



**DATE** November 1, 2021  
**TO** Charlottesville City Council  
**FROM** Cultivate Charlottesville Food Justice Network  
**SUBJECT** *Food Equity Initiative* End of FY21 Report

---

Dear City Councilors,

Thank you for your partnership in implementing year two of the *Food Equity Initiative* (FEI), first passed by City Council on October 18<sup>th</sup>, 2018. Enclosed is our end of year report against objectives for October 2020—September 2021. The report is organized by the objectives outlined in the *Food Equity Initiative* proposal. Additional elements include the ongoing COVID-19 food security response, FY21 budget to actual, objectives for FY22, and an FY22 budget. The appendix includes an updated *Food Equity Initiative Policy Platform*, tracking of food equity language integrated into the City Comprehensive Plan, a summary of community engagement and outreach activities, and an overview of our proposal for a *Food Equity Fund* (for discussion). We are finalizing the updated City Department Food Equity Action Profiles and will submit these to council next week.

Support from council of the *Food Equity Initiative's* city partnerships and matching funding has made a significant impact in bringing community based solutions to food equity challenges in our community. Key FY21 *Food Equity Initiative* accomplishments include:

1. **Food Equity Initiative Policy Platform launch**, as requested by council, with robust community engagement-284 signatories (150 city residents, 80 county residents working in the city, and 38 organizations).
2. **A Seat At The Table community roundtable** with 93 participants to deepen understanding of the *FEI Policy Platform* and gather community feedback.
3. **City staff engagement** with the *Food Equity Initiative Policy Platform* including 10 City departments, the City Manager, Mayor Walker, Deputy City Managers, 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 and weekly community food security calendars.
5. **Integration of sixty-five food equity language and strategy priorities** in the City Comprehensive Plan.
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.
8. Contributed **subject expertise** and represented City Council *Food Equity Initiative* at nine partner coalitions amplifying the discourse on building a healthy and just food system.
9. **Ongoing grassroots programming** including growing and distributing 6,539 pounds of fresh produce, 9,500 school meals, COVID wrap around services, schoolyard garden education, and other on the ground efforts.

We are grateful to City Council for your leadership in building food equity for all Charlottesville community. If you have any questions, please do not hesitate to contact us.

Bria Williams  
Cultivate Charlottesville Food Justice  
Network Program Director  
[bria@cultivatecharlottesville.org](mailto:bria@cultivatecharlottesville.org)

Richard Morris  
Cultivate Charlottesville Executive  
Director  
[richard@cultivatecharlottesville.org](mailto:richard@cultivatecharlottesville.org)

Jeanette Abi-Nader  
Cultivate Charlottesville Executive  
Director  
[jeanette@cultivatecharlottesville.org](mailto:jeanette@cultivatecharlottesville.org)

# Charlottesville Food Equity Initiative FY21 End of Year Report Against Objectives October 2020 – September 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 FY21 budget to actual.

## Activities and Progress towards Food Equity Initiative Objectives & Outcomes October 2020 – September 2021

**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.

### Food System Assessment

- ✓ **2 key evaluations** conducted to assess Emergency food security responses efforts

- **COVID-19 Wrap Around Services Program Evaluation** Collaboration with Dr. Sherica Jones-Lewis of University of Virginia Equity Center 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](#)

### Capacity Building

- ✓ **143 individuals** participated in racial equity training representing 31 organizations
- ✓ **14 organizations** engaged in a

- **Education Hosted Soul Fire Farm Uprooting Racism training** intensive for 143 community members and 31 organizations. Hosted prep and follow up sessions for members to engage in small groups. Created uprooting racism online **organizational assessment tool**.
- Supported three organizations with one-on-one **review and evaluation**.

|  |  |
|--|--|
| <p>six-month racial equity accountability circles</p> <ul style="list-style-type: none"> <li>✓ <b>25 FJN partners</b> developed specific racial equity plans</li> </ul> <p><b>Communication Strategies</b></p> <ul style="list-style-type: none"> <li>✓ 13 presentations on food equity</li> <li>✓ 14 press articles</li> <li>✓ 370 social media posts for 2,461 followers</li> <li>✓ 6 FJN Blasts to 534 people &amp; 12 Cultivate newsletters to 2,647</li> <li>✓ 142 Food Justice Network list</li> </ul>   | <ul style="list-style-type: none"> <li>• Funded 12 organizations to engage in a six-month intensive follow up accountability circles to help shape <b>ongoing racial equity capacity building</b>.</li> <li>• Worked with Food Justice Network partners to develop their own <b>racial equity action plans</b>.</li> <li>• Cultivate launched an organizational Change Team of Board and staff that developed our own <b>Uprooting Racism Action plan</b> based on 6 tenants: 1. Decision-Making, Power &amp; Accountability, 2. Culture, 3. Programming, 4. Movement Building, 5. Accessibility, 6. Budget &amp; Finances</li> <li>• <b>Outreach</b> Maintained robust communications strategy to engage community members across the Charlottesville area in a deeper understanding of food equity issues.*See Cultivate Charlottesville Press Page for list of press pieces at <a href="https://cultivatecharlottesville.org/stories/press/">https://cultivatecharlottesville.org/stories/press/</a></li> </ul>   |
| <p><b>B. Establish mechanisms for community voice</b> including both formal and informal meetings with oversight by community stakeholders and community members on programs and broader food access issues.</p>   |  |
| <p><b>Formal Mechanisms</b></p> <ul style="list-style-type: none"> <li>✓ <b>36 Virtual CFJN Whole Measure</b> community meetings   <b>35 organizations</b> engaged</li> <li>✓ <b>14 CFJN Planning Team</b> meetings   <b>25 Planning Team</b> members</li> <li>✓ <b>19 Comprehensive Planning &amp; City</b> meetings attended   <b>13 organizations</b> expressed support for FJN's Comprehensive Plan recommendations   <b>65 comprehensive plan recommendations</b> included</li> <li>✓ <b>Advocacy: 10 youth interns and community advocates</b> advocated for Healthy School Foods at Council/School Board meeting or in writing   <b>3 organizational partners</b> advocated for food equity in City Strategic Planning process   <b>2 articles</b> featured Weeks of Action advocacy</li> <li>✓ <b>93 community members and organizational partners</b> engaged in <i>A Seat At The Table</i> Roundtable   <b>7 Prep Sessions</b> hosted to prepare 12 community leaders   <b>6 presentations</b> to organizational partners and <b>8 city staff</b></li> </ul> | <p><b>Virtual Whole Measures Bi-monthly Roundtables</b></p> <ul style="list-style-type: none"> <li>• Gathered 30+ organizational representatives to provide input and design for <i>Food Equity Initiative Policy Platform</i> and to collaborate across food justice work in the area. These meetings are ongoing and open to city staff departments and the public.</li> <li>• Hosted 14 monthly and special event FJN planning team meetings.</li> </ul> <p><b>City Comprehensive Plan</b></p> <ul style="list-style-type: none"> <li>• FJN's collaboration with city departments has opened the door for deeper contributions to the City Comprehensive Plan within the Transportation, Housing, and Environment-Climate-<b>Food Equity</b> chapters with <a href="#">65 specific recommendations</a> included in current drafts across 7 Chapters.</li> <li>• Organized Food Justice Network partners to support multiple rounds of FJN Policy Recommendations.</li> <li>• FJN members attended nearly all of the comprehensive plan meetings and shared information publicly on how to engage.</li> <li>• FJN also has been engaging with the City's Strategic Planning process, sharing information and gleaning feedback from 22 partner members.</li> </ul> <p><b>Food Equity Initiative Policy Platform</b></p> <ul style="list-style-type: none"> <li>• Organized Weeks of Action to advocate for investment in CCS Nutrition Department and Food Equity Initiative strategic priorities.</li> <li>• Hosted <b>A Seat At The Table</b> community roundtable and Prep Sessions to deepen understanding of Food Equity Initiative Policy platform across community leaders, advocates and partners.</li> <li>• Hosted 7 roundtable practice sessions for 12 community members to engage with the policy platform issue areas and prepare for sharing their perspective.</li> <li>• Hosted 4 presentations to organizational partners and 8 city staff to share <i>Food Equity Initiative Policy Platform</i> priorities.</li> <li>• 2 Weeks of Policy Platform Advocacy Push (via Toolkit) garnering signatures and elevating priorities to City leadership.</li> </ul> |

|   |  |
|---|--|
| <p><b>Informal Mechanisms</b></p> <ul style="list-style-type: none"> <li>✓ <b>284 total signatures</b> in support of the Food Equity Initiative Policy Platform =150 city residents, 80 community members who work in the city but live outside, 46 university students, 38 organizations</li> <li>✓ <b>516 attendees</b> engaged in Food Access work and Advocacy</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Sign On</b> Community members are signing on to express support for the <i>Food Equity Initiative Policy Platform</i>.</li> <li>• <b>Community Events</b> Weekly Urban Agriculture Collective Community Markets and the Urban Agriculture Collective end of year garden harvest meal.</li> </ul>   |
| <p><b>C. Plan for sustainability</b> by pursuing additional funding for long-term investment at the city, agency and community member levels.</p>   |  |
| <p><b>Matching Funds</b></p> <ul style="list-style-type: none"> <li>✓ \$155,000 matching funds raised for FY21 plus \$55,000 in additional support specific to food equity initiative</li> <li>✓ \$144,000 COVID-19 support funds</li> <li>✓ 43 volunteers for meal prep and delivery</li> <li>✓ \$15,000 for regional Hunger Action Coalition as the regional backbone organization for the Governor's Roadmap to End Hunger</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Funding Partners</b> 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. We also raised \$55,000 from regional foundations.</li> <li>• <b>COVID-19 Emergency Funds Funding</b> for COVID-19 efforts has decreased over the past 6 months, although Cultivate has leveraged \$144,000 in No Kid Hungry funds.</li> <li>• <b>COVID-19 In-Kind Support</b> 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.</li> <li>• <b>Hunger Action Coalition</b> Cultivate Charlottesville was selected as the BRAHD backbone organization for the Governor's Food &amp; Nutrition Security Council.</li> <li>• <b>Food Equity Fund Proposal:</b> For discussion with this report is an overview of a proposed food equity fund to support long-term infrastructure developments to build food equity in our city. [See appendix VI]</li> </ul> |
| <p><b>Diversified Multi-year Funding</b></p>  | <ul style="list-style-type: none"> <li>• <b>Cultivate received a USDA Farm to School two year grant</b> (\$50K/year) to support the Healthy School Foods Initiative with training to Charlottesville City Schools nutrition staff by Culinary Concepts.</li> </ul>   |
| <p><b>D. Contribute subject matter expertise</b> 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><b>City Comprehensive Plan</b></p> <ul style="list-style-type: none"> <li>✓ <b>100+ recommendations</b> to City Comprehensive Plan to incorporate food equity language</li> <li>✓ <b>'Environment-Climate-Food Equity Chapter</b> included in 2021 Comprehensive Plan proposal</li> <li>✓ <b>7 Chapters</b> included food equity</li> <li>✓ <b>7 Vision Statements</b> incorporated food equity language</li> <li>✓ <b>20 Progress Measures</b> included food equity language</li> <li>✓ <b>1 of 6 Priority Areas</b> including Food Equity in Comp Plan</li> <li>✓ <b>2 Priority Strategies &amp; 2 Priority</b></li> </ul> | <p><b>Advisory Roles and Food Equity Leadership</b></p> <ul style="list-style-type: none"> <li>• <b>Blue Ridge Area Hunger Action Coalition Backbone Organization</b> Cultivate Charlottesville is partnering with Move2Health Equity, Local Food Hub, Blue Ridge Area Food Bank, Bread &amp; Roses and other partners to host monthly HAC meetings for our region.</li> <li>• <b>National Farm to School Network Equity Evaluation</b> Cultivate co-executive director, will be serving on the national steering committee to establish guidelines for evaluating equity in farm to school efforts across the country.</li> <li>• <b>Steering Committee</b> Two Cultivate staff are on the Steering Committee of the City's Comprehensive Plan where we work to integrate food equity language and priorities.</li> <li>• <b>Conducted Comprehensive Plan food equity language analysis</b> of food equity language recommendations included and provided additional recommendations to incorporate food equity strategies.</li> <li>• <b>Community Input</b> 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</li> </ul>               |

|  |  |
|--|--|
| <p><b>Progress Measures</b> include food equity in Comp Plan</p> <ul style="list-style-type: none"> <li>✓ <b>1 Food Equity Comp Plan Chapter</b></li> <li>✓ <b>26 Strategies</b> included food equity</li> <li>✓ <b>3 Guiding Principles</b> included food equity language</li> <li>✓ <b>2 Key Goals</b> included food equity language</li> <li>✓ <b>1 Land Use Planning Objective</b> include food equity language</li> </ul> | <p>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.</p> <ul style="list-style-type: none"> <li>• <b>University of Virginia Sustainable Food System Coalition</b> 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.</li> <li>• <b>Native American Student Union</b> at the University of Virginia is partnering with Cultivate Charlottesville to host a food sovereignty symposium.</li> </ul> |
| <p><b>Food Equity Initiative Implementation</b></p> <ul style="list-style-type: none"> <li>✓ <b>12 City Department leads, 3 City &amp; Deputy City Managers, 2 City Councilors, and 5 School board members</b> engaged around Food Equity Initiative implementation</li> <li>✓ 20 Equity and Inclusion Indicators for 5 sectors</li> <li>✓ 24 of 32 City Department Recommendations Implemented</li> </ul>                     | <ul style="list-style-type: none"> <li>• <b>City Department FEI Support</b> Hosted meeting with City departments to review the Food Equity Initiative Policy Platform and glean feedback in July. Following up with individual department meetings to update FEI Action Plans.</li> <li>• <b>Food Equity Implementation</b> Equity &amp; 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.</li> </ul>   |
| <p><b>D. Implement opportunities to highlight the City's food equity work statewide &amp; nationally.</b></p>  |  |
| <p><b>Presentations</b></p> <ul style="list-style-type: none"> <li>✓ 9 Focused presentations and trainings engaging a collective 935 people at those presentations</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Provided Thought Leadership</b> in conferences, panels, and presentations: Presented at nine local, regional, state and national venues including USDA Farm to School Grantee Meeting, HEAL Food Alliance School of Political Leadership, John Hopkins University Food Policy Forum, VA Farm to School Regional Meeting, VA Food and Nutrition Security Summit, VA Roadmap to End Hunger, UVA Health Systems, VA Equitable Food Oriented Development, Building Racial Equity in the Food System.</li> </ul>  |
| <p><b>Statewide &amp; Regional</b></p> <ul style="list-style-type: none"> <li>✓ CFJN Team engaged in 5 Regional Coalitions</li> <li>✓ Profiled in Virginia Roadmap to End Hunger as model Hunger Action Coalition</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Regional Coalitions</b> CFJN leaders are engaged with multiple regional coalitions including: Chesapeake Foodshed Network-Community Ownership, Empowerment &amp; Prosperity Action Team   Virginia Tech Center for Community Food Systems &amp; Transformation Steering Committee   VA Farm to School Regional Planning Teams   VA Children's Cabinet for Food Security   VA Food Access Innovation Steering Committee</li> </ul>  |
| <p><b>National</b></p> <ul style="list-style-type: none"> <li>✓ Cultivate team selected for and completed HEAL School of Political Leadership 2021 Cohort</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>National Coalition</b> Jeanette and Richard were selected as part of the Wallace Center's Food Justice Leaders program</li> <li>• <b>National Coalition Building</b> Cultivate team selected and participated as part of HEAL School of Political Leadership 2021 Cohort to advance urban agriculture / Land Is Liberation campaign.</li> </ul>  |



# Food Equity Initiative: COVID-19 Response

The Cultivate 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 Cultivate 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 year have brought insight into best practices and lessons learned during this period.

| Activities and Progress towards COVID-19 Emergency Food Efforts<br>October 2020 – September 2021   |   |
|--|---|
| <b>A. Developing COVID-19 Food Security Infrastructure:</b> 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.   |   |
| <b>Internal Communication &amp; Reporting</b> <ul style="list-style-type: none"> <li>✓ <b>2 key evaluations</b> conducted to assess Emergency food security responses efforts</li> <li>✓ <b>40+ Organizational partners</b> delivering &amp; coordinating food access services</li> <li>✓ <b>60+ Food Access Resources Mapped</b> in City &amp; County</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>COVID-19 Wrap Around Services Program Evaluation</b> Collaboration with Dr. Sherica Jones-Lewis of University of Virginia Equity Center to conduct COVID-19 Wrap Around Services Evaluation; Shared findings at TomTom panel.   *Find Executive Summary and Full Report at this <a href="#">LINK</a></li> <li>• <b>COVID-19 Lessons Learned Review</b> 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 <a href="#">HERE</a></li> </ul> |
| <b>External Communication &amp; Outreach</b> <ul style="list-style-type: none"> <li>✓ <b>52 cycles of weekly food resource calendars</b> in English &amp; Spanish</li> <li>✓ <b>41 partners, 250 people supported</b> with Community Food Resource materials</li> <li>✓ <b>67 community organizations elevated</b> with Community Food Resource programs</li> <li>✓ <b>4,800 views</b> on Community Food Resources Maps</li> <li>✓ <b>58 social media posts</b> with COVID-19 food security information</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Ongoing coordination and communication</b> of emergency food resources throughout the Charlottesville and surrounding areas in English and Spanish</li> </ul>   |
| <b>External Communication &amp; Outreach</b> <ul style="list-style-type: none"> <li>✓ <b>\$8,700 procured</b> for Text Messaging Service through UVA Office of Sustainability</li> <li>✓ <b>430 community members</b> enrolled in Food Security Text</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Launched and ongoing implementation of automated Food Security Text Messaging Service</b> 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.</li> </ul>   |

|  |   |
|--|---|
| <p>Program</p> <ul style="list-style-type: none"> <li>✓ <b>19 zip codes, 9 localities</b> included in Food Security Text Program</li> <li>✓ <b>5 articles</b> featuring Text program</li> <li>✓ <b>4 radio spots</b> of Text program</li> <li>✓ <b>1 City press release</b> announcing Text program</li> <li>✓ <b>3 feedback sessions</b> hosted to garner input on program development and launch</li> <li>✓ <b>3500+ flyers distributed</b></li> <li>✓ <b>500+ magnets shared</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Organized group of Text Messaging Service partners and community advocates</b> informing development and launch of Food Security Text Messaging Service.</li> <li>• <b>Conducted robust community outreach</b> to ensure community members input on the text messaging program design and implementation process.</li> <li>• <b>Hired an Equity and Environment intern</b> to manage the Text Messaging Service.</li> </ul>   |
| <p><b>B. Building a Safety Net for COVID-19 Cases &amp; Organizations:</b> 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><b>Indirect Support to Orgs Facing Resource Strain</b></p> <ul style="list-style-type: none"> <li>✓ <b>200+ volunteer hours</b>, transporting resources, translating materials, preparing and coordinating meals</li> <li>✓ <b>70+ volunteers coordinating</b> support for meals, wrap around services etc.</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Crowdsourcing in-kind volunteer support &amp; resources:</b> Coordinating pipeline to match organizational resource gaps with in-kind support (support ranges from restaurants donating meals, to volunteer drivers and PPE donations).</li> </ul>  |
| <p><b>PB&amp;J FUND Direct Food relief</b></p> <ul style="list-style-type: none"> <li>✓ 400+ families served</li> <li>✓ 13,573 bags delivered</li> <li>✓ 217,170+ meals provided</li> <li>✓ \$100,000+ in local produce distributed</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Reimagining our programming to reduce youth hunger</b> by creating a weekly to 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. This program ran for 38 weeks from March 2020 through August 2021.</li> <li>• <b>Supporting the local economy</b> by purchasing both shelf stable food and fresh produce from local suppliers.</li> <li>• <b>Keeping families safe at home</b> by providing contactless home delivery and engaging 45 weekly volunteers to drive bags directly to families.</li> </ul>  |
| <p><b>LOCAL FOOD HUB Direct relief</b></p> <ul style="list-style-type: none"> <li>✓ 500 homes served bi-weekly in our Fresh Farmacy: Fruit and Veggie Prescription Program including contactless delivery</li> <li>✓ \$275,000 in local produce, eggs and value-added items</li> </ul>   | <ul style="list-style-type: none"> <li>• Early launch (in April instead of June) of our <b>Fresh Farmacy program and drastic expansion</b>, from plans for 2020 to serve 280 homes, every other week, to serving around 500 homes every week for a total of around <b>15,000 Fresh Farmacy</b> deliveries during this period.</li> <li>• Hiring of Harvest Moon Catering and Yellow Cab for <b>contactless home delivery</b>, while keeping local workers employed at these businesses.</li> <li>• <b>Supporting local farmers</b> through consistent and high volume purchases of fresh produce and other goods.</li> <li>• Recipes and produce cooking and storage tips provided with each share, in English and in Spanish.</li> </ul> |
| <p><b>CULTIVATE Direct food relief-community produce market</b></p> <ul style="list-style-type: none"> <li>✓ UAC grown produce: 3,150</li> <li>✓ Partner pounds (donated/Purchased): 3,389</li> <li>✓ 29 Community Market Days: 29</li> <li>✓ 363 unique residents participate</li> <li>✓ 587 market bags distributed</li> <li>✓ 140 community volunteers</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Urban Agriculture Collective –Community Produce Market</b> Hosted 29 market days and distributed a total of 6,539 pounds of fresh, locally grown produce at no cost to residents at Friendship Court, South 1<sup>st</sup> Street, 6<sup>th</sup> Street, Westhaven, Midway Manor, Crescent Halls, and other locations in Charlottesville</li> </ul>  |

|  |   |
|--|---|
| <p><b>CULTIVATE Direct food relief-meals</b></p> <ul style="list-style-type: none"> <li>✓ <b>9,500 school meals</b> distributed across five neighborhoods</li> <li>✓ <b>\$15,000 Procured</b> for CCS winter and spring breaks</li> <li>✓ <b>\$15,000 invested</b> in local restaurants owned by Black and brown residents</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Implementing Direct food relief support</b> Securing funding and mobilizing resources to fill direct gaps in Charlottesville City Schools meal deliveries during school breaks including winter and spring break.</li> <li>• <b>Procuring Funding &amp; Economic Investment</b> Sourcing produce from local farms and meal preparation from Black and Brown owned restaurants.</li> </ul>   |
| <p><b>C. Building Infrastructure for COVID Positive Case Support:</b> Designed, sourced, implemented, and scaled wrap around services for COVID positive residents to safely shelter in place, contain the spread, and recover.</p>  |   |
| <p><b>Testing, COVID Care, and Impact</b></p> <ul style="list-style-type: none"> <li>✓ <b>25+ community test events</b></li> <li>✓ <b>282 families</b> with COVID-19 positive community members supported with COVID Care Wrap Around support</li> <li>✓ <b>1125+ individuals (681 adults and 444 children) supported</b> with COVID Wrap Around program</li> <li>✓ <b>5,800 prepared meals</b> to families with COVID-19 positive members (5100 in 2020; 700 in 2021)</li> <li>✓ <b>12+ organizational partners</b> involved</li> <li>✓ <b>300+ food boxes</b> distributed to families with COVID-19 positive members</li> <li>✓ <b>75 produce bags</b> distributed to families with COVID-19 positive members</li> </ul> | <p><b>COVID Community Testing:</b></p> <ul style="list-style-type: none"> <li>• 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 via BRHD Case Investigation and Contact Tracing process. *</i></li> </ul> <p><b>COVID Care Support / Wrap Around Services:</b></p> <ul style="list-style-type: none"> <li>• <b>Transitioned COVID Care Support Program to Government Partners</b> 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.</li> <li>• <b>Expanded COVID Care Model to BRHD counties</b> COVID-19 Wrap Around Services program expanded to reach residents in all of the Blue Ridge Health District counties.</li> </ul> |
| <p><b>D. Equitably Governing Resources:</b> 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"> <li>✓ <b>5 working principles</b> developed and adhered to by Committee and Initiative Leader</li> <li>✓ <b>2021: 4575 meals distributed</b> in 2021 with 100% going to Black &amp; Latinx community and 100% people of color owned restaurant partners</li> <li>✓ <b>2021: \$35,000 invested</b> in 9 People of Color Owned Restaurant Owners</li> <li>✓ <b>6 Black &amp; LatinX Community Outreach</b> Liaisons Hired Reimbursed for their time for \$3,250 in stipends</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Community Advocates:</b> 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.</li> <li>• <b>Equitable Economic Investment:</b> 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.</li> <li>• <b>2021 Reignited Steering Committee</b> with Racial Equity Framework guiding second iteration of Community Meals program, 100% of restaurant partners minority-owned.</li> <li>• <b>Nationwide Best Practice Setting</b> Incorporated Equity Framework as Nationwide Best Practice for World Central Kitchen hunger relief efforts.</li> </ul>  |



# Charlottesville Food Equity Initiative

## FY21 End of Year | Budget to Actual

### October 2020 – September 2021

| CULTIVATE CHARLOTTESVILLE FOOD JUSTICE NETWORK |                                |                    |   |                               |  |
|--|--------------------------------|--------------------|---|-------------------------------|--|
| FOOD EQUITY INITIATIVE - FY21 BUDGET TO ACTUAL |                                |                    |   |                               |  |
| OCTOBER 1, 2020 - SEPTEMBER 30, 2021           |                                |                    |   |                               |  |
| ACCOUNT  | FY21 FJN<br>BUDGET<br>APPROVED | FY21 FJN<br>ACTUAL | FY21 FEI<br>COUNCIL<br>BUDGET<br>APPROVED | FY21 FEI<br>COUNCIL<br>ACTUAL | COMMENTS   |
| <b>TOTAL EXPENSE</b>                           | <b>400,545</b>                 | <b>399,751</b>     | <b>155,000</b>                            | <b>155,000</b>                |  |
| Staff Compensation                             | 231,495                        | 236,899            | 80,000                                    | 80,000                        | CFJN Director, 25% Executive Director, 30% UACC Director, 50% Food Justice Fellow  |
| Program - Support                              | 71,550                         | 70,859             | 53,025                                    | 55,000                        | 5 Community Advocates (20 hrs/wk)<br>10 Youth Food Justice Interns (year round)<br>Volunteer, Advocate & Intern Supplies<br>Travel - local & regional conference           |
| Program - Expenses                             | 11,600                         | 13,357             | 6,100                                     | 6,400                         | Community Meetings<br>Community Advocate & Intern lunches<br>Community member gift cards   stipends  |
| Partner Support                                | 35,000                         | 35,000             | -   | -                             | Funding for community partners including Charlottesville City School equipment and food, Local Food Hub, International Rescue Committee New Roots, Trinity Bread and Roses |
| Professional Services                          | 20,700                         | 20,700             | 7,275                                     | 7,500                         | Bookkeeping, Racial Equity Training, Evaluation  |
| Communications & Technology                    | 5,700                          | 2,616              | 4,000                                     | 1,500                         | Community Advocate computers<br>Database management  |
| General & Administration                       | 24,500                         | 20,320             | 4,600                                     | 4,600                         | Rent, Insurance, Office Supplies, etc.   |

# Charlottesville Food Equity Initiative

## FY22 Core Priorities

### October 2021 – September 2022

#### FY22 Looking Forward

Over the past year 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. We also navigated staff transition of the FJN Program Director. 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 and impactful. We have also been so fortunate to engage our new FJN Program Director with a deep history in Charlottesville and justice work, Bria Williams. Throughout this year, we have continued to prioritize the voices and choices of youth and community members affected by food insecurity as we bridge community advocacy, increased partner engagement, and intensified thought leadership around building food equity and racial equity.

As we look forward to our final year of this initial three-year partnership, we will be moving towards strong deliverables through the final integration of food equity language in the comprehensive plan, refinement of the *Food Equity Initiative Policy Platform* with a set of clear recommendations grounded in implementation plans, and launch of a *Land is Liberation* campaign to restore urban agriculture land to Charlottesville's low-wealth neighborhoods.

#### FY22 Core Priorities

1. **Community Leadership** In addition to cohorts of Community Advocates and Youth Food Justice Intern deepening our investment in grassroots community leadership, we plan to host several community circles to cultivate community representation around the urban agriculture initiatives.
2. **City Comprehensive & Strategic Planning Processes** We are near the final stages of the advocacy for this phase of the comprehensive plan and have much to be proud of as demonstrated in the 65 food equity recommendations integrated into the plan demonstrating Charlottesville's innovative committed to food equity. Our focus this year is on ensuring the implementation measures continue to be robust and well understood across departments.
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 as well as represent Charlottesville at numerous state, regional, and national spaces. We will solicit robust community feedback and modify as needed with specific focus on implementation needs.
4. **City Department Food Equity Plans** During this year's meetings with City staff, we recognize and ongoing commitment to integrating food equity into numerous city departments. This year we aim to build out implementation plans and budgets for their food equity priorities as outlined in the *Policy Platform*.
5. **Covid-19 Support** Food Justice Network team will continue to implement the COVID-19 emergency food response communications text messaging and calendars. Similar to the wrap around service efforts, we aim to find an institutional partner that can transition into this work by the end of FY22.
6. **NEW! Food Equity Fund** The enclosed Food Equity Fund Overview builds on lessons learned from our work with Communities Unlimited and the Equitable Food Oriented Development network, as well as research on similar programs across the country. Our aim this year is to finalize a plan for an equitable way to invest in food equity infrastructure for Charlottesville that supports movement from a foodie town to a food equity town. [\[See appendix VI for Council discussion\]](#)
7. **NEW! Land is Liberation** This year we are focusing on innovative solutions to the loss of 100% of Urban Agriculture Collective's land at public and subsidized housing sites that has produced 17,000 pounds of fresh produce for low-wealth residents, right in their back yards. Through an intensive community engagement process (interviews and circle discussions) we plan to launch a campaign, Land Is Liberation. The name for this campaign emerged from interviews of Black farmers conducted by youth food justice interns.

# Charlottesville Food Equity Initiative

## FY22 Budget Overview

### October 2021 – September 2022

| <b>CULTIVATE CHARLOTTESVILLE FOOD JUSTICE NETWORK</b><br><b>FOOD EQUITY INITIATIVE - FY22 BUDGET REQUEST</b><br><b>OCTOBER 1, 2021 - SEPTEMBER 30, 2022</b> |   |  |  |
|---|---|--|--|
| <b>ACCOUNT</b>  | <b>FY22 FJN<br/>BUDGET<br/>APPROVED</b> | <b>FY22 FEI<br/>COUNCIL<br/>BUDGET<br/>REQUEST</b> | <b>COMMENTS</b>  |
| <b>TOTAL EXPENSE</b>  | <b>495,397</b>                          | <b>155,000</b>                                     |  |
| Staff Compensation  | 319,697                                 | 90,000   | 40% FJN Director, 40% FJN Policy Advocate, 40% FJN Community Advocate Lead, 10% Executive Director (% covered by FEI)  |
| Program - Support   | 75,070                                  | 37,535   | 5 Community Advocates (20 hrs/wk)<br>10 Youth Food Justice Interns (year round)<br>Volunteer, Advocate & Intern Supplies<br>Travel - local & regional conference           |
| Program - Expenses  | 12,730                                  | 6,365  | Community Meetings<br>Community Advocate & Intern lunches<br>Community member gift cards   stipends  |
| Partner Support   | 35,000                                  | -  | Funding for community partners including Charlottesville City School equipment and food, Local Food Hub, International Rescue Committee New Roots, Trinity Bread and Roses |
| Professional Services   | 22,700                                  | 11,350   | Racial Equity Training, Evaluation   |
| Communications & Technology   | 5,700                                   | 2,000  | Community Advocate Database management   |
| General & Administration  | 24,500                                  | 7,750  | Rent, Insurance, Office Supplies, etc.   |

### **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  
Aleen Carey, Cultivate Charlottesville, Outreach & Resource Program Director  
Jane Colony-Mills, Loaves & Fishes, Executive Director  
Eileen Emerson, Blue Ridge Area Food Bank  
Jordan Johnson, Cultivate Charlottesville City Schoolyard Garden Program Director  
Joe Kreiter, Blue Ridge Area Food Bank, Partner Services Coordinator & Network Development  
Cecilia Lapp Stoltzfus, International Rescue Committee  
Gabby Levet, Cultivate Charlottesville, Food Justice Network Policy & Advocacy  
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  
Brianna Patten, Cultivate Charlottesville, UAC Program Associate  
Kristan Pitts, Trinity Bread & Roses  
Kristen Rabourdin, Market at 25<sup>th</sup>, Founding Leadership Team  
Michael Reilly, Virginia Foodshed Capital, Executive Director  
Sara Santa Cruz, Virginia Department of Agriculture  
Rebecca Schmidt, Blue Ridge Health District, Population Health Manager  
Alfred Shirley, Cultivate Charlottesville, Youth Leadership & Food Justice Coordinator  
Briana Stevenson, Virginia Foodshed Capital & Local Food Hub  
Kristen Suokko Local Food Hub, Executive Director  
Bria Williams, Cultivate Charlottesville, Food Justice Network Program 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**

[www.cultivatecharlottesville.org](http://www.cultivatecharlottesville.org) | 434.260.3274  
[bria@cultivatecharlottesville.org](mailto:bria@cultivatecharlottesville.org) | [jeanette@cultivatecharlottesville.org](mailto:jeanette@cultivatecharlottesville.org)

## APPENDICES

- I. **Charlottesville City Department Food Equity Action Plans** (*plans are currently being vetted with each department and will be submitted after with the report to council*)
- II. **Food Equity Initiative Policy Platform**\_updated October 2021
- III. **City of Charlottesville Comprehensive Plan – Food Equity Recommendations & Wins**\_updated October 2021
- IV. **Food Equity Initiative Policy Platform Community Engagement Summary**\_October 2021
- V. **Emergency Food Relief Text Messaging Service and Weekly Calendar – Engagement & Communications**\_October 2021
- VI. **Food Equity Fund Overview**\_for discussion



# Food Equity Initiative Policy Platform

Cultivate Charlottesville Food Justice Network

October 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 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.



Cultivate Charlottesville 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.



## 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 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 are 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** for 3 years
- Pass Meal Tax Initiative in FY23 to set aside a % annually for **Food Equity Fund** to fuel proposed and future activities - 2%/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, three key urban farms ushered forth by residents themselves as an effort to create fresh and free produce for their families and neighbors have been destroyed to make room 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, 6<sup>th</sup> 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

- Invest in integrating an urban agriculture map overlay to the comprehensive plan to track access and land use.
- 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 6 city school students experience childhood food insecurity. Low-wealth students and students of color experience food insecurity at higher 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 and school reconfiguration proposals including a specific focus on additional 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 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 collaborate with partners to develop innovative strategies to meet the food needs of students outside of the CCS breakfast and lunch programs including the potential to provide a la carte and snack options, larger portions, afterschool meals, meals during school breaks, and other food security needs with the goal of decreasing in-school hunger, and reducing 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 reconfiguration plans.**
- **Fully fund Charlottesville City Schools annual budget and invest in the CCS Nutrition Department, specifically,** with supplemental funding to support food equity practices. Currently, nonprofit partners are investing \$560,000/year in the Healthy School Foods project. Consider a percentage of matching 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 budgetary 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 have a disproportionate impact, 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 current budgetary ask. Request for staff support for acquiring funding.*



# Food Equity Initiative Policy Platform – Background

## Cultivate Charlottesville Food Justice Network

### 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. These include Accessible Food Markets, Urban Agriculture, Affordable Housing, Transportation, and Healthy School Foods. 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 Cultivate Charlottesville Food Justice Network 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*, Mapp2Health, and the FEI city department profiles. The FEI Platform areas connect to the Food Equity Initiative's five core advocacy areas described above. While the FEI advocacy areas are organized around city department engagement, the FEI Policy Platform planks are organized around community advocacy and include Food Equity & Justice, The Power to Grow, The Right to Good Food, Inspire Youth Choice, Build Community Wealth, and Restore Earth & Climate Change.

### 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. We will continue to update these recommendations and circumstances evolve.

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

*Richard Morris & Jeanette Abi-Nader*, Cultivate Charlottesville, Co-Executive Directors

*Bria Williams*, Cultivate Charlottesville Food Justice Network Program Director

*Theresa Allan & Cecilia LappStoltzfus*, International Rescue Committee, Manager Food and Agriculture Programs

*Laura Brown & Kristen Suokko* Local Food Hub, Director of Community & Policy and Executive Director

*Jane Colony-Mills*, Loaves & Fishes, Executive Director

*Joe Kreiter & Eileen Emerson*, Blue Ridge Area Food Bank, Partner Services Coordinator-Child Nutrition & Network Development

*Tamara Wright, Gabby Levet, Brianna Patten, Alfred Shirley* Cultivate Charlottesville Food Justice Network Staff

*Alex London-Gross*, PB&J Fund, Executive Director

*Todd Niemeier*, Charlottesville Office of Human Rights, Community Outreach & Investigation Specialist

*Sara Santa Cruz*, Virginia Department of Agriculture, Founding Leadership Team

*Michael Reilly & Briana Stevenson*, Virginia Foodshed Capital, Executive Director

*Rebecca Schmidt*, Blue Ridge Health District, Population Health Manager

*Kristan Pitts & Barbara Yager*, Trinity Bread & Roses

For inquiries: [bria@cultivatecharlottesville.org](mailto:bria@cultivatecharlottesville.org) | [jeanette@cultivatecharlottesville.org](mailto:jeanette@cultivatecharlottesville.org) | [www.cultivatecharlottesville.org](http://www.cultivatecharlottesville.org) | 434.260.3274

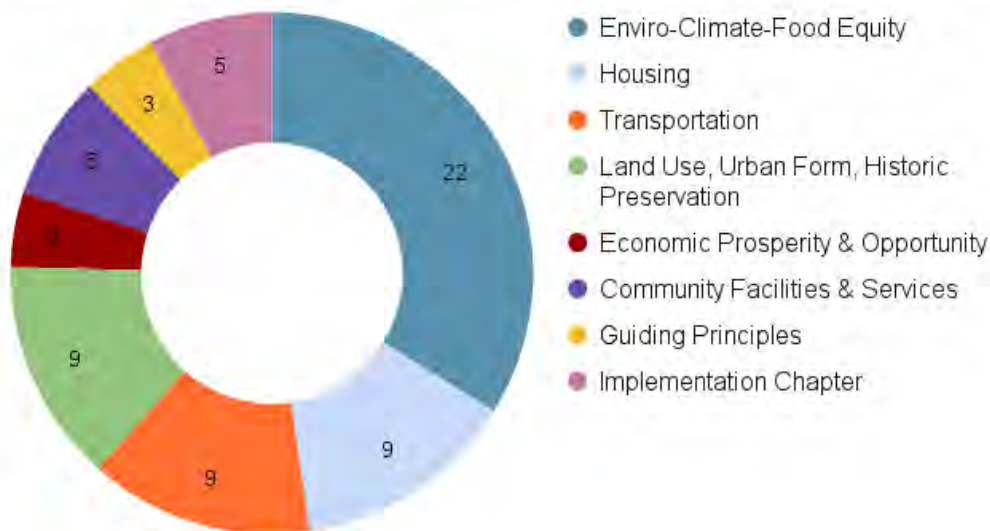
## Food Justice Network Food Equity Language Policy Wins in 2021 Comp Plan Chapters as of October 2021!!!

### I. Food Justice Network Food Equity Language Policy Wins OVERVIEW

**65 Food Equity Policy Wins in the City Comprehensive Plan: including 1 Title, 2 goals, 26 strategies, 7 vision statements, 3 guiding principles, 1 Top Priority Area, 2 Top Priority Strategies, 2 Top Priority Progress Measures, 1 Future Land Use Planning Objective & 20 Progress Measures across 7 chapters!**

#### 65 Food Equity Policy Wins in City Comprehensive Plan

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



### II. Food Justice Network Food Equity Language Policy ACTION ITEMS

As the Comprehensive Plan is expected to be finalized by the end of the year, FJN has two remaining Action Items to ensure food equity is incorporated comprehensively and effectively:




- **#1 Embed Urban Agriculture in Future Land Use Analysis and Zoning Rewrite**
  - Urban Agriculture Collective faces continued land loss due to growing spaces designated for redevelopment. Recognizing the long-term benefits of stewarding land for community food security and climate resilience, we believe urban agriculture should be shifted from a short term land use placeholder to a long-term City commitment.
- **#2 Include Additional Data in Environment, Climate Food Equity Statistics Section (page 16) to accurately represent the recent land lost to redevelopment**
  - Current data indicates 21 urban agriculture sites in Charlottesville and has not been updated since three (3) Urban Agriculture Collective sites have been lost.
- **#3 Implement the Livable Cville Recommendations around affordable housing**
- Contact [engage@cvilleplanstogether.com](mailto:engage@cvilleplanstogether.com) or call the toll-free phone line: (833) 752-6428 to let the Comp Plan team know you support these action items!!

### III. Food Justice Network Food Equity Language Policy Wins DETAIL

\*Highlighted text = FJN's recommended and incorporated food equity language as of June 2021

\*Highlighted and bolded text = FJN's newly incorporated, recommended food equity language as of Sept 2021

\*Just bolded text = related/relevant language that is included but FJN did not recommend

| 2021 Comp Plan Chapter & Section or Guiding Principle   | <b>Food Equity Language</b> – <i>highlighted sections were recommended by the Food Justice Network or additions/adaptations by Cville Plans Together process that include food equity language</i>  |
|---|---|
| <b>Guiding Principle:</b> Equity & Opportunity<br><br>                         | <p>All Charlottesville residents, regardless of race, ethnicity, age, income, neighborhood, religious affiliation, gender expression, sexual orientation, country of origin, immigration status, and other personal characteristics will have equitable and expanded access to safe and affordable housing options, desirable jobs and wealth building opportunities, <b>healthy and local foods</b>, robust parks and natural resources, high-quality education and training, and other infrastructure and services that support a high quality of life.</p>                                   |
| <b>Guiding Principle:</b> Environmental Stewardship & Sustainability<br><br> | <p>All will have access to high-quality natural resources, including improved air, <b>soil</b>, and water quality.</p>  |
| <b>Guiding Principle:</b> Connections & Access<br><br>                       | <p>Residents and visitors will have a variety of travel options to move safely, efficiently, and affordably throughout neighborhoods, the city, and the region, with easy access to services, employment opportunities, <b>healthy food sources</b>, parks, schools, and other services and amenities, regardless of vehicle ownership or physical ability. The City will place an emphasis on enhancing networks and safety for walking, riding bicycles, and public transportation.</p>   |
| <b>COVID-19 Impacts and Recovery</b>  | <p>The Charlottesville community has responded to community needs during the pandemic in various ways, including <b>enhanced access to emergency food</b> and shelter, as well as increased outreach about these opportunities.</p>   |
| <b>Environment, Climate &amp; Food Equity Stats</b>   | <ul style="list-style-type: none"> <li>• 45% urban tree canopy coverage (2015), with 72% of trees on private land</li> <li>• 20 mile (approximate) Rivanna Trail loop around City (maintained by a non-profit organization)</li> <li>• 21% decrease in citywide greenhouse gas emissions between 2011 and 2016</li> <li>• 49 alternatively fueled vehicles in the City fleet</li> <li>• More than 250 kilowatts (kW) of solar photovoltaic array systems owned by the City have generated over 1,779,000 kilowatt- hours (kWh), with an average production of about 25,300 kWh/month</li> </ul> |

|   |  |
|---|--|
|   | <ul style="list-style-type: none"> <li>• <b>21 urban agriculture locations, including 8 City Schoolyard Gardens, 5 Urban Agriculture Collective Gardens, 4 City community gardens, and, 2 gardens managed by the New Roots program, and 2 managed by others</b></li> <li>• <b>2 farmers markets</b></li> </ul>   |
| <b>Future Land Use Planning Objective</b><br><input checked="" type="checkbox"/>  | Maximize access to public open spaces, <b>urban agriculture amenities</b> , and schools.   |
| <b>Chapter:</b> Land Use, Urban Form, Historic Preservation<br>- Vision Statement<br><input checked="" type="checkbox"/>  | Through the City's plans, policies, and regulations, including zoning, Charlottesville will increase the supply and affordability of housing, will work to address inequities related to the distribution of land uses and impacts of development, will increase the supply and affordability of housing, , will support an efficient and multimodal transportation network with a variety of options for travel, will improve and protect the health of the natural environment (including the tree canopy, air quality, and water quality), will <b>increase access to urban agriculture and shared green space</b> , and will maintain and improve business and commercial vitality at context-appropriate scales throughout the city.  |
| <b>Chapter:</b> Land Use, Urban Form, Historic Preservation<br>- Progress Measure<br><input checked="" type="checkbox"/>  | Goal 2 Strategy 2.1 Progress Measure: % population within walking and biking distance <b>(1/4 mile)</b> to parks, transit, schools, <b>food access locations (including affordable food markets and urban agriculture space)</b> , and employment centers (goal: increase)   |
| <b>Chapter:</b> Land Use, Urban Form, Historic Preservation<br>- Strategies<br><input checked="" type="checkbox"/><br><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><br><br><input checked="" type="checkbox"/> | <p>Sub-strategy 1.1:<br/>         Identify ways to meet multiple goals at once and support a more sustainable future by incentivizing and supporting development of affordable housing opportunities within the context of healthy, thriving communities that support and build pride of place, active living with streets designed for people, public parks, recreation facilities, and <b>healthy and affordable food sources</b>.</p> <p>Substrategy 1.2:</p> <ul style="list-style-type: none"> <li>• <b>Incentivize private landowners and developers to preserve or create urban agricultural spaces.</b></li> <li>• Expand requirements for tree canopy protection and, where necessary, replacement, and <b>consider incorporating urban heat island analyses into this process.</b></li> </ul> <p>Substrategy 2.1: Through City-led projects,private and institutional development projects, and partnerships, address citywide and regional priorities. These include housing affordability and increased housing options; community equity and displacement protection for at-risk communities, including lower- income households; tree canopy, environmental sustainability, and climate change mitigation and resilience; transit-oriented development; improved walkability and bikeability; enhanced access to parks, recreation, social interaction opportunities, schools, and other amenities and services; <b>improved and</b></p> |



|   |   |
|---|---|
| <div> <input checked="" type="checkbox"/> <br/> <input checked="" type="checkbox"/> </div>  | <p><b>equitable food access;</b> and support for existing and new business opportunities, including for small and neighborhood-focused businesses.</p> <p><b>Identify assets, priorities, and targets for long term permanent land access and infrastructure for both food production and food access points including existing city parks and city- owned land.</b></p> <p>Strategy 2.3: Evaluate existing and potential new programs for protecting communities at risk of displacement, as well as protecting existing affordable housing, historic buildings, <b>community-based urban agriculture sites,</b> and other resources.</p>  |
| <p><b>Chapter:</b> Housing</p> <p>- Vision Statement</p> <div> <input checked="" type="checkbox"/> </div>   | <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, <b>accessible to resources</b> (<b>affordable food</b>, green space, schools, etc.) and, above all, equitable, meeting the needs of underserved communities and fostering a good quality of life for all..</p>  |
| <p><b>Chapter:</b> Housing</p> <p>- Progress Measures</p> <div> <input checked="" type="checkbox"/> <br/> <input checked="" type="checkbox"/> <br/> <input checked="" type="checkbox"/> <br/> <input checked="" type="checkbox"/> </div>                        | <p>Goal 2 Strategy 2.7 Progress Measures:</p> <ul style="list-style-type: none"> <li>• <b>% of affordable housing developments/neighborhoods within 1/4 mile of a food access avenue (goal: increase)</b></li> <li>• <b>% of households within 1/4 mile of a healthy and affordable food access location (goal: increase)</b></li> <li>• <b>% of developments that include a Health Impact Assessment (HIA) to consider food access and development impacts in planning of affordable housing (goal: increase)</b></li> <li>• <b># of square feet reserved for urban agriculture or other food access avenues by housing developers (goal: increase)</b></li> </ul>   |
| <p><b>Chapter:</b> Housing</p> <p>- Goals &amp; Strategies</p> <div> <input checked="" type="checkbox"/> <br/> <br/> <input checked="" type="checkbox"/> <br/> <br/> <input checked="" type="checkbox"/> <br/> <br/> <input checked="" type="checkbox"/> </div> | <p>Goal 2: 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, <b>access to food,</b> access to local jobs, thriving local businesses, and decreased vehicle use.</p> <p>Strategy 2.3: Ensure that lower-income households and the disability community have access to adult learning and employment opportunities, job training, <b>healthy food sources,</b> 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.</p> <p><b>Strategy 2.7 Encourage the incorporation of food access avenues (e.g., 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 both increase self-sufficiency and to be more sustainable, as well as to increase community access to food.</b></p> <p><b>Substrategy 2.7: Consider mechanisms to incentivize housing developers to consider health impacts of affordable housing development projects.</b></p> |

|   |  |
|---|--|
| <p><b>Chapter:</b> Transportation</p> <p>- Vision Statement</p> <p>✓</p>                            | <p>The transportation network will leverage connections across travel modes and be well- integrated with land use to support access to jobs, services, schools, <b>affordable and healthy food options</b>, parks and <b>green spaces</b>, 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.</p>  |
| <p><b>Chapter:</b> Transportation</p> <p>- Progress Measure</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> | <p>Goal 1 Strategy 1.7 Progress Measure: <b>% of population with commercial and employment centers, <b>grocery stores/food access locations and urban agricultural space</b>, transit routes, schools, and parks with pedestrian and bicycle connectivity within ¼ mile (goal: increase)</b></p> <p>Goal 5 Strategy 5.5 Progress Measure:</p> <ul style="list-style-type: none"> <li>• <b># of bus routes connecting to food access avenues (goal: increase)</b></li> <li>• <b># of residents with access to free or subsidized bus or micromobility pass (goal: increase)</b></li> </ul> <p>Goal 5 Strategy 5.6 Progress Measure: <b>% of community involved in transportation planning (goal: increase)</b></p>  |
| <p><b>Chapter:</b> Transportation</p> <p>- Strategies</p> <p>✓</p> <p>✓</p> <p>✓</p>                | <p>Sub-strategy 1.1:</p> <p>Seek state and federal funding for completing a Transportation Master Plan, potentially with the next Comprehensive Plan update. Ensure that the plan update includes analysis of locations needing convenient, consistent, safe, and accessible pedestrian and bicycle connections within 1/4 mile of all commercial and employment centers, <b>grocery stores/food distribution locations</b>, transit routes, schools, parks, and development areas, including nodes and corridors identified on the Future land Use Map. Connections may include sidewalks, curb ramps, staircases (where ramps are not feasible) and other features.</p> <p><b>Strategy 1.7 Incorporate equity considerations and diverse public input opportunities into bicycle and pedestrian planning and programs.</b></p> <p>Sub-strategy 1.7:</p> <p><b>Seek funding for the development of a Transportation Master Plan which will prioritize equity considerations and projects in low wealth communities</b></p> <p>Sub-strategy 5.2:</p> <p><b>Evaluate Ways To Continue Fare-free service.</b></p> <p>Consider a new bus or micro mobility (e.g., shared bicycles, scooters) pass to <b>provide free or subsidized rates for low-income residents that qualify for SNAP or WIC.</b></p> <p>Strategy 5.5 <b>Evaluate transit services to food access points and consider incorporating new bus stops near these locations, which may include community and school gardens, farmers markets, grocery stores, emergency food banks, soup kitchens, and nutritional services.</b></p> |

|   |  |
|---|--|
| <input checked="" type="checkbox"/>   | <p><b>Strategy 5.6 Increase public input opportunities related to transit planning and review.</b></p> <p><b>Substrategy 5.6: Design and establish a system to increase data collection on utilization and route preferences, including where people board and disembark, what demographics are utilizing transit, what is the purpose of the travel, and other relevant information to develop routes that contribute to equitable transportation.</b></p> <p><b>Strategy 5.7 Identify locations along bus routes needing additional bus stops, enhanced quality and comfort of bus stops, connectivity via walking/biking, and safer crossings, particularly near schools, parks, and other amenities.</b></p>   |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Title</p> <input checked="" type="checkbox"/>   | <p>Title Changed from Environment, Climate, Food Access to <b>Environment, Climate, and Food Equity</b></p>  |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Vision Statement</p> <input checked="" type="checkbox"/>  | <p>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.</p>   |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Vision Statement</p> <input checked="" type="checkbox"/>  | <p>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 &amp; climate equity approaches.</p>   |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Appendices</p>  | <p>Interactive CityGreen map, including <b>locations of urban agriculture locations</b>, green stormwater infrastructure, and more: <a href="#">LINK</a></p>   |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Progress Measures</p> <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> | <p>Goal 2 Strategy 2.2 Progress Measure:</p> <ul style="list-style-type: none"> <li>• <b>Identification of climate resiliency and adaptation strategies and funding to address</b></li> <li>• <b># of residents engaged in Climate Action implementation (goal: increase)</b></li> </ul> <p>Goal 4 Strategy 4.1 Progress Measures:</p> <ul style="list-style-type: none"> <li>• <b>% community within walking distance (1/4 mile) to a grocery store or food market (goal: increase)</b></li> <li>• <b># and potential impact of policies included in the zoning ordinance to protect and promote urban agriculture through development processes</b></li> </ul> <p>Goal 4 Strategy 4.2 Progress Measure: <b># acres of community based urban agriculture sites (including farms and gardens) in the city (goal:</b></p> |

|  |   |
|--|---|
| <div>✓</div> <div>✓</div> <div>✓</div>   | <p><b>increase)</b></p> <p>Goal 4 Strategy 4.3 Progress Measure: <b>Incorporation of [food equity] strategies into [Parks &amp; Recreation] Master Plan</b></p> <p>Goal 4 Strategy 4.4 Progress Measure: <b># pounds of food produced by local urban agriculture (goal: increase)</b></p> <p>Goal 4 Strategy 4.5 Progress Measure: <b>Commitment to regional strategies and goals</b></p>   |
| <p><b>Chapter:</b> Environment, Climate, Food Equity</p> <p>- Goals &amp; Strategies</p> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> | <p>Goal 4) 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 4.1 Commit to eliminating food deserts through strategic support and collaboration of organizations, community members, private businesses, health institutions, and City departments focused on cultivating healthy food access through programs and supporting the creation of affordable markets in or within walking distance to low-income neighborhoods.</p> <p><b>Substrategy 4.1:</b></p> <ul style="list-style-type: none"> <li>• <b>Support development of educational materials related to creation of community gardens.</b></li> <li>• <b>In partnership with community organizations, keep a record of local food access locations, updated at least annual.</b></li> </ul> <p>Strategy 4.2 Evaluate recommended standards for open space and how those could be implemented to support urban agriculture production and food availability, especially for low-income populations and residents previously displaced through redevelopment.</p> <p>Sub-strategies 4.2:</p> <ul style="list-style-type: none"> <li>• <b>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 local partners. Look for ways to allow and encourage urban agriculture in yards and on rooftops, through zoning and other processes.</b></li> <li>• <b>Define a process to make community and shared garden spaces more equitable and accessible to residents without private land</b></li> </ul> <p>Strategy 4.3 Investigate ways to incorporate food equity practices such as urban agriculture, edible landscaping, and water conservation into the Parks &amp; Recreation Strategic Master Plan.</p> <p>Sub-strategies:</p> <ul style="list-style-type: none"> <li>• <b>As part of parks planning and other efforts, strategically invest in preserving green space for community food security purposes.</b></li> <li>• <b>Utilize a community-based approach that leverages public and</b></li> </ul> |

|  |  |
|--|--|
| <div> <input checked="" type="checkbox"/> </div> <div> <input checked="" type="checkbox"/> </div> <div> <input checked="" type="checkbox"/> </div> | <p>private partnerships as well as resident leadership in conducting an urban agriculture land availability assessment and prioritization.</p> <p>Strategy 4.4 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.</p> <p><b>Strategy 4.5 Facilitate City, County, and UVA coordination centered on promoting a more regionally-focused food system</b></p> <p>Substrategy 6.1: <b>Utilize UVA Equity Center's Heat Index map, once finalized, to identify areas with lower tree cover investment leading to higher energy costs and negative health implications.</b></p> <p>Strategy 8.4: Through education initiatives and incentive programs, encourage the increased use of composting to reduce landfill waste, reduce greenhouse gas emissions, and <b>support urban landscaping and agriculture.</b></p> |
| <p><b>Chapter:</b> Economic Prosperity &amp; Opportunity</p> <p>- Vision Statement</p> <div> <input checked="" type="checkbox"/> </div>            | <p>Charlottesville'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 <b>community wealth building</b> and regional economic development initiatives.</p>   |
| <p><b>Chapter:</b> Economic Prosperity &amp; Opportunity</p> <p>- Progress Measures</p> <div> <input checked="" type="checkbox"/> </div>           | <p>Goal 2 Strategy 2.7 Progress Measure: <b># of community-owned and community-wealth generating co-operative businesses, including food system businesses, provided technical assistance annually (goal: increase)</b></p>  |
| <p><b>Chapter:</b> Economic Prosperity &amp; Opportunity</p> <p>- Strategies</p> <div> <input checked="" type="checkbox"/> </div>                  | <p>Strategy 1.9 Advocate for <b>community wealth building strategies</b> outside of employment and training, including <b>housing programs that provide access to new or sustained homeownership for lower-income residents, community gardens, etc.</b></p>   |
| <p><b>Chapter:</b> Community Facilities and Services</p> <p>- Vision Statement</p> <div> <input checked="" type="checkbox"/> </div>                | <p>The City of Charlottesville will ensure that all residents have access to outstanding schools, parks and natural areas, recreational facilities and trails, <b>urban agriculture</b>, civic facilities and public buildings, public services, and the infrastructure needed to support a full range of educational and economic opportunities.</p>  |
| <p><b>Chapter:</b> Community Facilities and Services</p> <p>- Progress Measures</p>  | <p>Goal 13 Strategy 13.7 Progress Measure:</p> <ul style="list-style-type: none"> <li>• <b>% of public park land reserved for urban agriculture by Parks &amp; Rec (goal: increase)</b></li> <li>• <b>% of population within 1/4 mile of public parks with space</b></li> </ul>  |



|   |   |
|---|---|
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>   | <b>reserved for urban agriculture (goal: increase)</b>  |
| <b>Chapter:</b> Community Facilities and Services<br>- Strategies<br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> | <p>Strategy 12.4: Ensure that planning, maintenance, and operation of parks always explores and considers the cross functional benefit for the City's environmental goals, including those related to stormwater management, energy efficiency, environmental justice, <b>urban agriculture</b>, and others.</p> <p>Strategy 13.7 <b>Prioritize inclusion of urban agriculture or community garden space in new or renovated public parks or open spaces.</b></p>   |
| <b>Chapter:</b> Implementation<br>- Priority Area<br><input checked="" type="checkbox"/>  | <p>Priority Area 2: <b>Make sure all people have access to shelter, food, job opportunities, and other resources they need to thrive and succeed.</b></p>   |
| <b>Chapter:</b> Implementation<br>- Strategies<br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/>                    | <p>Priority Area 1: Support the development of more housing throughout the city, with a focus on creation of more housing that is affordable to more people, especially those with the greatest need.</p> <ul style="list-style-type: none"> <li>- Land Use, Urban Form, and Historic and Cultural Preservation</li> </ul> <p>Priority Strategy 2.3: Evaluate existing and potential new programs for protecting communities at risk of displacement, as well as protecting existing affordable housing, historic buildings, <b>community-based urban agriculture sites</b>, and other resources.</p> <p>Priority Area 2: Make sure all people have access to shelter, food, job opportunities, and other resources they need to thrive and succeed.</p> <ul style="list-style-type: none"> <li>- <b>Environment, Climate, and Food Equity Priority Strategy 4.1: Commit to eliminating food deserts through strategic support and collaboration of organizations, community members, private businesses, health institutions, and City departments focused on cultivating healthy food access through programs and supporting the creation of affordable markets in or within walking distance to low-income neighborhoods.</b></li> </ul> |
| <b>Chapter:</b> Implementation<br>- Progress Measures<br><input checked="" type="checkbox"/><br><input checked="" type="checkbox"/>             | <p><b>Priority Strategy 4.1 Progress Measures:</b></p> <ul style="list-style-type: none"> <li>• <b>% community within walking distance (1/4 mile) to a grocery store or food market (goal: increase)</b></li> <li>• <b># and potential impact of policies included in the zoning ordinance to protect and promote urban agriculture through development processes</b></li> </ul>  |

## IV. Food Equity Policy Losses Recommendations not incorporated into Comp Plan

### Community Review Recommendations: May–Sept 2021

#### *Guiding Principles:*

#1. Include 'urban agriculture and land stewardship' in the Environmental Stewardship & Sustainability

Guiding Principle [\[Where: Environmental Stewardship & Sustainability Guiding Principle, page 2\]](#)

- The City government will reduce its carbon footprint and other environmental impacts. The Charlottesville community will be empowered and encouraged to reduce their environmental footprint and benefit from energy efficiency efforts and **<add 'urban agriculture and land stewardship'>**. All will have access to high-quality natural resources, including improved air, soil, and water quality.

#### *Transportation Chapter:*

#4. Develop a system to evaluate bike and pedestrian programs (pathway assessment and prioritization, especially to key food resources) by how well they are reaching people in low wealth neighborhoods and collect broad community feedback. [\[Where: Transportation Chapter, Goal 5, Strategy 5.5, page 37\]](#)

- **Note: Transportation Chapter Strategy & Substrategy 1.7 adopted similar but different language (see above)**

#### *Housing Chapter/Affordable Housing Plan:*

#6 Include 'healthy, affordable food options' in the Affordable Housing Plan [\[Where: Affordable Housing Plan page 77, para 1\]](#)

- **"Increase access to opportunity.** – Land use policies should create more housing in areas of opportunity such as near main transit lines, jobs, **<add "healthy, affordable food options" here>** or in mixed-income neighborhoods, but must also be designed to prevent displacement of low-income residents due to increased investment and rising housing costs."

#7 Include 'healthy, affordable food options' in the Affordable Housing Plan [\[Where: Affordable Housing Plan page 77, para 3\]](#)

- **"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 "healthy, affordable food options" here>** and age in place."
- **"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 "healthy, affordable food options" here>** and employment centers while limiting displacement pressures in low- and moderate-income neighborhoods."

#### *Environment, Climate, Food Equity Chapter*

#11. Hire an Urban Agriculture & Climate Justice position to focus on issues of land, environment, and climate justice. For example, 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. [\[Where: Environment, Climate, Food Access Chapter, Goal 4, Strategy 4.1, page 45\]](#)



*Community Facilities & Services Chapter: Goal 2 City Schools*

#17 Intentionally transform Charlottesville City Schools' meal program to increase participation for all students, especially students eligible for the federal meals program. [\[Where: Community Facilities & Services Chapter, Goal 2, page 60\]](#)

#18. Revamp school meal delivery systems to include functional kitchen and serving lines and proper storage to accommodate fresh, from scratch cooking at each school [\[Where: Community Facilities & Services Chapter, Goal 2, page 60\]](#)

#19. 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. [\[Where: Community Facilities & Services Chapter, Goal 2, page 60\]](#)

#20 Improve procurement practices and meal offerings to include increased fresh, from scratch, and local menu items that are healthier and provide energy for students. [\[Where: Community Facilities & Services Chapter, Goal 2, page 60\]](#)

#21. 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 in the next five years. [\[Where: Community Facilities & Services Chapter, Goal 2, page 60\]](#)

*Future Land Use Map / Planning Objectives:*

#22. Add "neighborhood food access avenues and markets" in Future Land Use Map Planning Objective [\[Where: Future Land Use Map Planning Objective, page 1\]](#)

- Increase density around community amenities such as shopping, employment centers, <add> "neighborhood food access avenues and markets" and transit.

#23 Add 'focus on urban agriculture and neighborhood food access' in Future Land Use Map Planning Objective [\[Where: Future Land Use Map Planning Objective, page 1\]](#)

- Explore the development potential of vacant or underutilized properties <add> with a focus on urban agriculture and neighborhood food access avenues and markets
- **Note: Urban agriculture access was added to an objective (see wins above)**

#24. Add a Land Use Category for urban agriculture and community garden spaces on the Future Land Use Map. Here's the [2020 mapping research By Taha K Suhrawardy](#) which shows current garden locations and identified potential locations. [\[Where: Future Land Use Map, page 2\]](#)

Progress Measures Recommendations: Aug-Sept 2021 

**Goal 1 Suggested Measures: Land Use, Urban Form, and Historic and Cultural Preservation Chapter**

- All measures should include data breakdowns by race, income and Neighborhood Planning Area



**Goal 4 Suggested Measures: Land Use, Urban Form, and Historic and Cultural Preservation Chapter**

- % of City (and private land) required for urban agriculture and affordable food market vending for low-wealth/income neighborhoods in the Zoning Ordinance
- Include breakdown by race, income and Neighborhood Planning Areas for urban heat island analyses

**Goal 2 Suggested Measures: Housing Chapter**

- # of residents engaged in planning & envisioning of food access avenues\* with breakdowns by race, income, Neighborhood Planning Area

**Goal 1 Suggested Measures: Transportation Chapter**

- Include breakdowns by race, income, Neighborhood Planning Area

**Goal 5 Suggested Measures: Transportation Chapter**

- Include breakdowns by race, age, income, Neighborhood Planning Area for current three measures of progress
- # of avenues available to provide community input on transportation plans

**Goal 2 Suggested Measures: Environment, Climate, Food Equity Chapter**

- Staff time dedicated to support development of an equitable Climate Action plans centering urban agriculture and food equity strategies for community climate resilience

**Goal 4 Suggested Measures: Environment, Climate, Food Equity Chapter**

- # of residents co-planning urban agriculture productions spaces with breakdowns by race, income, Neighborhood Planning Area
- Staff time dedicated to coordinating community based urban agriculture initiatives

**Goal 2 Suggested Measures: Economic Prosperity and Opportunity Chapter**

- # of SWaM certified businesses engaged in City farmers market network with breakdowns by race, income and farm source/location
- # of SWaM certified food system businesses (restaurants, grocery stores, value added markets, mobile markets) with breakdowns by race, income and farm source/location
- # of community-owned and community-wealth generating co-operative food system businesses with breakdowns by race, income and Neighborhood Planning Area

**Goal 2 Suggested Measures: Community Facilities and Services Chapter**

- # of renovations, repairs, and improvements completed for fresh/from scratch food capacity at school kitchens and serving lines
- % of Charlottesville City School kitchens fully functioning for fresh/from scratch food capacity
- # of new, healthier menu items offered
- % Increase in School Meal Enrollment
- % Increase in Utilization (CCS Meal Consumption)
- % Increase in Healthier Meal Options on the line

**Goal 15 Suggested Measures: Community Facilities and Services Chapter**

- % of residents within 10 minute walk of public parks reserved for urban agriculture with breakdowns by race, income, Neighborhood Planning Area

## Cultivate Charlottesville Food Justice Network

# Food Equity Initiative | Policy Platform

## Engagement & Communications Summary\_OCT21

---

### Background

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 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 initial Food Equity Initiative Policy Platform launched in February 2021 included input from over 300 individuals, ten city departments, and over a dozen nonprofit partners. Since April, we have continued to engage and develop policy recommendations based on the changing landscape. The following summarizes engagement for FY21 from September 2020 – October 2021.

### 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: Depts of Parks & Recreation, Office Of Economic Development, Neighborhood Development Services, Department of Human Services, Charlottesville Area Transit, Department of Social Services, Charlottesville Fire Department, and Public Works Climate Action. Charlottesville City Schools, while not a department of the City, is also included. In addition, FJN has emerging relationships with the Deputy City Manager of Racial Equity, Diversity, and Inclusion. 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 advocates 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, Comprehensive Plan 2018–2021, 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 with revised versions released at the end of March, April, and October 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. Ongoing efforts over the past several years and consistent engagement with each new round of Comprehensive Plan updates throughout 2021 have secured [\*\*65 Food Equity Policy Wins\*\*](#) in the Comprehensive Plan, including language around Food Equity Initiative Policy Platform priorities.

The Food Justice Network gathered signatures of support and mobilized an advocacy push for the updated *Food Equity Initiative Policy Platform* to share with the City Council for the previous mid-year report and the current end of year report. **The Policy Platform garnered 284 signatures, representing 150 Charlottesville residents, 80 community members who work in the City, and 38 organizations.** For the end of year report to Council in November 2021, Food Justice Network advocacy is focused on budgetary requests for the continuation of the Food Equity Initiative, discussion of a Food Equity Fund, and commitment to replacing urban agriculture land lost in low-wealth neighborhoods.

## **Engagement with City of Charlottesville Comprehensive Planning:**

Food Justice Network began engagement with the city comprehensive planning process in 2017–2018 during the initial phase of City updates and has had a representative serve on the steering committee. Since the process reignited in 2020, FJN continues to be involved and amplify community voice by:

- 1) Elevating community input during each community review period
- 2) Participating in Cville Plans Together Steering Committee
- 3) Analyzing and reviewing each round of updates to assess food equity language inclusion
- 4) Recommending community-informed food equity language during each round of feedback
- 5) Mobilizing FJN partner and community feedback and support in advocacy process

## **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 three 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, supported three youth interns and two community advocates to speak at a City Council/School Board joint meeting which led to 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
  - 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 organized to deepen understanding of the platform and mobilize organizational partners and community members to activate action in support of the *Policy Platform*. Ninety-three (93) community members engaged in the roundtable, with community advocates leading breakout discussions. Throughout the fall, Food Equity Initiative meetings with each City Department partner clarified existing Departmental goals, updated implementation plans, and outlined next steps for food equity development.

### **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 Leads – 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, **(93 people engaged total)**
- Develop FEI Mid-Year Report – 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
- 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
- Article published on [Food Equity Initiative Policy Platform](#) – June
- Update and Implement Community Advocates feedback – July & August
- [Op-ed published](#) on Food Equity priorities in the Comprehensive Plan – July
- [Article published](#) on Community Advocates efforts – August
- Meetings with City Depts: Deputy City Managers, Office of Economic Development, Neighborhood Development Services, Dept of Social Services, Dept of Human Services, Dept of Recreation, Dept of Parks, Climate Protection, Fire Department, City Councilors Magill and Hill – September & October
- Meetings with City Council and School Board Candidates around FEI Platform – September & October
- End of Year Report to Council – Advocate for FEI Continuation & Food Equity Fund–November 1

---

#### **Current Campaign Resources**

- [Policy Platform\\_Sep2](#)
- [Advocacy Toolkit](#)
- [Visuals](#)

#### **Past Campaign Resources**

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

#### **Past Communications**

- [Cville Weekly](#)
- [NBC29](#)
- Cville Tomorrow [1](#) [2](#) [3](#)

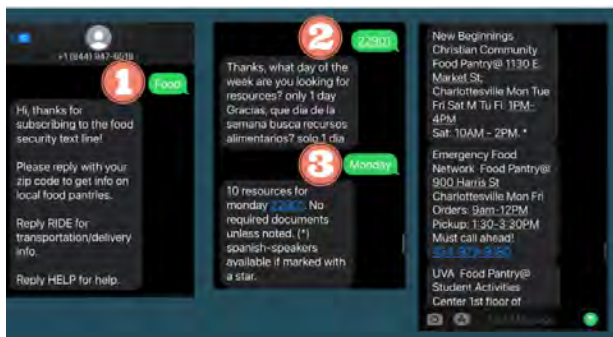
# Cultivate Charlottesville Food Justice Network Food Equity Initiative | Text Message Initiative Engagement & Communications Summary\_OCT21

## Initiative Overview & Timeline

The Text Message Initiative is a response to community feedback looking for a food security response to reach individuals, families, and households facing food insecurity during and beyond COVID-19. The goal of the Text Messaging Initiative 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 available. Our scope has been the region of the Blue Ridge Health District (BRHD).

- Spring/Summer 2020: Initial Program Establishment
- Summer/Fall 2020: Program Development
- Winter 2020–2021: Program Launch
- Spring 2021: Program Automation Improvement
- Fall 2021: Program Continuation & Maintenance

## Program Resources: Each resource available in English & Spanish



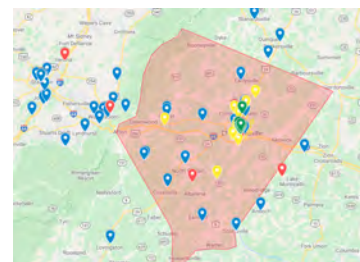
1. Food Security Text Program



2. Weekly Community Food Calendars

| Name of Organization               | Address               | Zip Code | Operating (Days of Week) | Operating (Times of Week)                                | Type        | Contact Info | Requires referral |
|------------------------------------|-----------------------|----------|--------------------------|--|-------------|--------------|-------------------|
| New Beginnings Christian Community | 1130 E. Market St.    | 22902    | Mon Tue Fri Sat          | Mon Tue: 10AM-4PM<br>Sat: 10AM-2PM                       | Food Pantry | 434-698-8137 |                   |
| Holy Comforter Lutheran Church     | 1206 E. Jefferson St. | 22902    | Tue Wed Thu Sat          | 09:00AM-1:00PM (Tue & Wed)<br>12:00PM-2:00PM (Thu & Sat) | Food Pantry | 434-255-8888 | Referral needed   |
| Lutheran and Fisher                | 2000 Lewis Rd.        | 22901    | Tue Wed Thu Sat          | 10:00AM-12:00PM (Tue, Wed, Thu)<br>10:00AM-12:00PM (Sat) | Food Pantry | 434-255-7888 | Referral needed   |
| United Lutheran Church             | 1111 Rugby Rd.        | 22903    | Tue Wed Thu Sat          | 10:00AM-12:00PM  | Food Pantry | 434-255-8179 |                   |
| Bethany Seventh Day Adventist      | 401 Harris St.        | 22902    | 2nd Sat of the month     | 10:00AM-12:00PM  | Food Pantry | 434-255-1420 |                   |
| Emergency Food Network             |                       |          |                          |  |             |              |                   |

3. Food Resource Sheet



4. Food Resource Map



## Initiative Reach Overview

- # of Food Organizations Elevated by Text Initiative: 39 City & county food resource organizations
- # of Organizations Elevated by Community Food Resources Initiative: 67 City & county orgs
- # of Subscribers: TOTAL 432 subscribers/participants
- 130 Spanish speaking participants, 302 English speaking participants, 15 Subscribers to RIDE option
- Weekly calendar reach: >180 people receive weekly email

## Engagement & Feedback Process

### Community Feedback Session #1: August 7, 2020

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

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

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

### Community Feedback Session #3: January 15, 2021

- [Presentation](#) of revised initiative 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 technically 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
  - (✓) Added transportation options: Jaunt, CAT & Sin Barreras/Loaves & Fishes delivery
  - To automate information update process (✓)
  - To add Whatsapp integration if possible

## 3 Key Rounds & Ongoing Community Outreach: January–October 2021

- Distributed 3500+ flyers & 500+ magnets via local nonprofit programs, CCS channels, REN event, Community Advocates door to door outreach, & other community events (more details below)
- Shared flyers and information via email listservs, social media & traditional media outlets



### **Text Initiative Outreach to Participants: March–May 2021**

- Spread the word about the CCS Response to Essential Needs Event to Participants (March)
- Conducted survey to participants to gather information about how people find out about the program to increase reach and awareness (May)

### **Initiative Improvement Update: May–June 2021**

- Improved process to subscribe and receive food resource information & to update changing resource information via automation
- Reached out to inform participants of new program process for easier use
- Created new educational tutorial videos and flyers to inform community members & participants about changes
- Developed Social Media Visuals & Flyers [Design Folder](#)

***\*Ongoing Bi-Monthly Check Ins with [Community Food Resources Organizations](#) for Updated Text Program, [Weekly Community Food Calendars](#), [Food Resource Sheets](#) and Maps in [English](#) & [Spanish](#)\*  
Community Outreach via Flyers, Magnets, & Email/Social Media***

- **End of Jan/early Feb 2021 – 470 flyers distributed with support from Sentara**
  - 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 with support from City DSS & County Office of Equity and Inclusion**
  - 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
- **May 2021 – 1210+ flyers/magnets shared to spread the word after program updates with support from City DSS & County Office of Equity and Inclusion**
  - Virtual/Media
    - 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

- Sent materials, data report and asks for support to text partners
- Shared on Cultivate social media
- Flyers & Magnets
  - 100 Spanish/English flyers distributed via Local Food hub Fresh Farmacy to Crescent Halls
  - 410 Spanish/English flyers distributed via PB&J Bags
  - 700 Spanish/English flyers distributed via Loaves & Fishes
  - Laminated flyers featured at New Roots Garden Sites
  - Flyers distributed by Sin Barreras
  - Flyers featured at The Haven
  - BRHD County outreach
- **June–October 2021– Ongoing community outreach with flyers and magnets**
  - Flyers/Magnets Shared at UAC Market Days
  - Flyers/Magnets Shared at Community Advocate Door to Door Outreach to Madison Ave & Riverside neighborhoods
  - Flyers/Magnets Shared at WellAware Event in Westhaven neighborhood
  - Flyers/Magnets Shared with Piedmont CASA, Buford Open House, CCS Back to School Event, Bread & Roses/Cultivate Seedling Giveaway
  - Shared virtually via Cultivate social media, Food Justice Network & Community food resource listserv

### Community Outreach via Media Outlets

[Media Talking Points](#) | [Press Release](#) | [TV10 Community Bulletin](#) | [TV10 Community Bulletin](#) | WINA, 101.3 | [Daily Progress](#) | [WNRN Community Connection](#) | [Augusta Free Press](#) | [Poder Latino](#) | [NBC29](#) | [CBS 19](#) | [CBS 19](#)

### Community Partners

The food security text messaging and calendars have been made possible by the support of community members, Cultivate Charlottesville Food Justice Network, and participating partners including the UVA Equity & Environment Fund, and 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, Sentara Martha Jefferson, Sin Barreras, International Rescue Committee (IRC), Charlottesville City Schools, Piedmont Housing Alliance, Department Social Services, Department of Human Services, Albemarle County Office Equity & Inclusion, Cville Community Cares, Blue Ridge Area Food Bank, Local Food Hub, PB&J Fund, Blue Ridge Health District, and the Central Virginia Legal Aid Society.



# Food Equity Initiative | Food Equity Fund

## Cultivate Charlottesville Food Justice Network

### Overview for Discussion\_October 2021

---

#### **Background**

Charlottesville has a reputation for being a “Foodie City”. Not only did the town rank 14th in the country for most restaurants per capita, it’s close proximity to organic farms means that many eateries rely heavily on fresh, local ingredients. While the city’s upper middle class residents and tourists enjoy top tier dining, 1 in 6 Charlottesville residents lack access to enough affordable, nutritious food. 57% of students are eligible for free & reduced meals. The Charlottesville Food Justice Network, a group of over 25 organizations working together to build a healthy and just food system, recognize these inequities and are working to transform Charlottesville from a Foodie City to a Food Equity City.

Making the shift to a city that prioritizes food equity for all residents will require multiple strategies across public, private, and nonprofit partnerships. While the Charlottesville Food Justice Network is coordinating and amplifying nonprofits working in the food system, infrastructure initiatives that go beyond nonprofit partner capacity are needed to assure that all residents have access to quality food.

Currently, the city has a 6% meals tax on prepared foods. In FY22 this amount is budgeted at \$10.7 million. These funds are currently allocated to the general city budget and are not being tracked. We are proposing that 2% of the existing 6% meal tax be allocated to a *Food Equity Fund* held with the Charlottesville Area Community Foundation. This fund would invest in large-scale food equity infrastructure projects to advance food equity in Charlottesville. These projects could include investing in a cooperative grocery store at a Charlottesville public housing site, investing in restoring the urban agriculture land dedicated for resident of public and subsidized housing that has been lost to redevelopment, or investing in the Charlottesville City Schools meal program and ensuring healthy meals for all students throughout the academic year, summer, and school breaks.

#### **Discussion**

The council has demonstrated their commitment to Food Justice by approving many initiatives outlined in the Food Equity Initiative Policy platform. Three of the planks in the Food Equity Platform are: increasing neighborhood access to food and markets, advancing healthy school foods, and advancing urban agriculture. A taxed based fund using income that is already being generated from Charlottesville’s booming restaurant industry would be the most effective way to assure that the values Council has already committed to result in lasting change. Other metropolitan areas including Washington D.C., Phoenix Arizona, and Seattle Washington have implemented similar programs with their food related tax dollars and have been successful at redistributing these funds to advance food justice in their respective communities.

Charlottesville’s *Food Equity Fund* will be managed by an independent body and funding guidelines will be based on the priorities in the Food Equity Initiative Policy Platform and the City of Charlottesville Department Food Equity Action Plans. The following are examples of initiatives that have been prioritized



by community stakeholders at the Local Foods Local Places workshop that *may* be considered for funding through a Charlottesville *Food Equity Fund*:

**Example #1 | Cooperative Grocery Store:** A local cooperatively owned grocery store would not only benefit consumers, but producers and the environment as well. Navigating to and from traditional grocery stores is challenging for those without access to reliable transportation. A cooperatively owned grocery store in a low income neighborhood would give residents more of a stake in the food system, make healthy options more accessible, and allow local farmers to sell their products to a broader market. Members of Charlottesville Public Housing Association of Residents visited a co-op in Harrisonburg in 2019 and were so inspired by the concept that they set this as a priority, adding that it would be important to make sure prices are affordable to the residents of the community in which the store will be built.

**Example #2 | Urban Agriculture Land and Programs:** Through redevelopment, many agricultural programs in the city are set to lose land. The Urban Agriculture Collective of Charlottesville has experienced the pitfalls of redevelopment firsthand, having to downsize from 1 acre of gardens throughout the city to one 4,400 square foot lot at 6th street and Monticello. Even this space will be lost as it is set to be redeveloped next year. Although the collective was able to secure land at CATEC for future projects, frequently having to develop a garden from scratch combined with the constant threat of land loss keeps these projects from reaching their full potential. Urban agriculture builds resilience for our neighbors to respond to economic shocks hampering household food budgets. Cultivating land capital for community agriculture purposes can be accomplished with financial investment and people power to negotiate fair and equitable leases, for example, a 99 year lease. The proposed *Food Equity Fund* could invest in land or infrastructure for the specific purpose of urban agriculture, wages for those that care for this land, and programming to involve the community in land stewardship.

**Example #3 | Charlottesville City Schools Meal Program:** Pandemic related school closures have exacerbated existing inequities in regards to childhood/adolescent nutrition. Currently, 57% of Charlottesville City School students are eligible for free or reduced meals, and many of these students' only source of food is provided by their school. While the City School nutrition program has begun to address the needs of students in the wake of the pandemic by offering free breakfast and lunch to all students and meal pickups, there is still room for improvement in regards to the quality of food served and the amount of meals prepared from scratch. The proposed *Food Equity Fund* could also aim to provide students with meals while school is not in session.

Other metropolitan areas including Washington D.C, Phoenix Arizona, and Seattle Washington have implemented similar programs with their food related tax dollars and have been successful at redistributing these funds to advance food justice in their respective communities. The funding for similar initiatives in other cities ranges from \$5 million to \$10 million and goes towards community-based investments to expand food access, such as food banks and meal programs. While our current thinking has been to utilize this much smaller fund to invest in non-profit and community based food equity infrastructure developments, we could also consider directing the funds towards other initiatives that community members deem necessary to advance food justice in the city.

#### **Alignment with Council Vision Areas and Strategic Plan**

This proposal aligns with City Strategic Plan Goal 1.5: Intentionally address issues of race and equity, Goal 2: Healthy and Safe City, and Goal 3: A Beautiful and Sustainable Natural and Built Environment. Council has also approved 62 additions to the City Comprehensive Plan, which prioritize building food equity. This proposal aligns with the aforementioned additions to the plan.



## **Community Engagement**

Creating a *Food Equity Fund* was a key proposal that came out of our Local Food Local Places workshop, an initiative sponsored by the USDA and the EPA. More than 130 participants that represented many different organizations throughout the city were in attendance. The stakeholders who engaged in the program included representatives from the Charlottesville Food Justice Network, City Schoolyard Garden, Piedmont Housing Alliance, International Rescue Committee, The City of Charlottesville, Charlottesville Redevelopment and Housing Authority, Public Housing Association of Residents Advisory Council, Charlottesville Redevelopment and Housing Authority, Parks & Recreation, and others. ADD

The *Food Equity Fund* is a Food Equity Initiative Policy and Budgetary Recommendation under the Food Equity & Justice Plank of the FEI Policy Platform. The Platform includes input from over 300 individuals, 125 youth, and 10 city departments. The Policy Platform garnered 284 signatures, representing 150 Charlottesville residents, 80 community members who work in the City, and 38 organizations.

We have spoken with the Charlottesville Area Community Foundation about hosting the fund. A committee composed of community members who have experience facing food insecurity, Food Justice Network partner organizations, and other key stakeholders will determine decisions about the specifics of where funds will be invested. This year, Cultivate is working to connect with local restaurants about the proposed *Food Equity Fund*. The restaurant owners we spoke with to date are excited about the idea of having a portion of the income from the meals tax set aside to build food equity in our community

## **Budgetary Impact**

A 2% diversion of the 6% city meals tax would account for approximately \$214,000 in FY23. This number is calculated from a projected \$10.7 million income from the city meals tax. Food Justice Network partners will work with City officials to raise private and foundation dollars to add to the fund, making this an innovative partnership between the public and private sectors.

## **Discussion**

- Explore the strengths and weaknesses of approaching food equity infrastructure projects that are beyond the scope of nonprofit partners through a Charlottesville *Food Equity Fund* and does council support the idea of a food equity fund to build infrastructure needs identified through the Food Equity Initiative Policy Platform and Department Food Equity Profiles?
- Implementation considerations:
  - The suggestion to house the fund at the Charlottesville Area Community Foundation
  - The idea of setting up a community based decision making body
  - Whether or not funds would be available only to nonprofit entities
  - Whether or not there would be an option for emergency funds for small businesses
- Remaining questions and additional materials from Council.
- Next Steps

For inquiries: [bria@cultivatecharlottesville.org](mailto:bria@cultivatecharlottesville.org) | [jeanette@cultivatecharlottesville.org](mailto:jeanette@cultivatecharlottesville.org) | [www.cultivatecharlottesville.org](http://www.cultivatecharlottesville.org) | 434.260.3274