



Department of Planning & Community & Economic Development  
**ECONOMIC DEVELOPMENT DIVISION**

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**Office of Business Resources**  
**Office of Real Estate Services**

**Memo:** Healthy Retail Access Work Group Funding Recommendation – *UW-Madison Division of Extension, Healthy Retail Access Program Evaluation Proposal*

**Date:** Tuesday, May 11<sup>th</sup>, 2021

**To:** Madison Food Policy Council Members

**From:** George Reistad, Business Development Specialist – Food Systems and Members of the Healthy Retail Access Work Group

Members of the Madison Food Policy Council,

The Healthy Retail Access Work Group on Wednesday, May 5, 2021 to discuss the \$8,200 HRAP evaluation proposal submitted by the Community Food Systems Program at the UW-Madison Division of Extension. This is a unique proposal seeking to provide evaluation services analyzing past funded projects of the Healthy Retail Access Program. These eval services will be set up to provide clarity and insights on how HRAP is meeting goals around (1) Equity as viewed through the City of Madison's RESJI framework, (2) Healthy and culturally appropriate food access, (3) Retailer success and food systems economic development outcomes, and (4) Creating vibrant neighborhoods within the City of Madison.

Evaluation of HRAP has always been an area that staff and policymakers who supported the program recognized as important to understand impacts and potential course corrections for the program, but where capacity has been a challenge. In the 2018, the Food Trust and the American Heart Association provided a [REPORT](#) analyzing HRAP and providing recommendations to improve the program. One of those recommendations centered on more robust evaluation – “Area for Additional Exploration #3 – Develop an evaluation plan to track short-, medium- and long-term outcomes” (page 14). This proposal is a step in the right direction re: acquiring professional and expert evaluation services from the Community Food Systems Program at Extension.

Members of the Healthy Retail Access Work Group members recommend that the requested \$8,200 in HRAP funding be awarded to the UW-Madison Division of Extension to provide evaluation services related to specific funded projects of the Healthy Retail Access Program.

Sincerely,

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