

## Healthy Food Access Initiatives

### Summary:

- School and Community Farm Stands (Sustainable Food Center)
- Mobile Produce Market (Farmshare Austin)
- Healthy Corner Store Initiative (Marathon Kids/GAVA)
- Double Dollar Incentive Program (Sustainable Food Center)
- Food Access Incubator Fund (micro-grants for local businesses and grassroots organizations)

<b>Current 2015/2016 Budget: \$400,000</b>	<b>Healthy Food Access Initiative proposed 2016/2017 Budget: \$750,000</b>	<b>City Council Proposed 2016/2017 Budget: \$200,000</b>
<p><b><u>Farm Stands: Sustainable Food Center</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$50,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase number of farm stand locations to 4</li> <li>○ Increase NEW customers from 50 to 80</li> <li>○ Impact approximately 3,000 community members</li> </ul> </li> </ul>	<p><b><u>Farm Stands: Sustainable Food Center</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$50,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase number of farm stand locations by 4</li> <li>○ Increase NEW customers by 100</li> <li>○ Impact approximately 3,000 community members</li> </ul> </li> </ul>	<p><b><u>Farm Stands: Sustainable Food Center</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$25,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase number of farm stand locations by 2</li> <li>○ Increase NEW customers by 25</li> <li>○ Impact approximately 1,500 community members</li> </ul> </li> </ul>
<p><b><u>Mobile Markets: Farmshare Austin</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$50,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ 4 new locations</li> <li>○ 250 total transactions per site with 20% SNAP purchases</li> <li>○ Impact approximately 3,350 community members</li> </ul> </li> </ul>	<p><b><u>Mobile Markets: Farmshare Austin</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$50,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ 4 new locations</li> <li>○ 250 total transactions per site with 20% SNAP purchases</li> <li>○ Impact approximately 5,000 community members</li> </ul> </li> </ul>	<p><b><u>Mobile Markets: Farmshare Austin</u></b></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$25,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ 2 new locations</li> <li>○ 250 total transactions per site with 20% SNAP purchases</li> <li>○ Impact approximately 2,500 community members</li> </ul> </li> </ul>

<p><b>Healthy Corner Stores:</b> <i>GAVA/Marathon Kids</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$100,000 (includes evaluation)</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase and add healthy items to 10 convenience stores</li> <li>○ Impact approximately 75,000 community members (<i>residents of the 78744 and 78745 zip codes</i>)</li> </ul> </li> </ul>	<p><b>Healthy Corner Stores:</b> <i>GAVA/Marathon Kids</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$200,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase and add healthy items to 20 convenience stores</li> <li>○ Impact approximately 150,000 community members (<i>residents of the 78744, 78745, and 2 new zip codes</i>)</li> </ul> </li> </ul>	<p><b>Healthy Corner Stores:</b> <i>GAVA/Marathon Kids</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$100,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase and add healthy items to 10 convenience stores</li> <li>○ Impact approximately 75,000 community members (<i>residents of the 78744 and 78745 zip codes</i>)</li> </ul> </li> </ul>
	<p><b>Food Access Incubator Fund:</b> micro-grants for local businesses and grassroots organizations)</p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$300,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Seed capital for opening, expanding, or stabilizing food retail outlets</li> <li>○ 6 new projects/ year</li> <li>○ Impact approximately 250,000 community members</li> </ul> </li> </ul>	<p><b>Food Access Incubator Fund:</b> micro-grants for local businesses and grassroots organizations)</p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> none</li> </ul>
<p><b>Double Dollar Incentive Program:</b> <i>Sustainable Food Center</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$100,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase SNAP purchases by 50%</li> <li>○ Increase NEW customers from 50 to 80</li> </ul> </li> </ul>	<p><b>Double Dollar Incentive Program:</b> <i>Sustainable Food Center</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$100,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase SNAP purchases by 50%</li> <li>○ Increase NEW customers by 100</li> </ul> </li> </ul>	<p><b>Double Dollar Incentive Program:</b> <i>Sustainable Food Center</i></p> <ul style="list-style-type: none"> <li>• <b>Budget:</b> \$50,000</li> <li>• <b>GOALS:</b> <ul style="list-style-type: none"> <li>○ Increase SNAP purchases by 25%</li> <li>○ Increase NEW customers by 50</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>○ Impact approximately 3,000 community members</li> </ul>	<ul style="list-style-type: none"> <li>○ Impact approximately 4,000 community members</li> </ul>	<ul style="list-style-type: none"> <li>○ Impact approximately 2,000 community members</li> </ul>
<p><b><u>Other/Support: HHSD</u></b></p> <ul style="list-style-type: none"> <li>● <b>Budget: \$100,000</b></li> <li>● <b>Plans for funds:</b> <ul style="list-style-type: none"> <li>○ <u>Marketing</u></li> <li>○ <u>Evaluation</u></li> <li>○ <u>Other Support</u></li> </ul> </li> </ul>	<p><b><u>Other/Support: HHSD</u></b></p> <ul style="list-style-type: none"> <li>● <b>Budget: \$50,000</b></li> <li>● <b>Plans for funds:</b> <ul style="list-style-type: none"> <li>○ <u>Marketing</u></li> <li>○ <u>Evaluation</u></li> <li>○ <u>Other Support</u></li> </ul> </li> </ul>	<p><b><u>Other/Support: HHSD</u></b></p> <ul style="list-style-type: none"> <li>● <b>Budget: None</b></li> <li>● <b>Plans for funds:</b> <ul style="list-style-type: none"> <li>○ <u>Marketing</u></li> <li>○ <u>Evaluation</u></li> <li>○ <u>Other Support</u></li> </ul> </li> </ul>

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