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*City of Merced*

**MEMORANDUM**

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**DATE:** September 20, 2017  
**TO:** Planning Commission  
**FROM:** Kim Espinosa, Planning Manager  
**SUBJECT:** Special Presentation by the Merced County Department of Public Health Regarding Access to Healthy Foods in Three Merced Neighborhoods

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DISCUSSION

Stephanie Russell, MPH, RD, of Merced CalFresh Champions of Change, will be giving a presentation to the Commission regarding access to healthy foods in Merced neighborhoods; she will also answer any questions from the Commission.

ACTION REQUIRED: Discussion/ Questions

Attachments

- A) CX3 Fact Sheet Southeast
- B) CX3 Fact Sheet Southwest
- C) CX3 Fact Sheet Downtown

# Southeast Merced Neighborhood

## Merced County, CA



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

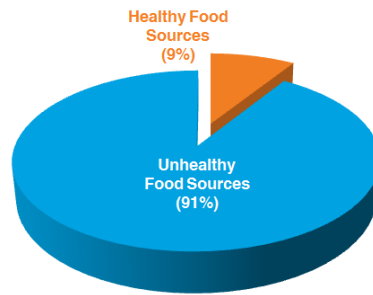
### CX<sup>3</sup> – MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH

Communities all over the state are working to address key nutrition issues shaping the health of their residents. In Merced County, two-thirds of adults, and four out of ten children, are overweight or obese. To address these concerns, Merced County Department of Public Health led a community assessment, called CX<sup>3</sup>, which looked at nutrition and physical activity factors in specific neighborhoods. The project's goal is to empower communities to work together to improve their neighborhoods to become healthier places to live, work and play.

Although many areas in the county qualified for CX<sup>3</sup>, the Department analyzed seven neighborhoods which provide a picture of Merced County. Southeast Merced is one of the seven locations chosen, and a map of the selected neighborhood is located on the back.

### RATIO OF HIGH FAT/SUGAR FOOD SOURCES TO HEALTHY FOOD SOURCES\*

\*High fat/sugar food sources include fast-food outlets and convenience stores. Healthy food sources include supermarkets or large grocery stores and farmers markets.



### SNAPSHOT OF SOUTHEAST MERCED NEIGHBORHOOD

- 8,487 population
- 63 percent of people living in poverty (at or below 185 percent federal poverty level)
- 2 schools in the South East Merced area
- 1 park or playground in the South East Merced area
- 1/1 proportion of supermarkets or large grocery stores with convenient public transit
  - 1 supermarket or large grocery store
  - 0 farmers markets
  - 0 small markets and other food stores
  - 6 convenience stores
  - 4 fast-food outlets
- 1:2122 ratio of fast-food outlets to population

### NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Merced County Department of Public Health officials conducted an audit of nutrition resources in the Southeast Merced neighborhood in Merced from August 4, 2016 – August 8, 2016.

Using Geographic Information Systems software, interviews and observation surveys, health officials and volunteers examined factors to determine access to healthy foods and physical activity. The data provide a realistic picture of areas in need of improvement and offers residents, merchants, decision makers, health advocates and neighborhood groups a focal point as they work to build a healthier community.

#### What Did We Find?

#### Total Neighborhood Food Store Quality

What percent of local stores offer healthy, affordable foods? Are those stores easily and safely accessible to neighborhood residents?  
**14% meet standards**

#### Fast Food

What type of marketing and presence do fast-food outlets have near local schools, parks and playgrounds? What percent offer and promote healthy food options and limit unhealthy food marketing practices?  
**0% meet standards**

*We all – community organizations, businesses, schools, faith groups, neighbors and local government – can play a role in improving our community.*

Get involved today:  
[www.co.merced.ca.us/PublicHealth](http://www.co.merced.ca.us/PublicHealth) or call the Health Department at (209) 381-1161

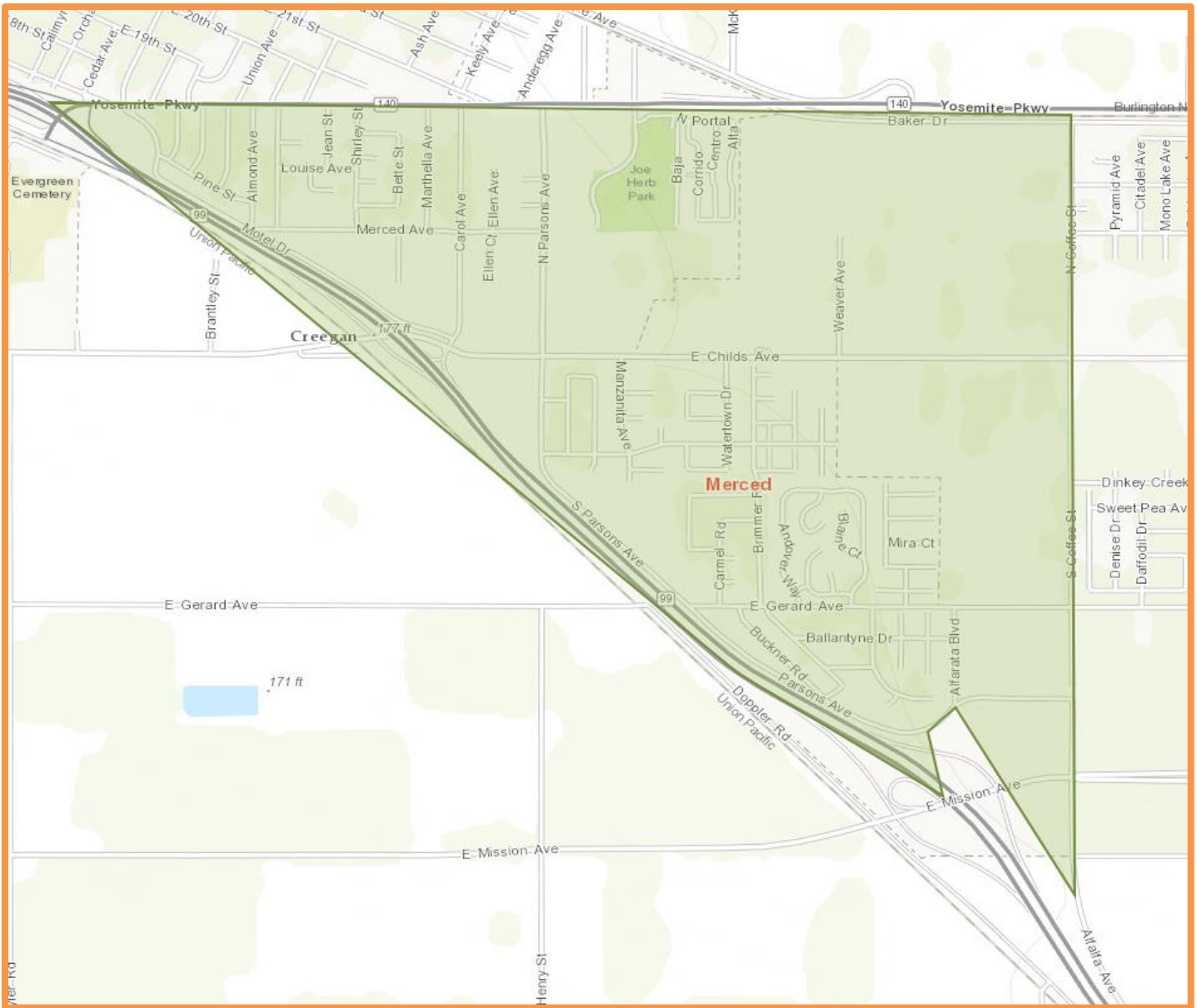
## ATTACHMENT A

# Southeast Merced Neighborhood

## Merced County, CA



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention



**Southeast Merced is one of seven locations chosen in Merced County as a CX<sup>3</sup> community**

# Southwest Merced Neighborhood

## Merced County, CA



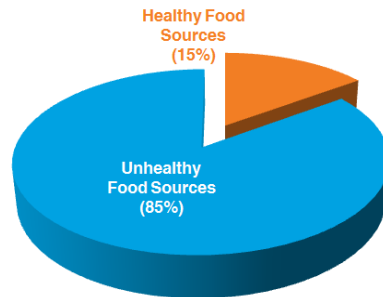
### CX<sup>3</sup> – MERCED COUNTY DEPARTMENT OF PUBLIC HEALTH

Communities all over the state are working to address key nutrition issues shaping the health of their residents. In Merced County, two-thirds of adults, and four out of ten children, are overweight or obese. To address these concerns, Merced County Department of Public Health led a community assessment, called CX<sup>3</sup>, which looked at nutrition and physical activity factors in specific neighborhoods. The project's goal is to empower communities to work together to improve their neighborhoods to become healthier places to live, work and play.

Although many areas in the county qualified for CX<sup>3</sup>, the Department analyzed seven neighborhoods which provide a picture of Merced County. Southwest Merced is one of the seven locations chosen, and a map of the selected neighborhood is located on the back.

### RATIO OF HIGH FAT/SUGAR FOOD SOURCES TO HEALTHY FOOD SOURCES\*

\*High fat/sugar food sources include fast-food outlets and convenience stores. Healthy food sources include supermarkets or large grocery stores and farmers markets.



### SNAPSHOT OF SOUTHWEST MERCED NEIGHBORHOOD

- 19,477 population
- 79 percent of people living in poverty (at or below 185 percent federal poverty level)
- 9 schools in the South West Merced area
- 5 parks and playgrounds in the South West Merced area
- 0/0 proportion of supermarkets or large grocery stores with convenient public transit
  - 0 supermarkets or large grocery stores
  - 0 farmers markets
- 11 small markets and other food stores
  - 4 convenience stores
  - 3 fast-food outlets
- 1:6942 ratio of fast-food outlets to population

### NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Merced County Department of Public Health officials conducted an audit of nutrition resources in the Southwest Merced neighborhood in Merced from July 25, 2016 – August 2, 2016.

Using Geographic Information Systems software, interviews and observation surveys, health officials and volunteers examined factors to determine access to healthy foods and physical activity. The data provide a realistic picture of areas in need of improvement and offers residents, merchants, decision makers, health advocates and neighborhood groups a focal point as they work to build a healthier community.

#### What Did We Find?

#### Total Neighborhood Food Store Quality

What percent of local stores offer healthy, affordable foods? Are those stores easily and safely accessible to neighborhood residents?  
**13% meet standards**

#### Fast Food

What type of marketing and presence do fast-food outlets have near local schools, parks and playgrounds? What percent offer and promote healthy food options and limit unhealthy food marketing practices?  
**0% meet standards**

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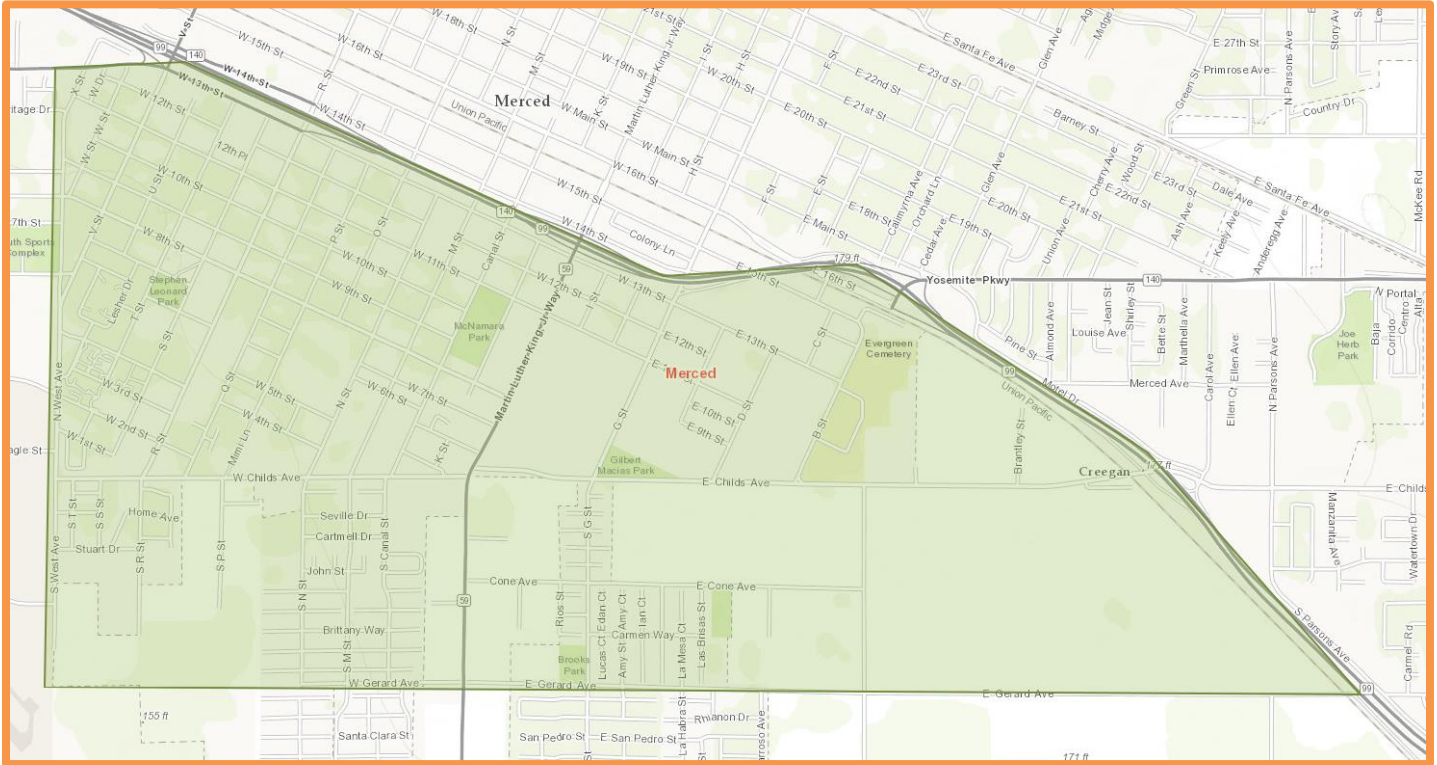
## ATTACHMENT B

# Southwest Merced Neighborhood

## Merced County, CA



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention



Southwest Merced is one of seven locations chosen in Merced County as a CX<sup>3</sup> community

# Downtown Merced Neighborhood

## Merced County, CA



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

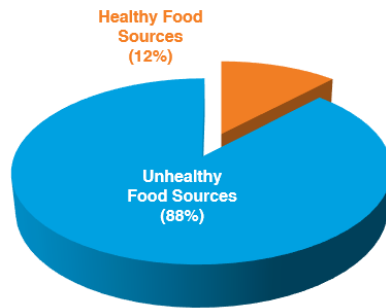
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Although many areas in the county qualified for CX<sup>3</sup>, the Department analyzed seven neighborhoods which provide a picture of Merced County. Downtown Merced is one of the seven locations chosen, and a map of the selected neighborhood is located on the back.

### RATIO OF HIGH FAT/SUGAR FOOD SOURCES TO HEALTHY FOOD SOURCES\*

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### SNAPSHOT OF DOWNTOWN MERCED NEIGHBORHOOD

- 2,400 population
- 62 percent of people living in poverty (at or below 185 percent federal poverty level)
- 3 schools in the Downtown Merced area
- 0 parks or playgrounds in the Downtown Merced area
- 0/3 proportion of supermarkets or large grocery stores with convenient public transit
- 3 supermarkets or large grocery stores
- 1 farmers market
- 5 small markets and other food stores
- 1 convenience store

### NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Merced County Department of Public Health officials conducted an audit of nutrition resources in the Downtown Merced neighborhood in Merced from July 25, 2016 – August 25, 2016.

Using Geographic Information Systems software, interviews and observation surveys, health officials and volunteers examined factors to determine access to healthy foods and physical activity. The data provide a realistic picture of areas in need of improvement and offers residents, merchants, decision makers, health advocates and neighborhood groups a focal point as they work to build a healthier community.

#### What Did We Find?

#### Total Neighborhood Food Store Quality

What percent of local stores offer healthy, affordable foods? Are those stores easily and safely accessible to neighborhood residents?

**0% meet standards**

#### Fast Food

What type of marketing and presence do fast-food outlets have near local schools, parks and playgrounds? What percent offer and promote healthy food options and limit unhealthy food marketing practices?

**17% meet standards**

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## ATTACHMENT C

NEIGHBORHOOD ANALYSIS

# Downtown Merced Neighborhood

## Merced County, CA



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention



Downtown Merced is one of seven locations chosen in Merced County as a CX<sup>3</sup> community