

Agency: Orange County as fiscal agent for the
Orange County Food Council

Program(s): Orange County Food Council

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Received By _____

Date/Time _____/_____/_____

Section	Subsection
1. Cover Page	a. <input type="checkbox"/> Applicant Contact Information b. <input type="checkbox"/> Funding Requests c. <input type="checkbox"/> Signed Application Cover Page d. <input type="checkbox"/> Signed Disclosure of Conflicts of Interest and Clause
2. Agency Information	a. <input type="checkbox"/> Agency's Years in operation b. <input type="checkbox"/> Agency's Purpose/Mission c. <input type="checkbox"/> Agency's Types of Services Provided d. <input type="checkbox"/> Agency's Experience with Programs e. <input type="checkbox"/> Other Pertinent Agency Information f. <input type="checkbox"/> Schedule of Positions g. <input type="checkbox"/> Living Wage h. <input type="checkbox"/> Agency Budget
3. Program Information A separate Section 3 is required for <u>each</u> program.	a. <input type="checkbox"/> Human Services Needs Priority b. <input type="checkbox"/> Type of Program c. <input type="checkbox"/> Agency Collaboration d. <input type="checkbox"/> Summary of Program e. <input type="checkbox"/> Description of Identified Need f. <input type="checkbox"/> Description of Population to be Served g. <input type="checkbox"/> Program Staffing, Capacity, & Expertise h. <input type="checkbox"/> Program Implementation Timeline i. <input type="checkbox"/> Value of Investment j. <input type="checkbox"/> Impact of Reduced/No Allocation k. <input type="checkbox"/> Other Pertinent Information l. <input type="checkbox"/> Target Population/Beneficiary Chart m. <input type="checkbox"/> Work Statement n. <input type="checkbox"/> Program Budget, Detail, & Cost per Individual
4. Attachments	a. <input type="checkbox"/> Audit: Organizations receiving \$300,000 or more in Federal financial assistance, and/or organizations with more than \$500,000 of receipts and expenditures in a fiscal year, must secure an audit. b. <input type="checkbox"/> IRS Federal Form 990 c. <input type="checkbox"/> NC Solicitation License d. <input type="checkbox"/> IRS Federal Tax-Exemption Letter e. <input type="checkbox"/> Certificate of Insurance f. <input type="checkbox"/> List of Board of Directors g. <input type="checkbox"/> Solid Waste Program Fee (SWPF) Verification

1. COVER PAGE

a) Applicant Contact Information

Applicant Organization's Legal Name: Orange County (fiscal agent for the Orange County Food Council)

Applicant Organization's Physical Address: the Orange County Food Council has no physical address.

Applicant Organization's Mailing Address: N/A

Applicant Organization's Web Address: <https://orangecountyfoodcouncil.wordpress.com/>

Executive Director: Ashley Heger, Council Coordinator
Jenn Weaver, Co-Chair
Cyril Murphy, Co-Chair

Telephone Number: (404)-587-6905

E-Mail: ocfoodcouncil@gmail.com

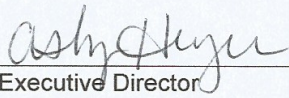
Tax ID Number: 56-6000327 (Orange County)

b) Funding Request

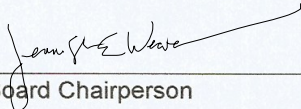
**List all FY17-18 Human Services (HS) Funding Being Requested –
For All Programs and the Proposed Use of Funds (2-3 lines or less)**

<u>Program</u>	<u>Carrboro - HS</u>	<u>Chapel Hill - HS</u>	<u>Orange County-HS</u>	<u>Total</u>
Goal 1. Action Plan development Create a plan to help focus, guide, and prioritize the council's work.	\$613	\$1,024	\$9,133	\$10,770
Goal 2. Outreach Increase knowledge of available resources to communities living with low food access.	\$658	\$1,103	\$9,889	\$11,650
Goal 3. Healthy Retail Program Increase access to healthy food for Orange County residents in Family Success Alliance zones 4 and 6 via increased healthy foods in corner stores.	\$1,068	\$1,786	\$16,046	\$18,900
Goal 4. Collaborate with other food councils Collaborate with other North Carolina food councils to learn new strategies to strengthen the Orange County food system.	\$661	\$1,104	\$9,932	\$11,700
Totals	\$3000	5,020	45,000	\$53,020

- c) To the best of my knowledge and belief all information and data in this application is true and current. The document has been duly authorized by the governing board of the applicant.

Signature: 
Executive Director

1-31-2017
Date

Signature: 
Board Chairperson

1/31/17
Date

**d) DISCLOSURE OF POTENTIAL CONFLICTS OF INTEREST AND NON DISCRIMINATION
CLAUSE**

Are any of the Board Members or employees of the agency which will be carrying out this program or members of their immediate families, or their business associates...

YES NO

- ☐ ☐ a) Employees of or closely related to employees of the Town of Carrboro, the Town of Chapel Hill, or Orange County? YES
- ☐ ☐ b) Members of or closely related to members of the governing bodies of the Town of Carrboro, the Town of Chapel Hill, or Orange County? YES
- ☐ ☐ c) Current beneficiaries of the program for which funds are being requested? NO
- ☐ ☐ d) Paid providers of goods or services to the program or having other financial interest in the program? NO

If you have answered YES to any question, **please provide a full explanation below.**

NON-DISCRIMINATION

Provider agrees as part of consideration of the granting of funds by funding agencies to the parties hereto for themselves, their agents, officials, employees and servants agree not to discriminate in any manner of these basis of race, color, gender, national origin, age, handicap, religion, sexual orientation, gender identity/expression, familial status or veterans status with reference to any activities carried out by the grantee, no matter how remote. The parties hereto further agree in all respects to conform to the provision and intent of Orange County Civil Rights Ordinance, as amended and the Orange County Anti-discrimination Policy. This provision is enforced by action for specific performance, injunctive relief, or other remedy as by law provided; this provision shall be binding on the grantees, the successors and assigns of the parties hereto with reference to the above subject manner.

To the best of my knowledge and belief all of the above information is true and current. I acknowledge and understand that the existence of a potential conflict of interest does not necessarily make the program ineligible for funding, but the existence of an undisclosed conflict may result in the termination of any grant awarded.

Signature: Ashley Hager
Executive Director

1-31-2017
Date

Signature: John P. Hager
Board Chairperson

1/31/17
Date

2. AGENCY INFORMATION (Be Very Brief and Concise)

Please provide the following information about your agency (2 pages OR LESS):

a) Years in Operation, Date of Incorporation (*Month/Year*):

Orange County Government was founded in 1752. The Orange County Food Council was established in May 2016 with the seating of the 15-person council.

b) Agency's Purpose/Mission (*no more than a few sentences*):

The mission of the Orange County Food Council is to build the community food security, encourage economic development through promotion of a healthy, local food system, and preserve farmland in Orange County.

c) Types of Services the Agency Provides (*bullet format*):

The Orange County Food Council brings together community members, local officials, and experts to strengthen the food system in Orange County.

Current areas of focus:

- Food Access and Security
- Local Food Economy – includes agriculture, small businesses, farm-to-table, institutional buying, etc.

d) Agency's History with Providing These Services:

The Orange County Food Council was established in May 2016 with the seating of the 15-person council. Prior to that, members of a task force met for two years to form the council. We have since developed bylaws, produced a baseline community food assessment, hired a coordinator, and elected council co-chairs. We will hold two community forums; one in February 2017 and one in March 2017 to engage the community in a priority setting process to develop an action plan of activities designed to strengthen our county's food security.

e) Other Pertinent Agency Information (*Ex. Has the agency experienced any major changes in the past year? Is there a new Executive Director? Are there new initiatives?*)

Orange County has agreed to be our fiscal agent. Previously, the United Way of the Greater Triangle was our fiscal agent. We are in the process of discerning whether the Orange County Food Council should become it's own nonprofit.

f) Schedule of Positions (*For Entire Agency*)

- Full Time Equivalent (FTE) staff will be noted as 1.00; half time as .50; quarter time as .25, etc.
- Calculate a Full Time Equivalent for all recorded volunteer hours using the following:
Total Volunteer Hours = Volunteer FTE

Orange County Food Council calculates **Total Volunteer Hours** given by council members, collaborative partners, and work group members as **1,980**

of FTE - Full-Time Paid Positions: 0

of FTE - Paid Part-Time Positions: 1

of Volunteers: 15+

of FTE - Volunteers: 0

g) Living Wage

Does this agency pay permanent employees a minimum [living wage](#)? (Yes / No) YES

The Orange County Food Council pays our one employee, who is part-time, well above the Orange County living wage of \$13.15.

If yes, is this agency an [Orange County Living Wage Certified Employer](#)? NO

If no, please explain.

The Orange County Food Council is not an organization that is considered an employer in such a way that we'd apply to be certified. If needed, we would consider applying.

h) **Agency Budget**

Comment [MDM1]: Is this OCFC or the County? Seems like the county, but I think we should answer it as the OCFC.

- i. **Is your agency currently receiving and/or requesting other (non-Human Services) local (Town of Carrboro, Town of Chapel Hill, Orange County) government funding? (Yes/No) NO**
- ii. **Submit your agency's budget. You may complete the provided template (separate xls file) or you may submit your own budget file (as long as it contains the same information, and in a similar format, as requested in the provided template).**

See this link for Orange County's budget:

<http://www.orangecountync.gov/departments/FY2016-17%20Budget%20Ordinance%20Signed.pdf>

Agency Budgets are required to define budget amounts for the previous program year, current program year, and next program year for the following categories:

- iii. **Does your agency budget show a Surplus or Deficit?**

See link to County budget above

Is there a significant change? Yes/No

See link to County budget above

Please provide a brief explanation for Surplus or Deficit, and significant changes.

- iv. **What is your agency's fiscal year?**

July 1, 2017 through June 30, 2018

3. PROGRAM INFORMATION (Submit a separate Section 3 for each program)

Program Name: Orange County Food Council

Program Primary Contact and Title: Ashley Heger

Telephone Number: (404) 587-6905

E-Mail: ocfoodcouncil@gmail.com

a) Indicate the type of Human Service Needs Priority, if program applicable:

☐ **Priority Area #1:** safety-net services for disadvantaged residents

☐ **Priority Area #2:** education, mentorship, and afterschool programming for youth facing a variety of challenges

☒ **Priority Area #3:** programs aimed at improving health and nutrition of needy residents

b) Indicate the type of program for which you are requesting funding
(Check all that apply to this program)

Program Category	Youth	Adult	Elderly	Disabled	Public Housing Neighborhoods/Residents
Affordable Housing					
Affordable Healthcare					
Education					
Family Resources					
Jobs/Jobs Training					
Food	X	X	X	X	X
Transportation					
Other: Please specify					

c) Provide a bulleted list of other agencies, if any, with which your agency coordinates/collaborates to accomplish or enhance the Projected Results in the Program(s) to be funded. For each, briefly describe the coordinated/collaborative efforts.

The following organizations have provided staff members to serve on the Orange County Food Council, provide in-kind support, or collaborated on other council activities:

- Camp Chestnut Ridge
- Carrboro Farmers' Market
- Orange County Department of Health
- Family Success Alliance
- Orange County Office of Economic Development
- Orange County Schools
- United Way of the Triangle
- UNC-Chapel Hill Center for Health Promotion & Disease Prevention (*also provides printing/copying, Spanish translation, website maintenance, grant-writing, in-kind staff support*).
- InterFaith Council for Social Services
- Farmer FoodShare
- Orange County Office of Extension

- Chapel Hill Farmers' Market
- Vimala's Curryblossom Café
- Seal the Seasons
- Piedmont Food & Agriculture Processing Center
- Orange County Solid Waste
- Chapel Hill Carrboro City Schools
- Community Food Strategies & Center for Environmental Farming Systems

Program Description (3 pages OR LESS)

Please provide the following information about the proposed program:

Comment [MDM2]: We can pull much of this from last year's proposal.

- d) Summarize the program services proposed and how the program will address a Town/County priority/goal?

Goal 1. Action Plan Development

The Action Plan will be developed in 2 parts. Part one will be an internal document that helps guide the council's priorities, task and action timelines, and works within the council's existing by-laws and decision making structure. The second part of this Action Plan will function as a public document that incorporates some of the data from the quantitative and qualitative Baseline Community Food Assessment the council conducted with the Center for Health Promotion and Disease Prevention. This Action Plan will be a working document that is updated and reviewed by the council on a continual basis. The plan will include four main steps 1) Identified issues in the county/regional food system 2) method for prioritizing issues and actions 3) Identify and list strategic partners, stakeholders, and decision makers 4) List tactics for addressing priority issues.

Goal 2. Strategic Outreach & Engagement

The Orange County Food Council will continue to work with the Family Success Alliance to convene organizations located in or around Zones 4 and 6 that are addressing food access, childhood nutrition, and other food related issues and services. FSA hosts regular meetings with Zone Navigators, which serve as a direct connection between families and resources. The council will create opportunities for Zone Navigators from Zones 4 and 6 to learn more about food-related organizations and food resources in the region. We will expand on and update the "Orange County Food Access Map" created by a food access working group assembled by the Inter-Faith Council for Social Services in 2016 (attached in appendix). The updated version will have three new components that include 1) Summer meal sites for students eligible for or participating in the free breakfast and free and reduced lunch program 2) Updated list of emergency food pick up locations and services 3) List of corner stores with healthy retail options-this item is being developed along with **Goal 3**.

Goal 3. Healthy Retail Program

We will convene a workgroup to develop and implement a **healthy retail program** working in corner stores in Family Success Alliance Zones 4 and 6 to address food insecurity in food deserts where our most vulnerable residents live by providing equipment, signage, and marketing to increase access to healthy foods. We will base the program on the *North Carolina State Healthy Food Small Retailer Program* recently funded by the North Carolina General Assembly (one current OCFC member, Dr. Molly De Marco is an advisor to that program). The workgroup will bring together the Orange County Health Department (Ashley Mercer is a OCFC member and on staff with the health department), the Family Success Alliance, and UNC's Center for Health Promotion & Disease Prevention (Dr. De Marco is a OCFC member and leads the *Healthy Food*

for All study that is piloting healthy retail programs in rural Orange County) along with interested residents and corner store owners or staff. We will develop an application (see Appendix for the application from the state program, which we will model our's on), conduct outreach with corner stores to identify two stores willing to participate in each zone (using the map being further developed in **Goal 2** and information FSA staff gather on which stores residents frequent most often), assist store owners to determine needed equipment and provide technical assistance for them to accept SNAP and WIC if they do not already. We will develop and test messages to encourage healthy eating working directly with the populations who frequent the stores. The Center for Health Promotion & Disease Prevention will provide evaluation support for the success of the program.

Goal 4. Collaborate with other food councils in the state

The council coordinator will schedule meetings with at least two other North Carolina Food Councils to share success and challenges of operating as conveners to strengthen local food systems. Over the past five years, numerous food councils have formed across the state. There are now over 30 active food councils in North Carolina. They do not all look the same in how they are structured, but they all share the purpose of acting as conveners of disparate groups that come together to achieve common goals centered around food – be it nutrition, access, economic development, sustainability, etc. When brought together in the same room, these different groups find that many of their individual efforts help accomplish the goals of another group (Ex. A public school's desire to serve local, fresh food in the cafeteria can work in concert with a farmer's desire to sell more of their product locally and survive as a family farm. The gap in the supply chain of scaling up produce grown by local farmers to supply that school with enough product could be filled by a local entrepreneur). The new-ness of the food council model in this state means that the learning curve is steep, and the various councils have much to learn from each other to capitalize off of other's successes and anticipate pitfalls. We plan to collaborate with other councils to engage in this learning process and better serve the residents of Orange County. Learning best practices and collaborating with other regional resources will help OCFC better accomplish all of the mentioned program goals.

- e) Describe the community need or problem to be addressed in relation to the [Chapel Hill Human Services Needs Assessment](#), [Orange County BOCC Goals and Priorities](#), [Town of Chapel Hill Council Goals](#), [Carrboro Board Priorities](#), or other community priorities (i.e. Council/Board Goals). Reference local data (using the provided links, i.e. Chapel Hill Human Services Needs Assessment) to support the need for this program.

Orange County has over 15,000 residents living in low-income/low food access areas with 15.4% of residents experiencing food insecurity. The rate is even higher among children in Orange County (20.1%). There is a disparity between north and south Orange County with children receiving Free and Reduced Price Lunch (43% vs. 28%). A further challenge to our county food system is that the average age of a farmer in Orange County is nearing retirement age (58.6 years). (*US Census; US Ag Census data*) These statistics provide evidence of community need for all four of our proposed goals.

Goal 1. Action Plan Development

In 2015-2016 the council collaborated on a quantitative and qualitative baseline community food assessment that was presented to the community. This assessment helped the council recognize gaps in the regional food system, which disproportionately impact those living in low-income and low-access communities. The assessment helped the council prioritize two areas which later became the council's two active work groups: Food Access and the Local Food Economy. These priority areas have been identified and now a formal plan will be developed to help coordinate action, create a task timeline, and determine a method for tracking outcomes. Goal 1 will help the

council achieve success and sustainable impact in the remaining 3 goals. The council's work around food security and the local food economy relates to directly to the Town of Chapel Hill's Human Service Needs Report that outlines the lack of affordable access to healthy foods and how this issue disproportionately affects low-income communities and school age children. The council's action plan will be a resource for future strategic planning to address human service needs and opportunities around food access and the local food economy.

Goal 2. Strategic Outreach & Engagement

The Orange County Food Council will continue to partner with the Family Success Alliance to convene organizations located in or around the identified priority Zones 4 and 6 that are addressing food access, childhood nutrition, and other food related issues and services. These Zones have been identified by the Family Success Alliance as low access areas that would benefit from increased healthy food access and more identified services for childhood nutrition and emergency summer foods. The council is working with a variety of partners to address these gaps by mapping available resources, convening organizations and Zone Navigators, producing an index and map of available services in these zones, and convening a work group to begin Goal 3's Healthy Food Retail program. Partners in this initiative include: Orange County Schools Nutrition, Family Success Alliance, Inter-Faith Council for Social Services, and UNC's Center for Health Promotion and Disease Prevention. This initiative aligns with the Orange County Board of County Commissioners Goal area 1 to, "Ensure a community network of basic human services and infrastructure that maintains, protects, and promotes the well-being of all county residents." Found on page 1 of the FY2016-17 BOCC Goals & Priorities.

Goal 3. Healthy Retail Program

Orange County has pockets of high food insecurity rates, which coincide with the Family Success Alliance focal zones. Addressing food insecurity by increasing access to healthy foods and promoting healthy eating are directly in line with areas of interest for Orange County, Chapel Hill and Carrboro. For example, in the **Orange County** Board of Health's 2016-2018 Strategic Plan (<http://www.orangecountync.gov/BOH%20Strategic%20Plan%202016-2018%20-%20FINAL.pdf> see p. 6) they direct their Physical Activity & Nutrition subcommittee to "*explore providing incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas (food deserts)*" and partner with the OCFC in this initiative. Further, this goal will address one of the top six priority areas (Food), identified by **Chapel Hill's** Human Services Advisory Board, specifically by addressing the need for affordable food and access to healthy food in Orange County. The food council's proposed activities will also support key goals in **Carrboro**. For example, the **healthy retail program** will address the following policy in Carrboro's Vision 2020 document: Policy 1.31 to look for unmet need for human services. In addition, the town of Carrboro is seeking to use their Outside Agency funds to address social justice and equity as well as provide direct services. The healthy retail program will address racial inequities in food access by working specifically within communities of color.

Goal 4. Collaborate with Other Food Councils in the State

Collaborate with other North Carolina food councils to learn new strategies to strengthen the Orange County food system. While Orange County is host to a sizable number of local, organic, and/or sustainably produced foods, it also faces pockets of high food insecurity. A further challenge to our county food system is that the average age of a farmer in Orange County is nearing retirement age (58.6 years). (*US Census; US Ag Census data*) Councils in other regions have worked on or are currently working on similar issues. Collaborating with other food councils will help the Orange County Food Council achieve better success with out initiatives focused on Food Access and the Local Food Economy.

- f) Who is your target population of individuals to benefit from this program and how will they be identified and connected with the program?

For **Goals 1, 2, and 4**, the Orange County Food Council will continue to serve all residents of Orange County through our work to bring together parties interested in building a strong, local food system that addresses food access, farmland preservation, and a local living economy through implementation of our four goals. The council brings together representatives of town and county agencies including the Orange County Departments of Economic Development, Health, and Social Services, the Orange County Schools, the Chapel Hill Carrboro City Schools, elected officials, UNC representatives, representatives of non-profits, producers, and consumers. These diverse stakeholders and agencies already serve Orange County residents and by working together there is greater potential to strengthen the reach and impact including to vulnerable populations and the underserved.

For **Goal 3, Healthy Retail Program**, we will target low-income residents of the Family Success Alliance's two target zones (4 and 6).

- g) Describe the credentials of the program manager and other key staff. *(Ex. Identify Program Manager and credentials, describe training provided to volunteers, etc.)*

Ashley Heger, Council Coordinator has a B.A. in Community Development from the University of North Carolina Asheville. She has worked with three food councils in the state of North Carolina including Asheville-Buncombe Food Policy Council, Forsyth Community Food Consortium, and now the Orange County Food Council.

Jenn Weaver, OCFC Co-Chair, Hillsborough Board of Commissioners

Cyril Murphy, OCFC Co-Chair, Camp Chestnut Ridge

Eva Bailey, OCFC Administrator, South Estes Community Garden

Ken Dawson, Orange County Ag Preservation Board Liaison

Stan Holt, United Way of the Greater Triangle

Molly De Marco, UNC Chapel Hill, Center for Health Promotion and Disease Prevention

Ashley Mercer, Healthy Carolinians, Orange County Health Department

Patrick Mateer, Seal the Seasons

Sammy Slade, Carrboro Board of Aldermen Member

Barry Jacobs, Board of County Commissioners

Sally Greene, Chapel Hill Town Council Member

Valerie Green, Orange County Schools Childhood Nutrition Director

Julia Sendor, Anathoth Garden

Mike Ortosky, Orange County Economic Development

h) Describe the specific period over which the activities will be carried out and include an implementation timeline.

Activities	July	Aug	Sept	Nov	Dec	Jan	Feb	March	April	May	June
Hold monthly council meetings											
Develop healthy retail store application (Goal 3)											
Identify & recruit stores, sign MOUs, plan for program (Goal 3)											
Implement healthy retail program in four stores (Goal 3)											
Create a map and index of available food resources, programs, and additional services for low access Zones 4 and 6 - Receive feedback from Zone Navigators in April and May of 2018 (Goal 2)											
Evaluate the success of the healthy retail program, plan for expansion in Y2 (Goal 3)											
Meet w/other NC food councils to collaborate on how to be effective conveners (Goal 4)											
Develop and adopt Action Plan (Goal 1)											
Convene partners with Family Success Alliance to gain a better understanding of food resources, opportunities, and issues in Zones 4 and 6. (Goal 2)											

i) Why is funding this program a good investment for the community? How does funding this program add value to the community? (250 words OR LESS)

The Orange County Food Council is an intentionally cross-sector group made up of 15 volunteer council members who represent key areas of the food system and the communities of Chapel Hill, Carrboro, Hillsborough, and greater Orange County. Sectors currently represented on the council include public health, small-scale agriculture (farms and community gardens), economic development, local farm-to-table restaurants, town councils, county commissioners, non-profit leaders, school nutrition and higher education institutions. The food council model is inherently intersectional and based in collective impact methods. We work throughout the food system, which spans activities, people, institutions, and resources that are involved with getting food from the farm to the table. Food councils not only function as advocates for food access or buying local foods but work simultaneously to promote sustainable farming practices, environmental health, economic development, childhood nutrition, worker's rights, public health, etc. This collaboration among sectors - community, government, nonprofit, private - increases our ability to promote sustainable change through policy advocacy, quantitative and qualitative research, and partnership development. At our core, the Orange County Food Council is a

convener for these sectors of the community. We create opportunities within the food system network to break individuals, communities, and institutions out of their separate silos and connect over shared goals (for example, a small farmer's desire to remain viable, an entrepreneur's desire to scale up the produce of local farms for distribution, and a public school's desire to serve local, fresh food may all find their work made easier by meeting in a food council to share ideas and resources). By working within the collective impact model, food councils are able to better leverage their resources to create long-term change in the local food system. Please see the [attached graph of food council accomplishments in North Carolina](#).

- j) Describe what would happen if requested funding is not awarded at all or if a reduced allocation is recommended.

Should no or partial funding be awarded we have strategies to address this. We will seek funds from the Town of Hillsborough. This is already planned. We can again seek funds through UNC-Chapel Hill's *Food For All* Academic Theme, likely to support the healthy retail program in part. We have in-kind funds from UNC to provide Spanish translation, printing and copying, and limited staff time that has enabled the writing of this and other proposals and provision of logistical and communications support to the council. Without full funding, however, we will likely not be able to support the purchase of equipment for the corner stores to facilitate healthy food promotion nor continue to employ a part-time coordinator. This will reduce the speed with which we may accomplish goals, put more burden on our UNC partners, and limit the healthy retail project to advice.

- k) Include any other pertinent information.

Additional Program Information

I) Target Population

Complete the following tables, with **numbers** (not percentages) of individuals served and to be served, to the best of your ability.

Comment [MDM3]: Pull from last year...we just used the Orange County population statistics.

The Orange County Food Council is not a direct service provider and therefore does not track "individuals served." We intend to collect some demographic data in partnership with the Family Success Alliance and UNC's Center for Health Promotion and Disease Prevention in goal areas 2 and 3.

Work Statement

Comment [MDM4]: This is the big work!

m) Complete the Work Statement Chart to describe the work to be performed.

*This chart is used to document program activities, program goals, performance measures, and actual results. (Add more rows as needed) If this is a new program, you will only document the projected information. Every program is required to have AT LEAST 1 Program Activity, which should be SMART (**S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound. Click on [SMART Goals](#) to learn more.*

- **Program Activities** should outline major activities the agency implements to accomplish its program goals. *(i.e. Deliver meals to elderly/disabled residents.)*
- **Program Goal** should explain what the program is trying to achieve/accomplish. Goals are statements about what the program should accomplish. *(i.e. Deliver 100 meals per day, Monday-Friday.)*
- **Performance Measures** describe how you will evaluate the degree in which you achieved the stated goals. *(i.e. Will track the number of meals delivered each day.)*
- **Actual Program Results** use program results to indicate the actual measureable achievement of goals. If goals were not met, please explain. *(i.e. Delivered an average of 105 meals per day.)*

Work Statement Chart for Program

1. Program Activity Name	Action Plan Development
Program Goal	Create a work plan to help focus, guide, track, and prioritize the council's work.
Performance Measures	Completed document that can be shared with both council members and the general public to provide transparency and focus for the council's work.
Previous Year Program Results	N/A, this will be the first action plan developed by the Orange County Food Council. Other councils have adopted Action Plans that have successfully guided the work of the council and helped them reach common goals with collective impact partners and municipalities
Current Year Estimated Results	Action Plan will be developed starting in July 2017 and formally adopted by the council before June 2018.
Next Year Projected Results	The Action Plan in combination with a council coordinator will help mobilize the council's action teams, reach strategic goals around priority issues, and develop long-term partnerships for sustainable, systems change work in the regional food system.

2. Program Activity Name	Strategic Outreach and Engagement (to community groups and area partners)
Program Goal	Increase knowledge of available resources to communities living with low food access.
Performance Measures	Create an index and map of resources in the Family Success Alliance priority Zones 4 and 6 that outlines emergency food resources, childhood nutrition services, and other food-related organizations and services. Convene existing partners and agencies outside of the Family Success Alliance network but located in/around Zones 4 and 6 around food issues Meet 1-2 times with FSA's Zone Navigators: 1) to present the index and map of available resources and 2) receive feedback on the usefulness of the map
Previous Year Program Results	N/A, this will be the first year of this program. We are currently working with the Family Success Alliance by attending some community meetings and workshops with partners in these zones to lay the groundwork for this program in 2017-2018 fy.
Current Year Estimated Results	Beginning in July of 2017 the council will start to attend regular meetings with FSA and the Alliance's partners in Zones 4 and 6, work on the resource index and map, and present and receive feedback from Zone Navigators by June 2018.
Next Year Projected Results	Update the map to include corner stores offering healthy retail options and identify corner stores accepting EBT/SNAP and WIC.
3. Program Activity Name	Healthy Retail Program
Program Goal	Increase access to healthy food for Orange County residents in Family Success Alliance zones 4 and 6.
Performance Measures	Change in sales of promoted healthy food via sales data from partnering stores. Change in self-reported healthy food access via survey administered pre and post implementation program by FSA staff
Previous Year Program Results	N/A, this is the first year of this program. Research shows, however, that interventions to assist corner stores to carry more healthy food increase healthy food access for nearby residents.
Current Year Estimated Results	Residents in FSA zones 4 and 6 will have improved access to healthy foods within their communities over the July 2017-June 2018 time period.
Next Year Projected Results	With an expansion in the number of participating corner stores, it is projected that access to healthy foods will continue to increase.
4. Program Activity Name	Collaborate with Other Food Councils in the State
Program Goal	Meeting with at least two other North Carolina Food Councils to share success and challenges of operating as conveners.
Performance Measures	These two meetings will be complete by December 31, 2018 We will meet with at least two other councils before the end of the calendar year. This could involve a delegation from the Orange

	County Food Council meeting with counterparts of another, or even a joint meeting that brings two councils together to learn how to do our work more effectively.
Previous Year Program Results	N/A, this is the first year of this program. Now that the council has a coordinator, OCFC's capacity to connect with other food councils and organizations working in areas of the food system will be streamlined.
Current Year Estimated Results	We will have additional information to inform council members so that we may better do our work and anticipate pitfalls. After both meetings are complete, the OCFC will submit a column for local newspapers to help educate the public about what we have learned, our work in progress, and our plans for the future.
Next Year Projected Results	Expanding the number of councils OCFC will be collaborating and convening with, it is expected that the council's scope of outreach will also increase. The council's participation in the classroom, at community events, at food conferences, and in other areas will increase.

n) Program Budget

1. **Submit your program budget.** You may complete the provided template (separate xls file) or you may submit your own budget file (as long as it contains the same information, in the same format, as requested in the provided template).

Program Budgets are required to define budget amounts for the previous program year, current program year, and next program year for the following categories:

- 2. Program Budget Detail – Provide description of “other” budget items, not defined.**

Program Budget Detail

Program: Orange County Food Council 2017-2018 FY

Cost Element	Cost	Quantity/Unit of Measure	Subtotal
Part-time Food Council Coordinator (Coordinator will lead the council in setting meeting agendas, facilitating meetings along with the chair, guiding the work of the baseline community food assessment and creation of the action plan, and coordinating the logistics for the two community forums.)	\$32	25 hours/week x 4 weeks x 12 months = 1200 hours	\$38,400
Two Community Forums (We will hold two large community forums to engage Orange County residents in developing the actions of the council, recruit participants for the working groups, and provide opportunities for sharing to facilitate collaboration.)	\$350	Costs include \$200 for refreshments and \$150 meeting supplies including flipcharts, easels, nametags: \$350 x 2 = \$700	\$700
Healthy Retail Program	Up to \$2000/store for four stores to provide refrigeration and freezer equipment, shelving and displays and signage and labeling to facilitate the provision of healthy food items.	\$2000/store x 4 stores = \$8000	\$8000
	Up to \$200/store for four stores to purchase healthy food items such as fresh fruits and vegetables to mitigate risk to the store for items that may not sell.	\$200/store x 4 stores = \$8000	\$800
Provision of child care to facilitate wide participation in council meetings, community forums, or workgroup	\$30	\$30 for on-site child care per community forum and council meeting (14	\$420

<i>meetings as needed</i>		<i>total instances)</i>	
Training for council members on democratic governance and consent-based decision-making and racial equity	\$35 x 16 for Racial Equity Training refresher course provided by the Racial Equity Institute	\$560	\$560
Translation services provided by CHICLE	\$55	Burmese/Karen live translation services provided by CHICLE required for two meetings at the rate of \$55 an hour for minimum of 2 hours. \$55/hour x 2 hours x 2 meetings = \$220 x 2 (Burmese and Karen) *Note, we have in-kind funding from UNC to cover Spanish translation.	\$440
Interpretation services provided by CHICLE	\$50	Document translation for up to 5 pages of documents, \$50 per page x 5= \$250 x 2 (Burmese and Karen) *Note, we have in-kind funding from UNC to cover Spanish interpretation.	\$500
Communication/marketing including graphic design for website development and reproduction of copies, printing of meeting materials	\$100	\$100/month x 12 months	\$1200
Transportation to statewide events such as county food council convenings and to council meetings to facilitate wide participation	\$150	\$150/month x 12 months	\$1800
Convening: Meetings & Workshops to host workshops and collaborative meetings with partners such as the Family Success Alliance Zone Navigators and other food councils in North Carolina	\$50	2 meetings with food councils at \$50/per meeting 2 meetings with Zone Navigators at \$50/meeting - these funds cover food/refreshments, workshop materials, and renting space.	\$200
		Total:	\$53,020

Orange County Food Council

Budget for 2016-2017 FY

Funding: \$20,030

Chapel Hill: \$2000

Carrboro: \$1000

Hillsborough: \$1000

Orange County: \$16,030

UNC/HPDP: \$6000 (for Community Food Strategies for facilitation, training, meeting planning technical assistance)

Cost Element	Cost	Quantity/Unit of Measure	Subtotal
Part-time Food Council Coordinator (Coordinator will lead the council in setting meeting agendas, facilitating meetings along with the chair, guiding the work of the baseline community food assessment and creation of the action plan, and coordinating the logistics for the two community forums.)	\$32	12 hours/week x 4 weeks x 9 months = 432 hours	\$13,824
Two Community Forums (We will hold two large community forums to engage Orange County residents in developing the actions of the council, recruit participants for the working groups, and provide opportunities for sharing to facilitate collaboration.)	\$250	Costs include \$200 for refreshments and \$50 meeting supplies including flipcharts, easels, nametags: \$250 x 2 = \$500	\$500
Conduct the qualitative portion of the baseline community food assessment including connecting with the Orange County Family Success Alliance and working directly in the two zones to assess food insecurity via stipends to graduate students.	\$20	10 hours/week for 4 weeks = 40 hours	\$800
Provision of child care to facilitate wide participation in community forums, or workgroup meetings as needed	\$30	\$30 for on-site child care per community forum and council meeting (up to 6 total instances)	\$180
Training for council members on democratic governance and consent-based decision-making and racial equity	\$2000 for governance training provided by Community Food Strategies (UNC funds), \$225 x 11 (10 council members + coordinator) to attend Racial Equity Training*	\$2000 (UNC funds) + \$2,475	\$4,475
Translation services provided by CHICLE	\$55	Burmese/Karen live translation services provided by CHICLE required for two meetings at the rate of \$55 an hour	\$440

		for minimum of 2 hours. \$55/hour x 2 hours x 2 meetings = \$220 x 2 (Burmese and Karen) <i>*Note, we have in-kind funding from UNC to cover Spanish translation.</i>	
Interpretation services provided by CHICLE	\$50	Document translation for up to 5 pages of documents, \$50 per page x 5= \$250 x 2 (Burmese and Karen) <i>*Note, we have in-kind funding from UNC to cover Spanish interpretation.</i>	\$500
Communication/marketing including graphic design to produce a logo and reproduction of copies, printing of meeting materials	\$100	\$100/month x 9 months	\$900
Transportation to statewide events such as county food council convenings to facilitate wide participation	\$150	\$150/month x 2 events	\$300
		Total:	\$19,919

The Orange County Food Council was formally created in the spring of 2016 and therefore does not have a budget to share for any previous years, as the council was not in operation but in a steering committee phase of development before that time.

3. This program budget represents what percent of the agency budget? 100%

Note: In-kind support from the Orange County Health Department and the Center for Health Promotion & Disease Prevention will augment the requested funds to provide technical support, message testing, product placement consulting, and evaluation for the the Healthy Retail Program. Further, the council consists of 15 volunteer council members who will guide and carry out the majority of the proposed activities.

4. COST PER INDIVIDUAL

This Cost per Individual must reflect the total program budget divided by the total number of program individuals in this application.

	Actual 2015-16	Estimated 2016-17	Projected 2017-18
Total Cost of Program	\$22,030	\$53,020	\$75,000
Total # of Individuals	140,352 (population of Orange County, 2013)	141,354 (population of Orange County, 2015)	142,000

Cost Per Individual	15 cents	37 cents	53 cents
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4. ATTACHMENTS

Comment [MDM5]: All Orange County stuff...maybe place a statement that they will be our fiscal sponsor and will be supplying what is needed or waiving it???? We need to say something for the towns to be OK with.

4. Attachments

Orange County Budget: <http://www.orangecountync.gov/departments/FY2016-17%20Budget%20Ordinance%20Signed.pdf>

Orange County 2015 Audit:

<http://www.orangecountync.gov/departments/2015OrangeCountyNCComprehensiveAnnualFinancialReport.pdf>

Graph of Accomplishments for North Carolina Food Councils:

<https://communityfoodstrategies.com/2016/12/22/2016-accomplishments/>

Map of emergency food services created by Inter-Faith Council and Meals on Wheels (attached as a hard copy to this application).