Moving the Needle on Healthy Food Access

2018 Colorado American Planning Association
Keystone, CO  |  Friday October 5th, 2018
Understanding Assets & Challenges through Assessment

Colorado American Planning Association
October 2018
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Agenda

🔹 Who We Are
🔹 Food Assessment Purpose & Goals
🔹 What Assessment “Look Like”
🔹 Assessment Outcomes in Colorado
🔹 Tools
🔹 Take-Aways
LiveWell Colorado

**Mission:** LiveWell Colorado increases access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color.

**Vision:** All Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy.

**Goal:** Build a sustainable, equitable and health-promoting food environment
Food Assessments: Why So Trendy?

- Often required for grants (e.g., Community Food Projects)
- Early step for food policy councils/food system coalitions (which became very popular)
- Common amongst LiveWell communities
- Poor participation rates in food assistance programs
- Growing interest in how to connect local food systems to food access efforts
- We realize not one of us understands the whole system
Community Food Assessments Are...

- Research to better understand key issues
- Needs assessment
  - Inventorying needs, trends, and gaps
- Opportunity assessment
  - Anticipating possibilities
- Tracking of population-level data
- Evaluation to improve programs or policies
- Advocacy and awareness building
Potential Outcomes & Benefits

**Information**
- For individual partners
- For the group
- Basic statistics and demographics
- Opportunities and assets

**Collaboration**
- New partnerships and ideas emerge
- New assets and infrastructure

**Awareness**
- Group awareness
- Community awareness
- Momentum building
Food Assessment Examples

- Comprehensive & regional: Pueblo County
- Comprehensive, one chapter at a time: Routt County
- Agriculture Economy-focused: Montezuma County
- Healthy Food Access-focused: Northglenn, Lakewood
- Neighborhood food system-driven: Longmont
- Data & map-driven: Lakewood
- Community-voice and story driven: Montezuma, Longmont
- Heavy integration of qualitative and quantitative: Pueblo
Food Assessment Funding

- City or County government
- State grants (channeled through local government)
- Federal grants (typically planning grants)
- LiveWell (formerly)
- Some local foundations
Food Assessment Outcomes

- Incorporation in city policy (Northglenn)
- Creation of task forces/coalitions (Pueblo)
- Development of long-term action plans (Routt County)
- Informing specific projects (Pueblo, Northglenn, Montezuma)
- Integration into planning documents (Longmont)
- Development of new partnerships (El Paso)
- General increase in community awareness and involvement
Food Assessment Future

Continue to be a requirement for public and private grants

Attempts to make this easier, cheaper, and faster:

- Colorado Food Systems Digital Hub
- www.cofoodpolicynetwork.org
- Food Assessment Tool
- County-level data (at least)
- National and state data sets
- Data on: ag, food environment, food access, food security, federal programs, etc.,
- Mapping & reporting capabilities
Poverty - Population Below 100% FPL

Poverty is considered a key driver of health status.

Within the report area 12.9% or 61,265 individuals are living in households with income below the Federal Poverty Level (FPL). This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

<table>
<thead>
<tr>
<th>Report Area</th>
<th>Total Population</th>
<th>Population in Poverty</th>
<th>Percent Population in Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams County, CO</td>
<td>475,099</td>
<td>61,265</td>
<td>12.9%</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,241,057</td>
<td>637,938</td>
<td>12.17%</td>
</tr>
<tr>
<td>United States</td>
<td>310,629,645</td>
<td>46,932,225</td>
<td>15.11%</td>
</tr>
</tbody>
</table>

Note: This indicator is compared to the state average.

Data Source: US Census Bureau, American Community Survey, 2012-16. Source geography: Tract → Show more details
### Population in Poverty Race Alone, Percent

<table>
<thead>
<tr>
<th>Report Area</th>
<th>White</th>
<th>Black or African American</th>
<th>Native American / Alaska Native</th>
<th>Asian</th>
<th>Native Hawaiian / Pacific Islander</th>
<th>Some Other Race</th>
<th>Multiple Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams County, CO</td>
<td>12.07%</td>
<td>26.69%</td>
<td>18.25%</td>
<td>13.62%</td>
<td>1.91%</td>
<td>17.27%</td>
<td>10.94%</td>
</tr>
<tr>
<td>Colorado</td>
<td>10.88%</td>
<td>22.59%</td>
<td>22.94%</td>
<td>11.67%</td>
<td>20.48%</td>
<td>23.74%</td>
<td>15.07%</td>
</tr>
<tr>
<td>United States</td>
<td>12.44%</td>
<td>26.22%</td>
<td>27.59%</td>
<td>12.33%</td>
<td>20.07%</td>
<td>25.37%</td>
<td>19.27%</td>
</tr>
</tbody>
</table>

### Chart

The chart visualizes the population in poverty by race alone for Adams County, CO, Colorado, and the United States. Each bar represents the percentage of the population in poverty by race, with specific colors for each category as indicated.
Take-Aways

- Have a vision or goal statement
- Have a clear focus on 1, 2, or 3 research questions
- Start with a coalition, but grow it while you go
- Find someone really good at maps & visualization
- Know your target: government? Non-profit partners?
- Know before you start who is in a position to implement recommendations (and make sure they are integrated in the process)
- Identify metrics you can track over time
- Focus more efforts and local funds on listening to community stories
- Take your findings back to community
- It is ok to piece meal it
- Takes longer than you think
- Don’t let it stop good stuff from starting
Moving the Needle on Healthy Food Access

Gretchen Armijo, AICP, LEED AP
Built Environment Administrator, Denver Dept. of Public Health & Environment

Public Health in the Rockies 2018
Copper Mountain, CO
August 29, 2018
Using HIA to expand healthy food access in Denver

1. What is Health Impact Assessment (HIA)?
   - Globeville and Elyria Swansea HIA

2. HIA v 2.0 –
   - Neighborhood Equity Index
   - Neighborhood Planning Initiative
2014 Council Priorities

Retain Revenue for Denver (Citywide Policy)
Implement a Robust Retail Strategy that Supports Denver’s Tax Base.
- Provide incentives for retail & other businesses to locate & remain in Denver
- Encourage residents & visitors to shop in Denver

Solid Waste Plan (Public Works)
Accelerate Implementation of the Comprehensive Solid Waste Plan.
- Set clear timelines & provide sources of capital funding to improve solid waste service
- Establish a three-cart waste collection system citywide (Recycle, Compost, Trash)
- Convert dumpsters to roll-out boxes considering Denver’s low-income neighborhoods

Health Impact Assessments (HIA) & Plans (Community Planning & Development)
Budget for Health Impact Assessments (HIAs) & Action Plans in Neighborhood Planning Processes.
- Make HIAs a standard component of all neighborhood plans
- Develop an implementation plan for addressing HIA findings

Police Patrols & Traffic Safety (Police & Jails)
Increase Police Patrol Cars & Traffic Cars in Relationship to the Size & Scope of the Proposed New Police Precincts.

Gang, Graffiti & Violence Prevention/Enforcement (Department of Safety)
Enhance Resources for Gang, Graffiti & Violence Prevention & Enforcement.

Shared Service Projects with DPS (Multiple City Agencies)
Collaborate & Work on Shared Services Projects with Denver Public Schools (DPS).

Youth Development (Office of Economic Development)
Enhance Training and Job Opportunities for Disconnected Youth.
- Empower Denver’s youth through skills training & economic development opportunities
- Plan & host job fairs
- Find ways to expedite the hiring of youth at little or no cost to employers
Health Impact Assessment

Health Impact Assessment (HIA) is a tool that uses data, research, & public input to understand how a plan or project can impact population health, and provides evidence-based recommendations for monitoring and managing those impacts.
Why HIA for neighborhood planning?

All the human-made settings and surroundings that comprise our communities: homes, schools, office buildings, parks, transportation networks, utility systems
Factors Responsible for Population Health

Health status is determined by:
Genetics: up to 30%
Clinical Care: ~15%
Health Behaviors: ~20%
Environmental Conditions: ~5%
Social and Economic Factors: ~30%

Booske, et. al. 2010. County Health Rankings Weighting Methodology
Globeville and Elyria Swansea Neighborhoods in Denver
Health Impact Assessment for Neighborhood Planning in Globeville & Elyria Swansea
• Primarily Hispanic
• Rich culture
• Families with young children
• Low socioeconomic status
• Low food access – no grocery store for 10,000 residents
• Disparate health status compared with Denver overall
HIA informed Neighborhood Plans:

• Health data and analysis
• Evidence-based strategies to improve health
• Ready for implementation
HIA 2.0 – Healthy Food and Equity

Equity = access to opportunity
Map rankings include five factors:

1. **Social Determinants of Health**: measured by a) % of high school graduates or equivalent for those 25 years of age or older and b) % of families below 100% Federal Poverty Level

2. **Built Environment**: measured by a) **Food Access**: % of residents within ¼ mile walk of a full service grocery store and b) **Park Access**: % of living units within ¼ mile walk to a quality park or open space

3. **Access to Health Care**: % of pregnancies without 1st trimester prenatal care

4. **Morbidity**: % of overweight or Obese children

5. **Mortality**: Average life expectancy
The Neighborhood Planning Initiative aims to update all 78 neighborhood plans in Denver through a prioritized system over the next 10-14 years.
Data-Driven Neighborhood Planning

INDICATORS OF PLANNING NEED

To help inform the NPI Strategic Plan, the city developed data-based indicators of planning need at the neighborhood scale. These indicators help to establish which neighborhoods within the city have the greatest need for a plan, relative to all of the other neighborhoods. This information is being used to inform which neighborhoods are grouped together, and which groupings should be prioritized in the NPI work plan to develop a plan sooner rather than later. These indicators are one tool for evaluating which neighborhoods have the greatest planning need, but other considerations must be taken into account to determine plan sequencing, as described on page 21.

In later phases of NPI, it is anticipated that many of the indicators can be re-purposed, or new ones added, to measure neighborhood progress over time and to track progress toward achieving specific plan goals.

The indicators are organized by five themes, with three indicators within each theme, as follows:

LIVABILITY

- **Parks & Open Space**: Measures the percentage of households within a half-mile walk of a park or open space. Lack of access indicates greater need for a plan.
- **Walk/Bike-Ability**: Measures average block size. Larger blocks are associated with lower accessibility and slower connectivity and cycling options. Larger blocks sizes indicate greater need for a plan.
- **Health Index**: Incorporates a variety of health indicators including social economic, health, and built environment, access to care, and mortality. Higher health index indicates greater need for a plan.

INVESTMENT

- **Underutilization**: Measures the percentage of land with a greater need for development. Land with limited development is more susceptible to redevelopment. Greater amount of underutilized land indicates greater need for a plan.
- **Permit Activity**: Measures change in the number of permits per year. Higher permit activity indicates greater need for a plan.
- **Sales Tax**: Measures change in sales tax collected. Aon indicator of business activity and trends. More change indicates greater need for a plan.

POLICY & REGULATION

- **New vs. Old Zoning**: Measures the amount of land that has been rezoned in the old zoning code. More land in the old code indicates greater need for a plan.
- **Area of Change**: Measures the percentage of land identified in Blueprint Denver as an Area of Change. More area of change indicates greater need for a plan.
- **Land Use/Zoning Mismatch**: Measures the amount of land identified in Blueprint Denver as residential that does not have residential zoning. More misalignment indicates greater need for a plan.

ECONOMY

- **Cost Burden**: Measures the percentage of cost burdened households (households paying more than 30% of income). More cost burdened households indicate greater need for a plan.
- **Median Income**: Measures change in median income over a ten year period. More change indicates greater need for a plan.
- **Poverty**: Measures the percentage of households in poverty. Higher poverty levels indicate greater need for a plan.

DEMOGRAPHICS

- **Households**: Measures change in the number of households over a ten year period. More change indicates greater need for a plan.
- **Population**: Measures change in population over a ten year period. More change indicates greater need for a plan.
- **Jobs**: Measures change in employment over a ten year period. More change indicates greater need for a plan.
## Implementation: Healthy Food Access Strategies

<table>
<thead>
<tr>
<th>Strategy 2014</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentivize development of retail goods and services, including a grocery store</td>
<td>2016: City issued first-ever “GES Healthy Food Challenge” with $250K in grants</td>
</tr>
<tr>
<td>Promote new healthy food sources within the National Western Center, such as farmers markets, community gardens and grocery stores</td>
<td>2015: National Western Center Master Plan adopted with these recommendations</td>
</tr>
<tr>
<td>Implement Healthy Corner Store retail program</td>
<td>Since 2014: 3 stores joined City program</td>
</tr>
<tr>
<td>Promote mixed use development including retail businesses</td>
<td>Since 2016: New development applications including mixed-use</td>
</tr>
<tr>
<td>Develop a flexible market space for local goods</td>
<td>2015: City encouraging suitable sites on public/private land</td>
</tr>
<tr>
<td>Designate areas to accommodate community-supported agriculture</td>
<td>Future neighborhood plans....?</td>
</tr>
<tr>
<td>Remove policy barriers to establishing urban agriculture and community gardens</td>
<td></td>
</tr>
<tr>
<td>Limit fast food establishments in saturated communities</td>
<td></td>
</tr>
</tbody>
</table>
Healthy Food Access in Boulder County
Double Up Food Bucks

Increase access to and affordability of fresh, nutritious fruits and vegetables for low-income Coloradans.

BUY $1
SNAP-eligible foods with your EBT Card.

GET $1
FREE Double Up Food Bucks for Colorado grown fruits & veggies.

Up to $20 per day!
Win / Win / Win

Families bring home more healthy food

Farmers make more money

More food dollars stay in local economy, strengthening communities
HEAL and DUFB Counties
Double your SNAP dollars spent on fresh fruits and vegetables at the Boulder Whole Foods Market on Pearl Street.
Farmers Market
Planning’s Role in supporting Healthy Food Access

- Partnership with HHS
- Community partnerships
- Supporting Farmers Markets
- Local Funding for Incentives
People Participating in Supplemental Nutrition Assistance Program, by Tract

Legend

Percent of People Participating in SNAP per Tract, out of total SNAP Participants, with # of Tract's Participants in parentheses

- 0%
- 0.01% to 1%
- 1.01% to 2%
- 2.01% to 3%
- 3.01% to 4%
- Over 4%

Date: 4/4/2018

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How do tracts compare, in terms of SNAP clients using the DUFB program?

**Legend**

- **Comparison Rate**
  - No DUFB Clients
  - 0.01% to 0.5%
  - 0.51% to 1.5%
  - 1.51% to 2.5%
  - 2.51% to 3.5%
  - 3.51% and higher

**METHODOLOGY**

For each tract, calculate the percent of DUFB clients out of SNAP clients (tract%). For all tracts, calculate the percent of DUFB clients out of SNAP clients (ave%), which is 3.3%. Then for each tract, calculate tract%/ave%, which is the Comparison Rate. The tract right above, shows a Comparison Rate of 2.7. The interpretation of that number is “tract% is 2.7 times the ave%”. So lots more SNAP clients here are using DUFB than on average. Tracts with less than 1% are lower than average, and present opportunity. The number in parentheses is the count of SNAP clients, in that tract.
Community Partners

OUR CENTER
Paving the Road to Self Sufficiency

Human Services

BOULDER COUNTY

CLINICA
family health

Sister Carmen
COMMUNITY CENTER

Salud
Family Health Centers
EXCELLENCE. EVERY PATIENT. EVERY TIME.

Emergency Family Assistance Association

ef aa

St. Vrain Valley Schools
academic excellence by design

Boulder Valley School District
Excellence and Equity

Community FOOD SHARE
LAFAYETTE FARMERS MARKET
600 S. Public Rd., Lafayette Florist

THURSDAYS
June 8th through September 28th
4pm-8pm

Featuring
local produce, meat, eggs and food artisans
live music, beer garden and prepared food

Follow us on social media to keep up-to-date on all market events!
Golden’s Ordinance

Chapter 18.26 - URBAN AGRICULTURE REGULATIONS

18.26.010 - Farmers' markets.

Farmers' market uses, as defined in 18.04.020 and where allowed per chapter 18.28, shall comply with the following regulations:

1. **Location:** Farmers' markets may be located on public property.
2. **Temporary canopies:** Temporary canopies may be allowed in order to provide protection from the elements for both operators and products.
3. **Signage:** A farmers' market is permitted to have one temporary sign or banner, which is non-illuminated and no greater than 50 square feet in size. Such sign or banner must be located on the premises and may only be displayed when the market is in operation.
4. **Hours of operation:** Hours of operation for farmers' markets shall be restricted from 7:00 a.m. to sunset.
5. **Frequency:** Any specific farmers' market may not operate more than two days per calendar week.
6. **Approval of a special use permit application:** A special use permit application must be submitted to the planning division in accordance with chapter 18.30 for the operation of a farmer's market. A site plan: operational information, including hours and days of operation; a parking plan; trash and recycling plan is required for review and approval. Special use permits in all zone districts shall comply with the requirements set forth in chapter 18.30.
7. **Acceptance of federal food assistance:** Farmers' markets must accept Supplemental Nutrition Assistance Program (SNAP) benefits.
8. **Goods accepted:** "SNAP Eligible Foods" as defined in section 18.04.010 of the Golden Municipal Code shall comprise a minimum of 51 percent of annual market revenue or 51 percent of market vendors.
9. **Market director:** A farmers' market shall have a designated market director who is responsible for submitting the special use permit application, administering the Federal Food Assistance Program including SNAP, and coordinating the market vendors and activities.
Learn About your Local Farmer Market

• Is it volunteer run?
• Does it participate in Double Up Food Bucks?
• Does it offer other incentive programs?
• How does it reach out to low-income communities?
Look into Local Funding Options

- Human Services Funding
- Local Foundations
- Downtown Development Authorities
- Integrate into HEAL Grant Applications
- Faith Communities
- City subsidizing farmers market fee
Local Funding and Partnerships

- Boulder County
- Parks & Open Space
- Boulder County Public Health
- USDA
- Human Services
- SUGAR SWEETENED BEVERAGE TAX
- LiveWell Colorado
Questions?

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Thank you!