

CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA



Agenda Date:	May 17 th , 2021
Action Required:	Report
Presenter:	Tamara Wright, Cultivate Charlottesville Food Justice Network Community Advocate Lead Richard Morris, Cultivate Charlottesville Farm & Foodroots Executive Director Jeanette Abi-Nader, Cultivate Charlottesville Advocacy & Systems Executive Director
Staff Contacts:	Kaki Dimock, Director, Department of Human Services Misty Graves, Deputy Director, Department of Human Services
Title:	Mid-Year Report on Year 3 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.

City Council adopted the Food Equity Initiative for the first time in 2018 beginning a course of systemic efforts to reshape community health, wealth, and belonging through our food system. Currently in Year 3 of the Food Equity Initiative, Cultivate Charlottesville's Food Justice Network recommends the following overarching strategic values, funding priorities, and concrete goals for City Departments to deepen their capacity for food equity.

- The Power to Grow: *Advancing Affordable Housing and Urban Agriculture*
- The Right to Good Food: *Advancing Equitable Transportation and Neighborhood Food Access*
- Inspire Youth Choice: *Advancing Healthy School Food*
- Food Equity & Justice: *Advancing Systemic Change & Collective Movements*
- Build Community Wealth: *Advancing Neighborhood Food Access & Markets*
- Restore Earth, Climate & Environmental Justice: *Advancing Environmental and Climate Justice*

The attached reports include:

- Overview letter to Council
- Report against objectives

- COVID Report
- Appendix I: FEI Policy Platform
- Appendix II. FEI Policy Platform Engagement Summary
- Appendix III: Text Messaging Service engagement
- Appendix IV: Comprehensive Plan Food Equity Recommendations & Wins

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. During the third year, the Food Equity Initiative as directed by the Charlottesville Food Justice Network provides the attached information that includes an overview of the Policy Platform Proposal.

Advancing systemic change requires close partnerships with city departments. The six policy platform chapters were selected in partnership and with feedback from the ten City Department leaders, over 35 Food Justice Network members, and community members.

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:

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. During this report period (November 2020 – April 2021), a collection of highlights that demonstrate their values of community engagement and communications are detailed in their Report against Objectives, Appendix II and III. The methods of the Food Equity Initiative intentionally incorporate and amplify community voice and leadership. Most notable are the recent participation in the City’s Comprehensive planning process and the Climate Action Plans. Additionally, Cultivate Charlottesville Food Justice Network developed, in partnership with community feedback, a food security text line that launched in January 2021. Most recently, on April 29, 2021 they hosted “A Seat at the Table” to review the Food Equity Policy Platform which included engagements from 85 people.

Budgetary Impact:

This report has no budgetary impact. The next phase of the Policy Platform Proposal will include an assessment of budgetary impacts to be included in the year-end report. If Council wishes to continue support, Charlottesville Food Equity Initiative would need to be added to the City’s FY 2023 Proposed Budget for discussion and consideration through the regular budget process for potential inclusion in the final FY 2023 Adopted Budget.

Recommendation:

Staff recommends continued support of the Policy Platform recommendations.

Alternatives:

N/A

Attachments:

- Overview letter to Council
- Report against objectives
- COVID Report
- Appendix I: FEI Policy Platform
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- Appendix III: Text Messaging Service engagement
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DATE **May 17, 2021**
TO Charlottesville City Council
FROM Cultivate Charlottesville Food Justice Network
SUBJECT Food Equity Initiative Mid-Year FY21 Report

Dear City Councilors,

Thank you for your partnership with implementing fiscal year 2020-2021 of the Food Equity Initiative (FEI), first passed by City Council on October 18th, 2018. Enclosed is our mid-year report against objectives for November 2020—April 2021. The report is organized by the objectives outlined in the Food Equity Initiative proposal. Additional elements include progress of our emergency response to COVID-19, launch of the *Food Equity Initiative Policy Platform* and integration of food equity language in the City Comprehensive Plan. Over the past six months we have worked to balance the continued need for emergency COVID-19 responses as well as pivot back to our core work of building a food equity foundation in our city, nonprofit, and community partnerships. The support of the Food Equity Initiative’s city partnerships and matching funding has allowed us to continue this focus on advancing food equity despite the disruptions to our work environment and the limited ability to gather as a community. Following are highlights of the FEI accomplishments:

- 1) Launched the *Food Equity Initiative Policy Platform* (spring 2021 version) requested by City Council to summarize the community feedback and recommendations to date.
- 2) Gathered 85 community members and partners for *A Seat At The Table* roundtable to deepen understanding of the *FEI Policy Platform* and gather community feedback.
- 3) Elevated the *Food Equity Initiative Policy Platform* to City leadership including 7 City departments, the City Manager and Mayor Walker, Charlottesville City School Board, and City Council including youth and community advocates sharing their perspectives on their priorities.
- 4) Expanded emergency food security supports and improved accessibility and ability to navigate resources via Food Security Text initiative.
- 5) Food Equity language and strategies incorporated across six Comprehensive Plan Chapters.
- 6) Continued network-wide racial equity capacity building with an Uprooting Racism workshop for 31 organizations and 143 participants, hosting two Racial Equity Accountability Circles for 12 organizations, and advancing Cultivate's anti-racism work with development of a 2-year action plan.
- 7) Selected for and participating in HEAL Food Alliance's *School of Political Leadership 2021 Cohort* to develop and advance Land Is Liberation urban agriculture campaign.

Overall, the period for the City Council’s Food Equity Initiative has leveraged community engagement and collaboration to respond to COVID-19 and to advance community food equity recommendations. We are grateful for the partnership and investment by council. A brief description of our goals for the remainder of FY21 can be found at the end of the report. If you have any questions, please do not hesitate to contact us.

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Charlottesville Food Equity Initiative Final Report Against Objectives November 2020 – April 2021

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.

The 2020-2021 Food Equity Initiative work is designed to support implementation of citywide strategies outlined in the FY21 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. Additional focus areas this year include a) continuation and adaptation of emergency food responses due to COVID-19 and rising food insecurity, b) launch of the *Food Equity Initiative Policy Platform* that summarizes the recommendations emerging from city department and community engagement conversations over the past two years, and c) efforts to integrate community food equity priorities into the City Comprehensive Plan update.

The following information includes three sections: a report against our FY21 goals and initiatives to date, a COVID-19 update report on goals and initiatives, and plans for the remainder of the FY21 year.

Activities and Progress towards Food Equity Initiative Objectives & Outcomes November 2020 – April 2021	
<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"> ✓ 2 key evaluations conducted to assess Emergency food security responses efforts 	<ul style="list-style-type: none"> ● COVID-19 Wrap Around Services Program Evaluation: Collaboration with Dr. Sherica Jones-Lewis of University of Virginia Equity to conduct COVID-19 Wrap Around Services Evaluation; Shared findings at TomTom panel *Find Executive Summary and Full Report at this LINK ● COVID-19 Lessons Learned Review: Partnered with UVA Global Policy Center to conduct Lessons Learned assessment of equity practices across food security response organizations *Find the report on Cultivate Charlottesville's Resource page HERE.
<p>Communication Strategies</p> <ul style="list-style-type: none"> ✓ 6 presentations on food equity ✓ 10 press articles & 11 videos ✓ 156 social media posts for 2,461 followers ✓ 1 FJN Blast to 534 people & 6 Cultivate newsletters to 2,647 ✓ 147 Food Justice Network list 	<ul style="list-style-type: none"> ● Outreach and Education: Maintained robust communications strategy to engage community members across the Charlottesville area in a deeper understanding of food equity issues. <p>*See Cultivate Charlottesville Press Page for list of press pieces at https://cultivatecharlottesville.org/stories/press/</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"> ✓ 3 Virtual CFJN Whole Measure community meetings ✓ 35 organizations engaged ✓ 8 CFJN Planning Team meetings ✓ 30 Planning Team members ✓ 7 Comprehensive Planning meetings attended ✓ 24 comprehensive plan recommendations approved ✓ 5 youth interns and community advocates advocated for Healthy School Foods at Council/School Board meeting ✓ 3 organizational partners advocated for food equity in City Strategic Planning process ✓ 2 articles featured Weeks of Action advocacy ✓ 85 community members and organizational partners engaged in <i>A Seat At The Table</i> Roundtable ✓ 7 Prep Sessions hosted to prepare 12 community leaders ✓ 4 presentations to organizational partners and 8 city staff 	<p>Virtual Whole Measures Bi-monthly Roundtables</p> <ul style="list-style-type: none"> ● Gathered 30+ organizational representatives to provide input and design for <i>Food Equity Initiative Policy Platform</i>. These meetings are ongoing and open to city staff departments and the public. ● Hosted 8 monthly and special event FJN planning team meetings. <p>City Comprehensive Plan</p> <ul style="list-style-type: none"> ● To date, FJN’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 with 24 specific recommendations adopted. ● CFJN members attended nearly all comprehensive plan meetings and shared information publicly on how to engage. ● CFJN also has been engaging with the City’s Strategic Planning process, sharing information and gleaning feedback from 22 partner members. <p>Food Equity Initiative Policy Platform</p> <ul style="list-style-type: none"> ● Organized Weeks of Action to advocate for investment in CCS Nutrition Department and Food Equity Initiative strategic priorities. ● Hosted A Seat At The Table community roundtable and Prep Sessions to deepen understanding of Food Equity Initiative Policy platform across community leaders, advocates and partners. ● Hosted 7 roundtable practice sessions for 12 community members to engage with the policy platform issue areas and prepare for sharing their perspective. ● Hosted 4 presentations to organizational partners and 8 city staff to share <i>Food Equity Initiative Policy Platform</i> priorities
<p>Informal Mechanisms</p> <ul style="list-style-type: none"> ✓ 71 residents sign on to platform (as of 4/30) ✓ 516 attendees engaged in Food Access work and Advocacy 	<ul style="list-style-type: none"> ● Sign On Community members are signing on to express support for the <i>Food Equity Initiative Policy Platform</i> ● Community Events The only in person event during the past 6 months was the Urban Agriculture Collective end of year garden harvest meal. Virtual community events are listed in the Thought Leadership section above.
<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 FY21 ✓ \$25,000 COVID-19 support funds ✓ 27 volunteers for meal prep and delivery 	<ul style="list-style-type: none"> ● Funding Partners In addition to general operating funds raised for 2020-2021, 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 (\$125K) and the state Virginia Foundation for Healthy Youth (\$30K) grants. ● COVID-19 Emergency Funds Funding for COVID-19 efforts has decreased over the past 6 months, although Cultivate has leveraged \$25,000. ● COVID-19 In-Kind Support Partners have contributed \$13,000 in support for providing meals to Charlottesville City School youth during 2021 winter and spring break, coordinated by the Food Justice Network.
<p>Diversified Multi-year Funding</p>	<ul style="list-style-type: none"> ● No new multi-year funding at this time

<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"> ✓ 3 FJN Planning Team members working with UVA Sustainable Food System Coalition ✓ 25 recommendations to City Comprehensive Plan to incorporate food equity language ✓ ‘Environment-Climate-Food Access’ Chapter included in 2021 Comprehensive Plan proposal ✓ 6 Chapters included food equity language ✓ 6 Vision Statements incorporated food equity language ✓ 3 Progress Measures included food equity language ✓ 13 Strategies included food equity language ✓ 2 Key Goals included food equity language 	<ul style="list-style-type: none"> ● Steering Committee: Two Cultivate staff sit on the Steering Committee of the City’s Comprehensive Plan where we work to integrate food equity language and priorities. ● Conducted Comprehensive Plan food equity language analysis of food equity language recommendations included and provided additional recommendations to incorporate food equity strategies. ● Community Input UACC hosted weekly community markets to distribute food grown and engage in conversations on redevelopment, garden design 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. ● 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 ✓ 24 of 32 City Department Recommendations Implemented 	<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 partners implementation of action plans. Thus far, 24 of 32 city department recommendations were implemented. ● City Department FEI Support: Hosted meeting with City departments to review the Food Equity Initiative Policy Platform and glean feedback.
<p>D. Implement opportunities to highlight the City’s food equity work statewide & nationally.</p>	
<p>Statewide</p> <ul style="list-style-type: none"> ✓ 6 Focused presentations and trainings engaging a collective 385 people at those presentations 	<ul style="list-style-type: none"> ● Provided Thought Leadership in conferences, panels, and presentations: Presented at six local, regional, state and national venues including VA Food Security Summit, VA Roadmap to End Hunger, UVA Health Systems, VA Equitable Food Oriented Development, Building Racial Equity in the Food System.
<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"> ✓ Cultivate team selected for HEAL School of Political Leadership 2021 Cohort 	<ul style="list-style-type: none"> ● National Coalition: Jeanette and Richard were selected as part of the Wallace Center’s Food Justice Leaders program ● National Coalition Building: Cultivate team selected as part of HEAL School of Political Leadership 2021 Cohort to advance urban agriculture / Land Is Liberation campaign.

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. 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.

While the extent and duration of the disruption that the pandemic has stretched on, Cultivate has begun to work with City and other institutional partners to pick up implementation of COVID-19 initiatives. Two evaluation reports conducted during the past six months has brought insight into best practices and lessons learned during this period.

Activities and Progress towards COVID-19 Emergency Food Efforts November 2020 – April 2021	
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"> ✓ 2 key evaluations conducted to assess Emergency food security responses efforts ✓ 40+ Organizational partners delivering & coordinating food access services ✓ 60+ Food Access Resources Mapped in City & County ✓ 	<ul style="list-style-type: none"> ● COVID-19 Wrap Around Services Program Evaluation: Partnered with UVA Equity Center to conduct COVID-19 Wrap Around Services Evaluation; Shared findings at TomTom panel ● COVID-19 Lessons Learned Review: Partnered with UVA Global Policy Center to conduct Lessons Learned assessment of equity practices across food security response organizations
External Communication & Outreach <ul style="list-style-type: none"> ✓ 26 cycles of weekly food resource calendars in English & Spanish ✓ 41 partners, 250 people supported with Community Food Resource materials ✓ 2,700 views on Community Food Resources Map ✓ 58 social media posts with COVID-19 food security information 	<ul style="list-style-type: none"> ● Ongoing coordination and communication of emergency food resources throughout the Charlottesville and surrounding areas

<p>External Communication & Outreach</p> <ul style="list-style-type: none"> ✓ \$8,700 procured for Text Messaging Service through UVA Office of Sustainability ✓ 282 community members enrolled in Food Security Text Program ✓ 19 zip codes, 9 localities included in Food Security Text Program ✓ 5 articles featuring Text program ✓ 3 radio spots of Text program ✓ 1 City press release announcing Text program ✓ 3 feedback sessions hosted to garner input on program development and launch 	<ul style="list-style-type: none"> ● Launched automated Food Security Text Messaging Service in collaboration with the Department of Human Services to better align existing and new food insecure community members with access to resources in real time. ● Organized group of Text Messaging Service partners and community advocates to inform development and launch of Food Security Text Messaging Service. ● Conducted robust community outreach to ensure community members know about the text messaging initiative. ● Hired an Equity and Environment intern to manage the Text Messaging Service.
<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"> ✓ 200+ 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: Coordinating pipeline to match organizational resource gaps with in-kind support (support ranges from restaurants donating meals, to volunteer drivers and PPE donations).
<p>PB&J FUND Direct Food relief</p> <ul style="list-style-type: none"> ✓ 3451 families served ✓ 2,706 bags delivered ✓ 10,824 meal servings provided ✓ \$15,000+ in local produce distributed 	<ul style="list-style-type: none"> ● Reimagining our programming to reduce youth hunger: Expanded the monthly 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. ● 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"> ✓ 600 homes served weekly in our Fresh Pharmacy: Fruit and Veggie Prescription Program including contactless delivery ✓ \$165,000 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 Pharmacy 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 Pharmacy deliveries during this period. ● Hiring of Harvest Moon Catering and Yellow Cab for contactless home delivery, while keeping local workers employed at these businesses. ● 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"> ✓ 9,500 school meals distributed across five neighborhoods ✓ \$15,000 Procured for CCS winter and spring breaks ✓ \$15,000 invested in local restaurants owned by Black and brown residents 	<ul style="list-style-type: none"> ● Implementing Direct food relief support: Securing funding and mobilizing resources to fill direct gaps in Charlottesville City Schools meal deliveries during school breaks including winter and spring break. ● Procuring Funding & Economic Investment: Sourcing produce from local farms and meal preparation from Black and Brown owned restaurants.
<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"> ✓ 25+ community test events ✓ 215 families with COVID-19 positive community members supported with COVID Care Wrap Around support ✓ 900+ individuals supported ✓ 4,400 prepared meals to families with COVID-19 positive members ✓ 12+ organizational partners involved ✓ 300+ food boxes distributed to families with COVID-19 positive members ✓ 75 produce bags distributed to families with COVID-19 positive members 	<p>COVID Community Testing:</p> <ul style="list-style-type: none"> ● Partnering with the City of Charlottesville, Sentara Martha Jefferson Hospital, UVA Health, Blue Ridge 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>*Originally, COVID Care Support / Wrap Around Services provided for COVID positive family members and their families from Community Testing events. Expanded to include support for all Charlottesville, Albemarle, Greene, Fluvanna and Nelson residents.*</i> <p>COVID Care Support / Wrap Around Services:</p> <ul style="list-style-type: none"> ● Transitioned COVID Care Support Program to Government Partners: Effectively transitioned operations and implementation of COVID Care program to Blue Ridge Health District response with support from 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. ● Expanded COVID Care Model to BRHD counties: COVID-19 Wrap Around Services program expanded to reach residents in the Blue Ridge Health District counties - Greene, Fluvanna, and Nelson COVID-19 Wrap Around programs available as of April 2021.
<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 ● 2021: 3,500 meals distributed in 2021 with 100% going to Black & Latinx community and 100% minority owned restaurant partners ● 2021: \$35,000 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"> ● 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. ● 2021: Reignited Steering Committee with Racial Equity Framework guiding second iteration of Community Meals program; 100% of restaurant partners minority-owned ● Nationwide Best Practice Setting: Incorporated Equity Framework as Nationwide Best Practice for World Central Kitchen hunger relief efforts

FY21 Core Priorities

May 2021 – October 2021

Over the past six months we have worked to balance the continued need for emergency COVID-19 responses as well as pivot back to our core work of building a food equity foundation in our city, nonprofit, and community partnerships. It has been challenging. Our collective work bringing together Network partners, City partners, and broader community to engage in deepening capacity for racial equity practices, however, has been uplifting. Throughout, we have continued to prioritize 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 November 2020, we have begun to hand off a few of the emergency response initiatives to institutional partners that are well suited to continue the work in the future. We have also focused, at the request of Council, of pulling together the feedback, preferences and priorities of community and city representatives into the *Food Equity Initiative Policy Platform*, launched in February 2021.

For the remainder of FY21 we plan to dig deeply into core aspects of the Policy Platform, with the aim of updating and finalizing a set of key recommendations, creating work plans for implementation, and asking for budget commitments for implementation in the coming FY23 budget and beyond. Following are some of our core implementation strategies in the months ahead.

1. **Community Leadership** Cultivate will launch our second cohort of Community Advocates and our fourth Youth Food Justice Intern cohort to deepen our investment in grassroots community leadership.
2. **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.
3. **Food Equity Policy Platform Public Education Efforts** Food Justice Network will continue to host community events to build support for and understanding of the platform planks. We will solicit robust community feedback and modify recommendations as needed.
4. **City Department Food Equity Plans** Food Justice Network staff will begin to host our second set of one-on-one meetings with City staff to develop implementation plans and budgets for their food equity priorities as outlined in the enclosed *Food Equity Initiative Policy Platform*.
5. **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 and the *Food Equity Initiative Policy Platform*. 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.
6. **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.

Charlottesville Food Justice Network Planning Team

Jeanette Abi-Nader, Cultivate Charlottesville, Advocacy & Systems Executive Director
Theresa Allan, International Rescue Committee, Manager Food and Agriculture Programs
Laura Brown Local Food Hub, Director of Community & Policy
Jane Colony-Mills, Loaves & Fishes, Executive Director
Joe Kreiter, Blue Ridge Area Food Bank, Partner Services Coordinator & Network Development
Gabby Levet, Cultivate Charlottesville, Food Justice Network Associate
Alex London-Gross, PB&J Fund, Executive Director
Richard Morris, Cultivate Charlottesville, Farm & Foodroots Executive Director
Todd Niemeier, Charlottesville Office of Human Rights, Community Outreach & Investigation Specialist
Kristen Ravourdin, Market at 25th, Founding Leadership Team
Michael Reilly, Virginia Foodshed Capital, Executive Director
Rebecca Schmidt, Blue Ridge 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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APPENDICES

- I. Food Equity Initiative Policy Platform – submitted to council in February 2021
- II. Food Equity Initiative Policy Platform Engagement Summary
- III. Emergency Food Relief Text Messaging Service – Engagement & Communications
- IV. City of Charlottesville Comprehensive Plan – Food Equity Recommendations & Wins



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February 3, 2021

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Food Justice Network Program Director

Aleen Carey
Outreach & Resource Program Director

Megan Donovan
Organizational & Systems Program Director

Shannon Gaffey
Youth Leadership & Garden Educator

Michael James
UAC Operations

Jordan Johnson
City Schoolyard Garden Program Director

Gabby Levet
Food Justice Network Associate,

Jenifer Minor
UAC Farm Manager

Richard Morris
Urban Agriculture Collective Program
Director

Tamara Wright
Community Food Justice Advocate, Lead

**Youth Engagement & Garden
Coordinators**

Yolonda Adams
Mackenzie Morgan
Leon Rodrigo Nunez
Sarah Wayne

Dear City Councilors,

In November 2018, the Food Equity Initiative was passed through City Council building on the cross-sector partnerships necessary to bring forward a healthy and just food system in Charlottesville. With the goal to strengthen and embed food equity practices and programs across City Departments and Charlottesville City Schools, five core inter-related action areas were identified and established based on years of community engagement and insight. The Food Justice Network's coalition of 30+ organizations has been working in collaboration with community members, City departments, and Charlottesville City Schools to further identify the policy and funding steps necessary to bring our collective vision of a healthy and just food system to fruition.

In November 2020, the Food Justice Network of Cultivate Charlottesville presented our annual report to the City Council. This report included collaborative efforts towards building a healthy and just food system in Charlottesville through the intersection of initiatives in Urban Agriculture, Healthy School Foods, Affordable Housing, Transportation and Food Pathways, and Accessible Food Markets.

During the presentation, Council asked the Food Justice Network to produce an overview document that summarized policy priorities and funding needs across these areas. The enclosed **Strategic Plan Food Equity Initiative Policy Platform** is provided to fulfill that request. It includes policy strategies and preliminary budget recommendations in six areas:

- The Power to Grow: *Advancing Affordable Housing and Urban Agriculture*
- The Right to Good Food: *Advancing Equitable Transportation and Neighborhood Food Access*
- Inspire Youth Choice: *Advancing Healthy School Food*
- Food Equity & Justice: *Advancing Systemic Change & Collective Movements*
- Build Community Wealth: *Advancing Neighborhood Food Access & Markets*
- Restore Earth, Climate & Environmental Justice: *Advancing Environmental and Climate Justice*

We acknowledge the challenging economic climate faced by the City due to COVID-19. These pressures are also affecting families and causing spikes in the food insecurity. We are poised to collaborate closely together with Council, the City Manager and City Departments to make the priorities listed possible, in the present and moving forward in the future.

Thank you for your continued partnership and commitment to food equity priorities.

With much appreciation,

A handwritten signature in blue ink, appearing to read "Shantell Bingham".

Shantell Bingham & the Food Justice Network team
shantell@cultivatecharlottesville.org | 434-260-3274

Food Equity Initiative Policy Platform

Cultivate Charlottesville Food Justice Network

April 2021

In recent years, the City of Charlottesville has doubled down on its efforts to forge avenues for race and class equity in the areas of housing, education, economic development, climate change, policing, transportation, health, and food. In the area of food and health, the City Council passed the Food Equity Initiative for the first time in 2018 beginning a course of systemic efforts to reshape community health, wealth, and belonging through our food system. As the coalition driving the Food Equity Initiative, Cultivate Charlottesville’s Food Justice Network of 30+ organizations has been working in collaboration with community members, City departments, and Charlottesville City Schools to further identify the policy and funding steps necessary to bring our collective vision of a healthy and just food system to fruition.

The following **Food Equity Initiative Policy Platform** includes input from over 300 individuals and recommends the following overarching strategic values, funding priorities, and concrete goals for City Departments to deepen their capacity for food equity.



Food Equity & Justice
Advancing Systemic Change and Collective Movements

- The Power To Grow**
Advancing Affordable Housing & Urban Agriculture
- The Right to Good Food**
Advancing Transportation & Neighborhood Food Access
- Inspire Youth Choice**
Advancing Healthy School Foods
- Build Community Wealth**
Advancing Neighborhood Food Access and Markets
- Restore Earth & Climate Justice**
Advancing Environmental and Climate Justice

Cultivate Charlottesville’s Food Justice Network will be working with City Departments and Charlottesville School System towards implementation of these priorities. [Sign on to show your support](#) for these recommendations and for the Food Equity Initiative’s goals for cultivating a healthy and just food system for ALL Charlottesville residents. [Activate the Food Justice Network March-May 2021 Advocacy Toolkit](#) for ways to activate advocacy.



Food Equity & Justice

Advancing Systemic Change and Collective Movements

Food equity and justice practices are foundational throughout this policy platform and reinforce food as a human right. Each recommended action emerged out of prioritizing community members voices and choices and aims to impact long-term systemic change. While some cities establish food policy councils to carry out Food Equity Initiative type work, Charlottesville has a unique and dynamic partnership with Cultivate Charlottesville's Food Justice Network. Together we leveraged the power of public and private partnerships to rapidly respond to crisis in the face of the pandemic. Supporting collective movements that uplift community voice and leadership through partnership and collaboration with grassroots organizations, youth leaders and resident advocates has been a foundation of systemic change for our city.

In order to build equity in the Charlottesville food system so that all community members have access to fresh, affordable, culturally relevant food—food equity and justice must be considered as a core strategy for community health and safety. Partnerships with grassroots organizations, youth leaders, and resident advocates is critical.

Food Equity Initiative Recommendations

- Continue support for Food Equity Initiative coordination through Cultivate Charlottesville Food Justice Network and maintain the focus on an integrated approach through urban agriculture, healthy school foods, affordable housing, transportation and food pathways, and accessible food markets. **[City Council]**
- Dedicate a percentage of the city meal tax to create a Food Equity Fund that will strategically support infrastructural projects such as community owned grocery stores, transportation enhancements, etc. the Charlottesville food economy can help create a FoodE | Food Equity city. **[City Council]**

Food Equity & Justice: Budgetary Recommendations

- Continued City Council funding for the **Food Equity Initiative- \$155,000/year**
- Pass Meal Tax Initiative in FY23 to set aside a % annually for **Food Equity Fund** to fuel proposed and future activities - 1%/year set aside



The Power to Grow

Advancing Affordable Housing and Urban Agriculture

The power to grow food for the health and nutritional wellbeing of one's family is a power not equally distributed across the city. Black and brown, low-wealth neighborhoods carry the increased burden of choosing between good housing and land to grow sparking mind, body, and social health. Currently, key urban farms ushered forth by residents themselves as an effort to create fresh and free produce for their families and neighbors are designated to be destroyed and downsized for much needed affordable housing.

At its height, these farms totaling an acre in the city's urban center, produced 17,000 pounds of produce for 350 families in the Friendship Court, South First Street, 6th Street, Crescent Halls, Midway Manor, Riverside and Westhaven neighborhoods. In addition to produce distributed at weekly markets, these growing communities bolstered some of the most environmentally sustainable practices managing storm water runoff, building soil health, fostering natural pollinator habitats, and growing orchards while cleaning the air and capturing carbon.

In pursuit of restoring the power to grow for every community, the Food Justice Network believes an equitable investment in urban agriculture is needed to counter impacts of necessary housing redevelopment on decreased food access and environmental health. When families have the power to grow, land is liberation.



Food Equity Initiative Recommendations

- Hire an Urban Agriculture Director to review, clarify, and simplify the process of garden space rentals for community organizations, and low-wealth 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. **[Parks & Recreation]**
- Commit funding to acquire and protect green space for community food security and environmental sustainability efforts focused on Black and brown low-wealth neighborhoods. Priority areas to dedicate for urban agriculture include Azalea Park and Washington Park. **[Neighborhood Development Services and Parks & Recreation]**
- Sustain investment in affordable housing development and commit to cultivating more affordable living by implementing policies and practices that include green space and urban agriculture space as integral to public, subsidized, and affordable housing community development. **[City Council]**
- Analyze the distribution of green space for recreation, urban agriculture, and climate mitigation across economic and racial boundaries in our city and create a plan to break down inequities that exist. **[Neighborhood Development Services and Parks & Recreation]**

The Power to Grow: Budgetary Recommendations

- Staffing for Urban Agriculture Director within **Parks and Recreation—\$115,000 /year**
- Support increase funding for land protection **Parks and Recreation—\$250,000/year**
- Support funding affordable housing development (0%-60% AMI)



The Right to Good Food

Advancing Transportation and Food Pathways

While Charlottesville is regarded as a foodie town nestled in the abundance of sustainable cultivated farms, the right to good food is not equally realized across our city. Prior to the pandemic, 1 in 6 residents faced challenges acquiring enough good and nutritious food for their families. Across the Blue Ridge Health District, health outcomes continue to draw stark lines by race. In our City, inequitable access to food can be traced back to neighborhoods, demonstrating that not every community was developed fairly in terms of transportation, grocery store access or *affordable* community markets, and economic opportunity. In addition, individuals reentering society face barriers with decreased access to programs like SNAP and WIC, as well as housing assistance, further exacerbating inequities we see today across race and class.

In pursuit of the right to good food for every community member, the Food Justice Network believes measures should be taken to expand eligibility to programs, cultivate ownership of affordable markets, and develop stronger transportation avenues to food resources.

Food Equity Initiative Recommendations

- Commit funding to affordable housing redevelopment projects that support development of community owned market places centered around food, health, and childhood development. **[City Council, City Manager's Office]**
- Develop funding avenues to provide free or subsidized travel rates to bus pass holders that qualify for SNAP or WIC and increase outreach to free travel passes for youth. **[Charlottesville Area Transit, Department of Social Services]**
- Work with local and state partners to advocate for available federal policy waivers to expand SNAP program eligibility. **[Department of Social Services]**
- Analyze and report SNAP application and eligibility determination outcomes by race. **[Department of Social Services]**



- Work with community partners to develop and implement strategies to effectively market Department of Social Services 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. **[Department of Social Services]**
- Adapt/change transportation routes to be quick and efficient and include specific routes to affordable markets, schools, gardens, parks, grocery stores and areas that have been identified. **[Charlottesville Area Transit]**
- Maintain robust communication with community members and coordination across nonprofit providers regarding access to emergency food sources such as the newly launched Cultivate Text Messaging Service. **[Department of Social Services]**

The Right to Good Food: Budgetary Recommendations

- *No current budget ask while assessment is underway, but council should anticipate future ask in the following areas to support the recommendations above.*
 - Charlottesville Area Transit (bus route changes and equitable fares)
 - Public Works (capital infrastructure development)
 - Neighborhood Development Services (bike and pedestrian pathways)
 - Financial incentives for internal urban ring groceries, cooperative markets and farmers markets



Inspire Youth Choice

Advancing Healthy School Food

In Charlottesville, more than half of city school youth are eligible for free and reduced-price meals and 1 in 7 city school students experience childhood food insecurity. Low-wealth students and students of color experience food insecurity at heightened rates compared to their white peers. While school meal programs serve a central role in combating childhood hunger while supporting positive health and academic outcomes, students have indicated barriers to accessing school meals such as time to make it through the lunch line, unappealing food options, and smaller portions than needed. These issues are compounded by structural challenges within the school system to prepare and make available fresh, from scratch, culturally relevant foods such as limited kitchen infrastructure, inconsistent staff availability and high turnover, low wages for nutrition staff, and the diversity of the Charlottesville City School (CCS) student population and cultural food needs.

In order to ensure food equity across the city and provide all students the fuel needed to be successful learners, healthy school food options and infrastructure, informed by youth leadership, must be understood in the context of equity building and elevated with continued momentum. School nutrition programs are not a business but a service to build equity and health among Charlottesville youth.

Food Equity Initiative Recommendations

- **City of Charlottesville** should prioritize fully funding Charlottesville City Schools with specific focus on short-term (3-5 year) investment in revamping the school meals program in concert with federal and state grants currently active. We anticipate this investment will be met with increased revenue in the CCS Nutrition department. **[City Council]**
- **Charlottesville City Schools** should support the Nutrition Department to hire an internal 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]**
- **Charlottesville City Schools** must continue to 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]**



- **Charlottesville City Schools** should 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]**
- **Charlottesville City Schools** should 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 and by reducing overly processed and high in sugar foods for breakfast, lunch, and snack programs in the next five years* ([Good Food Purchasing Program](#) is an example). **[CCS]**
- **Charlottesville City Schools** should analyze and redesign the Nutrition Department staffing protocol to ensure that all CCS nutrition staff receive fair wages that increase staff consistency and training that provide staff with culinary skills to provide increased fresh, from scratch meals*. **[CCS]**

**These goals are also included in the 2019 MAPP2Health Plan and 2020 Food Equity Initiative Report and embedded in the five-year Healthy School Foods plan currently partially funded by the Charlottesville Area Community Foundation Shaping Futures grant (5 year) and the Virginia Foundation for Healthy Youth grant (3 year).*

Inspire Youth Choice: Budgetary Recommendations

- **Fully fund Charlottesville City Schools and invest in the CCS Nutrition Department, specifically,** with supplemental funding to support food equity practices. Currently, nonprofit partners are investing \$155,000/year in the Healthy School Foods project. Consider matching these funds.



Build Community Wealth

Advancing Neighborhood Food Access and Markets

The economic divide in Charlottesville falls starkly along racial lines with Black and brown low-wealth families making about a half (\$28,309) of the median household income (\$54,029). Nationally, in 2019 Charlottesville rated in the lowest 10% of United States cities in our ability for income and social mobility. The multiple challenges and stark inequalities make it challenging for families to increase their wealth. Investing in community wealth building opportunities provides multiple benefits across the city.

In order to ignite and fund community wealth, it is critical to provide opportunities for people of color in low-wealth neighborhoods to access economic opportunities that have been limited by systemic racism. This includes expanding local food system businesses owned by people of color and providing youth and residents opportunities to thrive in food system-related position. Robust collaboration with City departments is necessary for implementation.

Food Equity Initiative Recommendations

- 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. **[Office of Economic Development (OED), City Manager's Office]**
- Utilize existing programs, resources and incentives (Business Equity Fund, ACE Program, Minority Business Program) that support and enable local community food stores, particularly in low-wealth communities. **[OED]**
- 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-wealth neighbors. **[OED]**
- Utilize existing and new incentives (Workforce Development, CAYIP, CCS Intern Program, Cultivate Community Advocates & Food Justice Interns) to build a stairway for food system related employment. Work with Food Justice Network partners and local businesses to build a stairway for Charlottesville youth and residents to move from nonprofit programs to potential positions in landscaping, greenhouse, agriculture, culinary, etc. **[OED]**



Build Community Wealth: Budgetary Recommendations

- *No current budget ask while assessment is underway, current ask for staff support to acquire funding. Future funding for these projects could come through the Food Equity Fund.*



Restore Earth & Climate Justice

Advancing Environmental and Climate Justice

While Charlottesville boasts a variety of parks and green spaces in and around the City that largely benefit University students and wealthy residents, environmental and climate injustices have been linked to the historical practice and remaining impacts of racist zoning policy. Higher temperatures and the heat island effect have been shown to disproportionately impact historically redlined areas, causing greater strain on residents of color and low-wealth residents, due to limited green space and permeable surfaces. The heat island effect threatens health for individuals with underlying health conditions and can impact ability to access food during the summer months. Meanwhile, low-wealth and public housing residents face the added financial burden of increasing utility bills from energy inefficient housing and rising temperatures, thus exacerbating issues of food insecurity. As housing, transportation, and environmental barriers threaten residents' food security, investment in affordable housing paired with dedicated green space for urban agriculture, affordable markets and equitable transportation routes plays a central role in reconciling our climate crisis in coordination with building food equity.

In order to provide residents of color and those with low-wealth the health benefits of access to green space and discontinue the harmful effects of redlining's heat island effect, strategic planning and accompanying investment must be made in affordable housing paired with dedicated green space for urban agriculture, affordable markets, and equitable transportation routes.

Food Equity Initiative Recommendations

- Dedicate city staff (through the Urban Agriculture Director or an Environment & Climate Equity Manager) to support development of equitable Climate Action plans centering urban agriculture and food security strategies for community resilience. **[Public Works]**
- Public Works Climate Protection Office should incorporate food equity and urban agriculture 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. **[Public Works Climate Protection]**
- Parks and Recreation should 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-wealth communities. **[Parks & Recreation]**

Restore Earth & Climate and Environmental Justice: Budgetary Recommendations

- *No budgetary ask at this time, sole ask for staff support for acquiring funding.*



Food Equity Initiative Policy Platform – Background

Cultivate Charlottesville Food Justice Network_April 2021

Food Equity Initiative (FEI) Overview

In November 2018, the Food Equity Initiative was passed through City Council building on the cross-sector partnerships necessary to bring forward a healthy and just food system in Charlottesville. With the goal to strengthen and embed food equity practices and programs across City Departments and Charlottesville City Schools, five core inter-related action areas were identified and established based on years of community engagement and insight. The Food Justice Network's coalition of 30+ organizations has been working in collaboration with community members, City departments, and Charlottesville City Schools to further identify the policy and funding steps necessary to bring our collective vision of a healthy and just food system to fruition.

FEI Policy Platform Overview

In November 2020, the Food Justice Network of Cultivate Charlottesville presented our annual report to the City Council. This report included collaborative efforts towards building a healthy and just food system in Charlottesville through the intersection of initiatives in Urban Agriculture, Healthy School Foods, Affordable Housing, Transportation and Food Pathways, and Accessible Food Markets.

During the presentation, Council asked the Food Justice Network to produce an overview document that summarized policy priorities and funding needs across these areas. The Food Equity Initiative Policy Platform was created to fulfill that request.

Connection between FEI and Policy Platform

The Food Equity Initiative Policy Platform puts forth food equity priorities informed by years of community engagement, including Local Food Local Places. The Platform areas connect to the Food Equity Initiative's five core advocacy areas: Affordable Housing, Transportation, Neighborhood Food Access and Markets, Healthy School Foods and Urban Agriculture. The platform priorities are drawn from conversations and food equity action steps identified in the Food Equity Initiative's Department Profiles.

Applications of Policy Platform

The policy platform includes specific policy and action recommendations that are to be implemented within city departments and Charlottesville City Schools in partnership with nonprofit partners, businesses and community members. The recommendations can be applied across various City and regional planning processes that connect to these intersecting issue areas such as the Comprehensive Plan, Strategic Plan, and Climate Action Plan.

The Food Equity Policy Platform is proposed by Cultivate Charlottesville Food Justice Network Planning Team including:

Richard Morris & Jeanette Abi-Nader, Cultivate Charlottesville, Executive Directors
Theresa Allan, International Rescue Committee, Manager Food and Agriculture Programs
Elizabeth Beasley, UVA Health System, Community Relations & Outreach Director
Laura Brown & Kristen Suokko Local Food Hub, Director of Community & Policy and Executive Director
Jane Colony-Mills, Loaves & Fishes, Executive Director
Joe Kreiter, Blue Ridge Area Food Bank, Partner Services Coordinator-Child Nutrition & Network Development
Tamara Wright & Gabby Levet, Cultivate, Food Justice Network Community Advocate Lead & Associate
Alex London-Gross, PB&J Fund, Executive Director
Todd Niemeier, Charlottesville Office of Human Rights, Community Outreach & Investigation Specialist
Kristen Roubardin, Market at 25th, Founding Leadership Team
Michael Reilly, Virginia Foodshed Capital, Executive Director
Rebecca Schmidt, Blue Ridge Health District, Population Health Manager
Barbara Yager, Community Member, Bread & Roses

For inquiries: tamara@cultivatecharlottesville.org | jeanette@cultivatecharlottesville.org | www.cultivatecharlottesville.org | 434.260.3274



Cultivate Charlottesville Food Justice Network

Food Equity Initiative Policy Platform

Engagement and Communications Summary

Background

In November 2020, Cultivate Charlottesville Food Justice Network presented our annual *Food Equity Initiative* report to City Council. This report included collaborative efforts towards building a healthy and just food system in Charlottesville through the intersection of initiatives in Urban Agriculture, Healthy School Foods, Affordable Housing, Transportation and Food Pathways, and Food Access and Markets. During the presentation, Council asked Food Justice Network (FJN) to produce an overview document that summarized policy priorities and funding needs across these areas. The *Food Equity Initiative Policy Platform* was developed as a result of Council's request.

Our network's goal is to articulate a vision for a food equity city that is defined by values, policies, and practices that develop city and school district infrastructure for implementation. The food equity policy recommendations include context for the importance of each issue, specific recommended actions, and draft budget recommendations for staff positions, continued support of non-profit organizations, and funding for growing community based resources.

Engagement Audiences

As part of the *Food Equity Initiative* goals and action areas, the City Council, the School Board, and City Departments are the target decision-making audience. Specific City Department partnerships include the following: Parks & Recreation, Office Of Economic Development, Neighborhood Development Services, Department of Human Services, Charlottesville Area Transit, Department of Social Services, Public Works and Climate Action. Charlottesville City Schools, while not a department of the City, is also included. The engagement audience whose perspectives are amplified in these recommendations include community members and nonprofit partners. Specifically prioritized are: public and subsidized housing residents, individuals facing food insecurity and living with food apartheid, Charlottesville City School students, and Food Justice Network organizational partners, community advocates, and youth interns.

Advocacy & Engagement Process

While developing and building momentum for the *Food Equity Initiative Policy Platform*, the Food Justice Network advocated across multiple City planning processes to elevate core food equity action areas and platform priorities. Key planning processes highlighted below include the Strategic Planning during the Fall of 2020 and Budget planning during the Winter of 2021. Engagement in the Strategic planning process laid the groundwork for further engagement in the budget planning process. The initial Policy Platform launched early February and a revised version released at the end of March 2021. Two weeks of action were held between the end of January and early February to request budgetary investment in the Charlottesville City Schools' Nutrition Department for Healthy School Foods priorities

The Food Justice Network is currently seeking signatures of support and mobilizing an advocacy push for the updated *Food Equity Initiative Policy Platform* to share with the City Council for the upcoming mid-year report.

Leading up to the end of year report to Council in November 2021, further Food Justice Network advocacy will focus on budgetary requests for the continuation of the Food Equity Initiative and commitment to urban agriculture space for the Land is Liberation campaign.

Additionally, the Food Justice Network conducted specific advocacy and engagement strategies to amplify core food equity action areas and platform priorities throughout the Comprehensive Plan and Climate Action Plan processes, across the past year.

Engagement with City of Charlottesville Strategic Planning:

Between September and November 2020, the City held Strategic Plan Engagement sessions to gather community input and develop an updated City Strategic Plan. However, the process was halted before completion. During this process, FJN gathered 3 organizational representatives to advocate for food equity across FJN's core action advocacy areas- especially urban agriculture, at the Strategic planning meetings (see below).

- City Council meeting to take notes and listen to Public Comment on Strategic Plan - September 21, 2020 - Maria Niechadowitz and Sara Santa Cruz supported
- Strategic Plan Work Session- September 29, 2020 - Jeanette Abi-Nader spoke at public comment
- City Council Meeting- October 5, 2020 - Sara Santa Cruz spoke at public comment
- Strategic Plan Budget/Work Session - November 20, 2020 - Richard Morris spoke at public comment

Engagement with City of Charlottesville Budget Planning:

Between January and February 2021, the FJN engaged with the City's FY21-22 Budget Process. During January and February 2021, FJN released the initial *Healthy School Foods Policy Platform* priorities and an initial full policy platform, rallied three youth interns and two community advocates to speak at a City Council/School Board joint meeting which led two weeks of action. The weeks of action included a social media storm and email campaign to raise City leadership awareness to the priorities. Due to the momentum built, meetings were held with Charlottesville City School administration, City Councilors, and School Board members to respond to FJN's priorities and budget requests. Ultimately, the School Board and Council denied requests for funding during this budget cycle due to budget shortfalls from COVID-19, among other factors. The meetings we attended include:

- **Healthy School Foods Priorities Release & Week of Action #1 - January 26-28, 2021**
 - Youth Intern Public Comment Preparation - January 21, 2021
 - Release Healthy School Foods Priorities - January 26, 2021
 - Youth Intern Public Comment Preparation - January 26, 2021
 - *Council/School Board Work Session Budget Discussions - January 28, 2021 - 5 *Youth Interns and Community Advocates speak at public comment - Aina, Rosy, Tami, Jayleana, Hallie*
 - Social media storm and email campaign
- **FJN Policy Platform Release & Week of Action #2 - Feb 2-4, 2021**
 - Release Initial Policy Platform - February 3, 2021
 - Meetings with CCS, Council & School Board leadership
 - City Council Budget Worksession - February 3, 2021 - *Cancelled action for public comment*
 - School Board Meeting (Review of Proposed Budget and Public Hearing) - February 4, 2021
 - Social media storm and email campaign

Food Equity Initiative Policy Platform Outreach and Engagement Strategy:

From February 2021 onwards, FJN adjusted to the City's response, continuing to push the strategic values, priorities, and actions set out in the *Policy Platform*. Mid-year and end of year reports to Council were decided as key focal points to advocate for necessary food equity strategies and investment. Meetings with City Department leads informed the platform next steps. In March, an updated *Food Equity Initiative Policy Platform* was released,

coupled with a sign on petition and advocacy toolkit to engage the community in expressing support and momentum leading up to the May mid-year report to Council. *A Seat At the Table* community roundtable was planned to deepen understanding of the platform and mobilize organizational partners and community members to activate action in support of the *Policy Platform*.

Pre-Roundtable - March-April 2021

- Meet with City Department Leads - March 9
- Launch Updated *FEI Policy Platform* and Advocacy Toolkit for March-May - March 24
- Announce *FEI Policy Platform* plans to FJN Large Group - March 24
- Host Roundtable Pre-Meetings with Discussion Group Leaders - April 13, 14, 20, 22, 23, 26, 28 (**7 total**)
- Present *FEI Policy Platform* to partner organizations
 - Move2Health - April 14
 - UVA Equity Center - April 22
 - Piedmont Master Gardeners Equity Committee – April 22
 - City Manager, Chip Boyles and City Mayor, Nikuyah Walker - April 27
 - UVA Diversity, Equity and Inclusion Office – May 7
- Prepare FJN Planning Team to present on platform - April 21
- Host *A Seat At the Table* community roundtable - April 29, (**85 people engaged total**)
- Develop FEI Mid-Year Report - due May 3

Pre-Mid Year Report to Council - May 2021

- Conduct outreach to present/share platform with organizations - May 3-7 | Move2Health Equity, Cultivate Board & Staff, FJN Planning Team, FJN Large group, UVA Sustainable Food Taskforce, UVA Equity Center, UVA Office for Sustainability, UVA Diversity and Inclusion Office, CNE, UVA Health Systems, Community Mental Health and Wellness Coalition, CLIHC, PHAR, CRHA, PHA,
- Activate Advocacy Push (collecting signatures, building momentum) - May 3-17
- Publish Healthy School Foods Op Ed
- Publish *Food Equity Initiative Policy Platform* (Food Equity & Justice) Charlottesville Tomorrow Article -
- Meet one on one with City Department Leads
- MidYear FEI Report to Council - May 17
- Hold discussions with and train Community Advocates on platform - May

Pre-November Report to Council- June-November 2021

- Hold discussions with and train Community Advocates on platform - June
- Update and Implement Community Advocates feedback - July
- Publish article on Power To Grow Platform piece - June
- Publish article on Right To Good Food Platform piece - July
- Publish article on Build Community Wealth Platform piece - August
- Publish article on Restore Earth & Climate Justice Platform piece - September
- Advocate for specific budget requests - July, August, September
- Second round push for platform sign on! - September & October
- End of Year Report to Council –November

Current Campaign Resources

- [Policy Platform](#)
- [Advocacy Toolkit](#)
- [Visuals](#)

Past Campaign Resources

- [Talking Points](#)
- [Funding](#)
- [Recommendations](#)

Past Communications

- [Cville Weekly](#)
- [NBC29](#)



Cultivate Charlottesville Food Justice Network

Food Security Text Message Program

Engagement and Communications Summary

Program Overview & Timeline

A Food Security Response to reach individuals, families, households facing food insecurity during and beyond COVID-19. The goal of the Text Messaging Program is to provide informational resources about avenues to access food in and around Charlottesville, including shelf stable food, produce and prepared meals. Our aim is to reach households affected by COVID-19 and/or food insecurity, that have difficulty accessing the food resources made available via social media, email, or other communication streams.

- Spring/Summer 2020: Initial Program Establishment
- Summer/Fall 2020: Program Development
- Winter 2020–2021: Program Launch

Engagement & Feedback Process

Community Feedback Session #1: August 7, 2020

- [Presentation](#) of initial program design
- [Feedback session notes #1](#); received feedback

Cultivate Team Demo & Feedback Session #2: December 9, 2020

- Incorporated feedback and updated program design; demo to Cultivate team
- [Feedback form #1](#); collected feedback
- [Feedback session notes #2](#)

Community Feedback Session #3: January 15, 2021

- [Presentation](#) of revised program to original group of community partners from August
 - [Feedback session notes #3](#)
 - [Feedback form #2](#)
 - Ongoing opportunities for feedback: shared survey form during feedback session, via press release, at meetings with partners, on Cultivate website
 - Feedback Incorporation:
 - Added day of week + zipcode to provide more specific information
 - Included resources close to each zip code, even if not in zip code
 - Provided list of multiple resources to be comprehensive
 - Included Google Voice number for users to seek support
 - Future plans:
 - To develop Food Security Call Line
 - To add Government resources/programs – WIC, SNAP, CCS meals
 - To automate information update process
 - To add Whatsapp integration if possible
-

Communications Strategy & Resources

[Media Talking Points](#)

- **WHAT:** Text messaging service that provides information on available food pantries and other food resources in Charlottesville and in surrounding counties, including **Albemarle, Augusta, Greene, Buckingham, Louisa, Fluvanna, and Nelson.**
- **HOW:** Text “FOOD” or “COMIDA” to (844) 947-6518 and follow the prompts.
- **WHY:** The service was created as a Food Security response for folks affected by COVID-19 and in need of food. It was also created as a response to community feedback about confusion surrounding the changing of service hours and bus routes. This service will provide a direct communication avenue for residents navigating food access in Charlottesville and surrounding counties.
- **WHO:** Made possible by the help of community members, Cultivate Charlottesville’s Food Justice Network, and participating partners including the UVA Equity & Environment Fund, the City of Charlottesville Department of Human Services. Thanks to community partners: Public Housing Association of Residents (PHAR), Charlottesville Redevelopment and Housing Authority (CRHA), Gen to Gen, Legal Aid Justice Center, Westhaven Nursing Clinic, Boys & Girls Clubs of Central VA, Sin Barreras, International Rescue Committee (IRC), Charlottesville City Schools, Piedmont Housing Alliance, Department Social Services, Department of Human Services, Albemarle County Office Equity & Inclusion, Blue Ridge Health District, and the Central Virginia Legal Aid Society.

[Flyers & Social Media Visuals](#)

- Social Media Visuals & Flyers [Design Folder](#)
- **End of Jan/early Feb 2021 - 470 flyers distributed**
 - Shared program data report, tutorials, and flyers with text program partners
 - Shared with FJN partners and network via email, Twitter, FB, Instagram, website, newsletter
 - Partners Shared with: UVA Sustainable Food Coalition, Move2Health Equity, CHIP, UVA Health Systems
 - 470 Spanish/English flyers distributed via Local Food Hub’s Fresh Farmacy bags (Cultivate & Sentara printed the flyers)
- **March 2021 - 1385 Flyers (with Screenshots) and Magnet Distribution**
 - 200 Spanish/English flyers via Community Kitchen’s Community meals program to Southwood & Prospect Ave - mid-March
 - 500 Spanish/English flyers distributed via Charlottesville City School meals - March 26
 - 250 Spanish/English flyers **AND** 250 magnets via CCS’ Response to Essential Needs event - March 27
 - 200 Spanish/English flyers via PB&J Fund’s Bags - March 26
 - 235 Spanish/English flyers via Local Food Hub’s Fresh Farmacy bags - March 30
 - Bethel Food Box Distribution at Buford Middle - *200 magnets and flyers*
- April and May 2021 - ~Updating materials and distributing after program automation is complete!~

-
- Virtual/Media - Share on Cultivate social media and...
 - Update to partners and listservs with materials - Including Cultivate Board & Staff, FJN Planning Team, Community Food Resources Listserv, FJN large group, Move2Health Equity, CNE, UVA Sustainable Food Coalition, CHIP, UVA Health Systems | 101.3, 92.7, Waynesboro radio stations | NBC29 scrolling announcement
 - Flyers & Magnets
 - CCS school meals & Robocall | Bethel Initiative | PB&J Bags | Local Food hub Fresh Farmacy | Southwood and Crescent Halls | Community Kitchen sites at Prospect Ave and Southwood | Loaves & Fishes | Haven
 - BRHD County outreach
 - Fluvanna MACAA Food Pantry: Bertha Armstrong, barmstrong@macaa.org
 - Louisa Resource Council: Lloyd Runette, ed@louisaresource.org,
 - Feeding Greene: Rhonda Oliver, feedinggreeneinc@gmail.com
 - Nelson County Pantry: Marian Dixon, marian_dixon@msn.com,
 - Unity in Community (Nelson Co.) nelsonuic@gmail.com

Press Release

- [City Press release announcement](#)
- [Drafted press release](#)

TV Bulletin

- Featured on TV10's Community Bulletin Board
- [Submitted bulletin here](#)

Radio

- WINA Featured on a radio spot
- WNRN Community Connection [Script](#) | [Recording](#)
- Poder Latino [FB Recording](#)
- 101.3

Articles/Ads

- Daily Progress https://dailyprogress.com/news/local/photos-buck-mountain-food-pantry-and-cultivate-charlottesvilles-new-text-line/collection_ab7826d0-601a-11eb-900a-87721234fa65.html#12
- Augusta Free Press <https://augustafreepress.com/cultivate-charlottesvilles-food-justice-network-launches-24-7-food-security-text-line/>

News Stations

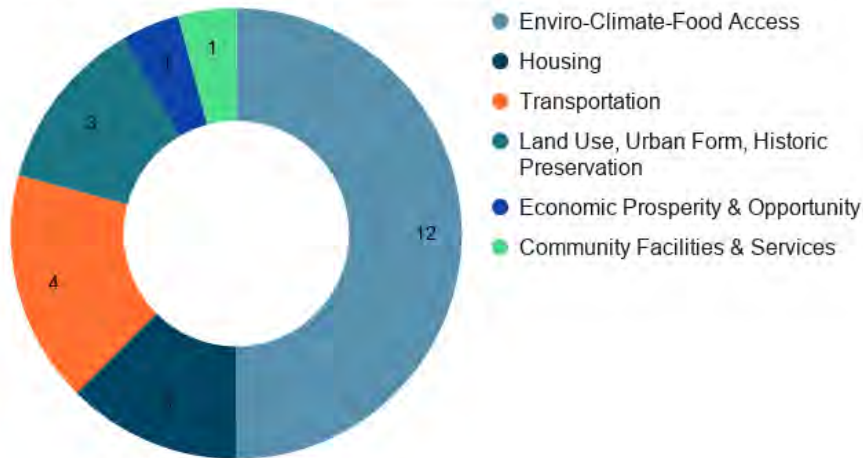
- NBC29 <https://www.nbc29.com/2021/01/25/new-texting-hotline-connects-people-free-food-sources/#:~:text=The%20number%20is%20844%2D947%2D6518>
- CBS19 <https://www.cbs19news.com/story/43222208/cultivate-charlottesville-launches-247-food-security-text-line>
<https://www.cbs19news.com/story/43220724/food-security-text-line-provides-information-based-on-zip-code>

Food Equity Initiative

This document summarizes the recommendations provided to the City Comprehensive Planning team to amplify food equity as a priority. It also indicates which recommendations have been accepted or not. Pages 1:4 outlines the changes recommended for the Guiding Principles and Vision Statements. Pages 5:8 outlines the changes recommended to the Plan Chapters. Pages 8:9 outlines the changes recommended for the Affordable Housing Plan. Pages 9:10 outlines the changes recommended for the Future Land Use Map. Pages 10:12 summarizes the updated food equity language and the source (as indicated by the Comprehensive Plan team). This figure highlights a summary of the 24 times food equity language is included.

Food Equity Policy Wins in City Comprehensive Plan





Key food equity goals, strategies, vision statements & progress measures included per chapter



I. FJN Recommendations for 2020 Comp Plan Guiding Principles & Vision Statements



2020 Comp Plan Guiding Principles	Current Draft – Food equity language is <u>not included</u> in the Guiding Principles thus far.	2021 FJN Recommendations – There are opportunities to add food equity language to the following Guiding Principles sections: 1) equity and opportunity 2) environmental stewardship & sustainability 3) connections & access.
<u>Equity & Opportunity</u>	“All residents, regardless of race, age, income, neighborhood, country of origin, religious affiliation, gender expression, sexual orientation, and other personal characteristics should have equitable and expanded access to safe and affordable housing, good jobs and	Add: ...high-quality education and training, “urban agriculture, healthy school meals, neighborhood food access, transportation food pathways” and other infrastructure... + Food justice term




	<p>wealth building opportunities, parks and natural resources, high-quality education and training, <add> and other infrastructure, information, and services that support a high quality of life. The City will support development and initiatives that take into consideration the full range of needs of Charlottesville’s diverse community. “</p>	
<p><u>Environmental Stewardship & Sustainability</u></p>	<p>“The City should continue to reduce its environmental impact and improve air <add>and water quality, as part of all efforts related to the built and natural environments. Charlottesville’s residents, institutions, and businesses should also be empowered to reduce their environmental footprint and benefit from energy efficiency efforts <add>and high-quality natural resources.”</p>	<p>Add: ...and improve are “soil” and water quality...</p> <p>Add:...energy efficiency efforts, urban agriculture and land stewardship, and high-quality...</p> <p>+ Preserving air, water and soil quality</p>
<p><u>Connections & Access</u></p>	<p>“Residents and visitors should be able to travel safely, efficiently, and affordably throughout the city and region, with easy access to services, employment opportunities, <add> and amenities. “</p>	<p>Add: ...opportunities, “healthy food sources” and amenities.</p>
<p>2020 Comp Plan Vision Statements (pg 2)</p>	<p>Current Draft –Food equity language is included in the <i>environment, health and energy section</i> of the Vision Statements but it is focused on urban agriculture without a specific equity component</p>	<p>2021 FJN Recommendations–There are additional opportunities to add food equity language to the following Vision Statement sections 1-6</p>
<p><u>Environment, Health and Energy</u></p>	<p>YES: “The City will work to ensure food <change>security and access to healthy foods for all residents by supporting local</p>	<p>Note: There is a difference between food security (which can be achieved through emergency food resources) and food justice or food equity (which focuses on equity and</p>



 <p>Included in 2021 Climate, Environment Food Chapter</p>	<p>urban agriculture and creating a more just food system.”</p>	<p>changes in systems). How will you make it a more secure food system and in what ways will you tackle food justice? <change> The City will work to create a more just and healthy food system through access to healthy food for all residents, urban agriculture, transportation food pathways, and affordable food markets.</p>
<p><u>Environment, health and energy</u></p>  <p>Included in 2021 Climate, Environment Food Chapter</p>	<p>“The City will work to both mitigate and prepare for the potential impacts of climate change by increasing reliable access to and use of clean energy sources, updating its building standards, improving environmental quality for all residents <add>.“</p>	<p>Add: all residents and “utilizing food & climate equity approaches”, OR (more specifically) all residents and “building food system resilience and soil health” + Add language about resilience, soil health</p>
<p><u>Land use, urban form and historic preservation</u></p>  <p>Included in 2021 Land Use, Urban Form, Historic Preservation Chapter</p>	<p>“Through the City’s land use and urban design plans, policies, and regulations, including zoning, Charlottesville will strive to eliminate racial and economic inequities and segregation, increase the supply and affordability of housing, enhance neighborhood livability, improve environmental quality, support an efficient transportation network, <add>promote infill development, and increase commercial vitality.”</p>	<p>Add: transportation network,... “increase access to urban agriculture and shared green space, promote infill development, and increase... Consider these as well: + Access to affordable food markets + Environmental health in low wealth communities + Promote mental health and wellness in low wealth communities</p>
<p><u>Housing</u></p>  <p>Not Included in 2021</p>	<p>The City of Charlottesville will recognize the importance of housing for all residents by implementing strategies to achieve a housing market that is affordable, healthy, high quality,</p>	<p>Add: high quality,... accessible to resources (affordable food, green space, etc) and, above all, equitable</p>


Housing Chapter	<p><add>and, above all, equitable.</p> <p>The City will identify and address injustice in the provision of housing options for all, regardless of personal or familial characteristics or circumstances.</p>	
<p><u>Transportation</u></p>  Included in 2021 Transportation Chapter	<p>“The transportation network will be well-integrated with land use to support access to jobs, services, <add> and destinations while reducing reliance on the automobile and single occupancy vehicle travel. “</p>	<p>Add...jobs, services, “affordable, healthy food options and green spaces,” and destinations while reducing reliance..</p>
<p><u>Economic Prosperity & Opportunity</u></p>  Included in 2021 Economic Prosperity and Opportunity Chapter	<p>“The City of Charlottesville will be supportive of businesses, including small and minority-owned businesses as well as new business ventures, and will actively participate <add> in regional economic development initiatives”</p>	<p>Add: ...actively participate “in community wealth building and” in regional economic development initiatives.</p>
<p><u>Community Facilities & Services</u></p>  Included 'urban agriculture' in 2021 Community Facilities & Services	<p>“The City of Charlottesville will ensure that all residents have access to outstanding <add>schools, recreational facilities and trails, <add>civic facilities and public buildings, public services, <add>and the infrastructure needed to support a full range of educational and economic opportunities. “</p>	<p>Add in red: “The City of Charlottesville will ensure that all residents have access to outstanding and healthy schools, recreational facilities and trails, urban agriculture, civic facilities and public buildings, public services, neighborhood food markets and the infrastructure needed to support a full range of educational and economic opportunities. “</p>

Food Equity Initiative
II. FJN Recommendations for 2017–18 Comprehensive Plan Chapter Drafts

2017–18 Comprehensive Plan Draft Chapters	2017–2018 FJN Recommendations	Recommendation Implemented?	Implemented as:	2021 FJN Feedback / Edits
Urban Environmental Sustainability  Included in 2021 Environment, Climate, Food Access Chapter, Goal 5.1 *note: didn't include Black residents, just says residents	Add 1.10 Establish and enforce a minimum standard for square footage of green space per person in low-income census tracts that preserves (and in some cases increases space where standards are not met) space for urban agriculture production and garden use throughout development.	YES: Added to 2017–18 Urban Sustainability Chapter under New Goal 3 "Resilient Local Food System", as Goal 3.1 in different terms/language	"3.1: Evaluate recommended standards for open space and how those could be implemented to support urban agriculture production and food availability, especially to low income populations <add> ."	<i>This is great</i> Yes and <add>and Black residents previously displaced through redevelopment
Urban Environmental Sustainability  Included in 2021 Environment, Climate, Food Access Chapter, Goal 5.1	Add 1.11 Promote and protect green and urban agriculture spaces in all 18 neighborhoods (emphasize equity in investment across all neighborhoods) in the city for the sustainable production of locally grown foods or community gardens, by participating in programs or engaging with networks that maintain these spaces.	YES: Added to 2017–18 Urban Sustainability Chapter under New Goal 3 "Resilient Local Food System", as Goal 3.2 in different terms/language	"3.2: Promote and protect green and urban agriculture spaces distributed throughout the city<add> for the sustainable production of locally grown foods or community gardens; leverage resources with local partners."	-Lost the equity language -Should it be "protect urban agricultural and green spaces" Yes and <add> ...throughout the city, especially in public and subsidized housing , for the sustainable...
Urban Environmental Sustainability	Add 1.12 Streamline and make clear the process by which neighborhoods	YES: Added to 2017–18 Urban Sustainability	"3.3: Define a process to allow for expanded	-Need to highlight equity; we have a community

 Included in 2021 Environment, Climate, Food Access Chapter, Goal 5.1	may create shared gardens.	Chapter under New Goal 3 "Resilient Local Food System", as Goal 3.3 in different terms/language	community and shared gardens<add>."	<p><i>garden process now but it's not accessible to everyone</i></p> <p><i>Clarify the difference between plot rental gardens and shared community gardens (such as UAC)</i></p> <p>Yes and<add>Define a process to make community and shared garden spaces more equitable and accessible to residents without private land</p>
Urban Environmental Sustainability  Included in 2021 Environment, Climate, Food Access Chapter, Goal 5.4	<u>Add 2.16</u> Establish and enforce a minimum standard for availability and sustainable management for water resources which is mindful of current and growing needs for maintaining green spaces, including during development and redevelopment projects, in low-income census tracts, and throughout the City.	YES: Added to 2017-18 Urban Sustainability Chapter under New Goal 3 "Resilient Local Food System", as Goal 3.4 in different terms/language	"3.4: Promote sustainable resource strategies for urban agriculture<add> (e.g. nutrient inputs, efficient irrigation)." -Add equity component Sfasdf	<p>Yes and<add>e.g. soil health, water collection) including during development and redevelopment projects, in low-income census tracts, and throughout the City.</p>
Housing  Included in 2021 Housing Chapter, Goal 1, Strategy 1.10	<u>Add 7.5:</u> Encourage the incorporation of food access avenues (eg. affordable stores, agriculture space such as greenhouses, school and community gardens, neighborhood farmers markets) in all housing developments to the maximum extent feasible in order to increase self-sufficiency, improve environmental	YES: Added to 2017-18 Housing Chapter as Goal 9.5	"9.5: Encourage the incorporation of food access avenues (e.g., affordable stores, agriculture space such as greenhouses, school and community, neighborhood farmers markets) in all housing developments to the	<p>Yes and Make sure this is also added to Affordable Housing Plan</p> <p>Can be shortened to: Affordable housing plans will incorporate food access consideration including accessible, affordable, healthy and culturally appropriate food markets and ample</p>

	sustainability, and to increase access to food.		maximum extent feasible both the increase self-sufficiency and as a way to be more sustainable and to increase access to food.”	space for residents to grow their own food.
Housing  Included in 2021 Housing Chapter, Goal 1	<u>Add food access to Goal 8:</u> Ensure the City’s housing portfolio offers a wide range of choices that are integrated and balanced across the City, and which meet multiple City goals including: community sustainability, walkability, bikeability, public transit use, increased support for families with children, fewer pockets of poverty, access to local jobs, thriving local businesses, and decreased student vehicle use.*	YES: Added to 2017-18 Housing Chapter as Goal 10	“Goal 10: Ensure the City’s housing portfolio offers a wide range of choices that are integrated and balanced across the City, and which meet multiple City goals including: community sustainability, walkability, bikeability, public transit use, increased support for families with children, poverty deconcentration, access to food, access to local jobs, thriving local businesses, decreased student and resident vehicle use.*”	Yes and Make sure this is also added to Affordable Housing Plan
Housing  Included in 2021 Housing Chapter, Goal 1, Strategy 1.6	<u>Add to 8.2:</u> Link housing options, transportation, food access (add here) , and employment opportunities in City land use decisions.*	YES: Added to 2017-18 Housing Chapter as Goal 10.2	“10.2 : Link housing options, transportation, food access, and employment opportunities in City land use decisions.*”	Yes and Make sure this is also added to Affordable Housing Plan
Transportation	<u>Add 6.11:</u> Evaluate transit services to food access	NO: Language not identified in	-	<add> Evaluate transit services to food access

 Included in 2021 Transportation Chapter, Goal 5, Strategy 5.7	points including, emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores.	Transportation Chapter		<p>points including, emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores. OR since the specifics are listed in 6.12</p> <p><add> Evaluate transit services to food access points and make recommendations to build food equity access.</p> <p>And Make sure this is also added to 2021 Transportation Chapter</p>
Transportation  Included in 2021 Transportation Chapter, Goal 5, Strategy 5.7	<u>Add 6.12:</u> Incorporate bus stops to the maximum extent possible to food access points including, emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores.	YES: Added to 2017-18 Transportation Chapter under Goal 5.12	“5.12 Incorporate bus stops to the maximum extent possible to food access points including, emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores”	<p>Yes and Make sure this is also added to 2021 Transportation Chapter</p>

Food Equity Initiative

III. FJN Recommendations & Implementation in 2021 Affordable Housing Plan

2021 Affordable Housing Plan	Current Draft: The Affordable Housing Plan does not include food equity language	2021 FJN Recommendations: There are three opportunities to add food equity language
Page 77	"Increase access to opportunity. - Land use policies should create more housing in areas of opportunity such as near main transit lines, jobs, <add here> or in mixed-income neighborhoods, but	Add: 'healthy, affordable food options'

	must also be designed to prevent displacement of low-income residents due to increased investment and rising housing costs."	
Page 77	"Increase housing supply to limit market pressure on rents and home prices.-The City of Charlottesville and Albemarle County are expected to add 15,000 households by 2040. Housing prices are growing rapidly as demand exceeds supply. The region must build more housing to prevent pricing pressure, and to ensure that residents have equitable options to access schools, access jobs,<add here> and age in place."	Add: 'healthy, affordable food options'
Page 81	"Racial Equity Zoning has historically been a tool to create and enforce racial segregation, so zoning reform is essential to building racial equity into housing in Charlottesville. To successfully align with this guiding principle, the zoning changes must increase access to housing near major transit lines, <add here> and employment centers while limiting displacement pressures in low- and moderate-income neighborhoods. (P 81)"	Add: 'healthy, affordable food options'

Food Equity Initiative

IV. FJN Recommendations & Implementation in 2021 Comp Plan Future Land Use Map

2021 Comp Plan Future Land Use Map	Current Draft: The Planning Objectives do not include food equity language	2021 FJN Recommendations: There are two opportunities to add food equity language
Planning Objective	Increase density around community amenities such as shopping, employment centers, and transit.	<add> "neighborhood food access avenues and markets"

Planning Objective	Explore the development potential of vacant or underutilized properties	<add> with a focus on urban agriculture and neighborhood food access avenues and markets
MAPS		<add> Map of current urban agriculture and community garden spaces throughout the city <add> Heat Index map to identify areas with lower tree cover investment leading to higher energy costs and negative health implications

Food Equity Initiative

V. FJN Food Equity Language Implemented in 2021 Comp Plan Chapters

2021 Comp Plan Chapter & Section	Food Equity Language - <i>highlighted sections were specifically recommended by the Food Justice Network with edits and adaptations by Cville Plans Together</i>
Environment, Climate, Food Access - Vision Statement	The City and the Charlottesville community will work to create a more just and healthy food system through access to healthy foods for all residents, urban agriculture, transportation food pathways, and affordable food markets.
Environment, Climate, Food Access - Vision Statement	The City, with the cooperation with the Charlottesville community, will both mitigate and prepare for the potential impacts of climate change by increasing reliable access to and use of clean energy sources, improving building energy performance, pursuing resilience and adaptation strategies, and utilizing food & climate equity approaches.
Environment, Climate, Food Access - Progress Measure	% community within walking distance (1/2 mile) to a grocery store or food market by Neighborhood Planning Area
Environment, Climate, Food Access - Goals & Strategies	<p>Goal 5) Resilient and Equitable Local Food System: Increase resilience and equitability of the local food system and urban agriculture, including access to healthy foods for all neighborhoods.</p> <p>Strategy 5.1 Evaluate recommended standards for open space and how those could be implemented to support urban agriculture production and food availability, especially to low-income populations and residents previously displaced through redevelopment.</p> <p>Sub-strategies:</p> <ul style="list-style-type: none"> Promote and protect green and urban agriculture spaces distributed throughout the city, especially in or near public and subsidized housing sites, for the sustainable production of locally grown foods or community gardens; leverage resources with

	<p>local partners.</p> <ul style="list-style-type: none"> • Define a process to make community and shared garden spaces more equitable and accessible to residents without private land <p>Source: 2018 draft Environment chapter; Food Justice Network</p> <p>Strategy 5.2 Investigate ways to incorporate food equity practices such as urban agriculture, edible landscaping, and water conservation into the Parks & Recreation Strategic Master Plan. Source: Food Justice Network</p> <p>Strategy 5.3 Strategically invest in preserving green space for food security purposes.</p> <p>Sub-strategy:</p> <ul style="list-style-type: none"> • 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. <p>Source: Food Justice Network</p> <p>Strategy 5.4 Promote sustainable resource strategies for urban agriculture (e.g., soil health, nutrient inputs, water collection, efficient irrigation) including during development and redevelopment projects, in low-income census tracts, and throughout the City. Source: 2018 draft Environment chapter; Food Justice Network</p> <p>Strategy 5.5 Commit to dissolving food deserts through strategic support and collaboration of organizations, community members, health institutions, and city departments cultivating healthy food access through programs and supporting the creation of affordable markets within or within walking distance to low-income neighborhoods. Source: Food Justice Network</p>
<p>Housing</p> <ul style="list-style-type: none"> - Goals & Strategies 	<p>Goal 1: Diverse Housing Throughout the City: Support a wide range of housing choices that are integrated and balanced across the city, and which meet multiple City goals including community sustainability, walkability, bikeability, ADA accessibility, public transit use, increased support for families with children, poverty deconcentration, access to food, access to local jobs, thriving local businesses, and decreased vehicle use.</p> <p>Strategy 1.6 Improve access for lower-income households and Americans with Disabilities, to adult learning and employment opportunities, job training, healthy food sources, and public amenities, such as parks and recreational facilities, shopping destinations, and libraries with the goals of reducing family isolation, deconcentrating poverty, and enhancing neighborhood and school health, and economic mobility Source: 2018 draft Housing chapter</p> <p>Strategy 1.10 Encourage the incorporation of food access avenues (e.g., affordable stores, agriculture space such as greenhouses, school and community, neighborhood farmers markets) in all housing developments to the maximum extent feasible both the increase self-sufficiency and as a way to be more sustainable and to increase access to food. Source: 2018 draft Housing chapter</p>

Transportation - Vision Statement	The transportation network will leverage connections across travel modes and be well- integrated with land use to support access to jobs, services, schools, affordable and healthy food options , parks and green spaces , and other destinations while reducing reliance on the automobile and single occupancy vehicle travel. As this is achieved, provision of parking will be coordinated with urban form goals, while mitigating potential impacts to neighborhoods and respecting the needs of residents, businesses, employees, visitors, and others.
Transportation - Progress Measure	% of commercial and employment centers, grocery stores/food access locations , transit routes, schools, and parks with adequate pedestrian connectivity within 1/4 mile
Transportation - Strategies	<p>Strategy 5.3 Sub-strategy: Consider a new bus or micro mobility (e.g., shared bicycles, scooters) pass to provide free or subsidized rates for low-income residents that qualify for SNAP or WIC. Source: 2018 draft Transportation chapter; Food Justice Network; Cville Plans Together</p> <p>Strategy 5.7 Evaluate transit services to food access points and consider incorporating bus stops near these locations, including emergency food banks, soup kitchens, nutritional services, community and school gardens, farmers markets, and grocery stores. Source: 2018 draft Transportation chapter</p>
Land Use, Urban Form, Historic Preservation - Vision Statement	Through the City's plans, policies, and regulations, including zoning, Charlottesville will work to address inequities, increase the supply and affordability of housing, support an efficient transportation network with a variety of options for travel, improve and protect the health of the natural environment, increase access to urban agriculture and shared green space , and increase commercial vitality at various scales throughout the city.
Land Use, Urban Form, Historic Preservation - Progress Measure	% population within walking distance to transit, parks, schools, food access locations , employment centers
Land Use, Urban Form, Historic Preservation - Strategies	Strategy 1.1 Sub-strategy: Support development that fosters increased housing affordability; transit- oriented growth; the use of infill and reuse; walkability and bikeability; access to parks, recreation and social interaction opportunities, schools, and other amenities and services; improved food access ; and business opportunities.
Economic Prosperity and Opportunity - Vision Statement	The City's land use and economic development programs will be supportive of businesses, including existing small and minority-owned businesses as well as new business ventures, and the City will actively participate in community wealth building and regional economic development initiatives.
Community Facilities and Services - Vision Statement	The City of Charlottesville will ensure that all residents have access to outstanding schools, parks, recreational facilities, trails, urban agriculture , civic facilities and public buildings, public services, and the infrastructure needed to support a full range of educational and economic opportunities.