

**NAME OF AGENCY City of Greensboro Parks & Recreation**



**BlueCross BlueShield  
of North Carolina**

**Foundation**

**Equipment-Only Grant Proposal**

**ABOUT YOUR AGENCY**

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- 1. Agency Profile** – Briefly describe your agency, mission and values, and core programs. We are especially interested in how your mission helps to guide your current work. *(Response limited to 1500 characters – including spaces).*

The Mission Statement for Greensboro Parks & Recreation Department is "exists to provide professional and diverse leisure opportunities through inclusive programs, facilities, parks and open space, ensuring that Greensboro is a desirable place to work, live and play." Since 1933, Greensboro Parks & Recreation has been "Reaching Out, Touching Lives" with outstanding facilities for people of all ages, abilities, and from all walks of life. Greensboro has a rich history of recreation and natural beauty, making our 170 parks, gardens and special facilities some of the most visited attractions in the state. Spanning more than 3,500 programmed acres, the department provides a vast array of leisure opportunities from sports and fitness, to Environmental Education and Community Gardens, to the cultural and historical arts. Our department continually strives to provide innovative and diverse programs to our participants at little or no cost. Our staff is as diverse as our programming. With this diversity and commitment to excellence in customer service and programming, Greensboro Parks and Recreation's programs and facilities are well known around the city and state. The department is nationally-accredited and a three-time winner of the National Gold Medal Award for excellence in leisure services.

- 2. Strengths** – Briefly describe what your agency does especially well. Focus on ways in which you truly stand out and on how your strengths qualify you to execute the project in this proposal. **Tip: You may consider your strengths and expertise relative to other agencies. Do not critique others, but speak to your strengths and unique skills and strategy.** *(Response limited to 1000 characters – including spaces).*

Under the umbrella of our Environmental Education Section, we offer many opportunities for growing and distributing healthy local produce by continuing to add to the inventory of community gardens located on public lands. The City is currently involved in the maintenance and oversight of 5 community gardens located on city owned parcels within food deserts: Steelman Park, the Village at Northside, Keeley Park, Maywood Street Park, and at the Caldcleugh Multicultural Arts Center. We also provide free or low-cost educational opportunities and resource information to those interested in a variety of sustenance-related topics such as classes on topics about healthy eating, permaculture, sustainable agriculture, gardening basics, growing produce, etc. offered by the Greensboro Public Library and Parks and Recreation

throughout the year. Residents have access to garden mentors provided by the NC Cooperative Extension service which is facilitated by Parks and Recreation.

3. **County** – Please indicate the county in which your agency is located.

Guilford

4. **Status** – Please indicate your current NCRPA agency status (**Reminder: Only those agencies that are NCRPA members are eligible to apply for this grant**):

- Agency is a current NCRPA member  
 Agency is actively in the process of becoming an NCRPA member  
If not a current NCRPA Agency member you can join or renew at [www.ncrpa.net](http://www.ncrpa.net). Renewal must be effective as of grant deadline, March 24, 2014.

## **PROJECT**

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5. **Equipment** – Describe the equipment you are requesting. (*Response limited to 1000 characters including spaces*).

Partnering with the Guilford County Health Department and the Greensboro Farmers Curb Market, Parks and Recreation is working towards the goal of a Market Bus, which will be used to visit recreation centers during child pick-up times and taking low-cost, local vegetables and fruits into our Food Desert communities. The bus will be capable of accepting the SNAP (Supplemental Nutrition Assistance Program) EBT initiative which matches customers' withdrawal amounts dollar per dollar up to \$20 for payments by residents utilizing those programs. Therefore, the equipment needs are: Bus wrap & upfitting - \$3000, coolers-\$500, refrigerator for the new Griffin Recreation Center - \$900, Incentives for awards-\$200, and Marketing materials-\$400.

6. **Proposed Activities** – Describe the approach you will take to increase access to healthy, local food for your target population and how this equipment will be used to achieve results. How will this equipment enable you to offer or enhance healthy eating in your programs or facilities and what policies or programs will be driving access to that healthy food?. (*Response limited to 2000 characters including spaces*).

To effectively address food insecurity, a collaborative approach involving public and private entities is necessary. The City continues to explore partnership opportunities with other public and private entities which would aid in addressing food insecurity. One main area of focus includes the creation of a mobile farmers' market in collaboration with the Guilford County Health Department and the non-profit Greensboro Farmers Curb Market; integrating additional educational components into City summer camps, Libraries, and after-school programs; exploring collaborative opportunities with a new citizen-led food council; and working with residents to identify and develop additional community garden and urban farm locations throughout Greensboro. Also, the City continues to explore options for utilizing vacant City-owned properties. These properties are awaiting redevelopment for temporary use for food production. This is a priority of City Council to allow community gardens as a permitted use in all residential areas. The addition of the market bus will enable parents picking up their children from community recreation centers the opportunity to purchase fresh

produce to take home and prepare for dinner. This opportunity will have an impact on 5200 children between the ages of 5 to 12, which is the number of children our community recreation centers served in 2013. (In 2013, over 33,000 meals were served.) The refrigerator for Griffin Recreation Center, set to open in May, 2014, will enable staff to stock healthy, fresh, and local ingredients for the children's breakfast, lunch and snacks. In addition to the recreation centers stops, the Mobile Bus will visit the neighborhoods which are determined to be Food Deserts. These visits will coincide with those Food Deserts near the Recreation Center that the bus will be visiting that particular day. Greensboro has 12 identified Food Deserts.

- 7. Target Population** – Describe in detail the population experiencing the issue your project addresses. Of the total population you are serving, what is their current level of access to healthy, local food and how many will your project impact? For example, if you are purchasing a commercial refrigerator to be able to serve produce as a snack for after-school programs/summer camps, what is the current number of healthy snacks per week for your target audience and how many more healthy snacks will they receive as a result of your proposed efforts? **Tip: This gives us a sense of the nature and degree of the challenge you face. We understand that you may not be providing service to every student, teacher, or parent.** *(Response limited to 1000 characters including spaces).*

In 2013, there were 5,206 Summer Day Camp participants, of which 4,018 qualified for free/reduced lunch through the Guilford County School System guidelines, which we comply with for our after school and summer camp programs. With the expectation that the mobile farmers market bus will be stopping at recreation centers on a rolling pattern of stops, we expect to be able to add fresh vegetables and fruit as snacks, which are not already provided by the FDA school program. This addition will result in our ability to provide healthy food options to the children in our programs. Adding in the stops at pick-up times, parents will increase their capability of purchasing fresh vegetables and fruit every eleventh week day. Through on-going education of the parents and children plus the benefit of the SNAP EBT initiative for purchases from the market bus, we hope to see parents purchase enough fresh, local produce to last at least a week.

- 8. Project Start Up** – What do you need to get in place prior to starting your project and how long do you anticipate that taking? (e.g., purchase materials and supplies, recruit participants, etc.) *(Response limited to 1000 characters including spaces).*

The initial phase of the project would be the educational component. The educational component would be implemented summer 2014. By partnering with Guilford County Public Health Department and Guilford County Co-operative Extension, children will learn the importance of eating healthy including five fruits and vegetables a day, three meals a day, and almost no sugar-sweetened drinks. Children will also get the opportunity to participate in the summer FDA food program in which a balanced breakfast and lunch will be served daily. In the fall, educational components will continue with afterschool children. The Market Bus will begin to get upfitted in the late fall/early winter with hopes to start making initial stops in March. Marketing, promotions, and hiring of staff for the bus will begin late fall as well.

## **RESULTS**

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**9. Results** – Describe how your target population will increase access to healthy, local food as a direct result of this equipment. **Tip: Results are *not* activities, such as participation in workshops or increased knowledge about better health. They are specific verifiable impacts *made possible* by this new equipment.** (Response limited to 2000 characters including spaces).

Our target population of the community recreation centers children's programs and the large amount of Food Deserts inhabitants will, with the aid of the Market Bus bringing fresh, local, and healthy vegetables and fruits to them on a regular basis, and the increase in directed education, will provide the needed opportunities to even be able to purchase such food. Since many of the recreation centers are located in Food Deserts, teaching the children to choose the healthier choice should influence the parents to continue with providing healthy choices at home as well. There is also the incentive of using the SNAP EBT initiative, which will give them more purchasing power for the healthier choices of fresh vegetables and fruit.

**10. Intensity and Duration** – Define how long and how many times participants will need to engage in this project or how often this project will affect your agency in order to achieve the desired results. For example, how many times a week and for how long each time would a participant need to engage with this program/equipment to see a sustainable increase in access to healthy, local food or how often will this project impact your agency (eg: Our agency offers snacks in at least 5 different program areas, at least three days a week on a year-round basis and this project will affect all of those program areas) (Response limited to 1000 characters including spaces).

Once the Mobile Farmers Market Bus program is up and running, we anticipate providing access to fresh vegetables and fruit to the recreation center children' parents on a bi-weekly basis. Since all the recreation centers will have refridgerators, center staff will be able to keep a supply of healthy food to feed the participants each week day- during the school year it will be for snacks for the after-school care program, and during the 9 week summer camp, there should be healthy food for breakfast, lunch and snacks for each week day. For the Food Desert neighborhoods, the Bus will travel year round as long as the local farmers can provide produce for sale.

**11. Verification** – How will you know your results have been achieved? What methods will be used to track success? For example, if you are changing the snack policy for after school/summer camp, how will you track what snacks are served and how often? (Response limited to 750 characters – including spaces).

We will keep track of how much produce was sold from the Mobile Bus daily and also request the children and parents to fill out and send back a simple survey of how many times per day they are including fresh, healthy food as part of their food choices We will be able to track our success in this program by utilization of pre and post test surveys in our educational components conducted at the recreation centers. We will also hand out surveys on the Market Bus stating "Have you ever attended/visited a Farmer's Market?" Another way that this project will be able to show a positive impact is by comparing the initial six months of the market bus SNAP EBT with the 6 months prior year (2014) of just the Greensboro Farmer's Market to see revenue.

## **KEY PEOPLE AND PARTNERS**

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- 12. Project Manager** –Provide name and a profile of the individual with direct responsibility for achieving your results. **Tip: The right person is as critical as the right plan. We are interested in learning about his/her track record or recent accomplishments as they pertain to the proposed project.** *(Response limited to 1000 characters – including spaces).*

Brooks Mullane, the Supervisor of the Outdoor Adventure and Environmental Education Section, which includes the Community Garden Program, is well qualified to be the project manager. She has managed the city's gardening programs for the last 10-12 years and has a vast knowledge of community building skills, organizational skills, and pride in the Parks and Recreation community. With a degree in Ornamental Horticulture from NC State and nearly 30 years of horticulture work, Brooks is well qualified to lead this project.

- 13. “Delivery” Staff** – Who will deliver the services (community center staff, program staff, counselors, etc.)? How have they demonstrated the ability to achieve results in previous projects? *(Response limited to 1000 characters – including spaces).*

The staff that will be working on the educational component with the children are the community recreation center staff. The center staff are familiar will attend wellness trainings and seminars sponsored by NCRPA and other local area representatives (Partners for a Healthy Youth and Department of Public Health) to learn best practices on teaching about healthy lifestyles. The Market Bus will be operated in conjunction with the Greensboro Farmer’s Market and Guilford County Public Health Department. The Greensboro Farmer’s Market will hire and maintain staff for the bus. The Public Health Department will assist with marketing and educational materials. The Farmer’s Market will also make sure produce and supplies are stocked on the bus as well as coordinate with other local vendors for specific Market Bus times and locations. Greensboro Parks and Recreation will host the Market Bus at its recreation centers and encourage local plot and community gardens to sell produce.

- 14. Partners** – Identify any organizations or contractors that are critical to achieving strong results. Indicate how they will participate and what their specific role will be to help achieve your results. *(Response limited to 1000 characters – including spaces).*

Our partners include Greensboro Farmer’s Market, Guilford County Department of Public Health, Guilford County Co-operative Extension, and Partners for a Healthy Youth. Greensboro’s Farmer’s Market will be housing, staffing, coordinating and maintaining the Market Bus. Guilford County Public Health will be advocating and providing educational and monetar support for this project. Guilford County Co-Operative Extension and Partners for a Healthy Youth will be partnering with the community recreation centers to provide weekly educational workshops for afterschool and summer day camp children on healthy food and lifestyles

## **EQUIPMENT GRANT PROJECT BUDGET**

Please provide your estimated project revenues and expenses.

<b>Sources of Revenue (estimated)</b>	<b>Dollars</b>	<b>In-Kind</b>
<b>Requested from BCBSNC Foundation (\$5,000 or less)</b>	\$5000	
<b>Mobile Bus driver's salary</b>		\$20,000
<b>SNAP EBT Initiative (matching funds for first \$20 spent (estimating 1000 purchases @\$10/purchase</b>	\$10,000	
<b>Grant Funds from Guilford Co. Health Dept.*</b>	\$10,000	
<b>Subtotal Revenue</b>	<b>\$25,000</b>	<b>\$20,000</b>

**Total Revenue**                      \$45,000

*Note: If your "Sources of Revenue" includes additional grant funding (outside of BCBSNC Foundation), please indicate whether those funds have been received or if they are pending. If they are pending, please put an asterisk next to that line-item and describe in the "Special Notes" section below as to the likelihood of receiving and the date by which you expect to be notified regarding those funds.*

<b>Project Expenses (estimated)</b>	<b>BCBSNC Foundation Dollars</b>	<b>Other</b>
<b>Bus Wrap and Upfitting</b>	\$3000	\$13,000
<b>Coolers</b>	\$500	
<b>Refridgerator for Griffin Rec. Ctr.</b>	\$900	
<b>Incentives for Awards</b>	\$200	
<b>Marketing**</b>	\$400	\$400
<b>Refrigeration, shelving, containers for bus</b>		\$25,000
<b>Subtotal Project Expenses</b>	<b>\$5000</b>	<b>\$40,000</b>

**Total Project Expenses**    \$45,000

*Note: If any of your "expense" line-items need additional explanation, please insert two asterisks on that line-item and provide the details in the Special Notes section below.*

### **Special Notes**

\* Waiting on approval by City Council. \*\* In Kind staff time to put on websites, social media, and design of wrap for the outside of the bus.