

LEGISLATIVE DIGEST

[Administrative Code - Healthy Food Retailer Incentives Program]

Ordinance amending the Administrative Code, by adding Chapter 59 (Sections 59.1-59.9), to establish a Healthy Food Retailer Incentives Program to oversee and coordinate the City's incentive and assistance programs for Healthy Food Retailers.

Existing Law

The City does not currently have a program to coordinate incentive and assistance programs for healthy food retailers.

Amendments to Current Law

The proposal would amend the Administrative Code to create a "Healthy Food Retailer Incentives Program." The proposal defines a "Healthy Food Retailer" as a store that (1) devotes at least 35 percent of its selling area to fresh produce, whole grains, lean proteins, and low-fat dairy products, (2) devotes no more than 20 percent of its selling area to tobacco and alcohol products, and (3) satisfies the minimum wage requirements for employees set forth in Administrative Code Chapter 12R. (Sec. 59.3.)

The proposal would require the Economic and Workforce Development Department (the "Department") to coordinate and centralize City government incentives and technical assistance to promote the establishment and expansion of Healthy Food Retailers in areas that lack access to healthy food. (Sec. 59.4.) The proposal would require the Department to:

- Coordinate efforts to promote and support Healthy Food Retailers with other public agencies in the City and with community based organizations, schools and others.
- Identify "underserved areas" of the City that lack access to Healthy Food Retailers.
- Identify obstacles deterring new and existing retailers from offering fresh, healthy foods and locating in the designated underserved areas, and develop strategies to address them.
- Coordinate existing incentives and develop new incentives, such as technical support, training, permit expediting and licensing, store redesign assistance, retail assessment, façade improvement, and access to grants and loans, to recruit, maintain, and develop new Healthy Food Retailers in the designated underserved areas of the City.
- Create, by July 1, 2013, a "one-stop shop" to provide information and technical assistance to persons or entities seeking to become Health Food Retailers.
- Explore how Healthy Food Retailers can enhance existing job training programs and provide new job training and employment opportunities for San Francisco residents.

The Department would be required to submit an annual progress report to the Mayor and Board of Supervisors providing a summary of key Program achievements and challenges from the previous year, an accounting of all City funding for Healthy Food Retailer initiatives, and an inventory of City resources and programs relevant to Healthy Food Retailers in San Francisco. (Sec. 59.7.)

The proposal would also make it City policy to ensure that for Fiscal Year 2013-14, there is at least one full-time staff person assigned to the Department to support the Program. (Sec. 59.6.)

Background Information

City agencies including the Department of Public Health and Economic and Workforce Development Department are undertaking various efforts to incentivize healthy food retailers to open and/or expand in areas of the City that lack access to healthy food. While the City has taken important steps forward to promote healthy food retail, there is a need to centralize and coordinate City-wide strategies to recruit, maintain, and develop new healthy food businesses, and ensure existing food businesses are fully utilizing economic incentives and technical support.