275,230	28.65%

Stormwater Fund	FY21 Original Budget	FY21 Current Budget	FY21 YTD Actual and Encumbrances (through October 31st)	FY21 Remaining Available Annual Budget (through October 31st)	% of FY21 Budget Utilized
Stormwater Fund Revenue	\$ 2,894,572	\$ 2,894,572	\$ 2,059,364	\$ 835,208	71.15%
Stormwater Fund Expenditures	\$ 2,794,572	\$ 2,834,286	\$ 1,498,648	\$ 1,295,924	53.63%

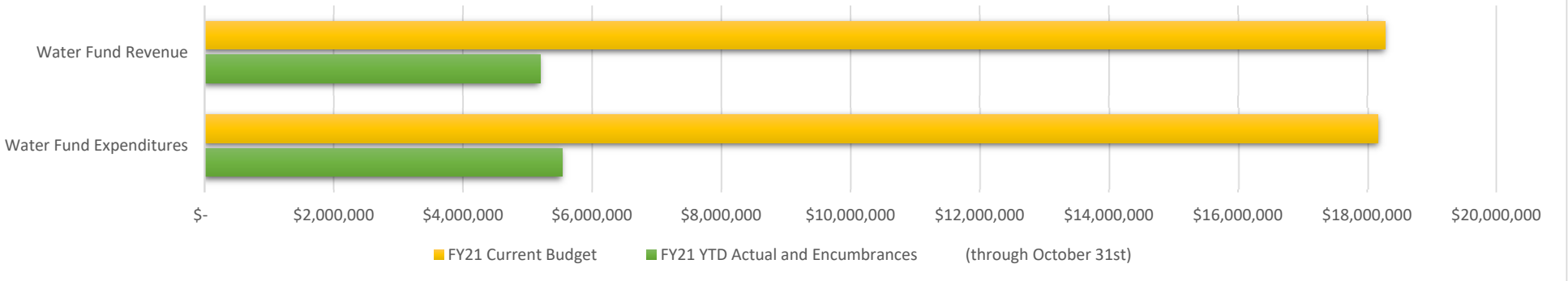
Notes:

Current Budget includes the Original FY21 Adopted Budget as well as FY20 preliminary carryovers

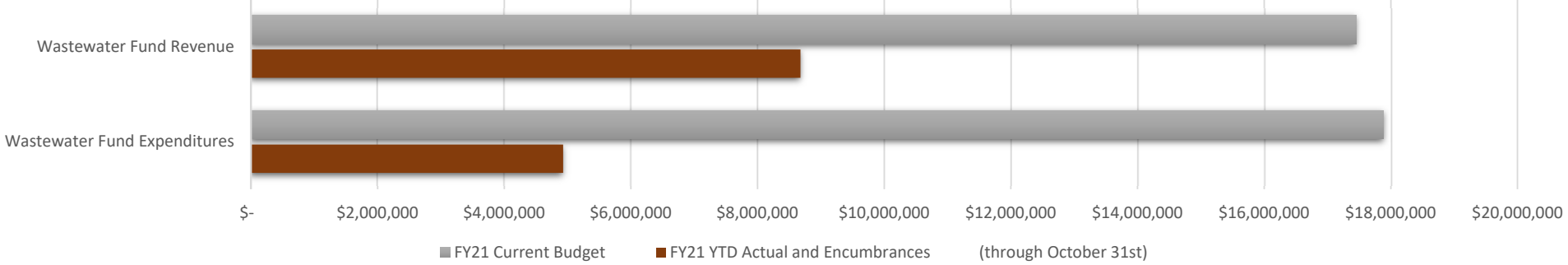
October Gas Utility Summary - FY21



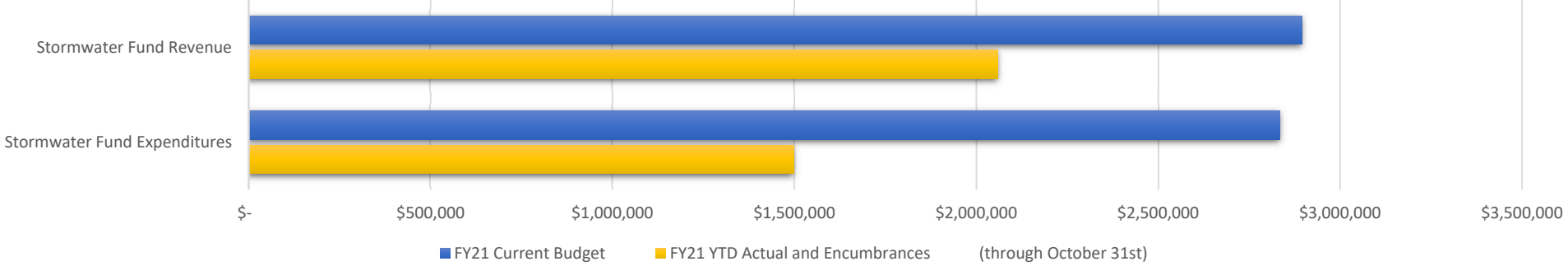
October Water Utility Summary - FY21



October Wastewater Utility Summary - FY21



October Stormwater Utility Summary - FY21



Funding Category		Use	Round 1 Appropriation	Allocated To Date (11/05/2020)	Balance	% Allocated to Date	Funding Category		Use	Round 2 Appropriation	Allocated To Date (11/05/2020)	Balance	% Allocated to Date	Funding Category	TOTAL CARES Appropriation	Allocated To Date (11/05/2020)	Balance	% Allocated to Date		
Business Support	Grants			\$750,000			Business Support	Grants (business relief, BRACE)		\$690,000				Business Support						
	Business Support Advertising			\$2,800																
	Commercial corridor support			\$20,000																
	Subtotal		\$825,000	\$772,800	\$52,200	94%			Subtotal		\$825,000	\$690,000	\$135,000		84%		\$1,650,000	\$1,462,800	\$187,200	89%
Community Support							Community Support	Distance Learning Support (Conscious Capitalist Foundation)		\$25,000				Community Support						
								Medical Costs (Black Community Wellness Center)		\$200,000										
	Feeding (Loaves and Fishes, Cultivate Charlottesville, PB&J Fund, Meals on Wheels, Charlottesville Food Hub)			\$90,000				Feeding (Sin Barreras, JABA, PHAR)		\$145,000										
	Housing (TJACH)			\$324,000				Housing (TJACH, CRHA)		\$254,000										
	Economic Support (United Way)			\$240,000				Economic Support (United Way, City Schools, West Haven)		\$430,000										
Subtotal		\$654,000	\$654,000	\$0	100%		Subtotal		\$1,054,000	\$1,054,000	\$0	100%		\$1,708,000	\$1,708,000	\$0	100%			
Operational Modifications	HVAC, Ventilation			\$330,317			Operational Modifications	Treasurer's Office		\$10,357				Operational Modifications						
	Touchless surfaces			\$42,720				City Hall Access Controls - Phase 2		\$130,000										
	Cleaning of City facilities/supplies			\$297,571				Schools -Thermal Imaging Equip and		\$41,000										
	Plexiglas/workspace modifications			\$292,050				Schools - Air sanitizers and scrubbers		\$50,000										
	Signage			\$5,000				Schools - Hand sanitizing stations		\$5,000										
	Voting equipment sneeze guards			\$7,950				Schools - Building mods		\$200,000										
	City Hall Access Control			\$162,623				Schools - HVAC improvements		\$662,000										
	Crow Aquatic Center Duct Cleaning			\$5,800				Schools - Virus mitigation surfaces		\$12,000										
	Subtotal		\$1,164,000	\$1,144,031	\$19,969	98%			Subtotal		\$1,275,500	\$1,178,357	\$97,143		92%		\$2,439,500	\$2,322,388	\$117,112	95%
Employee Support	Public Safety Hazard Pay (special recognition pay)*			\$400,000			Employee Support							Employee Support						
Subtotal		\$420,000	\$400,000	\$20,000	95%		Subtotal		\$381,876	\$0	\$381,876	0%		\$801,876	\$400,000	\$401,876	50%			

<i>Funding Category</i>	<i>Use</i>	<i>Round 1 Appropriation</i>	<i>Allocated To Date (11/05/2020)</i>	<i>Balance</i>	<i>% Allocated to Date</i>	<i>Funding Category</i>	<i>Use</i>	<i>Round 2 Appropriation</i>	<i>Allocated To Date (11/05/2020)</i>	<i>Balance</i>	<i>% Allocated to Date</i>	<i>Funding Category</i>	<i>TOTAL CARES Appropriation</i>	<i>Allocated To Date (11/05/2020)</i>	<i>Balance</i>	<i>% Allocated to Date</i>	
Technology	Firewall/VPN Capacity		\$43,786			Technology	Temperature Kiosks		\$65,184			Technology					
	Cyber security enhancements		\$92,926				COR - Laserfiche		\$6,000								
	Laptops		\$49,400				NDS - Conference Room Upgrades		\$18,935								
	Adobe Sign Enterprise System		\$37,000				Digital document/plan review system		\$17,922								
	Audio/visual upgrades at various City facilities		\$144,221				DSS peripherals		\$2,461								
	Remote access improvements		\$82,711														
Subtotal		\$636,000	\$450,045	\$185,955	71%	Subtotal		\$377,400	\$110,501	\$266,899	29%		\$1,013,400	\$560,546	\$452,854	55%	
Contingency Reserve Fund	Boys and Girls Club		\$183,000			Contingency Reserve Fund	Bridge Ministry		\$54,750			Contingency Reserve Fund					
	YMCA		\$183,000														
	Infection Control and Prevention Training		\$2,479														
	TJPDC Affordable Housing Locator		\$4,827														
	Employee COVID Testing		\$10,000														
	PB&J Fund Emergency Feeding Request		\$10,000														
Subtotal		\$424,476	\$393,306	\$31,170	93%	Subtotal		\$210,000	\$54,750	\$155,250	26%		\$634,476	\$448,056	\$186,420	71%	
TOTAL		\$4,123,476	\$3,814,181	\$309,295	92%	TOTAL		\$4,123,776	\$3,087,609	\$1,036,167	75%	TOTAL	\$8,247,252	\$6,901,790	\$1,345,462	84%	

* Final figure TBD.

* Final figure TBD.

* Final figure TBD.