



Muriel Bowser
Mayor

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Department of Parks and Recreation

Office of the Director



Delano Hunter
Director

Department of Parks and Recreation
FY2020 Annual Plan

To Expand Participation in the
Summer and Afterschool Meal Programs

February 1, 2020



Introduction

The mission of the D.C. Department of Parks and Recreation (DPR) is to provide equal and open access to Gold Standard recreational programs, services, and facilities across all eight wards. The Healthy Parks Amendment Act of 2018 requires DPR to work with relevant community groups, Advisory Neighborhood Commissions (ANCs), and the Council to develop an annual, written plan to expand participation in the Summer Food Service Program and the Afterschool Meal Programs. This plan shall be published by DPR on February 1 of each year.

Action Plan Summary

The following two tables represent DPR’s planned efforts to increase participation in both the Summer Food Service and the Afterschool Meal Programs. The plan includes robust, comprehensive engagement strategies that range from direct, grassroots communication with our target audience to high-level advertising and digital marketing to get the word out at a larger scale by utilizing many resources that DPR already has at its disposal (e.g., sister agencies with like missions, partner community organizations, signature events that attract a lot of people, and contact data from 70,000 District residents). By researching and communicating a new, fresh message about free meals to the public and by working closely with our community partners and site sponsors, DPR believes this plan will enable us to reach and serve additional children and youth in FY20.

ACTION PLAN FOR SUMMER MEALS PROGRAM		
Action Item	Purpose	Planned Completion Date
Grassroots Marketing	<ul style="list-style-type: none"> DPR Communications team will research recent meals program trends and develop a fresh new strategic marketing and communications strategy for increasing the appeal and promoting the program to kids, parents, and guardians. This strategy will also reduce the negative stigma associated with free food. 	Q3, FY20

	<ul style="list-style-type: none"> • DPR will leverage the outreach efforts of the newly created External Affairs division to increase awareness of the meals program. The External Affairs team will execute a ground campaign that revitalizes the communication stream for the Summer Meals Program, increases awareness, and expands participation. 	
<p>Build a Network of Sites Using Existing Relationships</p>	<ul style="list-style-type: none"> • Use lists of previous meal provider sites to reengage and recruit new sites across the District. 	<p>Q3, FY20</p>
<p>Launch Mass Public Information Campaign Marketing Plan</p>	<ul style="list-style-type: none"> • Use a range of modes to communicate with families about the Summer Meals Program. • Public information strategies include traditional media buys, radio ads, as well as bus and metro transit ads. • Ten thousand dollars of DPR advertising funds will be devoted to this effort. • Targeted e-blasts and social media, tagging 	<p>Q4, FY20</p>

	<p>specific partners and community advocates, to help spread the message.</p> <ul style="list-style-type: none"> • Live social media check-ins on feeding sites throughout the summer, normalizing the process and showcasing the program’s accessibility. 	
Leverage Our Partnerships	<ul style="list-style-type: none"> • Partner with public agencies and partner organizations to market the Summer Meals Program: U.S. Department of Agriculture (USDA), the District’s Office of the State Superintendent of Education (OSSE), the D.C. Department of Human Services (DHS), the D.C. Supplemental Nutrition Assistance Program (D.C. SNAP), and D.C. Hunger Solutions. 	Q4, FY20
Reach Key Target Audiences	<ul style="list-style-type: none"> • Through Community Associations, Citizen and Civic Associations, and ANCs, we will reach key target audiences for whom the program will most appeal. 	Q4, FY20
Events	<ul style="list-style-type: none"> • Showcase Summer Meals by exposing them to the public at DPR’s large- 	Q4, FY20

	<p>scale signature events, such as Summer Pools Opening Day, DPR Summer Camp Kickoff, Truck Touch at RFK Stadium, Chuck Brown Day, and DPR Rec Day.</p>	
--	---	--

ACTION PLAN FOR AFTERSCHOOL MEALS PROGRAM		
Action Item	Purpose	Planned Completion Date
<p>RFP for Food Vendor</p>	<ul style="list-style-type: none"> • Obtain a food vendor to support the At-Risk Afterschool Meals Program. • Approve menus. 	<p>Q2, FY20</p>
<p>Submit the Child and Adult Care Food Program Application (CACFP) After Food Vendor Contract Awarded</p>	<ul style="list-style-type: none"> • Submit the CACFP application and current site Fire Inspection Reports to OSSE for approval. 	<p>Q2, FY20</p>
<p>Confirm Feeding Sites with Food Vendor</p>	<ul style="list-style-type: none"> • Work with food vendor to confirm the number of meals, feeding times, and site locations. 	<p>Q2, FY20</p>
<p>Identify DPR Sites</p>	<ul style="list-style-type: none"> • Actively work within DPR as new enrichment programs are developed in area eligible locations (defined in the area eligibility map as schools that have more than 50 percent of students eligible for free or reduced-price meals). 	<p>Q2, FY20</p>

Fire Inspections	<ul style="list-style-type: none"> • Ensure all Afterschool Meals feeding sites have a current Fire Inspection report, coordinating with DPR Risk Management and the D.C. Fire and Emergency Medical Services. 	Q2, FY20
Program Training	<ul style="list-style-type: none"> • Train site staff on the Afterschool Meals Program regulations to ensure program compliance. 	Q2, FY20
Site Monitoring	<ul style="list-style-type: none"> • Monitor DPR sites to help prepare for audits and program compliance. 	Q2, FY20
Marketing Plan	<ul style="list-style-type: none"> • Use a range of modes to communicate with families about the Afterschool Meals Program. • Marketing strategies include print media, radio ads, DPR website list sites, bus/bus shelter ads, providing postcards to D.C. Public Schools (DCPS) and D.C. Public Charter Schools (DCPCS), and social media campaigns using Facebook and Twitter. 	Q2, FY20

Partnerships	<ul style="list-style-type: none"> Partner with public agencies and partner organizations to market the Afterschool Meals Program: USDA, OSSE, DHS, D.C. SNAP, and D.C. Hunger Solutions. 	Q1, FY21
Community Groups	<ul style="list-style-type: none"> Work with Citizen and Civic Associations and ANCs to help advertise to DC residents. 	Q1, FY21
Food Tasting Events	<ul style="list-style-type: none"> Following the award of the food vendor contract, host Food Tasting Events at various sites to identify the most desirable meal options. Participants children 18 years and under. 	Q1, FY21

Outcome

DPR aims to increase participation in the Summer and Afterschool Meal Programs and actively engage with community and government organizations, such as USDA, OSSE, DC Public Libraries, D.C. Hunger Solutions, and various other partners, that provide services to children and families. DPR will work closely with DCPS and DCPCS to heavily advertise the benefits of the Summer and Afterschool Meal Programs to parents and families. Lastly, DPR will continue its efforts to address food insecurity experienced by many District residents.