



Administration and Human Services
Committee
Standing Committee Meeting Agenda
Monday, July 22, 2013
5:05 PM

Location:

Municipal Office Building
701 N 7th Street
Kansas City, Kansas 66101
6th Floor Training Room

<u>Name</u>	<u>Absent</u>
<input type="text" value="Commissioner Angela Markley, Chair"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Hal Walker, Co-Chair"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Tarence Maddox"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Mike Kane"/>	<input type="checkbox"/>
<input type="text" value="Commissioner Jane Philbrook"/>	<input type="checkbox"/>

I. **Call to Order / Roll Call**

II. **Approval of standing committee minutes from June 17, 2013.**

III. **Committee Agenda**

Item No. 1 - GRANT: CHAMPS GRANT

Synopsis:

Communication requesting approval of a \$53,553 grant application which has been submitted to the National League of Cities for a CHAMPS grant (Combat Hunger through After School and Summer Meal Programs), submitted by Joe Connor, Director of Public Health. This application represents a partnership between the UG, USD #500, and K-State Extension. The grant would provide an opportunity to create 8-10 new after school meal sites that would serve 1,800-2,000 children per day in USD #500 and increase the daily summer meals by 20%.

Tracking #: 130232

Item No. 2 - GRANT: TEXT4BABY MINI GRANT

Synopsis:

Communication requesting approval of a \$1,000 grant application which has been submitted to the Early Childhood Advisory Council and Kansas Launch for a text4baby mini grant, submitted by Joe Connor, Director of Public Health. The program educates pregnant women and new moms with timely messages and health tips. Partners in their outreach effort will be the Phoenix Theatre and the Labor/Delivery units at Providence Medical Center and KU Hospital.

Tracking #: 130233

IV. GOALS AND OBJECTIVES

Item No. 1 - GOALS AND OBJECTIVES

Synopsis:

The Unified Government Commission conducted a strategic planning process resulting in specific goals and objectives adopted by the commission on May 17, 2012. Commission has directed that the goals and objectives appear monthly on respective standing committee agendas to assure follow-up and action toward implementation.

- a. Education/Workforce Development. Maintain a collaborative working relationship with the various educational institutions and the business community to maximize community resources and enhance learning, college readiness, and career pathway opportunities in our community.
- b. Healthy communities/recreation
- c. Tax sales and local resident preference
- d. Customer service
- e. UGTV
- f. Customer service

Tracking #: 120153

V. Adjourn

**ADMINISTRATION AND HUMAN SERVICES
STANDING COMMITTEE MINUTES
Monday, June 17, 2013**

The meeting of the Administration and Human Services Standing Committee was held on Monday, June 17, at 6:00 p.m., in the 6th Floor Human Resources Training Room of the Municipal Office Building. The following members were present: Walker, Acting Chairman; Commissioners Philbrook, Kane, Maddox, and Markley (via conference call).

Acting Chairman Walker called the meeting to order. Roll call was taken and all members were present as shown above.

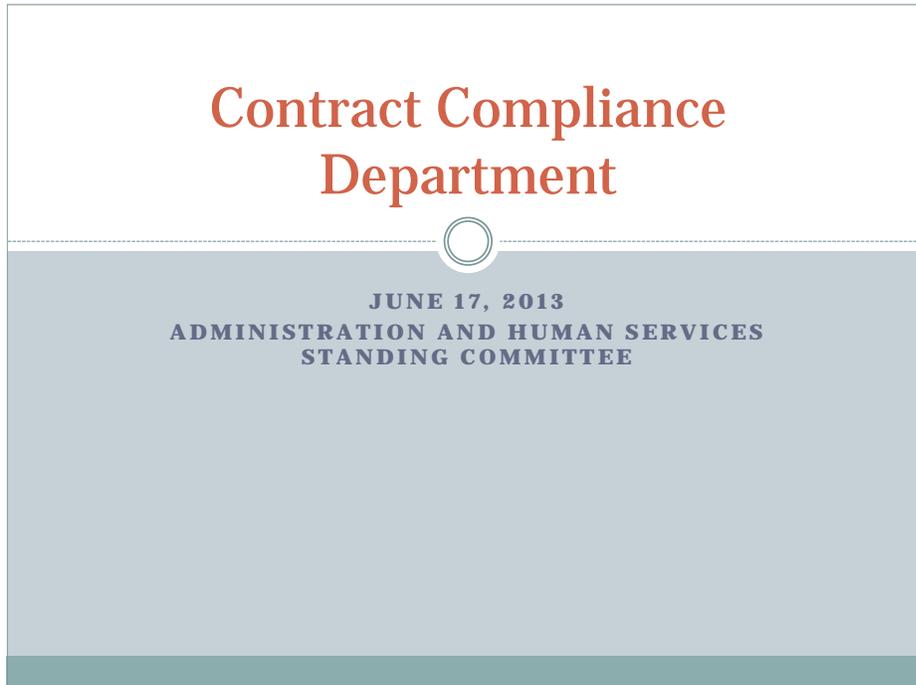
Approval of standing committee minutes for May 13, 2013. **On motion of Commissioner Kane, seconded by Commissioner Philbrook, the minutes were approved.** Motion carried unanimously.

Committee Agenda:

Item No. 1 – 130196... Request acceptance of a \$25,000 grant from the Wyandotte Health Foundation to support the Healthy Communities Wyandotte initiative, submitted by Joe Connor, Director of Public Health. This grant completes the goal of matching the \$100,000 received from the Robert Woods Johnson Foundation.

Action: Commissioner Philbrook made a motion, seconded by Commissioner Kane, to approve. Roll call was taken and there were five “Ayes,” Philbrook, Kane, Maddox, Walker, Markley.

Item No. 2 – 130217... Presentation to provide an overview of the Contract Compliance Department's operations and organizational structure by Jason Banks, Contract Compliance Director.



Jason Banks, Director of Contract & Compliance, stated I have with me this evening Kara Winkler, Compliance Officer in the department. A lot of the data or all of the data you will see as we move through the presentation has been compiled by Kara. She takes a leading role as it relates to a lot of the administrative and tracking pieces of our program so with that, we will move right through.

Presentation Overview

- Provide program background
- Discuss current program application
- Set the stage for future policy discussions

For tonight's presentation, I have three simple goals in mind. First, we want to provide program background, particularly with two new commissioners on the team and welcome Commissioner Philbrook and welcome back Commissioner Walker, who was actually here as we first rolled out this program and so you'll have some context there.

Secondly, we want to discuss the current program application. There are two distinct applications of our supplier/diversity efforts and we'll touch briefly on both of those.

Lastly and most importantly, we want to use tonight to set the stage for future policy discussions. This particular piece of policy sunsets on December 31. It was structured that way as most polices that deal with small business and contracting to allow and almost force an agency to reassess and reevaluate and make changes to the program if necessary.

Program Background

- **Disparity Study**
 - Consortium Members: UG, KCMO, KCMO Public School, KCATA
 - Measure of market availability against historic contracting activity
 - Community meetings, vendor interviews, legal analysis
 - Consultant recommendations:
 - ✦ Establish M/WBE program/ division
 - ✦ Enhance tracking procedures
 - ✦ Automate vendor registration and notification process
 - ✦ Increase vendor education and outreach
 - ✦ Internal marketing
 - ✦ Establishment of advisory committee

In the way of background, the program technically began back in 2004, late 2005 when the Unified Government along with the city of Kansas City, Missouri, the Kansas City, Missouri School District, and the KCATA Commission called for a disparity study. Without going into to great detail what a disparity study does is it measures in a particular geographic area, it measures the number and volume and to some extent the capacity of minority and women-owned businesses in that area against any particular agencies contracting history with those groups.

In addition to the data side of the study, there were a number of community meetings and outreach to the business community to talk about what, in fact, has taken place. There was also a significant amount of legal analysis that took place to make sure that what programs we would be proposing fell in line with federal case law which has quite a bit to say as it relates to preference polices and things of that nature. We certainly didn't want to get crossed there. There are some pretty big and expensive examples of cities that have marched down this path and not done the due diligence and taken steps to create either set aside or some other form of preference policy and we wanted to be certain that we did not do that here.

At the conclusion of all that, all the data gathered and there had been a number of interviews and outreach meetings to get information from the business community. As all that

wrapped up, the consultant went back to California and spent quite a bit of time putting together a tailored set of recommendations for each of the agencies listed here. I've listed a few of the key recommendations that came out of our portion of the study. The first which we're discussing tonight, which we'll have to reassess at the end of this year, is the establishment of a MWBE. MBE stands for minority business enterprise and WBE stands for women owned business enterprise with the establishment of a program and a division to manage that program.

Secondly, and this one resounded throughout the study - it was recommended highly that we take steps to automate how we communicate with the business community. When I first came to Purchasing, I remember literally as bids would go out, we would kind of set up a conveyor system and we would have one person folding and stuffing legal notices in and one person licking them and another person kind of filing them. We went clear from a pretty manual and expensive procedure for communicating with the business community to a fully automated system that allows you to just register online. It's a small and simple but pretty significant step when it comes to communicating with the number of businesses that we do on any given bid opportunity.

Third, and this is another pretty big one. It was determined early on in our study that we did not have sound tracking procedures as it related to contracting. That has little to nothing to do with any particular department or division. It's just the way we had done business over the years is we pay a prime contractor x amount of dollars and we had little to no knowledge of what subs and suppliers down the supply chain they had used. When it comes to a small business program, that's traditionally where you see a lot of small business activity. We had very little information on that and so it was recommended that we fix that. We set right out to fix that and we worked with Bill Heatherman and Bob Roddy. I see both of them in the back there and they can attest to how much time we spent in their offices working on forms and templates. During those times, we spent a lot of money on donuts and barbeque trying to make sure that we built a partnership with our Public Works Department primarily because - as we rolled out this tracking and a number of different procedures, we wanted to make sure that we were mindful of other departments' operations. We wanted to take the position that we were going to supplement and add to department's operations versus add work unnecessarily for any division. I think we were successful in doing that.

There was other internal marketing that went on. We mentioned Public Works but quite honestly, procurement and purchasing is something that every department does. So to start thinking about how you weave in minority and women-owned businesses into that, you need to know what makes departments tick. So I spent time with the Sheriff's Department, Parks and Recreation; with a number of different divisions that throughout the study indicated that they did a lot of small contracting and formal contracting so naturally we wanted to spend some time with those divisions.

Lastly, another critical piece was the establishment of an advisory committee. On the next slide, we are going to talk about the scope of the program a little more, but this advisory committee was a pretty important piece. You're looking at our department here. There's myself and Kara. Naturally, we needed eyes and ears out in the community who were industry experts, who knew kind of the lay of the land. We're fortunate to have two of our distinguished board members with us here tonight. Mr. Jerry Adriano, who represents the Hispanic Contractor's Association of Greater Kansas City. Ms. Tori Chance, who is the Compliance Officer for Kansas Hollywood Casino, Kansas Speedway. If you need to get a hold of Jeff Berger, you have to go through Tori. She wears a number of hats and Tori has actually been involved with the program longer than I have. Tori was at the table back at the time when this was just a discussion. There are people around the table who recognized there was an opportunity here so Tori was a critical piece in what we're talking about tonight.

Current Policy Application

- **Supplier Diversity Ordinance (March 2009)**
 - M/WBE goal setting on construction projects >\$250K
 - Contract Fairness Board - 2 appointments each
 - × KCK Chamber
 - × Kansas Black Chamber of Commerce
 - × Hispanic Contractors Association
 - × Heavy Constructors
 - × Builder's Association
 - × National Association of Women in Construction
 - × Chairperson appointed by Mayor
 - Race/Gender neutral remedies
 - Prime/Sub reporting
 - Penalties for non-compliance
- **Economic Development**
 - IRB / EDX / NRA have built in L/M/WBE participation requirements
 - Compliance with participation benchmarks required to receive full incentive

Current Policy Application. Before we move through this slide, imagine if you will two parallel tracks. On one track we have our supplier diversity ordinance which governs our UG general fund contracts, primarily construction projects, greater than \$250,000. On the other track you have our development activity so your Cerner project, your AWG, Kansas Hollywood Casino, all of those projects also contain a level of local minority and women owned participation goals that we built in. While the premise of the programs are similar, the scope and administration is a little bit different and were going to touch on some of those pieces here.

As I mentioned, the scope of our supplier diversity ordinance focuses on construction projects greater than \$250,000 for MBE/WBE goal setting. That is primarily because that's the level of contracting at which the consultant determines that there are real and meaningful subcontract opportunities available. Most contracts that we award below that threshold are primarily projects delivered by a single contractor where you won't see many opportunities for small business participation.

I have listed here the other members of the Contract Fairness Board. Each of these agencies listed gets two appointments, primary and alternate. Tori is our chair. She was appointed by Mayor Reardon and has agreed, given the time of this, has agreed to stay on for a couple of more months until we are able to get in front of Mayor Holland and figure out what

we're going to do moving forward. This group, their primary role - Tori called me I think two weeks before her term was set to expire so I know that she is eager to let someone else take this leadership role, but we are very appreciative that she decided. **Commissioner Kane** asked what's that deadline? **Mr. Banks** stated it's passed. It's gone.

This group, their primary function is to - two primary functions. One as I mentioned earlier, they're eyes and ears in the business community but they also aid in our goal setting activity. So for those construction projects over \$250,000, we coordinate with Bob Roddy's team and they provide detailed costs estimates. We run reports in our data base and we sit down with this group and we try to determine based on the availability that's represented in our report and the scope of the project what are real and achievable but also in some cases, aggressive goals that would encourage a prime contractor to utilize small businesses. There are also a number of race and gender neutral remedies listed in the ordinance, and those are procedural in nature.

The notification process that I mentioned earlier - automating that so that we're more efficient with our outreach, doing more outreach and educating people as to these changes that we are making. All of those things were recommended by the consultant, enhanced reporting, and lastly penalties for non-compliance. As with any policy, it needs to be enforceable. In cases of non-compliance, there are a number of remedies of varying degrees that we can enforce. I'm excited to say we haven't had any cases where we had to dive into that portion of the ordinance. We have had some discussions with prime contractors, but I think we have been able to articulate that this is a partnership and we're not trying to take money from them or change the way that they conduct business. We have been really successful in steering people back towards compliance over the years.

The Economic Development track which over the years has become the more forward facing of the two efforts. These are the more high profile, more visible projects. To that end, currently our IRB, EDX, and NRA policies have built-in participation agreements. I won't go into the specific mechanics of each but we've moved to a point where full compliance with the goals established are tied directly to the full receipt of the incentive.

Commissioner Maddox asked currently, how is diversity compliance being tracked by the department. **Mr. Banks** asked technically how is it being tracked. **Commissioner Maddox** stated yes. **Mr. Banks** stated on a monthly basis, the prime contractor and I'll use the Kansas

Hollywood Casino for instance - on a monthly basis, they provide a detailed list of all the subs that they've awarded contracts to, the expenditures to those subs, and which categories they fall under. Tori was key in coordinating that. Those come directly from the developer or general contractor through a compliance officer into our office. There are two or three instances or places where the reports are vetted and audited. In addition to that, as time allows, we get out into the field to confirm what's being reported is actually what is going on on-site. We spent time on projects when necessary to work through issues and to make sure, again, what forms we are receiving is really reflective of what's going on in the field.

Commissioner Maddox asked does everyone comply or what is your comply rate. I know, of course, Hollywood Casino would be one complied with. **Mr. Banks** stated absolutely. We have no cases of non-compliance and for these projects, compliance is measured across the entire project. That recognizes that there may be periods of a project, particularly longer and larger projects where there may be little to no sub-contracting activity going on. What we don't do, we don't issue a fine of non-compliance, we make sure that we let the project move through completion and make the determination at that point.

Commissioner Philbrook stated for example, the work that's being done up and down State Avenue right now with those contractors, they fall under this as well. **Mr. Banks** stated you are talking about the transit part that's related - **Commissioner Philbrook** stated no, the improvements made to State Avenue, the roadwork. **Bob Roddy, Public Works**, stated those contracts are issued by KCATA so they're not subject to our requirements. **Commissioner Philbrook** stated the State Avenue improvements; all of that. **Mr. Roddy** stated State Avenue, yes. **Commissioner Philbrook** stated thank you. **Kara Winkler, Contract and Compliance**, stated those are Public Works projects and they have had goals set on them. I couldn't tell you what they were off the top of my head right now. We are tracking those, and actually J.M. Fahey is the prime contractor on that project and they've been really good about giving me actual monthly reports on that to let me know where they are at.

Commissioner Philbrook stated I'm just trying to get my brain around the different things that we work with. **Mr. Banks** stated quiet honestly we are too. There are a lot of moving pieces to

this. I say that jokingly but pretty seriously too. When we started on this path, I think there was a recognition early on that this is a pretty wide piece of policy and then you layer on the pace at which we've been engaging in development projects recently. It's quite a bit, quite a few moving pieces. I mentioned the word partnership earlier. We've really tried to cultivate that mentality with our larger contractors. We've even had a number of meet and greet, bringing them inside of city hall to create an idea that you're more than contractors now. There is a pretty important program that we are asking you to participate in so we need your full involvement and participation in that. That is something that takes time. We're not all the way there yet but we haven't been sued either. I think that it's pretty palatable to the general public. Would you agree, Commissioner Kane? **Commissioner Kane** stated absolutely. Moving parts is a perfect way to describe it. What might be good for this project; kind of tweek something else on another one.

Commissioner Maddox asked what is classified under MBE. **Mr. Banks** stated in order to be a MBE the business must be owned and operated by a person of an ethnic minority, African-American, Hispanic-American, American-Indian, Asian-American. **Commissioner Maddox** stated so under that clause, if you have WBE, that's strictly women. **Mr. Banks** stated yes. **Commissioner Maddox** stated if you have MBE this is a classification of five or six different nationalities, is there a breakdown of documents taking MBE that shows compliance to a lot of - **Mr. Banks** asked that shows the distribution of contracts. **Commissioner Maddox** stated right, because it squishes a lot of people in under one title. **Mr. Banks** stated it does but no, we do not track it at that level. The scope of the development agreement in our ordinance is MBE/WBE. We do have some cursory information on the ethnicity breakdown. Quite honestly, I was getting a little further down in the weeds than we had the capacity to do consistently so we've got some information that I can share with you. **Commissioner Maddox** stated I think that's ideal because why I see that a lot of MBE/WBE /LBE, gay, lesbian, they're directly identified under MBE. This speaks of more than just one group of people or one gender. I would like to see a breakdown or either an emphasis as to who is actually getting contracts under the MBE clause. That's one of the things I hear all the time as a Commissioner that people see minority, they get contracts or they may see them on worksites but they don't actually see African-Americans as they would like to see them. That's an issue that I would like to see, you know. I would like to

see closer. I think any entity that we put together like this maybe should. Also look at that a little bit closer.

Mr. Banks stated noted. Going back to your earlier comment, the scope of our policy did not include gay and lesbian-owned businesses. Maybe at some federal agencies they do get into that tier contracting, but ours is strictly minority/women-owned businesses. **Commissioner Maddox** stated right, I guess I might mention that at another meeting.

Commissioner Philbrook stated, Commissioner, I'd also like to say there are a lot of different kinds of women out there too? All different kinds of nationalities and so on and so forth so you want to see a breakdown of those too. **Commissioner Maddox** stated you would ask. **Commissioner Philbrook** stated well, now that's a point because when you start breaking down all these...

Commissioner Walker stated the problem with this data is going to be that you only look at one side of it. When you have the goals, whether it's women or minority, you can't compare it without knowing what's available. For example, I won't name the construction company, but there is major contractor here in Kansas City that does work all over and they have what is a captive minority-owned subcontractor that does a lot for work for them. That isn't going to be a Kansas City, Kansas minority business. It is going to be - my focus and my concern is less on whether it's of a particular ethnicity or race, but is it Kansas City, Kansas. I'm more interested in the local business enterprise enhancement. Yea, I mean this particular contract brings in 10% of his work every time with minority businesses, but it's all through one construction company that he hires or has contracts with, at least it used to be. I've been out of the loop for a couple of three years so it may be different now. So when you look at the stats, he's got 10% minority business participation in this. Well, yea, he does, but it doesn't mean minorities over here over in Kansas City, Kansas; it's minorities from somewhere else. **Commissioner Kane** stated I think that's important. **Commissioner Walker** stated to me, that's an important facet of this whole program is where are they coming from. It's great, minority business enterprise from Florida comes up here and does subcontract work. No, that's not the focus of my interest in the program. It's always good to have this, but we've got to push it more for the local business enterprise. **Commissioner Kane** stated if you push for the locals, you'll get what you want.

Mr. Banks stated those are excellent points and earlier you were talking about ethnicities and now we're talking about the local business piece. All along the way, both of those have been kind of hanging on the fringes. I would urge this group and the full commission also as we consider what our second generation program looks like, let's put all those pieces on the table. I share jokingly with our partners in Kansas City, Missouri, we got drugged kind of into this discussion. We got a call from Kansas City, Missouri, that said we are going to do this disparity study. Do you want to get onboard? I don't think that we ever really got a chance to ask what do we want to accomplish here locally. So there was a local business piece and how does this impact it. There is a workforce piece and there's all these related pieces. If you think about this as kind of one spoke on the wheel, but I want to encourage that we consider all of them as we rescope. That's exactly what we want to use is this as an opportunity for us to start those discussions. I appreciate that.

Commissioner Philbrook stated so in other words, we have enough information so we can redirect what we really want to get out of the emphasis on different types of employment, is basically what it comes down to, the contracts that we let. **Mr. Banks** stated we have a baseline. We've got some good information; some lessons learned. We've got our partners on our advisory board who are still very engaged. Our Public Work's staff has been a great assistance. I think that there are a number of different pieces that we should determine whether or not we are going to embody in a piece of public policy such that we create a reasonable expectation with the business community.

Jerry Adriano, Greater Kansas City Hispanic Contractor Association, stated one thing you brought up, Commissioner, is the concern about having outside minority subcontractors coming in and that's a concern for Kansas as well as Missouri. In Missouri, I know they have an established ordinance where the only minority and women-owned firms that can be used in Kansas City are people who are in the seven con MSA area. That includes Kansas and Missouri, Wyandotte, Leavenworth, Jackson, Johnson, Clay, Platte. That's all the MBs that can be used. I get calls from out of state saying I've applied for minority participation and they won't give it to me. I've inquired. The reason is time again, it's because they're out of state; they're not in the

seven county MSA area. They're not going to let Texas firms, who do a lot of framing. They're not going to let Florida firms come in or anybody else come in with low labor, you know. **Commissioner Walker** stated well we would certainly that. **Mr. Adriano** stated we are trying to keep our labor market, you know.



Mr. Banks stated let's jump ahead to the next slide and take a look at some of the number associated with activities. To date, we have had 29 projects that have met this \$250,000 threshold and have gone through this goal setting gauntlet, if you will. You'll see figures and I won't read through them all and the percentages kind of speak for themselves. What we see is across the 29 projects about 7.8% of the total applicable contract value has gone to MBE businesses and 17% respectively to WBE. At the bottom there, the average goal, that refers to the average goals established by our board. You can see the actual utilization tracking against the goal set, you actually see an increase.

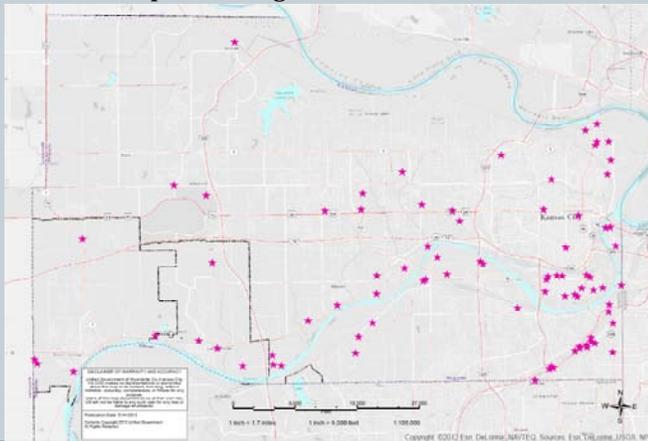
We'll move to the second block of numbers. This is just a two-year snapshot of development activity. This includes your Cerner and your Hollywood Casino, AWG, and several others. There are 17 projects in that window that have had local minority and women-owned goals established. I'm equating roughly \$130 million for local businesses, \$63.5 million

for minority businesses, and just over \$62 million for women-owned business. So those are some pretty significant numbers when you look at it in the end scope.

So now the question turns to what ethnicities are involved in that. What does this mean for workforce? Are those folks hiring locally and all those pieces? Those are some pretty significant numbers. **Commissioner Maddox** asked are women included in MBE and LBE. **Mr. Banks** stated they're not. **Commissioner Maddox** stated they're not so if a woman has a local business entity, she is actually included in the category of the WBE. **Mr. Banks** stated I'll break it down for you. Any one business can count as a local and minority, or a local and a woman, but not a minority and a woman. **Commissioner Philbrook** stated you can be a local and one of the other too but you can't be a minority woman. You're not allowed. **Mr. Banks** stated well the idea there is the way that the agreement is structured, it might give a preference to a Hispanic woman who owns a business. She might get a second or third look over a business in another category because she could fall under both criteria. I don't have any data to substantiate that, but that's the idea out there so we kind of fell in line there.

By The Numbers, cont.

- The slide below illustrates the location of all LBE companies represented in the previous figures.



Mr. Banks stated this shows for the numbers previously reported gives you an idea of where these businesses are; where those local businesses are. I think it speaks to the notion that the

development projects that occur out west only benefit the western part of the county. I think you can see here that there are companies represented in all four corners of our county, even up there in Wolcott. Businesses all over Wyandotte County support our local business activity. **Commissioner Kane** asked and poor people in District 5 only get one.

Looking Ahead

- **Current Ordinance “sunset” December 31, 2013**
- **Operational considerations**
- **Potential re-scope of UG’s small business efforts**
- **Emphasis on business development**

Mr. Banks stated looking ahead as we wrap-up I mentioned initially our current ordinance sunsets December 31 of this year. Expectation is that this is just a first of a number of conversations - Kara will be providing data to follow-up on some of your questions tonight but also offer some direction as to what we propose our second generation program look like. There are a number of operational considerations. I’ve had some discussions with Doug Bach and Gary Ortiz just in terms of placement of the program and how we leverage our general procurement activity to support the program and what those pieces look like. We’re proposing a potential rescope of the UG small business efforts. Again, those lessons learned, we think that there is certainly some room to take away some pieces but also add some.

Lastly, one of the biggest things I think we’ve learned in this program is that as it relates to minority business development, there are certainly limitations to what public policy can do. Looking ahead, we need to factor in that there is some capacity issues. We can do all the goal

setting internally and we can have all the advisory boards, but until we grow the capacity of our local business community, we really haven't bridged the gap. There needs to be some emphasis on that. Whether that's bringing some of those services and assistance in-house, which as I say that, I'm not suggesting that, or we start to hold our chamber partners and or banking partners and our lending partners more accountable to making this truly successful. Those are all considerations that we offer up to you all this evening.

Commissioner Walker stated I think it also corresponds with the idea that we never had in place a program of any scale for minority and women business enterprise seed and venture capital. There's potential for great abuse in those kinds of things. Everybody's got an idea to start a business with no plan how to do it. We don't have the means and when someone has the ability to open up an electrical shop or some kind of a building and trade undertaking or other kinds of businesses that would be beneficial to the development project to help them get started. If they can get started and get built and get on their own, then we've got something in place to help them get some of the work. Part of solution has to be that other half, which of course, there's different ideas been mandied about billions of dollars available for this. I'm not suggesting that, but there certainly needs to be a plan or something like that in place.

Mr. Banks stated thank you all.

Commissioner Kane stated good luck on your new venture. I promise to give you at least one headache a week. **Mr. Banks** stated I appreciate that. One headache from you and one strange question from Commissioner Philbrook.

Acton: For information only.

Goals and Objectives:

Item No. 1 – 120153... **The Unified Government Commission conducted a strategic planning process resulting in specific goals and objectives adopted by the commission on May 17, 2012. Commission has directed that the goals and objectives appear monthly on**

respective standing committee agendas to assure follow-up and action toward implementation.

- a. Education/Workforce Development. Maintain a collaborative working relationship with the various educational institutions and the business community to maximize community resources and enhance learning, college readiness, and career pathway opportunities in our community.**
- b. Healthy communities/recreation**
- c. Tax sales and local resident preference**
- d. Customer service**
- e. UGTV**
- f. Customer service**

Adjourn

Acting Chairman Walker adjourned the meeting at 6:45 p.m.

tk



Staff Request for Commission Action

Tracking No. 130232

- Revised
 On Going

Type: Standard

Committee: Administration and Human Services Committee

Date of Standing Committee Action: 7/22/2013
 (If none, please explain):

Proposed for the following Full Commission Meeting Date:

Confirmed Date: 8/1/2013

8/1/2013

Changes Recommended By Standing Committee (New Action Form required with signatures)

Date:	Contact Name:	Contact Phone:	Contact Email:	Ref:	Department / Division:
6/26/2013	Joe Connor	573-6704	ljenicke@wycokck.org		Public Health

Item Description:

An application has been submitted to the National League of Cities for a CHAMPS grant (Combat Hunger through After School and Summer Meal Programs) in the amount of \$53,553.00. This application represents a partnership between the Unified Government, USD #500 and K-State Extension. The grant would provide an opportunity to create 8-10 new after school meal sites that would serve 1,800 - 2,000 children per day in USD500 and increase the daily summer meals by 20%.

Action Requested:

Approval of application

Publication Required

Budget Impact: (if applicable)

Amount: \$

Source:

- Included In Budget
 Other (explain) Grant funded

		File Attachment	File Attachment
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CHAMPS Grant Proposal

Submitted by: Unified Government of Wyandotte County/Kansas City, KS
Contact Information: Joe Connor, Director
Unified Government Public Health Department
619 Ann Avenue
Kansas City, KS 66101
(913) 573-6704
iconnor@wycokck.org

STATEMENT OF NEED:

Kansas City, KS (KCK) is entirely situated within Wyandotte County, and makes up 93% of the county's population. In 1997 the city and county governments combined to form the Unified Government of Wyandotte County/Kansas City, KS. It is therefore appropriate to view Wyandotte County statistics as a whole when talking about food insecurity in Kansas City, KS. The 2012 Wyandotte County Food Security Profile reports that there are 31,610 food insecure persons residing in the county. This is a food insecurity rate of 20.3%, as compared to the Kansas state average of 15%. Clearly there is need for increased food security in Wyandotte.

The school district which serves the majority of Wyandotte County children and youth is Kansas City, Kansas Public Schools (USD #500). USD #500 is the largest of four school districts within Wyandotte County and is the only district within the urban core. The School district comprised of 48 schools (30 elementary, 8 middle, 5 high, 3 Pre-K schools, 2 alternative schools), approximately 21,000 students and 3,000 employees. The district serves a diverse student population and a high percentage of economically disadvantaged families. The composition of the students within the district is Hispanic-41.7%; African American -37.9 %; Asian-6%; and Whites-14.4%. The free/reduced lunch rate district-wide is 85%. Meal counts from the 2012-2013 school year show that of the 21,000 students in USD #500, average daily participation in the National School Breakfast Program was 52.1% (10,034 students), while average daily participation in the National School Lunch Program was 75.5% (15,845 students).¹

Finally, there is a strong health coalition in Wyandotte County addressing this very issue. The Healthy Communities Wyandotte (HCW) initiative is a testament to the need for increased access to healthy food in the county. It was started in 2010 by Mayor Joe Reardon as a response to Wyandotte being ranked the unhealthiest county in Kansas in the 2009 *County Health Rankings*. Through strong support from the mayor, commissioners, and local leaders—and after two years of participation by more than 50 organizations—HCW completed health improvement plan to guide the county for decades to come². Nutrition was identified as one of five key focus areas in the plan, with the goal statement to “Improve Wyandotte County’s food environment so that all residents can and want to eat healthy food.” In 2012, the Unified Government Board of Commissioners adopted the HCW improvement plan as policy, and folded it into their strategic plan for the county. Wyandotte’s leaders have recognized that poor health status will not improve unless the food environment and food security also improves.

¹ Participation in the National School Breakfast Program is up 20% over previous years due to the recent Breakfast in the Classroom initiative, funded by Wal-Mart Foundation.

² The health improvement plan, entitled *HCW: Recommendations for a Better Future*, can be viewed online at <http://www.wycokck.org/uploadedFiles/Departments/Health/HCW%20short%20recs%202%2027%2012.pdf>.

DESCRIPTION OF PROBLEM OR CHALLENGE:

Currently, after school snack sites in USD #500 are provided at every school that offers tutoring or other enrichment programs. Each year the number of sites may be different. During the 2012-2013 year, 24 sites operated in which an average of 652 students participated in the programs per day. Lack of afterschool enrichment program providers is a barrier to expanding these programs.

Currently USD #500 has 33 summer meal sites serving an average of 950 breakfast and 1,600 lunch meals daily. The district maintained compliance with the SFSP guidelines and only provided two meals a day at each site. Summer meals are served from the first week in June through the last week in July. Primary barriers that impact participation in Summer Meals Programs include identifying eligible sites, transportation of food products to sites and trained staffing and volunteers to efficiently and effectively manage the services of the meals.

GOAL STATEMENT

1. After School Meals: Transform previous after school snack sites to afterschool meal sites. Create 8-10 new after school meal sites to increase the total after school meals sites to 34. This goal will serve an additional 1,800-2,000 children per day.
2. Increase daily summer meals by 20%, from the current 2,550 average meals served per day to 3,060 meals. This includes the addition of 10-12 new summer meal sites.
3. Approximately 20,000 additional summer meals and (based on a progressive increase in capacity) 165,000 additional after school meals will be served through the grant period.
4. These initiatives will create a coordinated, year-round meal program.

SCOPE OF WORK: Proposed Strategies

Nutritional Services will collaborate with the USD #500 Superintendent's Council to form a Meal Expansion Team, comprised of high-level district staff, representatives from individual schools, and enrichment program providers. This team will plan and implement expanded meal site proposals on the district.

Nutritional Services will also purchase equipment in order to bring afterschool & summer meal programs to those sites that lack capacity and have no existing programs. Purchased equipment will include: hot boxes, milk coolers, thermal insulated bags, small utensils, and thermometers. The new equipment will be a one-time expense that will offer years of increased meal capacity to schools, district, and community.

Additionally, Nutritional Services will pursue a creative outreach effort within USD #500 schools to improve student awareness and attitudes about importance of eating nutrient rich foods by the following avenues:

- Use of "Be Healthy, ALL meals count" as an overall theme for our expanded meal service.
- Banners will be proudly displayed outside the school announcing and promoting that school as an "ALL meals count" school.
- Students will be involved in the menu planning process by getting feedback from student focus groups
- A KCK nutrition-based newsletter will be developed and made available electronically to students, staff and parents providing menus, nutritional ideas for home use, shopping tips and nutritional information. Possible name of the newsletter: "ALL Meals Count".

One school staff will be interviewed per issue—which might include a Principal, teachers, or school nurses—to provide positive benefits noted from the expanded meals program at their school. The newsletter will be available on the District and Unified Government website.

- A special promotion “ALL meals count...” will be done at a different school per month with a contest to track the students that eat breakfast, lunch and supper each day for the month. The students who have consumed the most meals will be placed in a drawing to win a prize. All students will receive an “ALL meals count” bracelet. A grand prize will be given at the end of the year. Winners’ names will be featured in the “ALL meals count” newsletter.

The Unified Government of Wyandotte County/Kansas City, KS will contribute by creating an online mapping tool for meal sites within KCK. This will be completed within the first month of the grant. The map will include sites operated by the USD #500 school district, and by organizations serving as their own sponsors with CACFP (churches, YMCAs, etc.). It will also include meal sites operated by Harvesters, a community food bank that includes Wyandotte County in its service area. A physical map and flyers promoting the new expanded meal sites will also be professionally designed and distributed to residents of KCK. Access points for distribution will include schools, social service agencies, recreation centers, churches, and community organizations throughout the city.

Finally, Kansas State Research and Extension (KSRE) will provide the critical educational component for our meal network. KSRE will provide SNAP-Ed youth programming at every site where meals and snacks are served in the county. For the sites that will be added as a result of this proposal, they will use the train-the-trainer model that has been implemented for over five years in the Kidzone afterschool program. This model is empowering for the community, engaging for the youth, and sustainable for the sites. KSRE will provide the following services for each new site:

1. **Program assessment:** This includes on-site visits with site personnel to design an educational program that addresses the needs of the families and children. Also, KSRE will assist as needed with the student focus groups formed by the district to evaluate meal planning.
2. **Training staff and volunteers:** This includes providing SNAP-Ed youth programming, including an introductory workshop, monthly trainings and consultations.
3. **SNAP-Ed- approved curriculum:** This includes current curriculum based on the updated Dietary Guidelines and supporting resources, such as resource materials, handouts, games, music, and teaching manipulative.
4. **Evaluations:** This includes conducting pre/post evaluations to assess the effectiveness of the programs with the support of Kansas State’s Office of Educational Innovation and Evaluation (OEIE).
5. **Program Planning and Delivery:** Based on needs and evaluations of site personnel and staff. This includes ensuring that each site has a SNAP-Ed educational component.
6. **Kansas State on-going support and consultation:** Participants in the site will have access to monthly family newsletters, displays, posters and other resources developed for SNAP-Ed participants. Also, the SNAP-Ed coordinator will consult regularly with the site’s trained programming staff to address any concerns of the staff and maintain the integrity of the SNAP-Ed nutrition/fitness program.
7. **Support USD #500 Nutritional Services promotional campaign:** KSRE will align program materials with the “ALL Meals Count” in-school marketing campaign.

The map, marketing, and expansion of meal sites will allow effective coordination by the USD #500 Meal Expansion Team. The Unified Government, Kansas State Research Extension, and Harvesters will provide assistance. The addition of afterschool meals to school sites, and expansion to 3 meal/day summer sites, will create a year-round feeding program for USD #500 students. As current sites are expanded and new sites opened, the feeding program “coverage map” will grow until all USD #500 students will have access to year-round meals in their area.

SCOPE OF WORK: Key Partners and their roles

Kansas State Research and Extension

The mission of Kansas State Research and Extension (KSRE), Wyandotte County, is to provide knowledge, promote healthy lifestyles, and improve the quality of life of everyone in our community. As part of the national land-grant university network, KSRE has provided non-biased, evidence-based information in our community for over 100 years. Specifically, the Supplemental Nutrition Education Program (SNAP-Ed) has operated through KSRE Wyandotte County for seventeen years to increase the diet quality, physical activity, food resource management and food security for SNAP- eligible individuals.

The KSRE community faculty coordinates Wyandotte’s SNAP-Ed program. She will provide relevant nutrition and fitness education in a county where 20% of the people experience food insecurity. KSRE is passionate about providing up-to-date, culturally sensitive, engaging nutrition educational programs that utilize the practical and theoretical expertise of the university. The program includes lessons on eating healthy on a limited budget, making wise food choices, food purchasing, management and preparation skills and fitness. Currently the program trains over 20 paraprofessionals to provide the nutrition and fitness education programs in eight Kidzone afterschool sites that participate in the national school lunch program—serving over 3000 students.

SCOPE OF WORK: Intended Outcomes

The KCK team anticipates the following outcomes:

- The transition of all 24 current afterschool programs serving snacks to offer meals.
- The addition of 10 new afterschool meal sites.
- Expand afterschool enrichment programs to include SNAP-Ed nutritional programming at all participating sites.
- The expansion of summer meal sites, currently offering two meals a day, to three meals per day facilities.
- The addition of 10-12 summer meal sites.
- Serving an additional 1,800-2,000 children per day through the Afterschool Meal Program, and 510 children per day through the Summer Meal Program.

We will measure our progress through the USD #500’s current practice of tracking average daily participation and number of meals served at all of the meals site. This real-time data will allow us to track progress and modify strategy during the grant period, and accurately evaluate impact once the grant period is complete. Additionally, we will do a customer satisfaction survey at a sampling of the expanded and new sites in order to improve service.

SCOPE OF WORK: Timeline

Approximate Date	
July 15, 2013	Grant selections
August 2013	Select USD #500 Meal Expansion Team. Marketing, Planning, staffing and training to prepare for service of after school meals. Set in place educational components.
September 2013	Meet with student focus groups to gain information to assist in the development of acceptable menus
October 2013	Implement service to existing afterschool programs (may be progressive as staffing becomes adequate).
November 2013	Begin adding new afterschool sites as they come available.
January 2014	Evaluate and assess progress and make adjustments to assure sustainability.
February 2014	Begin Marketing, Planning, expansion of SFSP current and new sites
March 2014	Plan staffing and develop training
June 1, 2014	Implement service of SFSP to existing and new sites Evaluate and assess progress and make adjustments to assure sustainability.

SUSTAINABILITY

The program will be self-sustaining once the infrastructure is in place, marketing tools in place, equipment and supplies purchased and training tools developed. USD #500 will receive USDA reimbursement for all meals served. Additional revenue will be utilized to offset the expenses incurred with the expansion of meals and snacks. As a result of ongoing evaluation, adjustments will be made as necessary.

ENGAGEMENT WITH STATE AGENCY

Child Nutrition and Wellness of the Kansas State Department of Education (KSDE) has been contacted and are fully aware and support the efforts of our KCK team to transform snacks to afterschool meals and increase summer meals across the city and district. A KSDE consultant provided us with written references and informed us of training that will be offered by KSDE on how to incorporate CACFP guidelines. As a part of the process, the Director of USD #500 Nutritional Services will be set up as a sponsor for CACFP through the completion of an addendum to the current Program Agreement completed each year for the National School Breakfast and Lunch Program. This will allow for the district to submit for reimbursement of afterschool meals.

COMMITMENT FROM LOCAL LEADERSHIP

Mayor Mark Holland is committed to expanding meal access to children families in Kansas City, KS. His office is prepared to champion the expansion of the afterschool and summer meal programs by deploying a communications campaign to raise awareness about new or improved meal sites. Communications activities would include Public Service Announcements featuring the Mayor, mayoral proclamations, updates via the Mayor's YouTube channel, and personalized statements on the physical maps and flyers created to advertise expansion sites. Mayor Holland will also issue an urgent call for community/parent volunteers to get involved and support the "ALL meals count" program. Mayor Holland, elected in April 2013, wants community health to be a signature initiative of his administration, and will work closely with the Health Department, Healthy Communities Wyandotte, and USD #500 to increase access to healthy food through the CHAMPS grant funds.

BUDGET

USD #500		
Equipment	5 Hotboxes @ \$2,250	\$11,250
	5 Milk Coolers @ 2,654	\$13,270
	24 Insulated Thermal Bags @ \$60	\$1,440
	Small utensils, thermometers, pot holders, etc.	\$2,000
Marketing Materials	Banners for 34 afterschool sites plus 45 summer feeding sites @ \$67	\$5,293
	Misc. office supplies including copy paper, printer toner, color paper, etc.	\$3,500
	Giveaways and prizes for the "All Meals Count" campaign	\$5,000
Kansas State Research and Extension		
Curriculum	One-time curriculum and supporting resource costs at each of the 34 afterschool sites @ \$200	\$6,800
	<i>In-Kind Services Donated: 100 hours of Extension faculty time @ \$30 = \$3,000</i>	
Unified Government of Wyandotte County/Kansas City, KS		
Graphic Design	Graphic design services for map and flyers promoting new meal program offerings, including translation services	\$3,000
Printing	Printing for maps and flyers	\$2,000
	<i>In-Kind Services Donated: Mapping services by GeoSpatial Services and website support by Technology Services = \$10,000</i>	

Total Request of Kansas City, KS Team = \$53,553



Unified Government of
Wyandotte County/Kansas City, Kansas
Mark R. Holland, Mayor/CEO

June 10, 2013

Dear Members of the Review Committee:

As Mayor/CEO of the Unified Government of Wyandotte County/Kansas City, Kansas, I encourage you to please consider our application to the National League of Cities for a grant intended to Combat Hunger through the After School and Summer Meal Programs (CHAMPS).

We know that food insecurity doesn't just affect needy families in a silo. Hunger causes behavioral issues, and children attending our schools hungry - or who are worried about where their next meal will come from - inevitably put strain on teachers and staff. When those teachers are diverted away from their main mission of educating our students, our entire community suffers as a result.

In 2009, Wyandotte County was ranked 105th out of 105 counties in Kansas in terms of health rankings. In 2010 I joined then Mayor Joe Reardon to form a Healthy Communities Wyandotte task force to identify our greatest areas of need and form a plan for addressing them. Nutrition was identified as one of five key focus areas in the plan, with the goal statement to "Improve Wyandotte County's food environment so that all residents can and want to eat healthy food." When I ran for office just earlier this year, I promised to make our Healthy Communities initiative a priority in my administration. This program would no doubt help me make significant progress on that commitment.

If Kansas City, Kansas is selected as a recipient of the CHAMPS grant, our office is prepared to champion the expansion of the afterschool and summer meals programs. We would do that by deploying a communications campaign to raise awareness about new or improved meal sites. Those activities would include Public Service Announcements, proclamations, and updates via our social media sites. I will stand in strong support of this effort to reduce food insecurity in our city.

If you have any questions or comments, please don't hesitate to contact my office.

Sincerely,

Mark R. Holland
Mayor/CEO



Staff Request for Commission Action

Tracking No. 130233

- Revised
 On Going

Type: Standard

Committee: Administration and Human Services Committee

Date of Standing Committee Action: 7/22/2013

(If none, please explain):

Proposed for the following Full Commission Meeting Date:

Confirmed Date: 8/1/2013

8/1/2013

Changes Recommended By Standing Committee (New Action Form required with signatures)

Date:	Contact Name:	Contact Phone:	Contact Email:	Ref:	Department / Division:
6/27/2013	Joe Connor	573-6724	ljenicke@wycokck.org		Public Health

Item Description:

An application has been submitted to Early Childhood Advisory Council and Kansas Launch for a \$1,000.00 text4baby mini grant. Text4baby is a program that educates pregnant women and new moms with timely messages and health tips. Partners in our outreach effort will be the Phoenix Theatres and the Labor/Delivery Units at Providence Medical Center and KU Hospital.

Action Requested:

Approval of application.

Publication Required

Budget Impact: (if applicable)

Amount: \$

Source:

- Included In Budget
 Other (explain) Grant funded

	File Attachment	File Attachment	File Attachment
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Target Community Pregnant women and new moms of Wyandotte County, Kansas

Applicant Organization Unified Government Wyandotte County/Kansas City, Kansas

Public Health Department

Organization Contact Person Terrie Garrison, RN, BSN

Address 619 Ann Ave

City Kansas City **Zip Code** 66101

Phone Number 913-573-6726

E-mail Address tgarrison@wycokck.org

Provide brief demographics for your community (e.g. % low income, ethnicity distribution, etc.)

Wyandotte County is primarily an urban community with a population of 158,224. This population is comprised of 68% Caucasian, 26% Black, .8% American Indian and 1.9% Asian /Pacific Islander, with 27% reporting Hispanic Ethnicity. Half of the population is female and 21.9% live below the Federal Poverty Line. Wyandotte County has a 60% high school completion rate and only 42% of adults have any post secondary education. The number of live births to Wyandotte County women in 2011 was 2,732, with 42% of these babies born to women less than 25 years old.

Indicate the key community organizations/partners that will be involved in the campaign.

The Unified Government Public Health Department will be partnering with the local Phoenix Theatres at The Legends shopping destination as well as the Labor and Delivery and Mother Baby units of the two delivering hospitals in the county we anticipate this collaboration will encourage mothers to sign up for the Text4Baby program.

How many pregnant women and new mothers do you anticipate will sign up for text4baby in your community?

The theatre at The Legends has approximately 15,000 admissions every weekend. We would like to have at least 2 pregnant or new moms for every movie screen (14) and for every day the advertisement runs (14), sign up for the text4baby service, resulting in a total of 392 new enrollees. We acknowledge that some of these new enrollees may not be from the Wyandotte County community but rather from both neighboring counties (Johnson, Leavenworth) or from other states here visiting/vacationing. However since the text4baby is a national program, they would still be able to sign up for the text4baby program and benefit from this informational slide and the tear-off pages. We also

recognize that during the summer months, this theatre offers free children's movies on weekday mornings for children and their families to enjoy, resulting in an increase in the number of parents with young children attending the theatre during these advertisement days.

What strategies do you plan to use to increase awareness about text4baby in your community?

We plan to display a text4baby informational slide for two weeks on all 14 movie screens prior to every movie in the county's only movie theatre, Phoenix Theatres at The Legends. We will also provide text4baby informational tear off pads in the lobby and at the ticket windows for patrons that would like more information or to take with them so they can sign up for the service even after they leave the theatre. The UGPHD staff will provide text4baby information to UGPHD patients that have a positive pregnancy test, and/or who receive prenatal care through the UGPHD prenatal care program. Moms that are current patients on the labor and delivery or mother baby units at either of the two hospitals in the county will receive text4baby information from the UGPHD Healthy Start Home Visitor during their weekly hospital visits.

How would the text4baby mini-grant funding benefit your community?

This text4baby mini-grant funding will help to educate and inform our community on the text4baby service and how to access it, but it will also give individuals contact information to a local provider they can access for more information about local services they may need to care for themselves or their families, such as prenatal care, immunizations and car seats, etc.

If funded, we agree to:

- X begin the text4baby campaign in our community within 30 days of award-** We intend on using a theatre slide that was created by another text4baby outreach partner in the State which will expedite implementation of this campaign.
- X become a text4baby partner in order to access free promotional materials –** We already are an outreach partner with text4baby program.
- X promote text4baby in OB/Gyn and other health care settings in our community-** We have provided text4baby posters and hand outs to both the labor and delivery and mother baby units of each of the two delivering hospitals in the county, also to community OB-GYN and pediatric clinics and offices. We will continue to share text4baby promotional materials to health care settings in our community.
- X provide follow-up information as needed and work with evaluation team members –** Yes we will.

**ADMINISTRATION & HUMAN SERVICES STANDING COMMITTEE
GOALS & OBJECTIVES**

Commission Goal	Objective	Status						
		10/1/2012	10/15/2012	11/13/2012	12/3/2012	1/14/2013		
Edu/Workforce Development	Collaborate w/educational institutions	In progress: Internship Program w/KCKPS underway; collaboration w/KCKCC Tech Ctr. and WYEDC "transition to employment." 2) Connecting H.S. students w/available youth resources.	Status report to Standing Committee					
	Collaborate w/business community	Mtgs. held w/KCKCC and WYEDC to engage business	Status report to Standing Committee					
	Enhance learning	Schools/Community orgs. encouraging youth focus in STEM, technology, and health care	Status report to Standing Committee					
	Enhance college readiness	Collaborating with high schools through internship programs, etc. to encourage and enhance college readiness skills.	Status report to Standing Committee					
	Create career pathway opportunities	In Progress: On 10/26/2012, held meeting w/KCKCC rep and WYEDC rep to discuss pathways for WyCo residents	Status report to Standing Committee					
	UGTV	Pending current negotiations with Time Warner		Mike Taylor provided an overview including options for broadcasting commission meetings. No strong consensus detected.				
	Customer service	Rob Richardson is testing an automated system intended to improve accountability and responsiveness. Monitoring relative success to determine further deployment.	Gail Bragg provided an update on current practices regarding customer service training UG-wide					
Healthy Communities/ Recreation	Encourage healthy life-styles	Commission approved and adopted by reference the Healthy Communities Wyandotte Plan authorizing pursuit of outlined goals in the following areas: Communications, Education, Infrastructure, Nutrition, and Health Services						
	Increase well-being of citizens	sponsored in conjunction with Public Safety officials a "bike rodeo" wherein bicycles were repaired, safety helmets distributed and child seats provided						
	Programs, services, and facility improvements							
	Provide Land Bank update	Chris will provide a summary report based on his work with the Center for Community Progress. Caitlin McMurtry - future white paper.		Formed task force to make process improvement recommendations	reported findings of staff input survey...recommended adding a few internal checks to the "hold area" check prior to release of properties			