

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	67251	Agenda Number	20.
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Meeting Date:	2/2/2017	Department:	Public Health
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Subject

Authorize negotiation and execution of Amendment No. 3 to the agreement with Marathon Kids, Inc. to increase funding for the Healthy Food Retail Initiative by \$17,000 for a revised contract amount of \$75,000 for the period of October 1, 2016 to September 30, 2017, with one 12-month extension option not to exceed \$100,000.

Amount and Source of Funding

Funding in the amount of \$75,000 is included in the Fiscal Year 2016-2017 general operating budget.

Fiscal Note

A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	On September 14, 2017 Council approved Ordinance No. 20160914-001 adopting the Fiscal Year 2016-2017 Operating Budget. On March 3, 2016 Council passed Resolution 20160303-020 which directed the City Manager to develop recommendations for improving access to fresh, healthy and affordable food.
For More Information:	Philip Huang, Medical Director/Health Authority, 512-972-5408; Stephane Helfman, Chronic Disease and Injury Prevention Program Supervisor, 512-972-5222; Ben Buotte, Administrative Assistant to Medical Director/Health Authority, 512-972-5855; Elena Lloyd, Agenda Coordinator, 512-972-5033.
Council Committee, Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

The healthy food retail initiative seeks to increase the number of healthy food options available in corner stores in Austin with a focus on corner stores in low income neighborhoods that have limited access to full-service supermarkets. The initiative provides training, technical assistance, and marketing assistance to participating corner stores in stocking and selling healthy items. Resident teams lead the efforts by increasing demand for healthy items among fellow residents, conducting marketing events to promote the healthy items, and influencing store owners to stock healthy products most desired by residents. Stores commit to selling at least four healthy items in two categories as a minimum requirement to participate in the initiative (Tier 1), and can progress to be eligible for shelving, refrigeration, or other equipment to enhance their stocking and display of healthy items (Tier 2). Currently, the program has been implemented in eight corner stores. Additional funding is needed to increase the number of stores that participate in the program, move those stores already participating to higher levels of participation (from Tier 1 to Tier 2), and increase sales of healthy and affordable items through improved sourcing, merchandising, and marketing.

PERFORMANCE

Related Department Goal: Promote a healthy community by preventing chronic and communicable diseases and promoting improvements in social/economic/environmental factors that will result in an improved overall health status, and a reduction of health disparities.

Because agreement negotiations are not complete, the performance goals described are estimates, and may be adjusted in scope as appropriate.

Deliverables:

1. Maintain the current eight stores already participating in the initiative. Recruit and train an additional four to six stores for a total of 12 to 15 stores participating in the initiative, by September 30, 2017.
2. Assure that five to seven stores are in Tier 2 by September 30, 2017.
3. Conduct quarterly product audits at each store to assure that stores are fully participating in the initiative.