



ChangeLab Solutions

Improving Food Access in Rural Communities: *What's the Role of Policy?*

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How do we bring a grocery store to our town?



How do we bring a grocery store to our town?

How do we get healthy foods in it?

How can people get there?



How can we sustain the store?

Can people afford healthy foods?

Do people want healthy food options?

**What do we mean
when we talk about
policy?**



**A statement in
writing**



**Binding or some
accountability**



**Sets out a
general
approach to
be applied
widely**

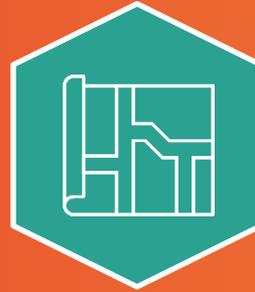


Policy is
more than
just
legislation





Local ordinances



Zoning language



Resolutions



**School/agency
policy language**



Contracts/agreements



State/federal laws



University policy



Organization policy



Hospital policy



Photo: Flickr cc Paul VanDerWerf

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Example: Streamline permitting



Save \$\$\$!



Example: Group purchasing





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Example: Grocery bus



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Example: Healthy Food Retail Program



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Example: Taxes

Healthy Dine Nation Act



2% Tax



No Tax



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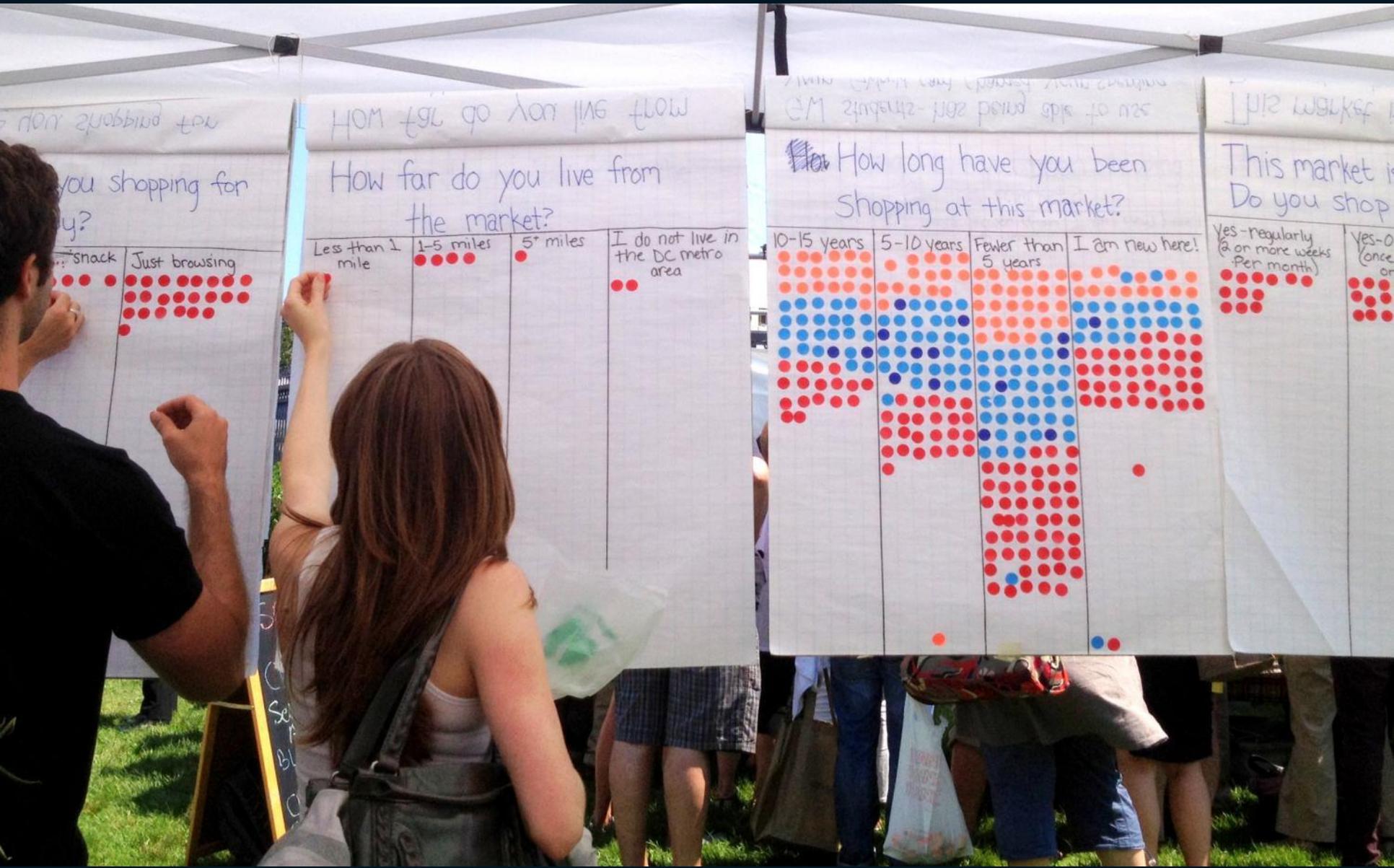
How can people get there?



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How far do you live from the market?

How far do you live from the market?

Less than 1 mile
1-5 miles
5+ miles
I do not live in the DC metro area

1

4

1

2

How long have you been shopping at this market?

How long have you been shopping at this market?

10-15 years
5-10 years
Fewer than 5 years
I am new here!

10

10

10

10

Yes - regularly (2 or more weeks per month)

Yes - once or

5

5

How long have you been shopping for...?

snack
Just browsing

10

10

Example: Grocery Store Resolution



Example: Resolution (Hutto, TX)

Mayor to execute the Employer Application for Insurance to allow for the City of Hutto to obtain vision insurance from Block Vision.

12A3. Consideration and possible action on a resolution authorizing the Mayor to execute the Employer Application for Insurance to allow for the City of Hutto to obtain medical insurance from BlueCross BlueShield of Texas.

12A4. Consideration and possible action on a resolution amending the 2030 Hutto Strategic Guide and revising the City's Vision and Mission Statements.

12A5. Consideration and possible action on a resolution of support for the location of a grocery store within the City of Hutto.

12A6. Consideration and possible action on a resolution authorizing participation in the Texas Main Street Program and designating the City Manager to coordinate.

12A7. Consideration of the Mayor to execute the Employer Application for Insurance to allow for the City of Hutto to obtain vision insurance from Block Vision.

B. DEVELOPMENT SERVICES DEPARTMENT

12B1. Consideration and possible action on a resolution for the Year 2013 – 2017 Capital Budget.

Citizens asked to support grocery store

■ City adopts resolution, courts potential grocers with statistics, surveys

Story Comments (4)

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Posted: Wednesday, July 25, 2012 1:52 pm

Elizabeth Page | 4 comments

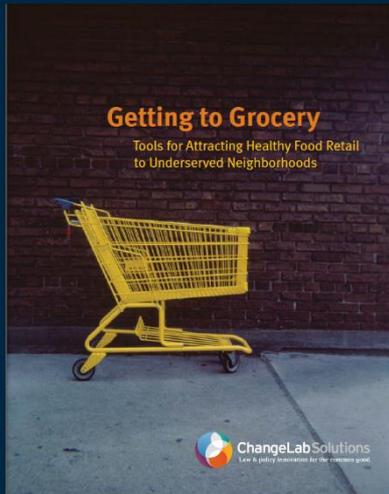
The City of Hutto is asking residents to help in the effort to lobby for a grocery store in town. It is one of the longest standing requests expressed in the last 10 years by residents who must travel out of the city limits to find a large grocery store chain.

A developer has indicated to city staff that a grocer may be interested in locating in Hutto, asking them to provide statistics and make an official show of support, City Manager David Mitchell said.

Mitchell asked the council Thursday night to adopt a resolution in support of a grocery store, which includes a call to action to citizens to express their interest and

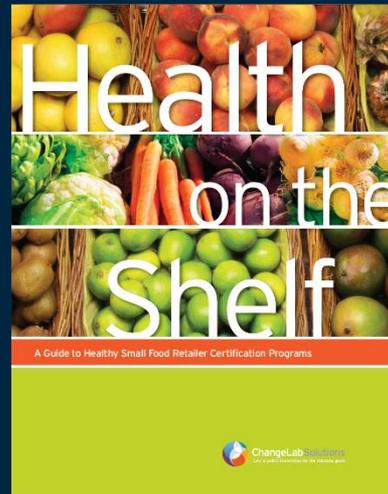


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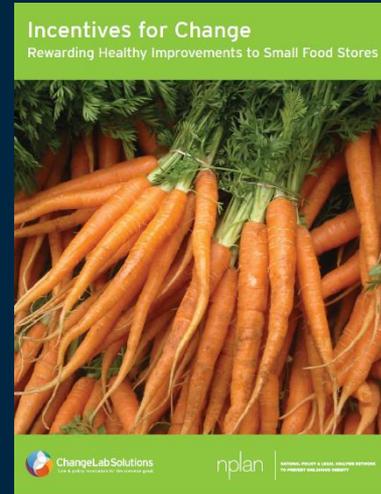
Getting to Grocery
Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

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Health on the Shelf
A Guide to Healthy Small Food Retailer Certification Programs

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Incentives for Change
Rewarding Healthy Improvements to Small Food Stores

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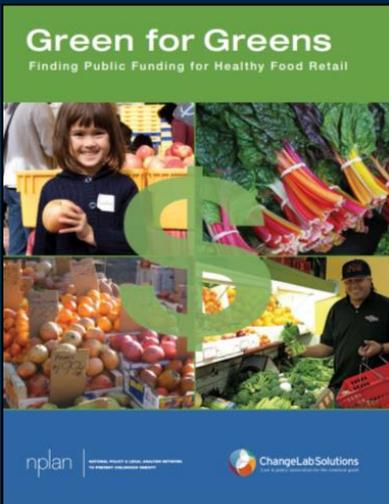
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Providing Fresh Produce in Small Food Stores
Distribution Challenges & Solutions for Healthy Food Retail

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Green for Greens
Finding Public Funding for Healthy Food Retail

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FOOD ACCESS IN RURAL COMMUNITIES

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**Going for Green:
Getting Federal Funding**

May 20, 2014

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thank you!

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