



City of Madison Healthy Retail Access Program Application



APPLICANT INFORMATION

Primary Contact for Project (phone, email)	REAP Food Group c/o Natasha Smith, 608-310-7833, natashas@reapfoodgroup.org	Total Project Amount: \$ 39,500 Healthy Retail funds requested (Maximum: \$35,000): \$ 15,000	
Address(es) of Project		Elver Park-1250 McKenna Blvd Madison, Southdale Park-200 Deer Valley Road, Madison	
Applying as a:		Retailer <input type="checkbox"/>	Organization <input checked="" type="checkbox"/> (must fill out Form A)
Are you a SNAP approved retailer through the U.S. Department of Agriculture (USDA)?		YES <input type="checkbox"/> FNS# _____	NO <input checked="" type="checkbox"/>

PROJECT INFORMATION

Please limit each answer to the space provided. You may attach additional information related to the questions and budget to this application.

Please describe, in detail, the proposed project.

REAP Food Group is working to improve and expand the Summer Food Service Program (SFSP) in the Madison area. The SFSP is a federal meal reimbursement program that provides free meals for children throughout the summer months, in an effort to bridge the nutrition gap for children who rely on school meals during the academic year. Madison Metropolitan School District Food and Nutrition Services provides the meals and oversight to nearly 50 sites in the Madison area - ranging from summer school locations, to community centers, apartment complexes, etc. At sites, all children age 18 and younger can eat meals for free, no registration or identification required. Breakfasts, lunches, dinners and snacks are served, depending on each site.

While the SFSP has been in existence for decades, it has been underutilized in Madison: ~13,000 children in MMSD qualify for free/reduced price meals (a commonly used indicator of poverty), while in recent years only ~4,000-5,000 children have been eating summer meals on an average day. This data indicates a large gap of ~8,000-9,000 children who could likely benefit from the Summer Food Program, but are not taking part. Indeed, results from a needs assessment survey REAP administered to community centers and food pantries show that the vast majority of respondents are unaware of the program, indicating need for better communication and marketing to residents. REAP will be undertaking a wide array of communications methods as part of this project.

The low program participation and lack of awareness are among the issues REAP is trying to address. REAP's efforts are multifaceted and include the following:

- Broad city-wide marketing and communications of the program
- Robust evaluation components (see below)
- Specific focus at two community park sites (Elver Park and Southdale Park) where REAP will serve daily summer lunches, provide daily farm to school education activities, and free meals for adults who bring children
- Inclusion of fresh local produce as part of the meals at all Summer Food Program sites.

Of particular interest to the Healthy Retail Access Program may be the evaluation aspects of this project. REAP will be administering surveys, one-on-one interviews, and focus groups during the summer months to gather information about the children and adults who are participating. To do this work, REAP is collaborating with the Wisconsin Center for Evaluation Research at the UW. The data collected will inform how residents access food in their neighborhoods, which REAP will be happy to share with the HRAP to further its' important work.

Please describe how the project improves access to healthy food in the neighborhood you serve.

This project improves access to healthy food at the ~50 Summer Food Program sites across the city. The meals that are served meet the United State Department of Agriculture's strict nutrition guidelines and must include whole grains, fruits, vegetables and protein. REAP's efforts to broadly market the program will serve to improve access city-wide. The bulk of HRAP funds will specifically be used towards these communication tactics. REAP is stepping up to lead the communications and PR campaign due to the limited capacity and resources of MMSD Food and Nutrition Services.

Speficially, the two community park sites that REAP will be operating this summer were chosen for their locations. REAP analyzed maps of the 2016 summer food sites to find gaps in coverage - speficially gaps where there were a large number of children who qualify for free/reduced price meals. By operating two meal sites in areas of high-need, REAP will directly increase daily access to healthy food for these residents. Both of these locations are identified as Areas of Focus in the City of Madison's Food Access Improvement Map.

Elver Park: The neighborhoods directly adjacent to Elver Park contain over 1,000 children who qualify for free/reduced price meals. While there are a couple of Summer Food Sites in the area (including a summer school site), these sites are only serving ~150 summer meals per day combined.

Southdale Park: The Southdale neighborhood is in a uniquely isolated spot, closed off by busy roads on all sides (the Beltline, Rimrock Rd and Hwy 14). To access the closest Summer Food Program site, Southdale residents would need to cross over the Beltline, walking 20 minutes to the most adjacent site on W Badger Road.

REAP is planning specific tactics to improve access to healthy food in the Southdale and Elver neighborhoods. First, by choosing two park locations, REAP is bringing the free meals directly into the neighborhoods. Serving meals at a park is a nationally-recommended strategy as it reduces the intimidation-factor of walking into a building for a free meal. Secondly, REAP will provide daily fun educational activities for children at the two park sites. Providing activities will encourage children to engage with nutrition and wellness-centered topics and to be excited to come back for additional meals. Thirdly, these HRAP funds will provide free meals for the adults who bring children to the Elver and Southdale sites. Providing adult meals offers an incentive for parents and guardians to attend the program, as they will be able to eat a free meal as well. Finally, REAP works directly with MMSD Food and Nutrition Services (who prepares the meals for all 50 sites) to include fresh locally-grown produce. REAP believes strongly that all children deserve access to high quality and nutrient-dense fruits and vegetables and this program provides a way to get this produce directly to thousands of Madison children during the peak growing season for WI produce.

As with all aspects of REAP's Summer Food Program work, the impact will have added importance due to our robust evaluation components. Not only will residents have improved access to healthy food during the summer through this program, the information gleaned through surveys, interviews and focus groups will allow REAP to gain strong insights into the lived experiences of the residents, especially as related to food, speficially topics such as: Where residents buy food in their neighborhoods, attitudes towards fruits and vegetables, barriers to healthy food access, transportation concerns, how residents want to learn about food programs, etc. There will be opportunities to have repeated interactions with participants during the summer, where qualitative information can be gathered. Much of the data will be beneficial not only to this projects, but to the HRAP more broadly. In addition, REAP's work on the Summer Food Program is continuing through at least 2018 and there will be opportunities to continue data collection into future years.

Please describe any organizational partners or other collaborators and their relationship to the project.

Partnership is key to this project, and a unique group of collaborators have been assisting REAP's efforts. Core partners and description of their role is described below. REAP has convened this group since 2015 to systematically work together to improve the Summer Food Program.

- MMSD Food and Nutrition Services provides meals, program oversight, access to MMSD communication channels (website, social media, backpack mail, etc.), food distribution, coordination between sites, etc.

- City of Madison Mayor's Office offered generous sponsorship of REAP's work and sponsorship of adult meals in 2016. In addition to sponsorship, George Reistad assists in planning for the program, connecting REAP to city leaders, communications through City channels, etc.

- City of Madison Parks Division provides free use of the Elver Park Shelter for the program, picnic tables, transportation through Parks networks, etc. The Parks Outreach Coordinator participates regularly in planning meetings.

- Public Health Madison and Dane County provides guidance on interventions to increase participation and the Food Security Analyst participates in planning meetings.

REAP also has the participation of many supporting partners, including Second Harvest, the Community Action Colaition, Alder Sheri Carter, Alder Barbara McKinney, The Elver Park Farmer's Market, the Town of Madison Parks Commision, Joining Forces for Families, Madison School and Community Recreation, MMSD Communications Department, Wisconsin Center for Evaluation Research, Centro Hispano, and many neighborhood community centers.

The broad partnerships that REAP has built around this project make it strong. Indeed, these relationships can be leveraged for other related programs, including the HRAP.

Please take some time to describe the types of technical assistance that you may need to help with completing the project. Some examples of technical assistance: business plan development, marketing assistance, financial planning, grant writing assistance, market research, bookkeeping, project management, etc.

REAP has a robust plan in place for all aspects of the project. We have an evaluation consultant in the Wisconsin Center for Education Research. The greatest assistance that the City and the HRAP can provide will be spreading the word about this program to city residents.

Please indicate a general timeline for the project.

Prior to June 19: designing communications materials, marketing and promotion of the program to city residents, through MMSD channels, etc.

June 19 - August 11: Program operates Monday - Friday. REAP staff, AmeriCorps members and interns will be at Summer Food Program sites each day. Surveying, interviewing and focus groups will also take place during this time period. Adult meals will also be served during this time period.

August 11 - September: Data analysis and evaluation. Reports regarding program success, best practices, and future suggestions will be completed.

BUDGET SUMMARY

Please include a project budget that includes items such as construction costs, materials, labor, etc. Please include specifically how city dollars would be utilized within the project budget. Also include other funders, lenders, or in-kind supporters that are contributing to the project.

SAMPLE BUDGET

Item	Total Cost	Labor Cost (estimate, if not available)	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support
Printed materials, graphic design material for education and outreach, PR campaign	\$13,052	\$2,000	\$11,000	\$2,052
Adult meal sponsorship	4,000		\$4,000	\$0
Coordination and oversight of project and partners, educational program development and supervision of REAP interns, general program management	\$15,123	\$15,123	\$0	\$15,123
Evaluation consultant contract	\$3,000	\$3,000	\$0	\$3,000
Intern stipends	\$3,000	\$3,000	\$0	\$3,000
Miscellaneous educational supplies, travel, etc.	\$1,325		\$0	\$1,325
TOTAL	\$39,500.00	\$23,122.00	\$15,000.00	\$24,500.00

FORM A

A) Please list the retailer(s) and location(s) that are directly working with for this project.

B) Please specifically describe the organizational support that you are providing to the retailers as a part of this project proposal.

LETTER OF INTENT

Please attach a letter, signed by the owner or manager for the retailer(s) involved that describes their active participation in the project.