

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

**BOARD OF DIRECTORS COMMUNICATION  
FEBRUARY 20, 2018 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance to authorize a one (1)-year sole-source Memorandum of Understanding Between the City, UALR and the LRSD Relative to the Love Your School Initiative</p>	<p>√ <b>Ordinance</b> Resolution Approval Information Report</p>	<p>Bruce T. Moore City Manager</p>
<b>SYNOPSIS</b>	<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 relative to the City’s Love Your School Initiative.</p>	
<b>FISCAL IMPACT</b>	<p>The University of Arkansas at Little Rock funds required for up to thirty-six (36) student interns to execute the Love Your School Initiative during the 2017-2018 Winter-Spring Term (January 2018 through May 2018) and the 2018-2019 Fall Term (Mid-August 2018 through Mid-December, 2018), in an amount not to exceed \$111,072.00. The Little Rock School District Partner Schools funds are required to execute the Love Your School Initiative during the 2017-2018 Winter-Spring Term (January 2018 through May 2018) and the 2018-2019 Fall Term (Mid-August 2018 through Mid-December, 2018), in an amount not to exceed \$115,410.00. Funding is available from Account Number S10A915.</p>	
<b>RECOMMENDATION</b>	<p>Approval of the ordinance.</p>	

## **BACKGROUND**

The City of Little Rock's Love Your School Initiative is based on the Socio-Ecological Model of Health Behavior Change, as recommended by the Center for Disease Control and Prevention (CDC), 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 You're your School has adopted evidence-based interventions that directly address all five (5) levels. In 2010, the City 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: Childhood Obesity; Neighborhood Stabilization; and 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 University of Arkansas entered into a Memorandum of Understanding (MOU) to memorialize the collaboration of the parties with respect to a continuation of the City's Love Your School Initiative in support of the goal of reducing childhood obesity in K-5 elementary schools within the Little Rock School District (LRSD) and the Institution's undergraduate Health Education and Promotion Internship to provide high quality community service and hands-on learning experiences through Love Your School for undergraduate Education, Nursing, and Health Education & Promotion internship students enrolled at the University of Arkansas at Little Rock. Pursuant to this MOU, the Institution provided student interns to serve as Love Your School Coordinators at up to eight (8) designated elementary schools in LRSD in order to assist the City with the City's Love Your School Initiative.

**BACKGROUND  
CONTINUED**

On January 17, 2017, the Board of Directors adopted Ordinance No. 21,357 to dispense with the requirement of competitive selection process and to authorize the City Manager to enter into a one (1)-year-sole source MOU with the University of Arkansas and LRSD for a pilot project relative to the City's Love Your School Initiative. This Pilot Project MOU was executed on March 10, 2017, and provided up to thirty-six (36) student interns to serve as Love Your School Coordinators at up to twelve (12) designated LRSD K-5 elementary partner schools in order to assist the City with the Love Your School Initiative.

The City and the University of Arkansas have evaluated the services provided under the Pilot Project MOU and now desire to extend, by one (1)-year the Love Your School MOU. whereby the City, the University of Arkansas and LRSD, enter into a one (1)-year sole-source MOU in the furtherance of the Love Your School Initiative. It is not feasible to engage in a competitive selection process for these services relative to the Love Your School Initiative because only one (1) known source exists for these services as determined by documented research; no other feasible alternative source exists that meets Love Your School requirements; only one (1) source meets the business needs of the Love Your School Initiative due to the compatibility and unique features of the partnership between the City, the University of Arkansas and LRSD.

Love Your School 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 family members of students attending each Partner School and neighborhood residents surrounding each such School.