

Memorandum



DATE March 17, 2017

TO Members of the Economic Development Committee:
Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano,
Lee M. Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT **Healthy Food Dallas**

On Monday, March 20, 2017, the Economic Development Committee will be briefed on Healthy Food Dallas.

Briefing material is attached.

Should you have any questions, please contact me at (214) 670-3309.



Theresa O'Donnell
Interim Chief of Economic Development & Neighborhood Services

c: The Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Mark McDaniel, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Alan E. Sims, Interim Chief of Community Services
Directors and Assistant Directors

Healthy Food Dallas

Economic Development Committee

March 20, 2017

Karl Zavitkovsky
Director

Office of Economic Development



City of Dallas

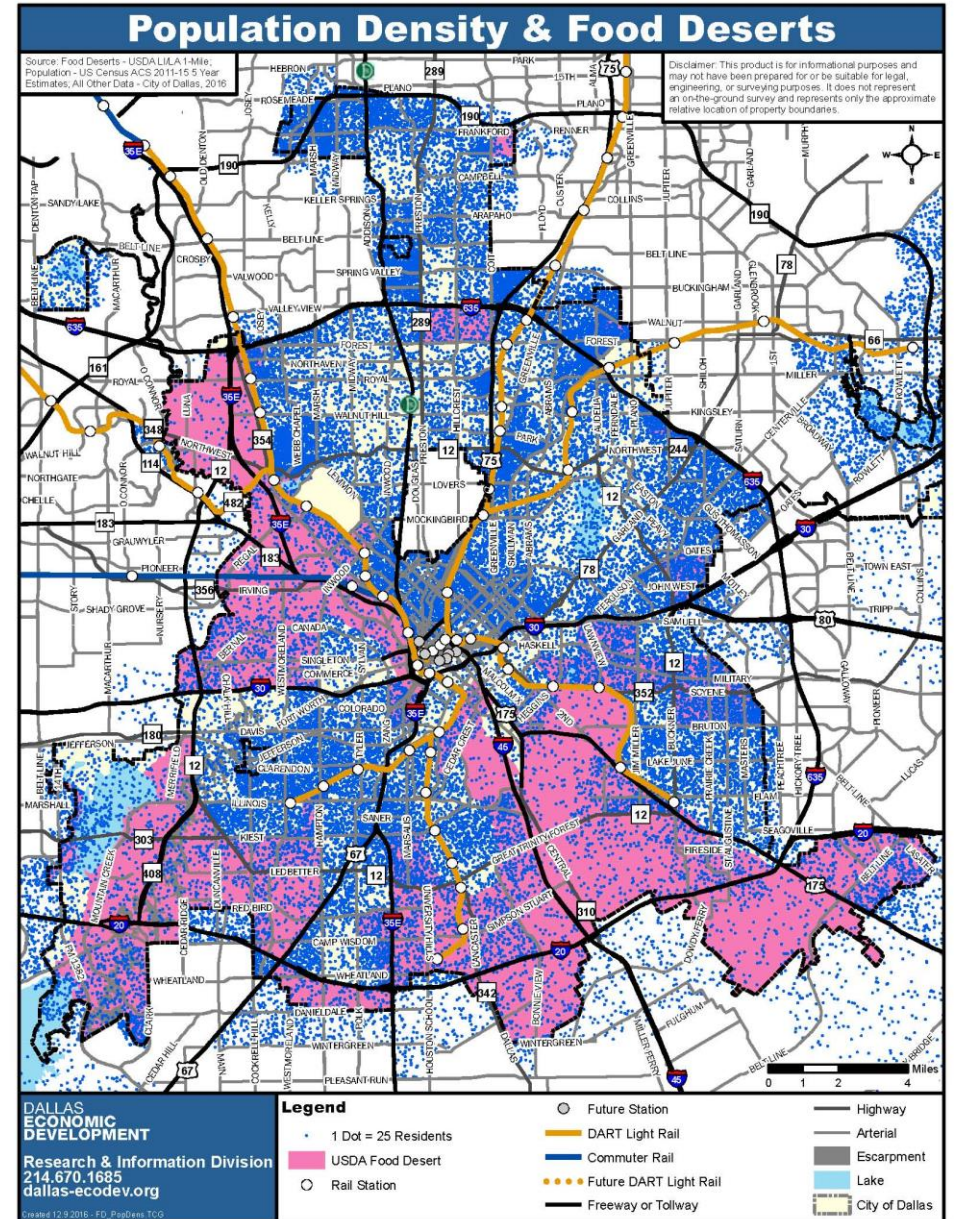
Overview

- Define food deserts and review current initiatives
- Highlight importance of non-traditional healthy food grocer alternatives in food deserts and Dallas' role in leveraging resource partners
- Review peer city best practices
- Evaluate issues and potential areas of focus and stakeholder partners
- Discuss next steps



Dallas Food Deserts

- USDA's definition: low-income area, low access to vehicles, no grocers within one mile
- Food Desert census tracts have less income, more households with children, and less density compared to the City as a whole (see appendix A)



Background: What Dallas Has Done

- City-led initiatives
 - Actively recruited grocers (see appendix C)
 - Enacted community gardens and farmers markets ordinances that allow for sales of locally grown and produced food and alternative growing methods
 - Created of Community Garden grant program
 - Awarded USDA and USEPA Local Food, Local Places grant to strengthen local food production in Dallas



Background: Other Area Initiatives

- **Dallas Coalition for Hunger Solutions:** Focuses on five action areas are Child Hunger, Urban Agriculture, Faith Community Hunger Solutions, Senior Hunger and Neighborhood Organizing (chaired by Congresswoman Eddie Bernice Johnson)
- **North Texas Food Bank:** Provides access to more than 70 million meals annually for hungry children, seniors and families through a network of more than 1,000 programs and 200 Partner Agencies in 13-county service area.
 - Community based distribution options, including In the City for Good food pantry in partnership with City of Dallas.
- **GROW North Texas:** Non-profit focused on local and sustainable food systems
- **Health and Wellness Alliance:** Collective Impact Organization of Children's Health. Organizations include United Way, CHILDREN AT RISK, GROW North Texas, North Texas Food Bank, Texas Hunger Initiative, Baylor Diabetes and Wellness Institute, Pepsico, Crossroads and more
- **American Heart Association:** Working to establish Healthy Food Financing programs through state legislation and local policies in Austin, Dallas, and Houston.
- **Urban farms:** Paul Quinn College and Bon Ton Farms



Purpose and Key Findings

- Optimal city role is to facilitate and leverage local/regional healthy food resource partners
- Must promote non-traditional healthy food alternatives because large scale grocery stores unlikely to serve these areas (low density, less income)
- Almost 20% of the Dallas County population faces food insecurity and lacks needed fruits and vegetables in their diet (quality and quantity)
- Food is expensive as a portion of the monthly budget
 - Affordability as important as access
 - Opportunity to increase # SNAP recipients (see appendix B)
- In 2012, the State Comptroller estimated \$11.1 billion annually in healthcare costs and productivity loss due to illnesses that are caused or worsened by poor nutrition



Best Practices from Other Cities

- Coordinated approach to address food issues generally led by a non-profit or task force (Food Policy Council)
- Most Food Policy Councils are in partnership with City or County government
 - Key issues responsive to local needs
 - Healthy food access and urban agriculture are key objectives
 - Texas peer cities with Food Policy Council include Houston, San Antonio and Austin

Houston **Food Policy** Workgroup
a coalition hosted by Houston Tomorrow

PHILADELPHIA
FOOD POLICY
ADVISORY COUNCIL

HOME ABOUT WHO WE ARE WHAT WE DO

Subcommittees

FPAC members establish programmatic subcommittees to address recommendations on priority issues. The subcommittees work in collaboration with the FPAC to develop and implement programmatic recommendations. The current programmatic subcommittees are: **Urban Agriculture, Workforce & Economic Development**, **Food Security & Nutrition**, **Food Safety & Inspection Service**, **Food Policy & Planning**, **Food Policy & Research**, **Food Policy & Advocacy**, **Food Policy & Communications**, **Food Policy & Outreach**, **Food Policy & Evaluation**, **Food Policy & Monitoring & Assessment**, **Food Policy & Policy Development**, **Food Policy & Policy Implementation**, **Food Policy & Policy Review**, **Food Policy & Policy Update**.

FPAC also operates two standing subcommittees: **Food Policy & Communications** and **Food Policy & Outreach**.

The Philadelphia Food Policy Advisory Council encourages the public to get involved in the food policy system to get involved by joining a subcommittee.

The Food Policy Council of San Antonio's Vision:
Healthy, fresh, affordable food accessible to all, in a vibrant local food economy.

TELL ME MORE

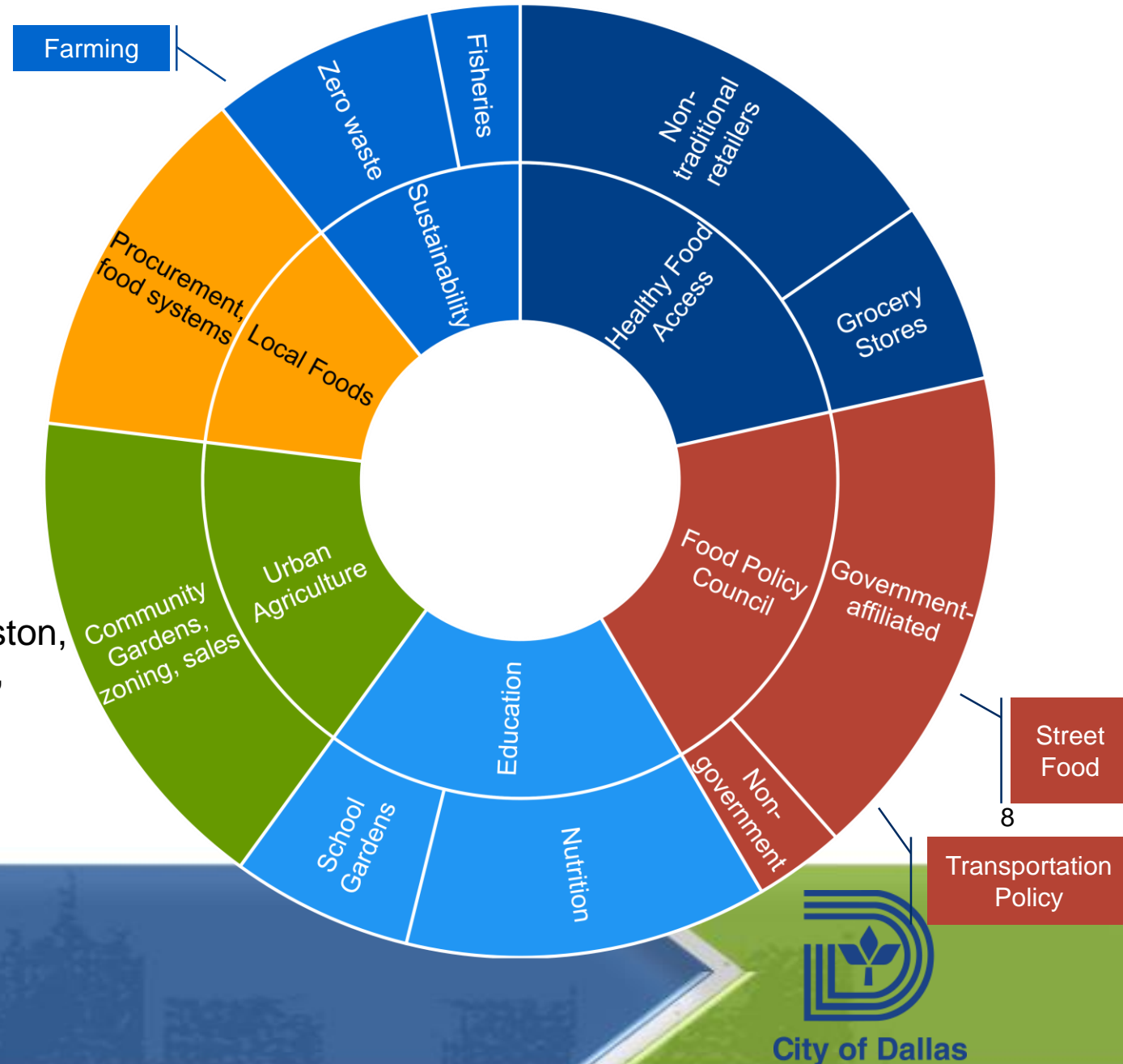
Meetings are held at noon on the third Wednesday of every month at EcoCentro.
Come join us!

What is a Food Policy Council?

What Other Cities Do

- Focus on:
 - Healthy Food Access
 - Food Policy Councils
 - Education
 - Urban Agriculture
 - Local Foods
 - Sustainability

Cities reviewed:
Atlanta, Austin, Baltimore, Charlotte, Chicago, Houston,
Los Angeles, New York, New Orleans, Philadelphia,
Phoenix, San Antonio and San Diego
(see appendices C & D)



Examples of Results

- New Orleans Fresh Food Retailer Initiative

- \$7 million citywide program to encourage supermarket and grocery store development in low-income, underserved communities of Orleans Parish
- Provides financing to open, renovate, or expand retail outlets that sell fresh fruits and vegetables.

- Philadelphia Healthy Corner Store

- Provides education and funding for upgrades to corner stores to include more fresh and healthy food
- Since 2009, 660 stores enrolled, 478,000 people reached and 60% increase in fresh produce sales.



Issues

- Recruiting traditional grocers in food desert areas
- Securing funding for alternative solutions and acquiring effective development partners
- Leveraging collective resources to create community-based programs that address access, affordability and education
- Identifying champions and creating replicable success models



Potential Focus Areas

- Access
 - Non-traditional retailers
 - Funding community based projects to meet identified neighborhood needs
 - Farmers Markets/Community Gardens
 - Local food, Local Places grant
- Education
 - How to prepare healthy foods
 - Where to find healthy foods
 - School gardens



Potential Focus Areas

- Affordability
 - Out of school time feeding programs
 - Partnership with afterschool programs, DPL, non-profits
 - Community food pantries
 - Faith-based and other neighborhood organizations provide neighborhood food locations
 - Increase SNAP participation



Potential Stakeholders

- Non-profits
 - North Texas Food Bank, Dallas Coalition for Hunger Solutions, Faith-based coalition, Bon Ton farms, United Way, CHILDREN AT RISK, Texas Hunger Initiative, Crossroads, GROW North Texas
- Government
 - City of Dallas (OEQ, OED, DPL and Parks and Rec), Dallas County
- Institutional
 - DISD, Texas A&M extension services, area hospitals, Paul Quinn College, UNT
- Community members/neighborhood associations
- Corporate [ex. Grocery Supply Inc., Pepsico]



Next Steps

- Coordinate site visits with American Heart Association: Houston, New Orleans (municipal healthy food programs)
- Continue full service grocer incentives
- Seek ECO committee and community input
- Finalize research and ask for Council consideration to establish a Dallas Food Policy Council and a healthy food financing vehicle to support small scale and larger projects addressing access, affordability and education (4th Q FY17)
 - CDFI partnership or Chapter 373 program



Appendix A

Food Desert Demographics



Food Desert Demographics

	Food Desert	City of Dallas
Population	450,141	1,260,688
Population Density per Square Mile	1,847	3,623
Children Under 18 Years Old	130,526	325,859
Children Under 18 Years Old as Share of Population	29.00%	25.85%
Median of Median Family Income	\$36,979	\$46,902
Per Capita Income	\$15,554	\$28,693
Households	130,028	477,249
Family Households	86,072	274,501
Family Households with Income less than \$35,000	37,988	103,250
Family Households with Income less than \$35,000 as Share of All Households	44.14%	37.61%
SNAP Recipient Households	30,005	80,896
SNAP Recipient Households as Share of All Households	23.08%	16.95%

Source: US Census Bureau American Community Survey 2011-2015 5 Year Estimates. Food Desert includes any Census tract defined by USDA as a food desert at the LI/LA 1-Mile urban measure that is entirely or partially within the City of Dallas, excluding tracts located in the unpopulated area at Lake Ray Hubbard.

Appendix B

Community Health Indicators



Dallas Community Health Indicators

- 62% of the MSA is obese or overweight.
 - 49.1% of Dallas County children (grades 3-8) are obese or overweight.
- Only 17% of the Dallas County population eats five or more fruits and/or vegetables a day
- For Dallas County, the food insecurity rate is 19% (473,680 individuals), with 72% of this population eligible for SNAP.
 - Estimated additional funds needed to meet food security needs is around \$485 per food insecure individual.
- Improving access to grocery stores does not eliminate the problems associated with the costs of a healthy food diet.
 - USDA's recent estimate of the monthly cost of food at home for a family of four (2 adults, one 6-8 year old and one 9-11 year old) to be \$848 on the low cost plan and \$1284 on the liberal plan.
 - For a family at 80% of the City's median household income (\$35,025), food costs for the low-cost food plan are almost 30% of their annual budget.
- Maximum income to be eligible for SNAP (for a family of 4): \$40,104 (165% of federal poverty level)
- Maximum monthly benefit for a family of four: \$649 (decreases based on income)



Appendix C

- Grocer Recruitment Examples



Grocer Recruitment Examples

- **Sierra Vista Shopping Center** (W. Illinois Ave. at S. Westmoreland Blvd., CD 3)
 - Fiesta-anchored shopping center renovation
 - Total Project Cost: \$20M
 - City P/PPF \$1.04M grant + abatement value
- **Torre Vista Shopping Center** (Lake June Rd. at Masters Dr., CD 5)
 - El Rio Grande-anchored shopping center renovation
 - Total Project Cost: \$14M
 - City P/PPF \$1.5M grant



Grocer Recruitment Examples

- **Glen Oaks Crossing** (E. Ledbetter Dr. at I-35E, CD 4)
 - Walmart-anchored shopping center development
 - Total Project Cost: \$29.8M
 - City P/PPF \$2M grant
- **Save-A-Lot** (3540 Simpson Stuart Rd., CD 8)
 - 15,000 SF Grocery Store
 - 6,000 SF For Three Retail Spaces
 - Total Project Cost: \$4M
 - City P/PPF \$2.8M; Debt \$1.1M; Owner Equity \$150K



Appendix D

Peer Cities Food Policy Councils and Strategies Deployed



Strategies Employed by City

	Healthy Food Access	Urban Agriculture	Education	School Gardens	Local Food	Food Recovery
Atlanta	X	X	X	X	X	
Austin	X	X			X	X
Baltimore	X	X	X			
Charlotte	X		X			
Chicago	X	X	X	X	X	X
Houston	X	X			X	
Los Angeles	X	X	X	X		X
New York	X		X			
New Orleans	X	X	X	X	X	
Philadelphia	X	X			X	X
Phoenix	X	X	X		X	
San Antonio	X	X			X	
San Diego	X	X				X

Government-related Food Policy Councils

	X	No
Atlanta		X (City of Decatur rather than Atlanta)
Austin	X	
Baltimore	X	
Charlotte	X	
Chicago		X (not currently; City passed food plan)
Houston	X	
Los Angeles	X	
New York		X (Led by Hunter College)
Philadelphia	X	
Phoenix	X	
San Antonio	X	
San Diego	X	



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