



SSB Healthy Retail Proposal

11/28/2020

Budget: \$175,000

Program components:

1- Saba Food Cards: Distribute 100 of Saba's Food Cards at \$250/ea to be used at 7 of Saba's stores. We will reach non-EBT/SNAP or EDD eligible residents. *(\$25,000)*

2- Stores: Expand on 1st SSB allocation in East Oakland by deepening engagement with 7 corner stores to continue carrying and growing their produce departments. We will provide additional equipment, materials, infrastructure upgrades and marketing including the removal of existing advertising, reshifting store product locations to promote healthy items, and store owner/clerk training. We will continue our produce distribution, and subsidies essential grocery items for all residents shopping at these 7 stores. *(\$100,000)*

3- Staff: Project management, coordination, to carry out the program, conduct an internal evaluation and provide reporting on impact. *(\$50,000)*

Timeline:

Project Components:	Jan	Feb	Mar	Apr	May	Jun
Identify 100 residents	X					
Develop strategic plan per store	X					
Distribute 100 Cards		X				
Purchase Equipment		X	X	X		
Produce Distribution	X	X	X	X	X	X
Essential Grocery Subsidy	X	X	X	X	X	X