



Recommendation for Action

File #: 18-4038, Agenda Item #: 18.

1/31/2019

Posting Language

Authorize negotiation and execution of an interlocal agreement with University of Texas Health Science Center at Houston to provide evaluation services for the Fresh for Less Healthy Food Access Projects in the amount of \$45,000 for the initial term with four 12-month extension options each in the amount of \$45,000, for a total contract amount not to exceed \$225,000.

Lead Department

Austin Public Health.

Fiscal Note

Funding is available in the FY 2018-2019 Austin Public Health Department's Operating Budget.

Prior Council Action:

On March 3, 2016, Council passed Resolution 20160303-020, which directed the City Manager to develop recommendations for improving access to fresh, healthy, and affordable food.

On January 26, 2017, Council approved an amendment to a contract with Marathon Kids to increase funding for the Healthy Food Retail Initiative by \$17,000, for a revised contract amount of \$75,000.

On August 3, 2017, Council approved an amendment to a contract with Farmshare Austin to provide continued mobile farmers markets for a revised contract amount not to exceed \$362,500.

On February 1, 2008 Council approved an amendment to a contract with Sustainable Food Center to provide continued Farm Stands for a revised contract amount not to exceed \$348,000.

For More Information:

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Additional Backup Information:

Assuring equitable access to food, promoting fruit and vegetable consumption, and reducing the burden of chronic disease are important public health goals that are aligned with the City of Austin Strategic Direction 2023. Council allocates ongoing healthy food access funding in the Austin Public Health general fund budget to improve access to healthy and affordable foods in areas with less access to grocery stores, and areas with higher rates of chronic disease. Collectively, these programs are called "Fresh for Less" and currently include the Healthy Corner Store Initiative, Farm Stands, Mobile Markets, and the Nutritious Food Incentive Program. Locations of current Fresh for Less initiatives can be found at: www.freshforlessaustin.org. These projects are currently taking place in Council Districts 1, 2, 3, 4, and 5.

Approval of this item will allow Austin Public Health to execute an interlocal agreement for an initial 12-month term with four additional 12-month extension options that will continue qualitative and

quantitative evaluations of the Fresh for Less programs conducted by the University of Texas Health Science Center (UTHealth). UTHealth conducts ongoing process and impact evaluation of the Fresh for Less programs, including surveying customers to determine client satisfaction, and the impact of the programs on increasing food access and consumption of fruits and vegetables. This evaluation is crucial in determining if food access projects are reaching priority populations, and whether they are having a meaningful effect on food access and improved nutrition. Priority populations for these projects include individuals with greater risk factors for chronic disease, including low income individuals and individuals of color, as well as individuals living in geographic areas with less access to full-service grocery stores.

This interlocal agreement will also allow for evaluation of developing food access initiatives, such as the Nutritious Food Incentive Program (NFIP). The NFIP is a partnership with the Central Texas Food Bank which doubles customer's purchasing power for fresh fruits and vegetables at brick and mortar grocery stores. This project is currently in development, with an expected launch in early 2019.

Because agreement negotiations are not complete, the performance goals described are estimates and may be adjusted in scope and deadline as appropriate.

Refine sample size and timeline for data collection for mobile markets, farm stands, and corner stores	Within first 3 months
Revise survey instruments for mobile markets, farm stands and corner stores	Within first 3 months
Analyze data, and write and submit draft of evaluation report	November 15, 2019
Write and submit final evaluation report for farm stands, mobile markets and corner stores	December 15, 2019
Update and refine evaluation plan for NFIP	Within first 2 months
Coordinate with Central Texas Food Bank and partners to update enrollment materials, intake forms, and participant surveys for NFIP evaluation	Within first 2 months
Analyze data provided by grocery store partner and participant surveys, and submit draft NFIP report	November 15, 2019
Submit final NFIP evaluation report	December 15, 2019