



## **Healthy Shasta Annual Report: July 2021 through June 2022**

Healthy Shasta (HS) is a local collaboration of organizations working to increase healthy eating and physical activity among Shasta County residents. The collaborative continues to prioritize efforts to reduce obesity and decrease rates of chronic diseases, such as Type 2 Diabetes, through:

- Increasing Walking and Bicycling
- Increasing Fitness and Play
- Increasing Fruit and Vegetable Consumption
- Decreasing Sugary Beverage Consumption

Healthy Shasta is committed to long-lasting community changes that make healthy choices easier, convenient, inviting, and affordable where community members live, work, play, and learn. In the 2021-22 fiscal year, Steering Committee and staff focused on continuing to build the Healthy Shasta Walks campaign for the third year. Activities and events continued to be impacted by COVID-19 however, we were able to continue with building strong participation in the Walks Passport, Walktober, and the Shasta Bike Month Challenge. We were also able to distribute and place seven bike racks throughout the community. We continued to lead the local foods local places effort, getting more people to access local foods through the Market Match program and programing and promotion at Farmers' Markets.

Healthy Shasta saw a substantial turn over in representatives of the HS Steering Committee due to organizational staff changes. Four people were designated by their organizations for the Steering Committee and received an orientation: Aimee Roof, Wellness Program Coordinator Shasta Family YMCA; Laura Acosta, Service Area Director at Dignity Health; Erin Luevano, Recreation Supervisor at City of Anderson Recreation; and Tori Hughes, Youth Sports Coordinator at City of Redding Recreation.

Healthy Shasta continued with prediabetes efforts in the community with the Shasta Family YMCA, Mercy Medical Center, Shasta Community Health Center, KIXE, and Shasta County HHSA Public Health Branch.

- Produced a video featuring Dr. Kumar to educate providers on pre-diabetes.
- Continued to place advertising around pre-diabetes awareness and promoting the YMCA's Diabetes Prevention Program (YDPP).
- The Shasta Family YMCA's Diabetes Prevention Program was reinstated, following the pandemic, with four informational sessions to promote the program. One group was started in September 2021 with 15 participants.
- Developed a community video with KIXE and YDPP to promote the diabetes prevention program to the community.
- Collaborated with United Way to promote YDDP on the 211 Norcal informational directory.
- Continued to maintain the Turnitaroundshasta.org website, which received 95,069 hits throughout the reporting period.

Healthy Shasta now consists of 25 partners. Northern Valley Catholic Social Service joined the collaborative in June, largely in connection with their CalFresh nutrition education program which reaches schools, wellness centers, and housing in the community. This program is focused on nutrition security to bring healthy, fresh foods to the community and

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NVCSS' clients. The other Healthy Shasta partners are Caltrans, City of Anderson, City of Redding (COR), City of Shasta Lake, County of Shasta, Dignity Health Mercy Medical Center Redding, First 5 Shasta, Good News Rescue Mission, The McConnell Foundation, Whiskeytown National Recreation Area, Redding Rancheria, Redding School District, Shasta College, Shasta Community Health Center, Pathways to Hope for Children, Shasta County Health and Human Services

Agency Public Health Branch, Shasta County Office of Education, Shasta Family YMCA, Shasta Head Start, Shasta Regional Transportation Agency, Simpson University, Turtle Bay Exploration Park, University of California Cooperative Extension, and Viva Downtown.

Additionally, there are other community organizations and friends of Healthy Shasta with whom Healthy Shasta collaborates and supports. These include, but are not limited to, the Tri County Community Network, Dignity Health Connected Living, Redding Cultural District, KIXE-TV, Midnite Racing, NorCal OUTreach Project, Northern Hispanic Latino Coalition, Partnership Health Plan, Pit River Health Service, Redding Parks and Trails Foundation, Redding Trail Alliance, Shasta Growers Association, Shasta Living Streets, and Visit Redding.

Efforts are accomplished through Healthy Shasta committees such as the Steering Committee, Marketing/Public Relations Committee, and the Bike Month workgroup. The latest ad hoc workgroup this year was formed to produce the Intermountain Walking and Hiking Guide. This was a community driven effort where residents shared where they liked to walk, their favorite walking routes, favorite trails, and photos to be incorporated into a guide. Vestra produced the maps and the guide has been added to the HS Walks webpage and was printed with HHSA PH funds.

The 2021-22 Healthy Shasta Steering Committee is composed of the following individuals: Sara Sundquist (Healthy Shasta Coordinator), Laura Acosta (Dignity), April Jurisich (HS Program Manager), Tori Hughes (COR), Michael Kuker (SRTA), Michelle Larsen (SCOE), Aimee Roof (YMCA), Shawnee Sellers (UC Cooperative Extension), Erin Luevano (COA), and Jackie Scott (First 5 Shasta).

The Healthy Shasta Marketing/Public Relations Committee is composed of the following individuals: Sara Sundquist, Denise Yergenson (Caltrans), Julie Driver (KIXE), Peter Griggs (Shasta College), and April Jurisich, Amy Koslosky (HHSA - Community Relations).

The Bike Month Workgroup is composed of the following individuals/agencies: HHSA Public Health (HS Worksite Wellness Coordinator), Chain Gang Bike Shop, Caltrans, Redding Parks and Trails Foundation, Redding Trails and Bikeways Council, Shasta Wheelmen, Shasta Living Streets, Shasta Regional Transportation Agency, and individual volunteers. A notable accomplishment of this group this year was adding bike events back on the calendar, after a long pause with COVID-19. Community members led rides and bike valet was provided at several events.

#### **Administrative Highlights**

- Engaged the community with the Walktober walking challenge, the May is Bike Month Shasta County Bike Challenge, and a Walks Passport challenge, resulting in over 1,800 participants.

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Partnering with the community to promote healthy eating and physically active lifestyles through environmental, policy, and organizational changes.



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- Completed an analysis of Walks Passport participants and Healthy Place Index (HPI) scores to determine which census tracts we reached and which we need to engage better, based on their HPI scores and low Passport participation.
- Met with six partner leaders to provide orientation to the Partner Leadership Team (PLT). These were leaders who had replaced others or are potential new PLT members.
- Coordinated advertising placements with several print, digital, and radio advertisers to keep Healthy Shasta message alive and current.
- Supported several community events and walks led by partner workgroups and organizations, such as Cycle September, Mr. Rogers Day of Kindness Walk, Walk and Bike to School Days, and the first Make-a-Walk-Day, and Walk AT Work Day.
- Worked with Center for Healthy Communities to bring Market Match to EBT holders to use at all Shasta County Certified Farmers' Markets. Previously, not all markets had Market Match.
- Administrated a mini-grant program and awarded and coordinated installation of bike racks to seven organizations/businesses.
- Secured renowned speaker, author and psychologist, Kelly McGonigal, PhD, to speak at PLT meeting scheduled for September 30, 2022.

### **Increase Fruit and Vegetable Consumption**

*Healthy Shasta is working to enhance options for healthy eating in our region by supporting efforts that promote local foods – for health and economic benefits – and improve access to fruits and vegetables, both locally and regionally.*

### **Healthy Shasta Collaborative and Partner Accomplishments**

- Healthy Shasta FARM Club: Children 3-15 years old purchased produce using wooden tokens at the Redding and Burney Farmers' Market in June and July 2021. Tokens valuing \$4 were given to each child each visit.
  - An average of 52 children participated in FARM Club each week in 2020 and increased to 54 average participants in 2021. Two hundred seventy-two (272) visits by children were made to the Burney FARM Club in 2021.
  - \$1,008.00 in tokens were redeemed from farmers for produce purchases by children in 2021.
- Healthy Shasta Healthy Kids Choice: Worked with First 5 Shasta and five Redding-area restaurants to distribute books and healthier meal options to 139 children between the ages of 0 and 5 years old during the month of April. Children were given the option of substituting fruit or veggies over french fries, and milk, water, or juice over soft drinks.
- University of California CalFresh Healthy Living Program:
  - Supported Redding Parks & Recreation's summer camps and the Martin Luther King Jr. Center with nutrition education, physical activity and garden programs.
  - Provided nutrition education and food resources to approximately 150 adults.
  - Provided nutrition education to 1,800 students through Shasta County schools and recreation programs.
  - Supported and provided garden education at three Shasta County school gardens.
- City of Redding continued to support the branding the Farmers' Market and created a new Shasta Growers Association Farmers' Market poster (Exhibit B).

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- Shasta County Office of Education continued to have an active workplace wellness group SWAG (Safety and Wellness Activity Group). SCOE continued virtual snack-n-chats (30 min education component on health and wellness) and had four workplace challenges for employees that included Rethink Your Drink and Healthy Shasta Walks. SWAG participated in three donation/community needs drives (Care Closet, Treats for Troops and Stuff the Bus) and used Kahoot to engage staff in safety quizzes.
- The Shasta Family YMCA offered health and wellness coaching for small groups and one-on-one appointments. Participants cooked more at home, dropped pounds, drank more water, increased physical activity, and increased their awareness of body needs.
- First 5 Shasta continued to provide language in their contracts to provide healthy foods using the Healthy Shasta Food Guidelines for meetings/events.
- Staff supported The Local Foods, Local Places (LFLP) collaborative meetings made up of Healthy Shasta, HHSA Public Health Branch, Mercy Medical Center, The McConnell Foundation, Viva Downtown, City of Redding, Visit Redding, Farmers, Growing Local, and JEDI. Edible Shasta Butte featured LFLP in late summer 2021. [Local Foods in Downtown Redding - Edible Shasta Butte](#)
- The goals of the LFLP action plan are the following:
  - To improve coordination and cooperation within and across local food and downtown redevelopment efforts.
  - Ensure access to affordable, fresh, and healthy food for people who live, work, or play downtown.
  - Evaluate and enhance the local food system and economy as a driver of downtown revitalization.
- Accomplishments from creating the Action Plan include:
  - A [downtown Food Survey Report](#) was completed based on 240 surveys completed. The assessment focused on downtown residents to learn what type of foods and food venues they prefer and to identify opportunities, barriers, and ideas that residents have for accessing their preferred food choices.
- Participation in the Shasta County Market Match Program far exceeded expectations this year. The Center for Healthy Communities, our collaborative partner for Market Match at the SGA markets, has requested additional funds from the Ecology Center to supplement the program through the 2022 market season, but as of July 2022, distributions had already surpassed the entirety of the 2021 market year.
  - CalFresh distributed as of July '22 = \$17,297 (vs \$11,595 for all of 2021)
  - Market Match distributed as of July '22= \$11,102 (vs \$8,327 for all of 2021)
  - Total Market Match new customers = 263
  - Total Market Match CalFresh customers = 804 (vs 583 for all of 2021)
- Developed a local food inventory to include Shasta and Tehama Counties. Working on incorporating this inventory onto the HS website.

### **Reduce Sugary Beverage Consumption**

*Healthy Shasta is working to make it easier for people to choose healthy beverages while decreasing access to sugary beverages by promoting Rethink Your Drink and drinking tap water.*

### **Healthy Shasta Collaborative and Partner Accomplishments**

- Celebrated the opening of the Diestelhorst to Downtown bike and pedestrian project. Healthy Shasta served fruit infused water at a booth along the route to promote healthy hydration.

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- Healthy Shasta staff prepared 182 nutrient-dense smoothies for community members across Shasta County during four events. Not only were they packed with nutrition, smoothies were prepared free of electricity, using a bicycle-powered blender.

### **Increase Fitness and Play**

*Healthy Shasta aims to increase the number of community members, both children and adults, who are physically active through promoting outdoor recreation, fitness opportunities, and the “Go Outside and Play” message.*

### **Healthy Shasta Collaborative and Partner Accomplishments**

- Healthy Shasta sponsored and promoted the Redding Trail Alliance’s Big Foot and Junior Big Foot Mountain Bike Challenge; 349 passports returned (slightly down from 363 passports returned Spring 2021). Thirty eight percent (38%) of these were from female riders. Forty-four (44) Junior passports were completed and returned, roughly the same as last year. The workgroup felt this was a successful return due to sports, community events, and end of school year activities that were nearly back to pre-pandemic numbers.
- First 5 Shasta coordinated the Week of the Young Child and included many activities in their calendar promoting health and wellness such as: The Bug Run, dry swim and water safety lessons, kits for kids (planting activity at the Farmers Market), the Big Foot Jr. Mountain Bike passport, and Healthy Kids Choice meals at various restaurants.
- For the second year, Healthy Shasta brought the Shasta Bike Month workgroup and the Big Foot Mountain Bike Challenge workgroup together to hold a wrap up party for both bike challenges. The groups worked in tandem to promote the wrap-up event, distribute prizes to participants, and share resources during the event at Caldwell Park.
- Continued to expand the list of local recreational opportunities on Healthy Shasta’s social media and website and provide support and activities for Meet Up walking group site from Friends of the Redding Trails.
- First 5 Shasta continues to provide a weekly virtual yoga class to staff for physical and mental health.
- HHSA Public Health Branch brought back weekly yoga classes and added twice a week mindfulness breaks to their worksite wellness program.
- City of Anderson Recreation planned and held a series of ‘stroller walks’ for parents with little ones.
- City of Redding completed a skateboard park expansion in Caldwell Park, and they resurfaced and replaced the play structure at the Redding Aquatic Center pools. They continued to hold many recreation programs and opportunities, including summer solstice yoga on the Sundial Bridge, and a new BMX and skateboard camp in summer 2022.
- The City of Redding also conducted extensive public outreach to reimagine South City Park. Several in-person workshops were conducted and over 1,300 people completed surveys to give input.

### **Increase Walking and Bicycling**

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*Healthy Shasta aims to engage more people in walking and bicycling on a regular basis by collaborating with other community organizations to create environments that make it easy, safe, and convenient to walk and bicycle throughout Shasta County.*

### Healthy Shasta Collaborative and Partner Accomplishments

- Shasta Regional Transportation Agency (SRTA)
  - Continued to fund, promote, and schedule the Beach Bus with RABA. Healthy Shasta staff worked closely with SRTA to promote the Beach Bus at FARM Club and various community events, updated and resized the flyer, sent information to schools, and printed a yard sign with the schedule for a stop on Buenaventura. Beach Bus ridership (Thursday – Saturday in 2022) substantially increased in June 2022 to roughly 275 trips/month and is nearly in line with 2017 ridership numbers when the service ran more frequently with 6 days/week.
  - Continued to encourage mobility, fitness, and play by collaborating with Redding Area Bus Authority and Dignity Health to operate Shasta Connect and the Beach Bus. Popular destinations include the Whiskeytown National Recreation Area, Redding Airport, and the Intermountain Area. In 2021-22, SRTA's coordinated transit services have provided more than 10,200 rides combined.
  - SRTA provided funds and technical assistance for the development of partners' active transportation project applications for competitive grant programs. Five projects from the city of Redding, totaling over \$32 million, were prepared for the Clean California Local Grant Program and the Active Transportation Program (ATP). Final award decisions are anticipated in the fall of 2022. Planning and discussion for two additional projects in partnership with Caltrans, the City of Redding, Shasta County, and the Pit River Tribe were started for future grant cycles.
  - Participated in Shasta Bike Month Workgroup and Walktober challenges. Contributed bike lights for participants in the Bike Month Challenge.
- City of Redding
  - Partnered with Healthy Shasta and Shasta Living Streets to hold a trail opening event on the new Northeast Crossing Trail to highlight the new trail and show connectivity from Highland Park to the Hwy 299 trail.
  - Completed concrete bridges and resurfacing of the Buenaventura Trail, which was affected and closed from the 2018 Carr Fire. The trail is an important link to the Sacramento River Trail.
- Worked with the developer of Salt Creek Heights subdivision to complete a new mountain bike/hiking trail to Salt Creek Trail and River Trail connections. The trail was highlighted in the Big Foot Mountain Bike Challenge as a beginner friendly ride as well as the Buenaventura Trail.
- Coordinated an Open Streets celebration for the new Diestelhorst to Downtown bikeway, which links the Sacramento River Trail to downtown Redding. Several organizations served on the planning committee including Healthy Shasta staff. The event included live music, food, bike giveaway, and a passport to visit various booths along the trail-like experience. Spirits were high and participants enjoyed being outside and with community following a break in the pandemic. An estimated 2,000-2,500 people were in attendance.

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- Shasta County Health and Human Services Agency Public Health Branch
  - Developed non-infrastructure (NI) components for two ATP projects that were submitted by COR. Projects submitted with NI components included: Hilltop Drive Project and Victor Mistletoe. Also worked with SRTA and other agencies to vet potential projects such as bike and pedestrian improvements in Burney, and Butte Street Boogie in Redding.
  - Assisted City of Anderson with promoting public outreach for funds for expansion and improvements in Anderson River Park.
  - Provided support to various agencies to improve infrastructure for walking, bicycling, and active lifestyles (including assistance with data collection/analysis and public input, design review with a health lens, assistance with grant proposals, providing letters of support, etc.).
  - Served on the California Walk & Bike Technical Advisory Committee and a Design subcommittee, two state-wide committees to improve walking and biking.
  - Served on the local Traffic Operations Committee to provide an Active Transportation perspective.
  - Provided letters of support for several projects including ATP to City of Redding. Served on the City of Anderson Local Road Safety Plan stakeholder group and the District 2 Caltrans Plan Advisory Committee.
  - Coordinated 14th annual Fall Bike Count with partner agencies and volunteers to track trends and data for funding proposals.
  - Continued to update map portion of website to help people find trails and places to walk/hike/bike/be active. Added the Intermountain Hiking and Walking Guide to the website.
  - Continued to promote Safe Routes to School:
    - Promoted Walk to School Day 2021 via attendance tracking through October for students to win prizes for walking. Five schools participated with an estimate of 450 walkers. Manzanita was awarded a bike rack for having the most participation throughout the month.
    - Schools were encouraged to participate in Bike to School Day as part of the Shasta Bike Month and Challenge in May 2022. Eight schools participated with over 400 students riding to school.
- Shasta Bike Challenge and Bike Month Workgroup:
  - Facilitated Bike Month & Challenge Planning Group.
  - Utilized Love to Ride online platform to create friendly competition with worksite teams and track bicycle trips for both Cycle September and Bike Month in May.
  - Three community sponsors helped provide prizes for the challenge and meal tickets to the asphalt Cowboys Pancake breakfast for people who rode their bike. CBX Roofs, Members 1<sup>st</sup> Credit Union, and a generous individual donor sponsored bike month with funds.
  - Organized a small workshop with Chain Gang Bike Shop to help people get their bikes ready to ride; approximately 12 bikes were made rideable.
  - 822 participants, including 148 new riders, 271 occasional riders (all numbers similar to 2021), and 71 teams (64 teams in 2021).
  - 53 cyclists rode all 31 days in May (in 2021 43 cyclists rode all days).

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- 20% of trips were logged for transportation throughout May 2022, compared to 10% in 2021.
  - Piloted a Cycle September Bike Challenge. Shasta County/Redding ranked 2<sup>nd</sup> in the 75-150k population across the nation! 457 Shasta County riders participated over 46 workplaces and 54 new riders were engaged. Started a new ride series 'Ride About Shasta' for nearly 40 beginning cyclists to explore neighborhoods and new trail connections.
- The HS Walks activities included walking challenges such as Walktober, a month-long challenge using the Move Spring app to track team progress. This was the first year using Move Spring and it was well received by users.
  - 850 walkers at 133 workplaces/teams (868 participants at 120 active workplaces/teams in 2020)
  - 53 teams met the Walktober Challenge Goal of 6,000+ steps/day totaling 181,192,002 steps (175,238,530 steps in 2020)
  - City of Redding Recreation ran the Move Spring platform and developed a new look and feel. Healthy Shasta staff ran a robust social media campaign. The Challenge again included a charity drawing for the team and individual with the most steps. The team with the highest cumulative average daily steps was Best B Walkin', and they chose to give the \$1,000 donation to the Children's Legacy Center. Shasta County Office of Education was drawn as one of the active teams with an average of over 6,000 steps per day. They gave their \$500 donation to One Safe Place.
- Updated and promoted the Healthy Shasta Walks Passport challenge. Challenge was held over two months, January and February 2022, and promoted as a New Year's resolution challenge. 197 passports were submitted (nearly the same as 2021). We know many more people participated, as they informed us but did not turn in their passports. The average number of completed walks was 18. 35% of passports analyzed had all 25 walks completed. Most of the passports that were returned hit our target population of women 30-50 years old. Passports were available online, printed, and placed at community libraries and various partner organizations around the community, and placed as ads in several publications so residents could tear out the page.

### **Resources and Investments**

County of Shasta and Shasta Family YMCA manage the financial accounts for Healthy Shasta totaling \$1,141,271.00. See budget detail in Exhibit C.

### **Funders for Healthy Shasta, Fiscal Year 2021-2022**

The McConnell Foundation

Dignity Health Mercy Medical Center Redding

Shasta County Health and Human Services Agency, Public Health Branch

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# Strategic Plan 2018

**Mission:** Partnering with the community to promote healthy eating and physically active lifestyles through environmental, policy, and organizational change.

**Vision:** A community where the healthy choice is the easy choice.



## Goals and Priorities

Reduce the prevalence of obesity and chronic diseases such as Type 2 Diabetes.

### Increase Fruit and Vegetable Consumption:

- Expand the Farm to Fork culture
- Partner with healthcare providers: increase the number and scope of healthcare partnerships

### Decrease Consumption of Sugary Beverages:

- Increase access to water
- Encourage more organizations to have policies about not serving sugary beverages

### Increase Fitness and Play:

- Increase the use of parks and trails
- Improve access to schools and campuses
- Improve online tools to locate recreational sites

### Increase Walking and Bicycling:

- Promote walking and bicycling as transportation
- Develop and promote walking groups
- Implement best practices in walking and bicycling infrastructure

### Improve Collaborative Sustainability:

- Engage community leaders
- Marketing and promotion
- Community Education and outreach

## About Us:

The Healthy Shasta movement is a collaborative of community organizations who promote healthy eating and active living among Shasta County residents. We initially joined forces due to increasing rates of childhood obesity and continue to work towards reducing obesity in children and adults in an effort to reduce the rates of chronic diseases such as Type 2 Diabetes.

## Partners:

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## Exhibit B





### Redding Markets

#### SATURDAYS

April 2nd – December 10th  
7:30 a.m. – 12:00 p.m.  
Behind Redding City Hall  
777 Cypress Ave

#### SUNDAYS

June 5th – October 9th  
8:00 a.m. – 12:00 p.m.  
Sundial Bridge Overflow Lot  
800 Sundial Bridge Drive

#### TUESDAYS

Marilyn Miller Market  
June 7th – October 11th  
7:30 a.m. – 12:00 p.m.  
Next to Dairy Queen  
1700 Churn Creek Road

### Burney Market

#### WEDNESDAYS

June 8th – Sept. 28th  
3:00 p.m. – 6:00 p.m.  
Burney Sporting Goods  
37427 Highway 299 East

### Anderson Market

#### THURSDAYS

June 9th – October 13th  
7:30 a.m. – 12:00 p.m.  
Shasta Gateway Shopping  
Center  
1699 California 273 #100

### Farm Club

#### FREE \$\$\$ for Kids!

Kids can receive FREE tokens to shop for fruits and vegetables and learn about healthy eating with the Healthy Shasta FARM Club!

Redding: June Saturday Markets  
Burney: July + 1st week of August

Visit [healthyshasta.org](http://healthyshasta.org) for info

### Market Match

#### Double your dollars!

Stretch your CalFresh benefits with Market Match. Use your EBT card at any SGA market and receive up to \$15 incentive dollars to buy fresh, local produce. Visit the Market Match booth at the market to learn more.



Center for  
Healthy Communities  
Community Health Equity Fund



[reddingfarmersmarkets.com](http://reddingfarmersmarkets.com)  

<div> <div>HEALTHY SHASTA</div> <div>2021-2022 Healthy Shasta Budget</div> </div>					PH	Dignity	YMCA
Revenue					2021-22	2021-22	2021-22
Shasta County HHSA Public Health Branch					\$ 745,035.00		
The McConnell Foundation							\$ 90,000.00
Dignity Health- Mercy Medical Center						\$ 20,000.00	
Total					\$ 745,035.00	\$ 20,000.00	\$ 90,000.00
Personnel- Salaries plus benefits							
HS Coordinator, Community Education Specialists, Supervisor, Manager: 6 FTE							
Subtotal							
Subtotal					\$ 745,035.00		
Operating Expenses							
General Expenses					\$ 204,236.00		\$ 7,500.00
Professional Services (speakers for Partner Leadership Team, community etc., memberships)					\$ 42,000.00		\$ 14,000.00
General Marketing & Advertising (ads, Boosts, clothing)					\$ 40,000.00	\$ 15,000.00	\$ 4,500.00
Local Foods Local Places Support							\$ 5,000.00
Initiative Support							\$ 6,500.00
Biking/Bike Month (platform, incentives, ads, racks)							\$ 12,000.00
Farmers Market and FARM Club (token reimbursement, incentives, ads)						\$ 5,000.00	\$ 3,000.00
HS Walks (platform, incentives, prizes, walking guides/maps, training, speaker)							\$ 22,500.00
HS Walks Media Campaign (development of print and digital materials, ads)							\$ 15,000.00
Subtotal					\$ 286,236.00	\$ 20,000.00	\$ 90,000.00
Subtotal					\$ 1,031,271.00	\$ 20,000.00	\$ 90,000.00
Total							\$ 1,141,271.00