

MEMO: Using Healthy Retail Access Program Funds to Sponsor the Summer Meals Program

Date: Wednesday, May 17th, 2017

To: Healthy Retail Access Work Group Members

From: George Reistad, Food Policy Coordinator

Hello Healthy Retail Access WG members,

I wanted to bring to your attention an opportunity for HRAP funds to be used to support a program that has a common mission with the ideals that HRAP was established under – to increase access to food. The Summer Meals Program, hosted by MMSD, provides summer meals to children under 18 years of age at over 40 meal sites throughout the City. At 4 selected sites on the North, South, and West sides of the City, the program also serves meals to adults who are accompanying minors, which is currently not allowed under the USDA-funded program. This is accomplished through a partnership between the City of Madison (Mayor's Office and Parks), REAP Food Group, and Public Health Madison & Dane County. The City provides staffing support and funding to this initiative.

An important item to note is that the 3 current sites (Leopold Elem., Lakeview Elem., and Elver Park) and the 4th potential site on the S. Side (either Southdale Park or Highland Manor Apartments) are all within districts designated by the Food Access Improvement Map of the Healthy Retail Access Program.

Per our recent conversations about the programmatic need for data collection from consumers and neighborhood residents on food access and food preference, Natasha Smith at REAP believes that we can work with their evaluation team to integrate questions we may have for community residents. Because of the geographic spread of the meal sites, she thinks that we could survey at sites throughout the city, specifically focusing on areas identified in our Food Access Improvement Map.

I have discussed this approach with Business Development Specialist Ruth Rohlich, Budget Director Laura Larsen, Deputy Mayor for Operations and Finance Enis Ragland, and Mayor Soglin and they all believe that a one-time HRAP sponsorship of the Summer Meals Program in the amount of \$15,000 for the summer of 2017 is both viable and appropriate.

REAP Food Group would also like an indication of support as soon as possible so they can kick off promotion and advertising in enough time to make an impact. The program is slated to start on Monday June 19, 2017.

Sincerely,

George Reistad
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