#### **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</b>		<b>Healthy Food Access</b>			City Council			
Budget: \$400,000		Initiative proposed			Proposed			
		2016/2017 Budget: \$750,000			2016/2017 Budget:			
					\$200,000			
Farm Stands: Sustainable		Farm Stands: Sustainable			Farm Stands: Sustainable			
Food Center		Food Center			Food Center			
• Budget: \$50,000		• Budget: \$50,000			• Budget: \$25,000			
• GOALS:		• GOALS:			• GOALS:			
o In	crease		0	Increase		0	Increase	
nι	umber of			number of			number of	
fa	rm stand			farm stand			farm stand	
lo	cations to 4			locations by 4	THE.		locations by 2	
o In	crease NEW		0	Increase NEW		0	Increase NEW	
CL	ustomers			customers by			customers by	
fr	om 50 to 80			100			25	
o In	npact		0	Impact		0	Impact	
a	oproximately			approximately			approximately	
3,	000			3,000			1,500	
cc	ommunity	100		community			community	
m	embers	160		members			members	
		A. Ye	i.	HIII				
<b>Mobile Markets:</b>		<b>Mobile Markets:</b>			Mobile Markets:			
Farmshare Austin		Farmshare Austin			Farmshare Austin			
<ul> <li>Budget: \$50,000</li> </ul>		• Budget: \$50,000		<ul> <li>Budget: \$25,000</li> </ul>				
• GOALS:		GOALS:		• GOALS:				
0 4	new		0	4 new	=	0	2 new	
lo	cations	377		locations			locations	
0 2	50 total		0	250 total		0	250 total	
- tr	ansactions			transactions			transactions	
p <sub>1</sub>	er site with			per site with			per site with	
2	0% SNAP			20% SNAP			20% SNAP	
р	urchases			purchases			purchases	
o Ir	npact		0	Impact		0	Impact	
a	pproximately			approximately			approximately	
3	,350			5,000			2,500	
C	ommunity			community			community	
m	nembers			members			members	

# **Healthy Corner Stores:** GAVA/Marathon Kids Budget: \$100,000 (includes evaluation) **GOALS:** o Increase and add healthy items to 10 convenience stores o Impact approximately 75,000 community members (residents of the 78744 and 78745 zip codes)

### Healthy Corner Stores: GAVA/Marathon Kids

• Budget: \$200,000

GOALS:

- o Increase and add healthy items to 20 convenience stores
- o Impact approximately 150,000 community members (residents of the 78744, 78745, and 2 new zip codes)

## Healthy Corner Stores:

GAVA/Marathon Kids

- Budget: \$100,000
- GOALS:
  - o Increase and add healthy items to 10 convenience stores
  - o Impact
    approximately
    75,000
    community
    members
    (residents of
    the 78744 and
    78745 zip
    codes)

# Food Access Incubator Fund:

micro-grants for local businesses and grassroots organizations)

- Budget: \$300,000
- GOALS:
  - o Seed capital for opening, expanding, or stabilizing food retail outlets
  - o 6 new projects/ year
  - o Impact
    approximately
    250,000
    community
    members

#### **Food Access Incubator Fund:**

micro-grants for local businesses and grassroots organizations)

Budget: none

# **Program:** Sustainable Food Center

• **Budget:** \$100,000

GOALS:

- Increase SNAP purchases by 50%
- o Increase NEW customers from 50 to 80

## **Double Dollar Incentive**

Program: Sustainable Food

Center

• Budget: \$100,000

• GOALS:

- Increase SNAP purchases by 50%
- o Increase NEW customers by 100

## **Double Dollar Incentive**

**Program:** Sustainable Food Center

enter

Budget: \$50,000

GOALS:

- Increase SNAP purchases by 25%
- o Increase NEW customers by 50

2	0	Impact approximately 3,000 community members		0	Impact approximately 4,000 community members		0	Impact approximately 2,000 community members
Other/Support: HHSD		Other/Support: HHSD			Other/Support: HHSD			
<ul> <li>Budget: \$100,000</li> </ul>		<ul> <li>Budget: \$50,000</li> </ul>			Budget: None			
<ul><li>Plans for funds:</li></ul>		<ul><li>Plans for funds:</li></ul>			Plans for funds:			
	0	Marketing		0	Marketing		0	Marketing
	0	<b>Evaluation</b>		0	<b>Evaluation</b>	260s.	0	<b>Evaluation</b>
	0	Other Support		0	Other Support		0	Other Support