



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: AUGUST 9, 2016

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARD: 2

SUBJECT: APPROVAL OF AGREEMENT WITH RIVERSIDE COMMUNITY HEALTH FOUNDATION TO RECEIVE GRANT FUNDS IN THE AMOUNT OF \$261,551.59 FOR EASTSIDE HEALTHY EATING ACTIVE LIVING ZONE INITIATIVE PHASE 2 - SUPPLEMENTAL APPROPRIATION

ISSUE:

Approve an agreement with Riverside Community Health Foundation (RCHF) as part of the Eastside Healthy Eating Active Living (HEAL) Zone Initiative for the Parks, Recreation and Community Services Department to provide services and education through April 1, 2019.

RECOMMENDATIONS:

That the City Council:

1. Approve the attached Eastside HEAL Zone Phase 2 Agreement in the amount of \$261,551.59 for April 1, 2016 through April 1, 2019, between Riverside Community Health Foundation and the Parks, Recreation and Community Services Department (PRCSD);
2. Authorize the City Manager, or his designee, to execute all necessary documents associated with the Agreement and make non-substantive changes in documents; and
3. Upon execution of the Agreement, authorize an increase in estimated revenues in the amount of \$261,551.59 and appropriate expenditures in the same amount in a project account to be established by the Finance Department for HEAL Zone Phase 2.

BACKGROUND:

In July 2013, the Riverside County Department of Public Health received funding from the Kaiser Permanente Southern California Region's HEAL Zones Initiative to target the Eastside community through a collaborative effort to get residents in the Eastside neighborhood to 1) increase consumption of healthy food and beverages; 2) decrease calorie consumption; and 3) increase physical activity. The Eastside Neighborhood was selected to be the area of focus based on criteria established by Kaiser Permanente. The criteria included demographic factors such as income levels, population density, obesity rates, geographic area, and physical and social infrastructure already in place to effectively carry out the initiative's goals and objectives.

Funding was awarded in the amount of \$1,000,000 to cover a nine-month planning phase (\$100,000) and a three-year implementation phase (\$900,000). The HEAL Zone Community Action Plan was developed through community input, as well as input from a network of partners that have been brought together by the County of Riverside Public Health Department. The PRCSD and the Community Development Department were among several partners involved in this initiative. Other partners include the Riverside Police Department, Riverside Unified School District, Community Action Partnership of Riverside, Riverside Community Health Foundation, Riverside County Health Coalition and Department of Public Health Nutrition Services, faith-based groups, health care providers, businesses, and members of the community.

Phase 1 was successfully completed on March 31, 2016, and now, RCHF and the PRCSD wish to continue to increase opportunities for healthy eating and active living in the Eastside neighborhood through the implementation of environmental and policy changes, reinforced through education and promotion as set forth in the Eastside HEAL Zone Phase 2 Community Action Plan.

RCHF has received funding from Kaiser Foundation to achieve the following objectives within the Eastside HEAL Zone:

1. Implementing and promoting park improvements;
2. Implementing healthy eating and physical activity policies among faith-based organizations;
3. Implementing school district wellness policies;
4. Implementing the “Green Alleyway Project” (transforming two alleys into safe, green, community spaces);
5. Implementing HEAL Rx at two clinics and creating a referral and tracking system;
6. Improving healthy retail at four corner stores;
7. Expanding produce stands and a crop box program;
8. Creating and implementing a new system for enrollment and retention onto federal food programs at various community settings including clinics, child care centers, and the school district resource center;
9. Creating and implementing a sustainable local food hub to strengthen network of farmers and increase affordability;
10. Enhancing and coordinating youth service programs; and
11. Providing resident leadership development and resident engagement opportunities.

These objectives and other strategies are to promote healthy eating and active living and will be implemented by both RCHF, PRCSD and other HEAL Zone partners over the next three years.

The Agreement with RCHF will provide the PRCSD with \$261,551.59, over a three year period, to achieve HEAL Zone Community Action Plan objectives. In-kind support and estimated overheads costs in the amount of \$211,010.41 will be provided indicated in the chart below.

	In-Kind Contribution			Total In-Kind & In-Direct Costs	PRCSD Account Number
	Year 1	Year 2	Year 3	3 Year Period	
	4/1/2016 - 3/31/2017	4/1/2017 - 3/31/2018	4/1/2018 - 3/31/2019	4/1/2016 - 3/31/2019	
PERSONNEL/STAFFING (List title and % on project)					
Superintendent (5%)	\$ 5,095.44	\$ 5,346.77	\$ 5,613.33	\$ 16,055.54	5225000-411100
Supervisor (10%)	\$ 5,834.88	\$ 6,125.74	\$ 6,431.28	\$ 18,391.90	5225000-411100
Coordinator (10%)	\$ 4,958.00	\$ 5,255.00	\$ 5,487.00	\$ 15,700.00	5225000-411100
TOTAL, PERSONNEL	\$ 15,888.32	\$ 16,727.51	\$ 17,531.61	\$ 50,147.44	
PROGRAM/OPERATING					
Office Supplies	\$ 500.00	\$ 500.00	\$ 500.00	\$ 1,500.00	5225000-425400
Communications	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 15,000.00	5225000-425600
Telephone / Utilities	\$ 550.00	\$ 550.00	\$ 550.00	\$ 1,650.00	5225000-422100
Rent / Building	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 75,000.00	In-Kind Use
TOTAL, PROGRAM	\$ 31,050.00	\$ 31,050.00	\$ 31,050.00	\$ 93,150.00	
INDIRECT/OVERHEAD					
15 % of Expenses	\$20,361.23	\$20,785.56	\$21,452.39	\$62,599.18	Department/City Overhead
TOTAL, INDIRECT	\$ 20,361.23	\$ 20,785.56	\$ 21,452.39	\$ 62,599.18	
TOTAL (Personnel + Program + Indirect)	\$ 67,299.55	\$ 68,563.07	\$ 70,034.00	\$ 205,896.62	

FISCAL IMPACT:

The Agreement with RCHF will provide the PRCSD with \$261,551.59 to achieve HEAL Zone Community Action Plan objectives. In-kind support will be provided through existing department appropriations.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
 Certified as to availability of funds: Scott G. Miller, Interim Finance Director/Treasurer
 Approved by: Alexander T. Nguyen, Assistant City Manager
 Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Eastside HEAL Zone Phase 2 Agreement
2. Presentation