HEALTHY RETAIL SF PROGRAM

1) Public Health
   • Increase access to healthy influences
   • Reduce unhealthy influences, such as access and marketing of: alcohol, tobacco, sugary beverages and junk foods

2) Economic Development
   • Increase small business sustainability
   • Provide workforce development opportunities

3) Community Strengthening
   • Connect neighborhood residents to local businesses
   • Increase awareness of neighborhood healthy food
Research shows that people who live closer to stores that sell healthy food have better diets. The amount of shelf space dedicated at neighborhood food stores is positively associated with greater consumption of fruits and vegetables among residents nearby.¹,²

Healthy Retail Model Pilot Efforts – Community Coalitions

Southeast Food Access
(SEFA Coalition, now Healthy Southeast Coalition)
www.southeastfoodaccess.org

Tenderloin Healthy Corner Store Coalition
www.healthyTL.org
www.facebook.com/healthyTL
FILE NO. 120966

ORDINANCE NO.

1 [Administrative Code - Healthy Food Retailer Incentives Program]

2

3 Ordinance amending the San Francisco Administrative Code by adding Chapter 59

4 (Sections 59.1-59.9) to establish a Healthy Food Retailer Incentives Program to oversee

5 and coordinate the City’s incentive and assistance programs for Healthy Food

6 Retailers.

(Adopted October 2013)
HealthyRetailSF Framework
A three-legged stool

**COMMUNITY ENGAGEMENT**
*Community Food Advocates (CFAs)*
- Market research & community surveys
- Branding, shelf talkers, signs, etc.
- Assist with store redesign & launch
- Monitor adherence to standards
- Report card & ongoing TA
- Promotional events and activities
- Taste testing & cooking demos
- Health promotion in/out store
- Marketing materials

**REDIST & PHYSICAL ENVIRONMENT**
*Consultants & CFAs*
- Store design and layout
- Schematics and product placement
- Inventory and merchandising needs
- Equipment
- Facade improvements
- Signage: pricing & shelf talkers
- Americans with Disabilities (ADA)
- Arts and Murals

**BUSINESS OPERATIONS**
*Office of Economic & Workforce Development and Consultants*
- Business Model/Plan Development
- Produce distribution & Maintenance
- Sourcing of healthy products
- Tax and Debt Planning
- Credit Building
- Access to capital
- Lease assistance
- Point of Sale (POS) Systems
Invest in Neighborhoods Program

Vision
San Francisco’s neighborhood commercial districts will be economically thriving, safe, resilient, sustainable, and meet the needs of local residents.

Other Partners:
Small Business Development Center (SBDC) - Nationwide
Sutti Associates
SF Shines Program

Budget: General fund to OEWD plus expansion Soda Tax
OEWD and SFDPH staff time in-kind
HealthyRetailSF Partnership Structure

HRSF Advisory Committee

Office of Economic & Workforce Development (OEWD)
Invest In Neighborhoods

SF Department of Public Health (SFDPH)
Tobacco-Free Project / HealthyRetailSF Program

Physical Environment
Sutti Associates
(Private Company)

Business Operations
Small Business Development Center (SBDC)

Community Engagement/Partnerships
Tenderloin Healthy Corner Store Coalition
Feeling Good Project
EatSF Vouchers
And many others
FY 18-19

Mayor Enhancement $150,000 + General Fund $60,000 = $210,000

- **RFQ** - $120,000 to Sutti Associates (Physical Improvement)
- **RFP** - $50,000 to Tenderloin Healthy Corner Store Coalition (Community Engagement)
- **Work-order** $40,000 to Small Business Development Center (Business Operations)

Estimated 3 store resets this year!
1) Physical Improvements

Pre- and Post- Schematics

Equipment, Awnings, Signage, Murals, Installations
Physical Improvements Breakdown
FY 18-19 - RFQ - $120,000 to Sutti Associates
• Assess interested businesses
• Marketing and merchandising support
• Identify and buy equipment and supplies with store owners
• Technical assistance on store equipment
• Business evaluation

NEW!
Additional Marketing offered for each reset - like healthy neon signage and window decals
2) Business Operations

Trainings & Other Resources
➢ Produce Handling Workshops
➢ Merchant Tip Sheets
➢ Connections to Produce Distributors

- Point of System
- Technical Assistance
Business Operations Breakdown

FY 18-19 - Work-order $40,000 to Small Business Development Center (SBDC)
- Assess interested businesses
- Lead retail management training
- Assistance on merchandising
- Business technical assistance & evaluation
- POS System support & data collection

NEW!
Upgrading POS systems for store owners
3) Community Engagement

Community Education & Driving Demand for Healthier Food
- Taste Testings
- Store Tours
- Cooking Demos
- Customer Surveys
- Store signage
- Coupons & Promotions
- EatSF Vouchers
- Media

Store Launch Events / Grand Re-Openings

Community Pride & Workforce Development
Community Engagement Breakdown

FY 18-19 - RFP - $50,000 to Tenderloin Healthy Corner Store Coalition

- Hire Healthy Retail Community Leaders
- Supports 5 Community Leaders and adding 2 additional Community Leaders this year

Services Include:
- Monthly Taste Testing
- Healthy Retail Report Cards
- Store Reset Liaison and Store Recruitment
- Neighborhood Community Engagement

NEW!
Community Leaders for Tenderloin, Bayview, Oceanview
Good For Health, Good For Business

11 stores redesigned by the HRSF Program:
6 in the Tenderloin neighborhood
4 in the Bayview neighborhood and
1 in the Oceanview

➢ 3 Have “Graduated”

2016 Key findings:
• On average, HRSF participating stores increase their sales of produce by more than 1615 units of produce each month, after just one year in the program
• Total sales of participating store have increased by an average of 25%
• Increases in unit produce sales, see Sample Store X

2019 Report will be released at the end of this year
Increase Program Funding

Prioritizing the following areas:

1. Upgrading POS systems for store owners
2. Stabilization of community engagement process
3. Create retail management training to assist store owners/managers with POS, merchandising, staff training
4. Store mentorship program with alumna store owners
5. Signage Program: Signage programs for marketing/promotion of healthy items.
Check out HRSF and TLHCSC Website for more information:

www.healthyretailsf.org / www.healthyTL.org

2016 HRSF Report:
www.owed.org/healthyretailsf
HRSF Participating Stores

BEFORE

AFTER