Austin’s Healthy Food Access Initiatives
Addressing Food Insecurity in the City of Austin

The City of Austin is committed to increasing food security and reducing diet-related diseases by ensuring equitable access to GOOD, affordable food, empowering people to live a high quality of life while preserving the social fabric of the community.

- Food Environment Analysis
- Healthy Food Retail Initiative
- Nutritious Food Incentive Pilot
- SNAP Messaging Campaign
- Safe Routes to Market
Food Environment Analysis

**Assessments**

**CONSUMER BEHAVIOR SURVEY**
A sample of the Austin community will be surveyed about their food purchasing decisions. The intent is to address factors, other than objective measures identified in the Food Environment Analysis, that influence individual purchasing behavior.

**FOOD ENVIRONMENT ANALYSIS**
Surveying and mapping of all food retail locations in Travis County to identify the availability of nutritious food.

**FOOD PANTRY ASSESSMENT**
The City has an interest in supporting and investing in food pantries in Travis County. A survey will be conducted at all food pantry sites in Travis County to better understand the current landscape (including capacity, food distributed, current challenges, etc.) of these important safety nets.

**Food Retail Investment**

1. **Assessment**
The Food Environment Analysis, Consumer Behavior Survey, and Food Pantry Assessment all contribute to a baseline understanding how, why, and where people access food.

2. **Economic Development Evaluation**
The Economic Development Office will analyze opportunities for food retail development in current city-owned land parcels. The Food Environment analysis will be leveraged for prioritization of areas with low food access.

3. **Community Liaison**
The community liaison will work with communities in identified parcels to discuss potential solutions for food retail improvement and gather feedback on what development community members would like to see in their neighborhood.

4. **Development Plan**
A consultant team will leverage existing information from City assessments, community engagement, and partner research to develop a development plan that will include strategies for expansion or recruitment of retailers. Incentive criteria and evaluation metrics, with an emphasis on economic and community stability.
Healthy Food Retail Initiatives

• Expanding to 6-7 mobile markets
• Expanding to 6 farm stands
• Expanding to 10 healthy corner stores
• Development of food supply chain
• Focus on increased demand, supply, purchasing, and consumption of fresh produce
Nutritious Food Incentive Program

- Contract and on-site visit with Fair Food Network
- Informational meetings with HEB, 7-Eleven, and HCS owners
- Pilot program with HCS’s (in development)
- Next steps in development for pilot NFI program
- Plan to apply for FINI grant
SNAP Coordinated Messaging Campaign

- Research contract in development; research complete by end of summer
- Marketing contract being written, to begin near end of research phase
- 2 year contract with Central Texas Food Bank for enrollment assistance and message delivery
Safe Routes to Market

First sub-committee meeting on April 3rd

• Explore how ‘Fresh for Less’ markets can be prioritized in the Mobility Bond

• Explore a Smart Trips/ Smart Markets program

• Create transportation maps to Fresh for Less Marketing locations

• Target communities with poor access to stores with acceptable healthy food availability scores
  • Provide these communities with transportation maps

• Metrics
  • All Austinites live within ¼ mile of healthy food retail