

Board Office Use: Legislative File Info.	
File ID Number	21-1101
Introduction Date	5/26/21
Enactment Number	21-0854
Enactment Date	5/26/2021 If



**OAKLAND UNIFIED
SCHOOL DISTRICT**
Community Schools, Thriving Students

Board Cover Memorandum

To Board of Education

From Kyla Johnson-Trammell, Superintendent
Sondra Aguilera, Chief Academic Officer

Meeting Date May 26, 2021

Subject Grant Application – California Department of Food and Agriculture – California Farm to School Innovation Grant – Health and Wellness Unit – Community Schools and Student Services Department

Ask of the Board Approval by the Board of Education, pursuant to Board Policy 3290, of the District’s application to the California Department of Food and Agriculture’s California Farm to School Innovation Grant Program to revamp the District’s California Thursdays program to weave together locally-sourced food featured in school lunches with hands-on experiential learning, nutrition education, and garden education opportunities for students, staff, and families at 44 District Title I elementary schools, for the period July 1, 2021 through June 30, 2022 in an amount not to exceed \$239,463.00.

Background Far too many of Oakland’s students live in neighborhoods with extremely low access to fresh food. Seven out of 10 individuals living in poverty in Oakland are people of color and OUSD knows that severe food insecurity has increased. When asked in the California Healthy Kids Survey, almost 20 percent of OUSD high school students reported being “hungry but not eating because their family didn’t have enough food sometimes or a lot.” Today, nearly one in 10 adults in Oakland are unemployed, with rates for Latino and Black workers significantly higher.

After a decade of working toward the goal of addressing poor health outcomes and transforming OUSD’s food system, OUSD’s Central Kitchen, Educational Center and Instructional Farm (The Center) is opening this year as a national model ultimately designed to improve health and education for all children and to serve as a hub of food security in Oakland. To help achieve this purpose, the District has applied for a California Farm to School Innovation Grant so the District can revamp California Thursdays as a year on anchor program that weaves together locally-sourced food in the school lunch program with hands-on experiential learning, nutrition, and garden education opportunities for students, staff, and families.

The application contains a project summary, a description of the need for the project, the funding formula, District data, a project narrative, details on project sustainability, budget timeline, a list of partners and stakeholders, and adaptations made related to COVID-19. The application also includes two attachments. The first is a scope of work detailing program goals, objectives, and timelines, as well as the plan for program evaluation. The second attachment is a program budget.

BP 3290 provides: "In order to facilitate timely receipt of funds, the Board may approve the application for a gift, grant, or bequest, rather than the gift, grant, or bequest itself, so long as the application sets forth all substantive terms of gift, grant, or bequest." Here, the District's California Farm to School Innovation Grant application does contain all substantive terms of the grant. Timely receipt of funds requires that the Board approve the application rather than the grant agreement because the grant cycle begins on July 1, 2021. In order to have programming in place by the first day of school and to spend down all grant funds by the end of the grant cycle, it is urgent that the District approve acceptance of the funding and begin implementation. The District has received Grant Award Letter from the California Department of Food and Agriculture informing staff that the District has been awarded a grant in the amount of \$239,463.00.

Discussion	As the first Full Service Community School District nationwide, OUSD has worked to improve educational, health, and life outcomes for all children. Timely acceptance of this grant will allow the District to make the most of the launch of the Center toward reimagining the District's food system. With the Farm to School funding, OUSD will re-invest in the California Thursdays program - ensuring that another critical piece of this vision for whole child health is realized.
Fiscal Impact	Grant to support programming at all Title I elementary schools in the amount of \$239,463.00
Attachment(s)	<ul style="list-style-type: none">● Grant Management Face Sheet● Grant Award Notification● Grant Application● Attachment A: Scope of Work● Attachment B: Budget

OUSD Grants Management Face Sheet

Title of Grant: California Farm to School Innovation Grant	Funding Cycle Dates: 7/1/21-6/30/22
Grant's Fiscal Agent: (contact's name, address, phone number, email address) California Department of Food and Agriculture Office of Farm to Fork 1220 N Street Sacramento, California, U.S.A. 95814 916-654-0466	Grant Amount for Full Funding Cycle: \$239,463
Funding Agency: California Department of Food and Agriculture	Grant Focus: California Thursdays Implementation at The Center
List all School(s) or Department(s) to be Served: All Title 1 Elementary Schools	

Information Needed	School or Department Response
How will this grant contribute to sustained student achievement or academic standards?	The Center will increase access to environment, food and garden education for students and increased lunch participation.
How will this grant be evaluated for impact upon student achievement? (Customized data design and technical support are provided at 1% of the grant award or at a negotiated fee for a community-based fiscal agent who is not including OUSD's indirect rate of 3.25% in the budget. The 1% or negotiated data fee will be charged according to an Agreement for Grant Administration Related Services payment schedule. This fee should be included in the grant's budget for evaluation.)	Student Surveys Meal participation data California Healthy Kids Survey # of school gardens
Does the grant require any resources from the school(s) or district? If so, describe.	No
Are services being supported by an OUSD funded grant or by a contractor paid through an OUSD contract or MOU? (If yes, include the district's indirect rate of 3.25% for all OUSD site services in the grant's budget for administrative support, evaluation data, or indirect services.)	No
Will the proposed program take students out of the classroom for any portion of the school day? (OUSD reserves the right to limit service access to students during the school day to ensure academic attendance continuity.)	No
Who is the contact managing and assuring grant compliance? (Include contact's name, address, phone number, email address.)	Michelle Oppen Director of Programs, The Center 2850 West Street 415-823-4315 michelle.oppen@ousd.org

Applicant Obtained Approval Signatures:

Entity	Name/s	Signature/s	Date
Principal/Administrator	Andrea Bustamante	<small>DocuSigned by:</small> <i>Andrea Bustamante</i>	4/29/2021
Chief Academic Officer	Sondra Aguilera	<small>DocuSigned by:</small> <i>Sondra Aguilera</i>	4/29/2021

Grant Office Obtained Approval Signatures:

Entity	Name/s	Signature/s	Date
Fiscal Officer	N/A		
Superintendent	Kyla Johnson-Trammell		

Approved as to form by OUSD Staff Attorney Joanna Powell on 4/29/2021.

Joanna J. Powell

Shanthy Gonzales

5/26/2021

Shanthy Gonzales
President, Board of Education

Kyla Johnson-Trammell

5/26/2021

Kyla Johnson-Trammell
Secretary, Board of Education

Application: CDFA – Farm to School Innovation Grant

- Please complete all required fields.
- Please note that when copying and pasting text from a document into the text boxes below, exact formatting may not transfer.
- You can save as a draft and return later to complete by clicking "Save Draft" at the bottom of the page.
- When you are ready to submit, please click the blue "Save" button at the bottom of the page.
- For questions regarding the WizeHive system, please contact cafarmtofork@cdfa.ca.gov.
- To review the CDFA - Farm to School Incubator Grant Program Request for Applications, click [here](#).
- For reference, LEA refers to Local Education Agency, which is defined in the Request for Applications on page 4.

Project Summary

Please provide a brief summary of your project (bullet points are encouraged).

OUSD's long-anticipated Central Kitchen, Education Center and Instructional Farm (The Center), is a national model designed to connect food, education, health, and sustainability while providing fresh, California sourced food for school meals -- ultimately resulting in improved nutrition for all of Oakland's students. The Center will enhance environment, food and garden education and provide innovative outdoor learning experiences and environments, in addition to nearly 7 million student meals annually.

In Oakland, where 3 of 4 students are low income, and many have low access to fresh food in their neighborhoods, providing children with high-quality nutritious meals is critical to their health and overall success. In 2013, Oakland was the first school district in the state to partner with The Center for EcoLiteracy

to launch California Thursdays. Building on past success, OUSD is well positioned to re-invest in California Thursdays in the coming year and will launch the program in 44 Title I elementary schools - impacting more than 14,000 children.

We know that serving fresh California-sourced food and supporting local farmers at the district level requires that many pieces come together in unison — from creative and efficient recipe development and procurement, to staff training and community education and marketing — all ensuring that the new food is tasty, healthy, and that the school community learns about our Farm to School program and the new positive changes across Oakland's school meals programs.

Need For Project

Please describe the needs of your community, and why this project is important (bullet points are encouraged). Are there gaps or challenges you have experienced that this grant will help you address? Here is a chance to make the case for why your Local Education Agency (LEA) is a good candidate for this grant.

Please reference the Review Criteria in the RFA, under Scoring Category "Identified Community Need" for a few ideas of how to highlight community need.

OUSD is an urban district with nearly 37,000 students in grades K-12 at 87 schools:

-90% are students of color

-70% qualify for free and reduced lunch

-50% speak another language at home

-3% live in foster care or are homeless

Far too many of Oakland's students live in neighborhoods with extremely low access to fresh food. Seven out of 10 individuals living in poverty in Oakland are people of color and we know severe food insecurity has increased. When asked in our California Healthy Kids Survey, almost 20% of OUSD high school students reported being "hungry but not eating because their family didn't have enough food sometimes or a lot." Today, nearly 1 in 10 adults in Oakland are unemployed, with rates for Latino and Black workers significantly higher.

As the first Full Service Community School District nationwide, OUSD has worked to improve educational, health, and life outcomes for all children. A decade ago, the Rethinking School Lunch Oakland initiative was launched to address poor health outcomes and transform OUSD's food system. After a decade of working towards this goal, OUSD's Central Kitchen, Education Center and Instructional Farm (The Center) is opening this year as a national model - ultimately designed to improve health and education outcomes for all children and serve as a hub of food security for Oakland.

With the Farm to School funding, we will re-invest in the California Thursdays program - ensuring that another critical piece of this vision for whole child health is realized.

Funding Formula

This grant offers a minimum award of \$20,000 and a maximum award of \$500,000. Project award totals will be determined by a funding formula, which is dependent on LEA enrollment. Please answer the question below to begin calculating the total dollar amount your LEA is eligible to receive. Matching funds are not required.

Is your LEA's total student enrollment less than 5,000?

No

Total Number of National School Lunch Program meals served in 2018-2019 (lunch meals only)

2,993,512

Total Dollar Amount Your LEA is Eligible to Receive (Student enrollment more than 5,000)

239480.96

(Calculation used is number of National School Lunch Program meals served X \$0.08)

Total Dollar Amount Requested

\$239,463

Please note that if, based on the funding formula above, a small LEA does not meet the minimum award amount of \$20,000, the LEA will automatically be eligible for \$20,000, and can request this amount here. However, in all other cases, the total dollar amount requested cannot exceed the total dollar amount your LEA is eligible to receive (calculated above). Please also note that if, based on the funding formula above, a large LEA is eligible for more than \$500,000, the maximum award amount this LEA can request is \$500,000.

Local Education Agency (LEA) Data (2018-19 school year)

Name of LEA

Oakland Unified School District

Number of school sites

87.00000000

Total student enrollment

36,286

Free/Reduced meal eligibility rate (percentage of students)

73

Free/Reduced meal eligibility rate (total number of students)

26,598

Unduplicated Pupil Count of Free/Reduced-price meals, English Learners, & Foster Youth (percentage)

76

How has COVID-19 impacted your school community?

COVID has dramatically impacted the children and families of Oakland. Oakland schools have for the most part been closed for nearly a year, since the first shelter-in-place orders were announced. Fortunately, OUSD was able to pivot services like meal distribution very quickly to meet the needs of our community and launched 12 food distribution sites and eventually 24 sites within days of the initial closures in March 2020. Since schools closed, OUSD served more than 8 million student meals. The district also immediately worked with teachers to move teaching and learning into remote platforms. Distance learning has not been without challenges, but we have managed to also meet our students' basic technology needs with the support of the City of Oakland Mayor's office, the Oakland Public Education Fund, and generous donors. OUSD raised more than \$1.8 million to purchase computers and hotspots for children and families, and we were also able to distribute cash assistance to our highest needs families affected by the pandemic. By the fall, #OaklandUndivided quickly met its year one target of \$12.5 million raised and provided 25,000 computers, internet connectivity, and tech support to OUSD K-12th grade students in need. Even with this all-hands-on-deck response, there is much to do to mitigate learning loss and support students and families as we endure this long period of learning at home.

Rural, urban, or suburban LEA

Urban

Is your LEA located in an Opportunity Zone or Promise Zone?

Yes

School Nutrition Data (2018-19 school year)

Number of school food service sites

84

Number of school sites under Community Eligibility Provision

62

School meal participation rate (percentage)

We recognize that the wording of this question is vague, and therefore decided to make it optional. An acceptable answer could be your LEA's average daily NSLP participation in 2018-19 (percentage of students).

31

School meal participation rate (total number)

We recognize that the wording of this question is vague, and therefore decided to make it optional. An acceptable answer could be your LEA's average daily NSLP participation in 2018-19 (total number of students).

16,630

Programs offered: please check all that apply

National School Lunch Program, School Breakfast Program, School Breakfast Program: Breakfast in the Classroom, Child and Adult Care Food Program, Seamless Summer Option

Total number of School Breakfast Program meals served in 2018-19

1,757,038

Total number of School Breakfast Program: Breakfast in the Classroom meals served in 2018-19

824,812

Total number of Child and Adult Care Food Program meals served in 2018-19

638,507

Total number of Seamless Summer Option meals served in 2018-19

119,927

Description of Farm to School History and Programming

Is Farm to School new to your LEA? If you select “Yes,” please continue to the next section. If you select “No,” a text box will appear below asking you to describe the history of your LEA’s Farm to School initiatives.

No

Please briefly describe the history of your LEA's Farm to School initiatives (e.g. CA food procurement, student engagement in school food, FFA involvement, school gardens, experiential learning that connects the classroom and cafeteria, etc.). Please briefly describe the impacts, successes, and/or challenges of these initiatives (bullet points are encouraged). Please also include any previous sources of funding you have received to support Farm to School initiatives.

OUSD has a long history of Farm to School work with several iterations over the last decade. Together with the Alameda County Public Health Department, we launched the Harvest of the Month activities many years ago, which eventually informed our first Farm to School campaign, entitled “Oakland Eats Garden Fresh.” School gardens were starting to pop up at school sites and it was the perfect opportunity to align seasonal planting with Harvest of the Month taste tests and feature these items on the school meal menu.

This work led to the hiring of OUSD's first Farm to School Supervisor -- who helped procure fruits, vegetables, bread, chicken and other California-grown products; launched our school site produce stands and helped launch the pilot California Thursdays. It soon became clear that the one of the only ways to truly make this work sustainably was to update our facilities. We were far over capacity in our central kitchen facility (it was meant to make 9,000 meals a day and was producing closer to 15,000) and we were struggling to create a centralized ordering system. Funding partners who invested in this work included a CDFA Specialty Crop Block Grant, funding and partnership with the Alameda County Public Health Department, and funding from The California Endowment.

The vision for the OUSD Central Kitchen, Education Center, and Instructional Farm (The Center) was conceived at this time to meet the increasing need for capacity and adequate facilities combined with the strong desire from the larger community to create a large-scale farm-to-school focus within the district. The Center for EcoLiteracy partnered with OUSD and the TomKat Foundation to conduct the Rethinking School Lunch Oakland Feasibility Study. As a result of that study, a local facilities bond measure was able to seed the funding to create the facility: The Center.

Many years in the making, The Center is now poised to launch and fulfill the vision of the community. After several construction delays, staff transitions, and finally COVID-19, The Center's launch when schools are able to open will truly be a day long in the making. With this new Farm to School Innovation grant funding, and our continued partnerships, we are well poised for the opportunity to create what many called the Farm to School District that we have been envisioning for so many years.

Project Narrative

Project Description: Please describe your project goals/objectives and activities, as well as the role that partners will play in the project, if applicable (bullet points are encouraged).

In the project description, applicants are encouraged to include a strategy for incorporating culturally relevant foods in their project.

As we are prepare to welcome students back to schools, we are eager to scale an integrated model of delivering quality, hands-on experiential learning including nutrition education, garden education, culinary skills, the science and social studies of California food systems, and climate literacy to help spark interest, engagement, and improve educational and health outcomes for all students across Oakland.

In fulfilling the vision of The Center, we are investing in and revamping the California Thursdays® program as one of our key strategies to bringing fresh, local California grown food to our school menu -- connecting our meal program and our students to local farmers, and educating students and families about the important benefits of eating, growing and sourcing fresh, local, healthy food. OUSD was the first district to pilot California Thursdays in partnership with The Center for Ecoliteracy in 2013. At this critical juncture, as we gear up to re-open campuses, our vision for the innovative new Central Kitchen, Education Center, and Instructional Farm (The Center) will soon be realized.

Farm to School funding will help reignite our California Thursdays program. By integrating our meal program with increased California specialty crops and California Thursdays, we will impact up to 14,000 elementary students in Oakland's Title 1 elementary schools over one year.

In direct alignment with the Farm to School Innovation Grant, The Center's vision is to be a place where students see the entire food system in action, including the preparation of healthy, fresh California sourced meals in the central kitchen, and the use of agro-ecology practices in the instructional farm.

California Thursdays will provide important connections to school cafeterias and gardens through the Central Kitchen and back to the classrooms and farm at The Center. Initially, once a month, and then ideally bi-monthly or weekly, we will have a California sourced meal (primarily) aligned with promotional and educational activities in cafeterias, gardens, classrooms and at The Center (experienced through field trips and hands on learning experiences).

OVERARCHING GOAL: To realize the vision of The Center, California Thursdays will be revamped as a Year 1 anchor program that weaves together locally sourced food featured in the school lunch program with hands-on experiential learning, nutrition, and garden education opportunities for students, staff, and families.

Objective 1: By August 30, 2021, we will train up to 300 staff in the implementation, promotion, and evaluation of the California Thursday program for 44 Title 1 elementary schools.

OBJECTIVE 1 ACTIVITIES:

- Hire and Train Marketing Manager to develop California Thursdays focused promotional materials, menu design, communications strategy and signage for schools and The Center (Center Program Director, Marketing Manager)
- Hire External Evaluator to design California Thursdays program tracking, track purchasing, evaluation, reporting strategies (Center Program Director, Marketing Manager)
- FoodCorps Service Members begin service, help design California Thursday implementation plan
- Planning Team (Center Education Coordinator, Marketing Manager, Garden and Nutrition Teacher, Program Director, Good Food Purchasing Specialist, Executive Chef, Evaluator, FoodCorps Service Members) meets weekly to design menu, promotional calendar, farmer/ vendor partnerships, training schedule for site Food Champions; Garden Stewards; Nutrition Services staff, and development of evaluation metrics/activities.

- The Center Student Advisory Council meets quarterly to co-develop culturally relevant, student approved California Thursday menu, provide feedback, help design promotional materials (Education Coordinator, Marketing Manager, Wellness Specialist, Office of Equity)
- Implement key stakeholders trainings:
- Program Leads: Center Education Coordinator and Marketing Manager
- Nutrition Services Staff, Cafeteria Managers
- School Site Food Champions (stipended teachers, school site staff to promote California Thursdays, HOM, meal participation, lessons on local farmer and food systems, evaluation strategies)
- Garden Stewards (stipended teachers and other school staff to steward gardens aligned with California Thursday menu, HOM, farmer partnerships lessons, taste tests, cooking demos.
- FoodCorps Service Members promote school food and procurement practices connections; school gardens; classroom/outdoor environment, food/ garden lessons

OBJECTIVE 2: By May 26, 2021, we will complete 6 monthly cycles and 6-12 bi weekly or weekly cycles of California Thursdays implementation.

OBJECTIVE 2 ACTIVITIES:

- Planning Team meets bi-weekly. Center for EcoLiteracy and Alameda County Public Health Department staff invited to join for consultation and promotion

- Student Advisory Council continues to meet quarterly

- Monthly, Bi-Monthly or Weekly California Thursday recipes are procured/purchased, produced and served for all 3 months, integrating monthly themes into recipes (i.e. Halloween, holidays, etc) (Good Food Purchasing Specialist, Center Executive Chef)

- California Thursday recipes are aligned with the Harvest of The Month and co-promoted (Executive Chef, Marketing Manager, Education Coordinator)

- California Thursday offerings are promoted through newly designed menus, signage, announcements, social media and word of mouth (Marketing Manager, Education Coordinator, Cafeteria Managers, Food Champions, FoodCorps Service Members)

- Monthly garden, cooking, classroom lesson cycles are taught at 44 elementary sites (Education Coordinator, Nutrition and Garden Teacher on Special Assignment, Food Champions, FoodCorps Service Members)

- Seasonal garden planting cycle aligning with HOM, California Thursdays is implemented at schools and The Center (Nutrition and Garden Teacher on Special Assignment, Garden Stewards, FoodCorps Service Members)

- Farmer of the Month is featured at The Center and during classroom lessons (Education Coordinator, Nutrition and Garden Teacher on Special Assignment, FoodCorps Service Members, Food Champions)

- California Thursday Field Trips are piloted at The Center--bringing elementary students on campus on Thursdays to experience food systems, cooking, garden and environmental education activities (Education Coordinator, FoodCorps Service Members, High School Linked Learning Interns)

- All Activities are tracked in California Thursdays activity dashboard (Evaluator)

OBJECTIVE 3: By June 30, 2022, we will share findings and have drafted a working sustainability plan for implementation.

OBJECTIVE 3 ACTIVITIES:

- Create and implement California Thursdays Dashboard for tracking recipes, menus, purchases, promotions, student participation, lessons taught (in cafeterias, classrooms, gardens, Center) (Evaluator, Education Coordinator, Marketing Manager, Good Food Purchasing Specialist, Food Champions, FoodCorps Service Members, Garden Stewards)
- Review data monthly in Planning Team Meetings
- Create year end report and sustainability plan, along with lessons learned for future long-term program (Evaluator, Education Coordinator, Marketing Manager)

Timeline: Please briefly provide your project implementation timeline, including major milestones (bullet points are encouraged). Grant projects can start on or after June 1, 2021, and must end by March 31, 2023.

This grant program will implemented over one school year (2021-22) with the following planned activities and major milestones:

JUNE - AUGUST: Planning and Training

- Hire, Train Marketing Manager, External Evaluator
- FoodCorps Service Members begin, help design school site & The Center California Thursday implementation plan
- Planning Team meets weekly to design menu, promotional calendar, farmer/ vendor partnerships for local produce, training schedule for site Food Champions; Garden Stewards; Nutrition Services staff, development of evaluation metrics/activities.
- The Center Student Advisory Council meeting quarterly to provide student vetted, Oakland culturally relevant menu items, marketing materials, programming
- Implement trainings

MILESTONE: All staff hired, stakeholders trained and engaged.

SEPTEMBER - FEBRUARY: Piloting

- Pilot monthly California Thursday menu, promotional offerings
- Pilot cafeteria, classroom, garden and Center-based lessons, activities
- Pilot monthly California Thursday field trips
- Planning Team, Student Advisory Council continues to advise
- California Thursdays Dashboard complete

MILESTONE: California Thursdays implemented monthly at 44 elementary schools and The Center.

MARCH - MAY: Implementing and Expanding

- Increase to Bi-Monthly or Weekly California Thursday menu, promotional offerings

- Increase to Bi-Monthly California Thursday field trips
- Planning Team, Student Advisory Council continues to advise
- California Thursdays Dashboard completed

MILESTONE: California Thursdays implemented bi-monthly or weekly at 44 elementary schools and The Center

JUNE - JULY: Data collection, reporting

- Continued Data collection, analyzation
- Evaluation/ Reporting
- Planning California Thursdays for next 2 years with The Center Implementation Plan

MILESTONES: Report, Lessons Learned, Sustained Implementation Plan

Evaluation Plan: Please briefly describe how you will know that you have achieved your desired impact.

We are in the process of developing a full dashboard to track outcomes related to The Center and including California Thursdays. For the meal program, we track consumption of school meals as well as students' overall healthy food choices, consumption of sugar sweetened beverages and water, and other healthy lifestyle indicators like physical activity through the annual California Healthy Kids Surveys. We will continue to test menu options to ensure we are meeting student needs. On the day California Thursday meals are served, students will have the opportunity to indicate if they "liked it", "loved it" or "did not like it." This will be tracked and entered into the Dashboard as well. For the education program, we will identify indicators on the CA dashboard. We will use teacher and school district leaders' professional development surveys to track staff feedback and experience. We will also track qualitative feedback through Food Champion, FoodCorps, and Garden Steward trainings and focus groups and with our Student Advisory Council.

With this funding in particular, we will contract with an external evaluator who can help specifically assess the impact of California Thursdays on students and families, developing baseline data as soon as campuses begin to open. We look forward to sharing this data and lessons learned with Farm to School and our other partners.

Project Sustainability: Please briefly describe how this project will be sustained beyond the duration of the grant term (bullet points are encouraged).

The Center was designed to help achieve our overall mission as a Full Service Community School District - bringing a centralized program improving food quality; aligning school-based nutrition and wellness

programming; providing efficiencies in food service operations; and creating world-class student outdoor learning environments. With sustainability at the forefront, The Center will also serve as a profit center creating critical revenue generation. By producing improved meals, we can increase meal participation, while also producing sales to external entities like charter schools, surrounding districts, and city programs, we can generate new revenue for the district. The Center will also produce revenue by hosting events.

Additional large scale revenue streams providing sustainability over the years to come include:

- City of Oakland Sugar Sweetened Beverage Tax: \$3.6 million over the last two years supporting our meal program & nutrition education activities. We hope this funding, even if decreased, can continue throughout the life of the tax.
- We are in conversation with several partners in philanthropy, who are interested in supporting The Center.
- Bond Measures: Measure J was used to build The Center and recently voters passed Measure Y, which will support school site kitchen facility renovations and could be in the range of \$10-15 million over the next few years.

We are forming an advisory board and committees, including a Student Advisory Committee ensuring our community stays engaged in The Center and all aligned programming, like California Thursdays. We see authentic engagement as the most important sustainability strategy.

Budget Timeline

Please provide a budget with a timeline, including direct and indirect costs for your project (bullet points are encouraged). You can include this information in the text box below and/or in an uploaded budget spreadsheet. If you decide to upload a spreadsheet only, please write "See budget spreadsheet" in the text box below.

See budget spreadsheet

Reminder:

- Up to 70% of the total award can be used to reimburse procurement of new and whole or minimally processed California grown or produced foods.
- At least 30% of the total award must be used to integrate farm to school education and procurement programs.
- The cap on indirect costs is 10%.
- Up to 10% of the total award can be used for kitchen infrastructure to support utilization of local products in school nutrition programs.
- Up to 10% of the total award can be used for labor costs associated with processing and procuring new local food products.

Upload budget spreadsheet (optional)

[OUSD Farm to School Budget Timeline.pdf](#)

Farm to School Partners and Commitments

Please list the internal stakeholders (within your LEA) and external stakeholders (if applicable) who support this project. Please briefly describe each stakeholder's involvement in the project (bullet points are encouraged).

INTERNAL STAKEHOLDERS (OUSD):

- Nutrition Services: All staff providing leadership and implementation on school meal program activities, California Thursdays, and oversight of Central Kitchen.
- Health & Wellness: All staff providing leadership and implementation of all student and community environment, food and garden education programming.
- Academics & Instructional Innovation: Chief Academic Officer & Executive Director highly engaged and supportive of program design and implementation.
- Office of Superintendent: Chief of Staff is deeply invested in the success of The Center and is a part of leadership and strategic planning team.
- Facilities and Buildings and Grounds: Shared responsibility for garden and living schoolyard work in OUSD.
- Office of Equity: Supporting community involvement, advisory board and student advisory board in the design of culturally relevant meals and equitable promotion of grant programs.

EXTERNAL STAKEHOLDERS:

- The Center for EcoLiteracy has partnered with OUSD since 2012 and helped design and pilot California Thursdays in OUSD. CEL led the original feasibility study for The Center, and it would not exist today without their partnership. CEL participates on our strategic planning leadership team and offers continued consultation.

- Alameda County Public Health Department Nutrition Services has partnered for 17 years on Harvest of the Month, nutrition education, policy development and thought partnership. They will be great supporters of The Center and California Thursdays.
- Local Agriculture & Healthy Food Providers partners on OUSD's advisory council and committees include:
- Common Vision
- Growing Together
- Mandela Partners
- UC Cooperative Extension

COVID-19 Adaptations

Please briefly describe how COVID-19 has impacted your LEA's school meal service (and farm to school programming, if applicable), and how you have adapted during this time (bullet points are encouraged). If relevant, please include any data related to school meal participation during the 2019-20 and 2020-21 school years.

COVID-19 severely impacted Oakland's students and families over the last 11 months. In Oakland, more than 70 percent of students qualify for free and reduced meals, and many of these families depend heavily on school meals as a primary source of daily nutrition. Fortunately, OUSD was not only able to immediately pivot meal distribution to a safe meal pick up model to ensure that students and their families continued to be fed, but they were also able to secure partnerships to increase meal distribution threefold.

Over the past 11 months, OUSD was able to provide:

12,000 students with weekly home delivery.

includes student meals and a fresh produce box for families

all drivers have been OUSD parents

3,500 children are participating in Monday and Thursday Grab & Go programs:

includes student meals and shelf stable groceries

Harvest of the Month has been featured monthly in the home deliveries and Grab & Go meals since January 2021 and will continue as long as this model does

Total of 8.1 million meals have been delivered to students (3 times that of a normal year)

1 million adult meals have been delivered through World Central Kitchen

Expanded Supper and Breakfast Programs

Opened in-person learning hubs for at risk youth



ATTACHMENT A: SCOPE OF WORK

Granting Agency: California Department of Food and Agriculture, Office of Farm to Fork (CDFA-F2F)

Grant Program: 2021 California Farm to School Incubator Grant Program

Funding Track: Track 1 – The California Farm to School Innovation Grant

Grantee Name: **Oakland Unified School District**

Award Amount: **\$239,463**

- A. **Project Title:** Oakland Unified School District's Farm to School Innovation Grant Project
- B. **Project Description:** Oakland Unified School District will fulfill its vision for its new Central Kitchen, Education Center, and Instructional Farm (The Center) by revamping the California Thursdays® program to weave together locally sourced food featured in school lunches with hands-on experiential learning, nutrition education, and garden education opportunities for students, staff, and families. The district will hire a California Thursdays Marketing Manager and External Evaluator; hire FoodCorps Service Members to help develop the implementation plan; design culturally relevant California Thursdays menus, with input from The Center Student Advisory Council, that integrate the Harvest of the Month into recipes; train Nutrition Services staff to implement the California Thursdays menus at 44 Title I elementary schools; train School Site Food Champions at these schools to promote California Thursdays, Harvest of the Month, and lessons on local farmers and food systems; train Garden Stewards at these schools to steward school gardens, garden lessons, taste tests, and cooking demos that align with the California Thursdays menus and Harvest of the Month; and pilot elementary school field trips to The Center on California Thursdays. The district will also create and implement a California Thursdays Dashboard to track recipes, menus, purchases, promotions, student participation, and lessons taught.
- C. **Project Purpose/Need:** Oakland Unified School District (OUSD) is an urban district with nearly 37,000 students in grades K-12 at 87 schools: 90 percent are students of color; 70 percent qualify for free or reduced-price meals; 50 percent speak another language at home; and three percent live in foster care or are homeless. Far too many of Oakland's students live in neighborhoods with extremely low access to fresh food. Seven out of 10 individuals living in poverty in Oakland are people of color and OUSD knows that severe food insecurity has increased. When asked in the California Healthy Kids Survey, almost 20

percent of OUSD high school students reported being “hungry but not eating because their family didn’t have enough food sometimes or a lot.” Today, nearly one in 10 adults in Oakland are unemployed, with rates for Latino and Black workers significantly higher. As the first Full Service Community School District nationwide, OUSD has worked to improve educational, health, and life outcomes for all children. A decade ago, the Rethinking School Lunch Oakland initiative was launched to address poor health outcomes and transform OUSD's food system. After a decade of working towards this goal, OUSD's Central Kitchen, Education Center and Instructional Farm (The Center) is opening this year as a national model - ultimately designed to improve health and education outcomes for all children and serve as a hub of food security for Oakland. With the Farm to School funding, OUSD will re-invest in the California Thursdays program - ensuring that another critical piece of this vision for whole child health is realized.

D. Project Goals: The goals of this project are to...

1. Realize the vision of The Center by revamping California Thursdays as a Year One anchor program that weaves together locally sourced food featured in the school lunch program with hands-on experiential learning, nutrition, and garden education opportunities for students, staff, and families.

E. Project Objectives:

1. By August 30, 2021, OUSD will train up to 300 staff in the implementation, promotion, and evaluation of the California Thursday program for 44 Title 1 elementary schools.
 - i. Hire and Train Marketing Manager
 - ii. Hire External Evaluator
 - iii. FoodCorps Service Members begin service
 - iv. Planning Team meets regularly to design menu, promotional calendar, farmer/vendor partnerships, training schedule for site Food Champions; Garden Stewards; Nutrition Services staff, and development of evaluation metrics/activities.
 - v. The Center Student Advisory Council meets regularly to co-develop culturally relevant, student approved California Thursday menu, provide feedback, help design promotional materials
 - vi. Implement key stakeholder trainings (e.g., Nutrition Services Staff, Cafeteria Managers, School Site Food Champions, Garden Stewards)
2. By May 26, 2021, OUSD will complete up to six to 12 cycles of California Thursdays implementation.
 - i. Planning Team meets regularly, with Center for EcoLiteracy and Alameda County Public Health Department staff invited to join for consultation and promotion
 - ii. Student Advisory Council continues to meet regularly
 - iii. California Thursday recipes are procured/purchased, produced, and served, integrating monthly themes into recipes
 - iv. California Thursday recipes are aligned with the Harvest of The Month and co-promoted

- v. California Thursday offerings are promoted through newly designed menus, signage, announcements, social media, and word of mouth
 - vi. Regular garden, cooking, classroom lesson cycles are taught at elementary sites
 - vii. Seasonal garden planting cycle aligning with HOM, California Thursdays is implemented at schools and The Center
 - viii. Farmer of the Month is featured at The Center and during classroom lessons
 - ix. California Thursday Field Trips are piloted at The Center
 - x. All Activities are tracked in California Thursdays activity dashboard
3. By June 30, 2022, OUSD will share findings and have drafted a working sustainability plan for implementation.
- i. Create and implement California Thursdays Dashboard for tracking progress
 - ii. Review data regularly in Planning Team Meetings
 - iii. Create year-end report and sustainability plan, along with lessons learned for future long-term program

F. Project Implementation Timeline:

FoodCorps Service Members (FCSM), Planning Team (PT), Center Student Advisory Council (CSAC), Center Education Coordinator (CEC), Marketing Manager (MM), Good Food Purchasing Specialist (GFPS), Center Executive Chef (Chef), Nutrition and Garden Teacher on Special Assignment (NGT), Food Champions (FC), Garden Stewards (GS), High School Linked Learning Interns (LLI),

Timeline (Month/Year)	Activities	Performed by
June to August 2021	Planning and Training MILESTONE: All staff hired, stakeholders trained and engaged.	--
	Hire, Train Marketing Manager, External Evaluator	?
	FoodCorps Service Members begin, help design California Thursday implementation plan	FCSM
	Planning Team meets to design menu, promotional calendar, farmer/vendor partnerships for local produce, training schedule, development of evaluation metrics/activities.	PT
	The Center Student Advisory Council meets to provide student vetted, Oakland culturally relevant menu items, marketing materials, programming	CSAC
	Implement trainings	CEC & MM

September 2021 to February 2022	Piloting MILESTONE: California Thursdays implemented monthly at 44 elementary schools and The Center.	--
	Pilot monthly California Thursday menu, promotional offerings	CFPS, Chef
	Pilot cafeteria, classroom, garden and Center-based lessons, activities	CEC, NGT, FC, GS, FCSM
	Pilot monthly California Thursday field trips	CEC, FCSM, LLI
	Planning Team, Student Advisory Council continues to advise	PT, CSAC
	California Thursdays Dashboard complete	Evaluator
March to May 2022	Implementing and Expanding MILESTONE: California Thursdays implemented bi-monthly or weekly at 44 elementary schools and The Center	--
	Increase to Bi-Monthly or Weekly California Thursday menu, promotional offerings	GFPS, Chef
	Increase to Bi-Monthly California Thursday field trips	CEC, FCSM, LLI
	Planning Team, Student Advisory Council continues to advise	PT, CSAC
	California Thursdays Dashboard completed	Evaluator
June to July 2022	Data collection, reporting MILESTONES: Report, Lessons Learned, Sustained Implementation Plan	
	Continued Data collection, analyzation	Evaluator, CEC, MM, GFPS, FC, FCSM, GS
	Evaluation/ Reporting	
	Planning California Thursdays for next two years with The Center Implementation Plan	

G. Project Evaluation Plan:

1. OUSD is in the process of developing a full dashboard to track outcomes related to The Center and including California Thursdays.

2. For the meal program, OUSD tracks consumption of school meals as well as students' overall healthy food choices, consumption of sugar sweetened beverages and water, and other healthy lifestyle indicators like physical activity through the annual California Healthy Kids Surveys.
3. OUSD will continue to test menu options to ensure it is meeting student needs. On the day California Thursday meals are served, students will have the opportunity to indicate if they "liked it", "loved it" or "did not like it." OUSD will track and enter this into the Dashboard as well.
4. For the education program, OUSD will identify indicators on the California dashboard. It will use teacher and school district leaders' professional development surveys to track staff feedback and experience. It will also track qualitative feedback through Food Champion, FoodCorps, and Garden Steward trainings and focus groups and with the Student Advisory Council.
5. With this funding in particular, OUSD will contract with an external evaluator who can help specifically assess the impact of California Thursdays on students and families, developing baseline data as soon as campuses begin to open. OUSD looks forward to sharing this data and lessons learned with Farm to School and other partners.

H. **Budget:** See Attachment B: Budget

- I. **Invoicing & Reporting:** This is a reimbursement grant program. The grantee will fund the project and submit monthly invoices to CDFA-F2F. CDFA-F2F will reimburse allowable project costs upon approving each invoice. The grant agreement must be completed and signed by CDFA-F2F before project activities begin.

Once project activities begin, the grantee will submit invoices and reports to CDFA-F2F through the WizeHive grant portal and follow the timeline established in the CA Farm to School Incubator Grant Invoicing Timeline.

- 1) **Monthly or Quarterly Invoices:** Download the CDFA invoice template in WizeHive, complete, and upload/submit each month or quarter (depending on project details) by the deadlines noted in the grant portal. Please include the dates when spending occurred and documentation to substantiate costs. This invoice will detail California food procurement to be reimbursed for actual allowable costs incurred, as well as all other allowable costs to be reimbursed (e.g., labor, kitchen infrastructure, educational integration, etc.).
- 2) **Quarterly Progress Reports:** Respond to the quarterly progress reporting questions in WizeHive by the end of the third, sixth, ninth, twelfth, etc. months of your grant term. Progress reports will summarize farm to school program integration progress, challenges, and successes.
- 3) **Final Interview:** Participate in a final interview after the grant term concludes to discuss successes, challenges, and other related information.

- 4) **Annual Reports:** Through WizeHive, report data to CDFA annually regarding California food procurement practices for the duration of the grant and the following year after the end of the project term.

ATTACHMENT B: BUDGET

TRACK 1: FARM TO SCHOOL INCUBATOR GRANT PROJECT BUDGET

Oakland Unified School District

\$239,463.00

A	Educational Integration (min. 30%)	Notes	FY 20/21	FY 21/22	FY 22/23	Total	Percent
A1	Marketing Manager	July 1, 2021 - June 30, 2022	\$ -	\$ 50,000.00	\$ -	\$ 50,000.00	20.88%
A2	Education Coordinator	July 1, 2021 - June 30, 2022	\$ -	\$ 40,000.00	\$ -	\$ 40,000.00	16.70%
A3	FoodCorps Service Members	August 1, 2021 - June 30, 2022	\$ -	\$ 15,000.00	\$ -	\$ 15,000.00	6.26%
A4	Food Champion Stipends	September 1, 2021 - May 31, 2022	\$ -	\$ 26,450.00	\$ -	\$ 26,450.00	11.05%
A5	Evaluator	July 1, 2021 - June 30, 2022	\$ -	\$ 15,400.00	\$ -	\$ 15,400.00	6.43%
A6	Benefits	July 1, 2021 - June 30, 2022	\$ -	\$ 36,000.00	\$ -	\$ 36,000.00	15.03%
A7	CA Thursday Promotional Material Kits	September 1, 2021 - June 30, 2022	\$ -	\$ 22,000.00	\$ -	\$ 22,000.00	9.19%
A8	CA Thursday Cooking and Garden Kits	September 1, 2021 - June 30, 2022	\$ -	\$ 22,000.00	\$ -	\$ 22,000.00	9.19%
A9	<i>Total Educational Integration</i>					\$ 226,850.00	94.73%
C	Indirect Costs (max. 10%)	Notes	FY 20/21	FY 21/22	FY 22/23	Total	Percent
C1	Indirect Costs		\$ -	\$ 12,613.00	\$ -	\$ 12,613.00	5.27%
C2	<i>Total Indirect Costs</i>					\$ 12,613.00	5.27%
D	TOTAL EXPENSES		FY 20/21	FY 21/22	FY 22/23	TOTAL	
D1			\$ -	\$ 239,463.00	\$ -	\$ 239,463.00	

Dear Michelle,

Congratulations! With thanks for your patience, we are excited to let you know that the California Department of Food and Agriculture (CDFA) has approved Oakland Unified School District to receive a California Farm to School Innovation Grant through the 2021 California Farm to School Incubator Grant Program. Your award amount is \$239,463. Thank you for taking the time to write and submit a grant application. We look forward to working with you and supporting your project!

NEXT STEPS:

Please sign in to your [WizeHive application portal](#) to view your Award Info. To accept your award, please follow these steps:

1. If you are a non-governmental entity, download the Payee Data Record (STD 204) form
2. If you are a government entity, download the Government Agency Taxpayer ID Form
3. Once downloaded, complete and sign your form
4. **Upload your completed form to the portal by Friday, April 23rd at 9am**

Once you submit your form, we'll work with you to complete the grant agreement. Please note that the grant agreement must be completed and signed by CDFA before grant-funded project activities begin. Grant funds cannot be spent before June 1, 2021 or after March 31, 2023.

Lastly, **please save the date** for your district's grant orientation call with CDFA on April 22nd @ 3-3:30pm. We will send a calendar invite with a Zoom meeting link shortly.

If you have any questions, please email us at cafarmtofork@cdfa.ca.gov. Thank you!

Sincerely,

California Department of Food and Agriculture

Office of Farm to Fork

(Nick, Michael, Rachel, Amy)

View the full list of 2021 California Farm to School Incubator Grant Program Awardees [here](#).