

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
JANUARY 17, 2017 AGENDA**

Subject:	Action Required:	Approved By:
<p>An ordinance to authorize a one (1)-year sole-source Memorandum of Understanding between the City, UALR and LRSD for a pilot project relative to the Love Your School Initiative.</p>	<p>√ Ordinance Resolution Approval Information Report</p>	<p>Bruce T. Moore City Manager</p>
<p>SYNOPSIS</p>	<p>To authorize the City Manager to dispense with the requirement of a competitive selection process and authorize the City Manager to enter into a one (1)-year sole source Memorandum of Understanding with the Board of Trustees of the University of Arkansas and the Little Rock School District for a pilot project relative to the City’s Love Your School Initiative.</p>	
<p>FISCAL IMPACT</p>	<p><u>The University of Arkansas – Little Rock:</u> Funds required for up to thirty-six (36) student interns to execute the Love Your School Pilot Project during the 2016-2017 Winter-Spring Term (January 2017 through May 2017) and the 2017-2018 Fall Term (Mid-August 2017 through Mid-December, 2017), in an amount not to exceed \$110,216.00; <u>Little Rock School District Partner Schools:</u> Funds required to execute the Love Your School Pilot Project during the 2016-2017 Winter-Spring Term (January 2017 through May 2017) and the 2017-2018 Fall Term (Mid-August 2017 through Mid-December, 2017), in an amount not to exceed \$111,410.00. Funding is available from Account Number 108129-S10A770.</p>	
<p>RECOMMENDATION</p>	<p>Approval of the ordinance</p>	

BACKGROUND

The City of Little Rock's Love Your School (LYS) initiative is based on the Socio-Ecological Model of Health Behavior Change, as recommended by the Center for Disease Control and Prevention, to implement evidence-based obesity-related preventive health behavior changes in children and their families. This framework guides health behavior change by implementing interventions at five (5) different levels: Individual; Interpersonal; Organizational - /Institutional; Community; and Systems-Structures-Policies, and LYS has adopted evidence-based interventions that directly address all five (5) levels.

In 2010, the City of Little Rock was awarded a \$200,000 Cities of Service Grant to develop and implement a Service Plan based upon the Cities of Service Model which addressed three (3) pressing community needs identified, namely: Childhood Obesity; Neighborhood Stabilization; Environmental Sustainability. Utilizing these grant funds for the years 2010 through 2012, the City developed and implemented three (3) service initiatives that addressed each pressing community need: Childhood Obesity: Love Your School; Neighborhood Stabilization: Love Your Block; and Environmental Sustainability: Little Rock Volunteer Park Rangers. In 2013, the City applied for and received a \$100,000.00 grant from Bloomberg Philanthropies Fund for Cities to extend its Love Your School Program at eight (8) high-poverty K-5 elementary schools. On November 15, 2016, the City and the Board of Trustees of the University of Arkansas (Institution), entered into a Memorandum of Understanding to memorialize the collaboration of the parties with respect to a continuation of the City's LYS initiative in support of the goal of reducing childhood obesity in K-5 elementary schools within the Little Rock School District and the Institution's undergraduate Health Education and Promotion Internship to provide high quality community service and hands-on learning experiences through LYS for undergraduate Education, Nursing, and Health Education & Promotion internship students enrolled at the University of Arkansas at Little Rock. Pursuant to this Memorandum of Understanding, the Institution provided student interns to serve as LYS Coordinators at up to eight (8) designated elementary schools in the Little Rock School District in order to assist the City with the City's LYS initiative. The City and Institution have evaluated the services provided under this initial Memorandum of Understanding and now desire to conduct a Love Your

**BACKGROUND
CONTINUED**

School Pilot Project whereby the City, the Institution and the Little Rock School District will enter into a sole-source Memorandum of Understanding for one (1)-year in the furtherance of the LYS Initiative.

LYS engages citizen in three areas: Health Fairs conducted in spring and fall at each of eight (8) Partner Schools; Rotating Cooking Matters Classes conducted at three (3) Partner Schools during each term (3 in Fall-Winter and 3 in Winter-Spring); and fall-spring student-led Farmer's Markets that appeal to neighborhood residents surrounding each Partner School.