



Office of the Mayor

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To: Willy Street Cooperative

From: Mark Woulf

Re: Initial Healthy Retail Work Group Meeting: Request for Additional Information

Thank you for a positive meeting with the Healthy Retail Work Group of the Food Policy Council. There were a lot of questions answered and the discussion helped clarify a number of items. The work group is requesting additional information, some of which was covered in the conversation at the meeting, but is in need of documentation. Please respond to the inquiries below no later than **Friday, July 1**, so that the work group can review prior to its Tuesday, July 5 meeting.

1) Shopping Carts

- a. Please describe in more detail and share any data you have available on the shrinkage of shopping carts and specifically how additional carts would benefit low-income customers.
- b. A concept was mentioned at the meeting related to working with the area neighborhood and community centers to install cart stands at the centers for community use. Please describe the partners and the status of these conversations.
- c. What types of carts will be purchased? Has there been consideration of ensuring the type of cart is able to navigate a longer distance?

2) Bulk Shelving

- a. The work group requested an expanded explanation of how the bulk offerings are an advantage for low-income shoppers, especially given that bulk products are not WIC eligible.

3) WIC Vendor Application and Products

- a. We acknowledge that the restricted reimbursement rate from the WIC program for WIC eligible products and the unknown of that rate make it difficult to precisely calculate the figure related to loss of revenue from offering the WIC program. Much discussion at the meeting centered on the type of WIC products that would be offered at the Willy North store. Willy Street confirmed that there will be a greater variety of products offered that are WIC eligible at the North store compared to other Willy Street locations. Please describe some specific examples of the types of products that will have an expanded selection and the steps taken to ensure affordability of WIC products.

4) Surcharge Removal

- a. The surcharge removal (and subsequent revenue loss) represents over half of the total

request for City funding. Please clarify the budget for the request of City funding for the surcharge removal for non-members. The estimated total loss is \$60,000 in FY17. At the meeting, it was indicated that the \$60,000 less revenue figure is for all three stores. Is the \$31,800 the estimated loss of revenue for only the Willy North store? If so, why is the request for funding in 2016?

5) Community Outreach Activities

- a. Please provide a list of outreach activities and locations. We recommend providing a couple specific examples of how the store layout, product offerings, etc., were altered through these community activities thus far.
- b. The decision to initially keep the store at 90% of full stock in order to allow for customer feedback to add products was an encouraging one. Please describe how this initiative will be designed and what the advantages are for low-income and/or WIC clients.

Thank you for your response to these items. Please have a representative available to attend both the next meeting of the Healthy Retail Work Group (Tuesday, July 5 at 4:30pm) and the next Food Policy Council meeting (Wednesday, July 6 at 5:30pm) in order to answer any additional questions. Please let me know if you have any clarifying questions or concerns.