



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

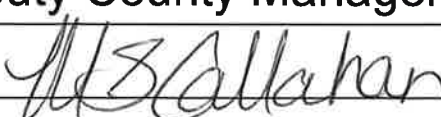
### PROGRAM INFORMATION

County: County of Henrico  
Program Title: Henrico United  
Program Category: Parks & Recreation

### CONTACT INFORMATION

Name: Victoria Davis  
Title: Public Relations Specialist  
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### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Monica Smith-Callahan  
Title: Deputy County Manager for Community Affairs  
Signature: 

## **Program Overview**

In March 2023, the Henrico County Division of Recreation and Parks held the first Henrico United event, which emerged with a distinct purpose: to bridge the gap between Henrico government agencies and communities that often face challenges accessing essential resources.

Henrico United strives to build positive relationships between government agencies and the populations that they serve. A specific example would be that between Police and the community. When Police interact with the residents in a scope outside of law enforcement, it fosters familiarity, cooperation, and trust that might not exist otherwise.

The first event at St. Luke Apartments included various Henrico government agencies, such as Henrico Police, Henrico Mental Health, and Henrico County Libraries. Henrico United set up tables at the apartment complex and passed out information to the community and provided activities and equipment to engage the youth and parents, such as football, jump ropes, sidewalk chalk, a bubble machine, and pizza sponsored by Domino's.

## **Problem/Challenge/Situation Faced by Locality**

Recognizing the disparity in resource distribution, Henrico United embarked on a mission to ensure that government services were not confined to centralized locations but extended to communities that did not have the resources to come to Henrico agencies. Henrico United allows agencies to engage with and inform different communities of the resources they have to offer. By facilitating the presence of government agencies in diverse neighborhoods, Henrico United sought to empower residents who may have otherwise struggled to access vital resources. This approach was rooted in the belief that every community deserves equitable access to government support and services regardless of socioeconomic status.

### **How Program Fulfilled Awards Criteria**

This event is an innovation solution, a collaboration, and provides a model for other localities. The division saw the need to connect communities with resources they may have difficulty accessing. This event provides an open and safe way for our community to seek resources, increasing community engagement with multiple government agencies. Since the event's inception, we are pleased to say that we have increased the number of agencies participating in Henrico United. What started as four government agencies has now increased to over 20 with constant growth. This program has allowed staff and agencies to learn, engage with the community and build strong relationships with those they serve.

### **How Program Was Carried Out**

Organizing Henrico United is a meticulous process that spans approximately one year, with key leadership roles taken on by Henrico Recreation and Parks and the Henrico Police. This collaborative effort involves engaging apartment complexes, coordinating with various Henrico County agencies, and utilizing the expertise of the Henrico Recreation and Parks Marketing Section to ensure a successful and inclusive event. The planning process for Henrico United begins with the identification of goals and objectives. Representatives from Henrico Recreation and Parks, Henrico Police, and Henrico County Libraries collectively outline the event's scope, logistics, and desired outcomes. Throughout planning, Henrico United recognizes the importance of a collective effort involving various Henrico County agencies. Regular meetings are held to facilitate collaboration and coordination among different departments. Henrico Mental Health and Developmental Services, Social Services, and Henrico Fire Department representatives were invited to participate in planning sessions. To coordinate all meetings, locations, planning, etc. Henrico United does have a committee that consists of one or two representatives from Henrico Police, Henrico Libraries, and Henrico Recreation and Parks. These individuals plan the

meetings, apartment locations, dates, walkthroughs, and every other detail that goes into making Henrico United successful.

Henrico United engages with apartment complexes. Recognizing that these complexes often house diverse and vibrant communities, Henrico United aims to reach residents who may face barriers to accessing government services. Outreach to apartment complexes involves partnerships with property managers, community leaders, and residents. The planning committee proactively communicates with apartment complexes through a series of meetings and informational sessions. These sessions serve multiple purposes, including introducing the concept of Henrico United, understanding the specific needs of each complex, and fostering a collaborative relationship. By involving apartment complexes in planning, Henrico United ensures that the event resonates with different communities' unique characteristics and challenges.

By planning and hosting this event, we focus on community engagement. This is accomplished through many hours of planning and preparation of tasks that include:

- Vendor preparation (Ex. organizing, communication, and implementation)
- Logistical planning (Ex. staffing, parking, supplies, times, apartments, set-up, breakdown)
- Public Safety
- Entertainment (Ex. mobile rock wall, interactive games, Three Lakes Nature Center demonstrations, etc.)

In 2023, the first Henrico United collaborated with six apartment complexes selected with the help of the Henrico Police Department. Henrico Police, with the help of their community officers, established which apartment complexes would benefit from Henrico United based on

the barriers that the community officers identified during their visit. The information is collected by the community officers who already have a relationship with the apartment complexes. Due to the established relationships the community officers have and serving the apartment complexes, they can gain information through communications with the residents and apartment managers, where they're able to express their barriers, issues, concerns, etc. collecting this information allows Henrico United to address barriers.

On March 31, 2023, the first Henrico United program started with St. Luke's Apartments. The event was 1:00 PM to 3:00 PM. However, moving into the second year - based on community and staff input - Henrico United will engage with six different apartment complexes and have the event from 10:00 AM to 12:00 PM to avoid the extreme heat. The reasoning for this, to reach as many residents as we can, Henrico United is held on days where schools are closed or have a half-day, so we can engage youth and adults at the apartment complexes.

### **Financing and Staffing**

Henrico United costs a total of \$2,500.00 each year. Funds are allocated in the annual budget under the Henrico Recreation and Parks – Park Mobile section. Costs are low due to all agencies participating and bringing their own materials. Henrico Recreation and Parks provides contractual activities, such as rock walls, bounce houses, game trucks, etc. Henrico Recreation and Parks also utilizes its equipment, such as interactive games (giant Connect Four, cornhole), sidewalk chalk, jump ropes, basketballs, footballs, and bubbles. Other sections within Henrico Recreation and Parks also participate, such as the Three Lakes Nature Center staff, who provide educational information about reptiles to the community. Having these resources contributes to the wonderful experience of Henrico United. Henrico Police provided portable basketball hoops and engaged

the youth by playing basketball with them. Henrico Libraries brought a library van with books, a bubble machine, and a make-your-own bubbles activity.

An essential part of planning is staffing. Each agency brings its representatives to Henrico United, where they set up their booth and get marketing materials and activities to engage with the community during the event. Staff from each agency engage the community by talking to them, participating in activities, showcasing what their agencies offer, and linking the community with other agencies that may not be represented at the time. This event could be replicated elsewhere at a similar cost by utilizing their agencies and inventory.

### **Program Results**

The community feedback has been overwhelmingly positive throughout the first year of hosting Henrico United. During the 2023 event, we reached 832 people throughout the six apartment complexes:

St. Luke's Apartment – 235

Nottingham Green Apartment – 122

Kingsridge Apartment – 120

Hope Village – 160

Woodman West – 80\*

Newbridge Apartment – 115\*

*\*Event had a heat advisory and was cut short*

### **Brief Summary**

In March 2023, the Henrico County Division of Recreation and Parks held the first Henrico United event, which emerged with a distinct purpose: to bridge the gap between Henrico government agencies and communities that often face challenges accessing essential resources.

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# Henrico United Supplemental Material











# You're INVITED!

Join us for games, fun and music while learning about all the services and resources that Henrico County has to offer you!

**When?** Friday, March 31  
1:00 pm - 3:00 pm

**Where?** St. Luke's Community Center

Proudly brought to you by:



# Estas INVITADO

Acompáñanos a disfrutas los juegos, música y diversión mientras aprendes acerca de todos los servicios y recursos que el condado de Henrico tiene para ofrecerte!

**Padres anímense a participar!**

**CUANDO?** Viernes, 21 de Abril  
10:00 pm - 12:00 pm

**DÓNDE?** Nottingham Green Centro Comunitario

Orgullosamente patrocinado por:

