

Cortland, New York

# LOCAL FOODS



# LOCAL PLACES

COMMUNITY ACTION PLAN



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For more information about Local Foods, Local Places visit:  
<https://www.epa.gov/smartgrowth/local-foods-local-places>

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*Cover photo credit: EPR*



## COMMUNITY STORY

Cortland is a small city in the scenic Finger Lakes region of New York State. The city is home to the State University of New York at Cortland and is a retail and services hub for the vast agricultural region that surrounds it. The city is the seat of Cortland County, which has more than 500 farms producing a wide range of agricultural products. Dairy has historically been the most prominent agricultural product of the county, and Byrne Dairy operates a yogurt plant just outside of the city. Byrne has plans for an agritourism center, but has yet to start public tours.

Like most upstate communities, Cortland has experienced population and economic stagnation during the last several decades. The economy has transitioned away from its manufacturing roots and the city has been working to reinvent itself. The city has seen poverty rates climb and income drop.

Yet its history has also left an endowment of assets upon which to build an economic revival. Cortland has a compact and walkable form, relatively affordable housing, and rich soils and abundant water that support strong agriculture and tourism industries. The city also has many organizations focused on creating a more livable Cortland. One of these is the Cortland Food Project, which is led by the Seven Valleys Health Coalition, and focuses its work on food access and economic opportunity for the area's lower-income residents.



Figure 1 - Cortland is located in a region with fertile farmland and many businesses that use the local produce to create value-added products; some of which are sold in shops such as this one in downtown Cortland. Image credit: EPR



Figure 2 - Cortland is looking to convert its Main Street from one-way to two-way in order to calm traffic and encourage economic development. Image credit: EPR

The city's economy and built form are influenced by the era of its development and the State University of New York at Cortland. About 7,000 students attend the university, which is located just west of downtown. It is a key driver of the local economy. The city is fairly compact and walkable, due in part to the fact that most of its development occurred prior to 1960 and the subsequent era of automobile-oriented development patterns that have dominated most cities since that time. The downtown has many historic and attractive buildings housing local businesses. Cortland recognizes that its walkable downtown is a unique asset that it can build upon, and successfully competed in 2017 for a \$10 million Downtown Revitalization Initiative grant from New York State. The city has identified several projects to help the downtown reach its full potential, including a conversion of Main Street from one-way to a two-way to calm traffic and create a more inviting environment for pedestrians and bicyclists.

Connecting more residents and tourists with the region’s abundant agricultural products is another opportunity, and is a priority of the Cortland Food Project. The U.S. Department of Agriculture awarded the group with a \$100,000 grant to plan a year-round farmers market in the city’s north side, which due to its low median household income and lack of a supermarket in close proximity meets the definition of a food desert. The year-round farmers market would be an anchor in a proposed redevelopment of the Homer Avenue Plaza. The Plaza is a prominent, but largely vacant, retail development on the city’s northern gateway. Local non-profits have come together around a plan to transform the aging plaza into a hub for non-profits, with a YWCA childcare center, a year-round farmers market, and Cortland County Historical Society among its tenants. The city in 2018 was awarded \$1 million from the state’s Restore New York Communities Initiative and \$925,000 from an Empire State Development grant to support the project.

The proposed Homer Avenue Plaza renovation is representative of the spirit of collaboration that is benefiting the community. The Cortland Food Project is also evidence of this spirit. The project has brought together local producers, such as Main Street Farms, Cornell Cooperative Extension, SUNY Cortland, Tompkins Cortland Community College, Cortland County Community Action Program, Cortland County Hunger Coalition, all four existing farmers markets in the county, the Food Bank of Central New York, United Way for Cortland County, the Food and Health Network (FAHN), Sustainable Cortland, FarmNet, and the Soil and Water Conservation District. These groups are working together to develop the region’s agritourism industry, grow local farm-to-school programs, develop a community kitchen that supports small business startups, increase urban farming, and encourage the use of WIC and SNAP benefits at farmers markets.

The spirit of collaboration and emphasis on building the economy on existing assets also made Cortland a good fit with the Local Foods, Local Places technical assistance program. In 2017, the Seven Valleys Health Coalition, on behalf of the city of Cortland, requested assistance through the program to develop an action plan for connecting and building on their existing efforts to improve the local food system and create a more



Figure 3 - The Local Food Market is a popular shop downtown that specializes in selling locally grown products.

### Local Foods, Local Places Steering Committee

- **Susan Williams**, Seven Valleys Health Coalition
- **Gabrielle DiDomenico**, Seven Valleys Health Coalition
- **Ben Wilson**, SUNY Cortland
- **Rich Cunningham**, Thoma Development
- **David Rutherford**, Cornell Cooperative Extension
- **Daniel Dineen**, Cortland County Planning Department

Figure 4 - Steering Committee Members

healthy, walkable, and economically vibrant community. The goals of the Local Foods, Local Places program are to create:

- More economic opportunities for local farmers and businesses.
- Better access to healthy, local food, especially among disadvantaged groups.
- Revitalized downtowns, main streets, and neighborhoods.

The Local Foods, Local Places program is supported by the U.S. Environmental Protection Agency, the U.S. Department of Agriculture, the Centers for Disease Control and Prevention, and the Delta Regional Authority. Cortland was one of 13 communities across the United States selected to participate in the program in 2018.

Seven Valleys Health Coalition, a non-profit that brings together local organizations to collaborate around creating a healthier community, took the lead in pulling together a Local Foods, Local Places steering committee. The committee worked together in preparation for the technical assistance award, and is comprised of a variety of community partners (see Figure 4). They were supported by a technical assistance team comprised of consultants and multiple federal and state agency partners (Figure 5). The Steering Committee expressed a desire to focus the technical assistance around several key topics. These are:

- Creating a walk and bike friendly community
- Increasing access to local foods
- Increasing demand for local foods
- Growing the agritourism industry
- Building capacity to meet demand for local foods

The remainder of this report and appendices document the engagement process, the workshop activities, and most importantly, the outcome: a community action plan to achieve Cortland's goals.

### Local Foods, Local Places Technical Assistance Team

- **Darlene Byrd**, U.S. Environmental Protection Agency
- **Lorne LaMonica**, U.S. Environmental Protection Agency Region 2
- **Tasha Frazier**, U.S. Environmental Protection Agency Region 2
- **Ron Batcher**, U.S. Department of Agriculture - Agricultural Marketing Services
- **James Walfrand**, U.S. Department of Agriculture - Rural Development
- **David Guthrie**, Centers for Disease Control and Prevention
- **Sara James**, Appalachian Regional Commission
- **Howard Garrity**, Small Business Administration
- **Holly Fowler**, Northbound Ventures (consultant)
- **Mike Callahan**, EPR (consultant)

Figure 5 -- Technical Assistance Team

## ENGAGEMENT

The technical assistance engagement process for Local Foods, Local Places has three phases, illustrated in Figure 6 below. The plan phase consists of three preparation conference calls with the steering committee and technical assistance team to clarify goals and arrange workshop logistics. The convene phase includes the effort's capstone event—a two-day workshop in the community. The act phase includes three follow up conference calls to finalize a community action plan and strategize on how to maintain momentum generated during the workshop. The community workshop was held over a two-day period from July 30-31, 2018 and the activities those days are described below. Workshop exercise results are summarized in **Appendix A**, workshop sign-in sheets are provided in **Appendix B**, a workshop photo album is provided in **Appendix C**, a data profile in **Appendix D**, funding resources in **Appendix E**, and general references in **Appendix F**.

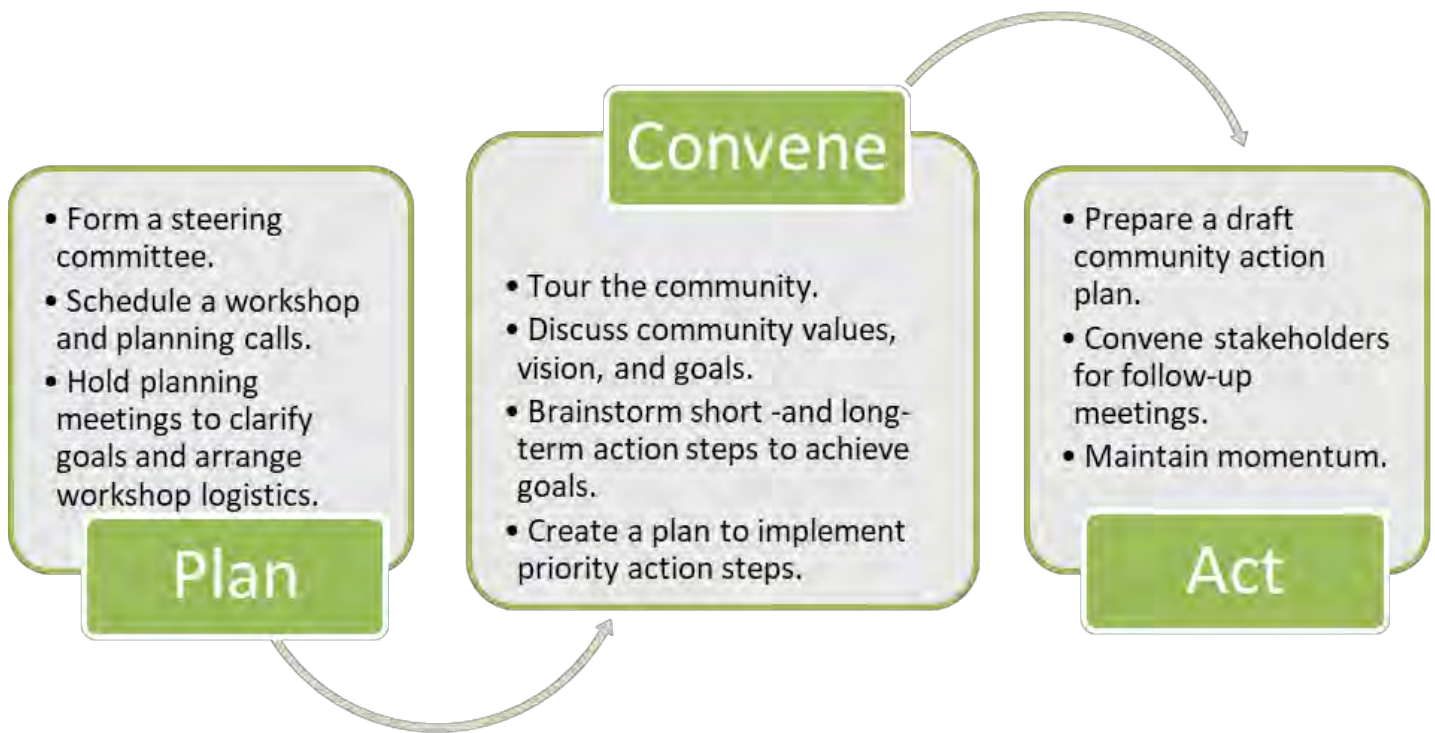


Figure 6 - Local Foods, Local Places Technical Assistance Process Diagram



## COMMUNITY TOUR

In advance of the first community session on July 30, the local steering committee led a combined walking and driving tour of key Cortland food system assets for the technical assistance team. To start, the group visited downtown Cortland on foot, beginning with the Local Food Market and Whole Heart Cafe on North Main Street. The building, which used to be a hardware store, now operates as an independent grocery and café featuring numerous local and organic food options from the region and farther afield. The business owners are particularly interested in more parking for the store. One of the hopes of the proposed year-round farmers market would be its potential to boost awareness and demand for regionally grown product that in turn could support existing businesses like the Local Food Market.

The group then walked the length of Main Street, which is dotted on both sides with restaurants ranging from well-established institutions to recent additions. The group passed by the Finger Lakes Tasting Room, an agritourism resource that highlights foodie options from the region as well as the Grace Food Pantry, which is open midday once or twice a month. On the transportation side of things, there is a small pocket park with bike racks, but the bus stop on Main Street is missing a shelter that riders would appreciate in inclement weather. The campus of SUNY Cortland is just two blocks from Main Street, so a large number of students (and consumers) are within walking distance of everything downtown currently and could offer in the ways of local food. Several of the buildings along Main Street are in the process of renovation, with plans for new downtown spaces that include a recording studio, a bowling alley/restaurant, and a business incubator.



Figure 7 – Produce at the Local Food Market in Cortland is marked with a “Local” sign and information about the farm that grows it.



Figure 8 – Allan Gandelman, Owner and Farm Manager of Main Street Farms explains the company's operations in and around Cortland, from greenhouses to a small commercial kitchen.



At the end of Main Street, the group walked past a successful redevelopment project for Cortland, Crescent Commons, which transformed the old Crescent Corset Company factory into a multi-use property with 47 market rate apartments, office space, and gym. The developer, David Yaman, is the partner for the Homer Avenue Plaza, so the success of Crescent Commons is encouraging.

Next the group visited Main Street Farms and spoke at length with Founder and Farm Manager, Allan Gandelman. Main Street Farms operates three greenhouses on one acre in the city proper, adjacent to Coffee Mania, but manages a total of 50 acres in the county. The company's small warehouse/pack facility on Main Street provides cross-docking, can house 450 pallets, and has a small, but under-equipped kitchen, which a couple of food entrepreneurs use as prep or no-cook space only (e.g. fermentation). Main Street Farms employs 20 employees, 6-8 of which are full-time year-round. They are selling beets, carrots, kale, and butternut squash into the Southern Tier 8 schools, but have not had any luck introducing the same into the Cortland County public school districts. A great advantage this urban farm operation has is city water, which is key for cold weather months. Based on their experience, Allan sees the opportunity for an expanded food hub in Cortland to service the schools and other institutions and a proper commercial kitchen for new and growing local food businesses. Currently, the closest food hub is in Rochester, New York, and Oneonta, New York, is also planning one.



Figure 9 – Inside the Homer Avenue Plaza, the future host site for the year-round farmers market is mostly a blank slate. The YMCA currently owns the building, but hopes to convert it to a multi-purpose space with Seven Valleys Health Coalition and other partners. Image credit: Northbound Ventures

Almost across the street from Main Street Farms is Coffee Mania, recognized as a model employer in the community with a strong commitment to sustainability, philanthropy and neighborhood development. Coffee Mania has gradually been building its business since 2006, reaching three retail locations, two commercial locations for storage, roasting and baking, and offering a new tasting room for educational programming. This will be a strong addition to the community's agritourism assets. Between its retail locations, wholesale to grocery stores and private label products, Coffee Mania is still only at 50% of its capacity, representing plenty of room for continued growth.

From Coffee Mania, the tour continued by van, passing numerous food system assets for Cortland from Reed's Seeds, to Byrne Dairy, to the grocery stores in the commercial center that is Cortlandville, the municipality surrounding Cortland. Finally, the community tour made its way to the Homer Avenue Plaza. The property is owned by the YMCA and potential tenants, including Seven Valleys Health Coalition, are working with developer David Yaman, who has a purchase option on the property and a \$1 million Restore New York grant to support the project. The vision for the building is to house a hub for non-profits including a YWCA childcare center, Cortland County Historical Society and Seven Valleys Health Coalition, with its plans for the year-round farmers market and community/commercial kitchen.

**Appendix C** has many more photos and additional details of the community tour.

## DAY 1: VISION AND VALUES

Thirty-nine residents and community stakeholders attended the first public session of the workshop on the evening of July 30. Susan Williams, Project Manager, Seven Valleys Health Coalition (SVHC), welcomed participants as the community point of contact for the Local Foods, Local Places process. Susan provided a brief overview of the food and health-related work SVHC provides to the community and timeline of activities and ideas leading up to the workshop. As a member of the Cortland Food Project (CFP) Steering Committee, SVHC looks at food access, equity, production and planning across Cortland County. The group's pursuit of Local Foods, Local Places technical assistance was motivated by the nexus described in the community's story of an abundant agricultural region, a low income, low food access population center, and strong desire for economic development connected to health and food that can help keep more of the food grown in the region serving those who most need it in Cortland.

After initial remarks, the technical assistance team introduced the Local Foods, Local Places program with a short presentation that included discussion of the city's demographics, highlighting populations that are most at risk for food and housing insecurity due to a high rate of poverty. In Cortland, 22.4% (3,571 out of 15,963 people) live below the poverty line, a number that is higher than the national average of 14%. The largest demographic living in poverty is Female 18-24 years, followed by Male 18-24 years and then Female 25-34 years. Also of concern are the 58% of economically-disadvantaged school-aged children (2,376) enrolled in Cortland Public Schools (CPS). Through the Community Eligibility Provision (CEP) of The Healthy, Hunger-Free Kids Act, CPS students are eligible to receive free breakfast and lunch daily. More publicly available data about Cortland can be found in **Appendix D**.

The primary purpose of the community meeting was to hear from residents and other stakeholders about their

### This I believe...

#### *...about my community:*

- The community is resilient.
- There is abundant potential here.
- People and organizations are open to collaboration and passionate about local food and local business.
- Enthusiastic and energetic people represent critical social capital.
- There are great natural resources like water and soil to support agriculture.
- It is beautiful with great architecture.
- It suffers from low self-esteem.

#### *...about food in Cortland:*

- We have the potential to grow what the community needs.
- It is grown by amazing local people.
- It connects people in the community.
- It is nutritionally adequate, fresh, and tasty.
- Keeps food dollars local and supports businesses such as the Local Food Market.
- It is crucial to success, security, and health.

Figure 10 – Excerpted results from the group's vision and values exercise. Participants took turns finishing the sentences "This I believe about my community..." and "This I believe about food in Cortland..." Refer to Appendix A for the group's full response.

hopes for the future of Cortland and expectations of a year-round farmers market. The technical assistance team led attendees through an exercise designed to evoke statements that capture the vision and values of the community (see Figure 10). The group generated a lot of energy with this exercise, and overarching themes emerged that are important for the community to keep in mind as it moves forward with all its goals: that the community is more dynamic than it gives itself credit for and there is a strong shared passion and appreciation for food.

The technical assistance team also asked workshop participants to write aspirational headlines for 5-10 years into the future. Their responses are in **Appendix A** along with the community's other visioning and value statements about Cortland and local food in Cortland.

The community meeting concluded with a discussion of the proposed workshop goals, resulting in at least one modification to the goals based on the observations of those living outside of downtown. The goal to *enable and promote human-powered options that connect the Cortland community to key food assets*, was broadened to include *public transportation* options as well.

## DAY 2: ACTION PLANNING

### *Case Studies*

The second day of the workshop welcomed 48 participants and began with examples of strategies used by other communities to move forward food system and place-making initiatives. Among those highlighted were different scales and venues of year-round farmers markets and expansive agritourism developments like Wolfe's Neck Center for Agriculture & the Environment in Maine and Shelburne Farms in Vermont. Examples of food processing facilities to service institutions and food entrepreneurs like Mad River Food Hub and the Western Massachusetts Processing Center were included in the presentation and are available to the public. In preparation for the mapping exercises, participants dove into examples and communities' quick win solutions for complete streets. This is relevant as Cortland just passed a Complete Streets policy in 2017, which is part of the Downtown Revitalization Initiative award (\$10M) that will address adding bike lanes, converting Main Street to two way traffic.

### *Community Mapping Exercise*

Workshop attendees then participated in an asset mapping exercise designed to generate ideas for the community in advance of action planning. Working in groups around maps, participants plotted and inventoried locations city-wide and across the region related to Cortland's physical connectivity or food and agritourism assets. Each group shared its map and takeaways from the conversations inspired by the exercise. Each map is included in **Appendix A**, but the *Connecting Cortland* result is included below. Attendees utilized colored dots to identify the following: key destinations for health and wellness, spot walking and biking concerns, places of anticipated development, and desired stronger walking and biking routes.



LOCAL FOODS, LOCAL PLACES | Connecting Cortland



**KEY DESTINATIONS FOR HEALTH & WELLNESS**

1. Local Food Market
2. Cortland County Mental Health, and Post Office
3. Main St Farms Hoop Houses
4. Main St Farms Processing, and Food Ferments
5. Family Counseling, and Crescent Commons
6. Beaudry Park
7. Randall Park, and Randall Elementary School
8. Courthouse Park, and Summer Music
9. P&C Fresh
10. County Office Building, and Main Bus Stop
11. Suggett Park, and Wickwire Pool
12. Cortland Rural Cemetery, and walking trail
13. The State University of New York at Cortland
14. Finger Lakes Tasting
15. Cortland Beer Company
16. Bru, and Marketplace Mall, and summer music series
17. Farmers market
18. Kinney Dairy
19. Cortland Corset (Cinoh, Magpie, and Pure & Simply Yoga)
20. YMCA
21. Cortland Produce
22. Wash Tub Laundry
23. Cortland Youth Bureau
24. Ajax's Convenience Store
25. Daily Grind South

26. Grace on Main (Food Pantry)
27. Cortland Loaves & Fishes (Soup Kitchen)
28. Catholic Charities (Food Pantry)
29. Library
30. Salvation Army
31. KJK Custom Products (Marietta)
32. Rincon Hispano
33. 1890 House
34. YWCA
35. Smith Elementary School
36. Dexter Park
37. Barry Elementary School
38. Waterworks
39. Cortland High School
40. Cortland Community Center
41. Trinity Valley Dairy
42. Yaman Park, entry for canoeing

**SPOT WALKING & BIKING CONCERNS**

1. Church St, Elm St, and Clinton Ave intersection
2. Groton Ave: busy, narrow, bad cycling, no crosswalks, and bad sidewalks
3. North Main St, Arthur Ave, and Grant St intersection
4. Tompkins Corridor: bad biking, bad and unsafe crosswalk
5. C.O.B. crosswalk
6. Need bus shelter
7. Kids crossing Main St heading to High School
8. Lighting, and safety on southern part of Main St
9. Lighting, and safety on Clinton Ave

10. Biking on sidewalk on Main St
11. Biking on sidewalk on Broadway Ave
12. Groton Ave, Pleasant St, and Homer Ave intersection
13. No crosswalks to Suggett Park: feels unsafe
14. The walkway under I-81 is narrow, makes getting from Yaman Park to downtown unsafe
15. Clinton Ave, and River St intersection is dangerous
16. Cortland students often cross Route 13 drunk
17. Helen Ave, Madison St, and Flora Ave intersection has a dangerous design; there was a death at this location
18. Route 11 narrows from wide shoulders to no shoulders, and no bike lanes
19. Broadway Ave, and Pashley Dr intersection: improved two legs, but not the other two
20. Church St: 4 lane state route
21. Angled parking on Main St makes it hard to bike, and to back out of parking spots

**PLACES OF ANTICIPATED DEVELOPMENT**

1. Crescent Commons (bike racks)
2. Clinton Ave gateway
3. Two-way Main St (DRI) streetscape
4. Church St, Elm St, and Clinton Ave: planned roundabout
5. Clinton Ave improvements

**DESIRED STRONGER WALKING & BIKING ROUTES**

1. Main St streetscape, and lighting
2. Clinton Ave gateway (complete streets: roundabout, and bike lanes)
3. Wayfinding signage (enacting bike/plan for wayfinding)
4. Tompkins St: Improve for walking and biking by widening the sidewalk into a shared-use path, and making millenium Trail a true trail
5. Key bike route out to County
6. Park-to-park trail, or abandoned Row

**KEY STEPS**

1. Funding (fully fund)
2. New York State Department of Transportation participation
3. Traffic Safety Board, and City Police "Click it Ticket" event for biking against traffic, and on sidewalks
4. Citizens hand out "tickets" with bike safety information

Figure 11 – Community mapping results for *Connecting Cortland*. See Appendix A for the city and region food and agritourism map.



### Action Planning

Workshop participants brainstormed ideas individually and then as a group to identify specific actions to support each of the community's goals. These were prioritized through a dot voting exercise. For the entirety of the afternoon, groups of workshop attendees self-selected into smaller groups to attend to the important task filling in the details of actions prioritized for each goal. Each group presented its results to everyone to set the stage for the final exercise of the workshop, which begins the eventual transition from planning to doing. The goals and corresponding action plan of the community are in the following section.

### Next 100 Days

In the final exercise of the workshop, participants stood in an impromptu circle and shared something they hope to contribute to the Local Foods, Local Places process in the next 100 days. Community members offered their time, capacity, skills, leadership, networks, data, organizations, communication mediums, free meeting spaces, and more. It is important to remember the list of participants as an ongoing resource that wishes to remain engaged and is willing to help as implementation of the action plan progresses.

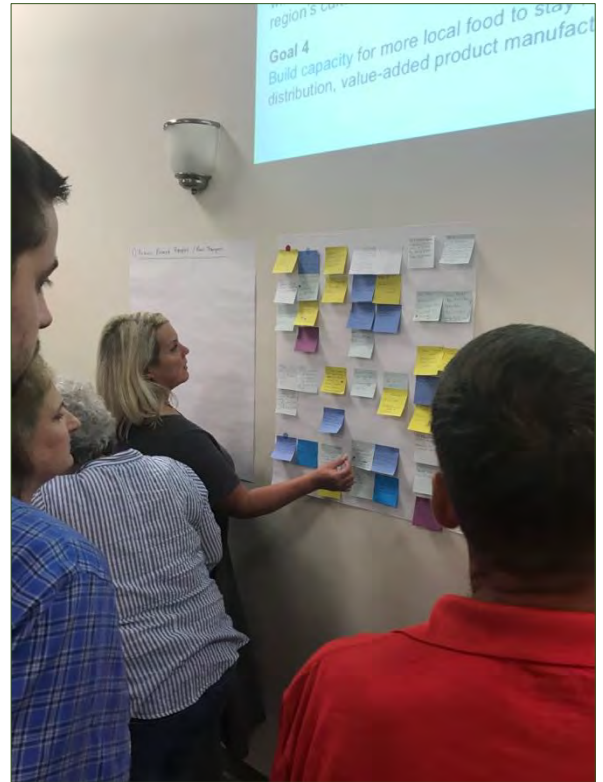


Figure 12 – After prioritizing actions (above), groups worked at individual tables to merge and consolidate the most urgent actions, then worked to detail such things as timeline, roles, and resources. Image credit: EPR

## ACTION PLAN

The goals and supporting actions are listed below. The tables that follow provide additional detail for each action.

### **Goal 1 – Enable and promote human-powered and public transportation options that connect the Cortland community to key food assets.**

- Action 1.1: Organize a summit on healthy communities and transportation to inspire people to prioritize community transportation improvements.
- Action 1.2: Install walking & biking wayfinding signs that encourage healthy transportation by informing people of their proximity to destinations.
- Action 1.3: Secure complete funding for design, construction, and maintenance of planned pathways and trails, with Homer to Cortland and City of Cortland Park to Park as high priorities.
- Action 1.4: Ask the New York State Department of Transportation to include the construction of sidewalks and bicycle lanes in its project to improve 281 from Fisher Ave to the I-81 exit.

**Goal 2 – Reduce hunger and increase access to healthy, affordable local food for Cortland’s vulnerable populations.**

- Action 2.1: Reactivate the Hunger Coalition and define its relationship to the Cortland Food Project.
- Action 2.2: More broadly provide community education on how to access healthy foods locally, and why local foods are healthy for the individual and the community, with a special focus on vulnerable populations.
- Action 2.3: Connect with faith-based organizations to provide programs and incentives to vulnerable populations.
- Action 2.4: Use Cortland County’s Rural Park programs as hubs to distribute food and other needs through parent volunteers to people in rural areas that lack transportation. Also consider the ability and willingness of other programs and people to help meet this need, such as Meals on Wheels and faith-based programs.

**Goal 3 – Increase market demand for local foods through agritourism and other shared initiatives that will mutually benefit the future year-round farmers market, existing local food shops, and the region’s cultural and community assets.**

- Action 3.1: Establish a year-round indoor farmers market and commercial kitchen.
- Action 3.2: Create a plan to pair recreation and tourism, including festivals, with restaurants and farms to support the local economy by increasing customers and revenue.
- Action 3.3: Research and develop locations listed on the Local Food Trail map.
- Action 3.4: Increase outreach to the State University of New York at Cortland students, parents and alumni through orientation packets, core 101 curriculum, alumni weekend, parents weekend, and graduation weekend.

**Goal 4 – Build capacity for more local food to stay local.**

- Action 4.1: Establish a relationship with Cortland County Public Schools, including OCM BOCES, regarding sourcing local foods for school meals.
- Action 4.2: Study the need and options for animal processing/slaughter facilities to be located closer to Cortland.
- Action 4.3: Capture interest for a food hub/processing facility to be located closer to Cortland.
- Action 4.4: Create a plan to expand the *Experience Cortland* campaign to incorporate special promotion of local foods and agritourism.
- Action 4.5: Host a networking event for local farmers, food producers, technical assistance providers, and institutional food service operators.

**GOAL 1: Enable and promote human-powered and public transportation options that connect the Cortland community to key food assets.**

Cortland is a compact city with well-connected streets. The potential exists to be a highly walkable city, but there are some critical elements that need to be strengthened. To this end, the City of Cortland adopted a Complete Streets Policy in 2017. Parts of the city lack access to critical goods and services within close proximity. In the northern part of the city residents do not have convenient access to a supermarket providing a range of fruits and vegetables. The development of an indoor market selling local produce at the Homer

Avenue Plaza would contribute to addressing this gap. In other parts of the city, pedestrian and bicycle infrastructure is missing or in need of repair. Building or improving sidewalks, crosswalks, and trails, and taking steps to calm traffic, are all important strategies for addressing this gap. And finally, many people living in the areas surrounding Cortland lack alternatives to driving. This issue is becoming even more pronounced as the population in the county ages. Programs that help these people access food and other needs are important. The actions in support of this goal all recognize that it is not enough to provide outlets for affordable, healthy and local foods; people must also be able to physically get to these places.

**Action 1.1: Organize a summit on healthy communities and transportation to inspire people to prioritize community transportation improvements.**

<b>What this is and why it is important</b>	A summit would help to build support for more attention and investment in transportation, which is a social determinant of health. It is important to promote mobility by all modes, not just cars. This event could help gain commitment and momentum to invest in key infrastructure rather than reacting to crises.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• An event is planned and held with appropriate stakeholders in attendance.</li> <li>• The event features an inspiring speaker with a broad focus.</li> <li>• Local leaders commit more resources to mobility as an outcome of the event.</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Begin planning now to hold the summit by late Spring 2019.</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Ann Hotchkin, Mobility Manager , Seven Valleys Health Coalition</li> <li>• Rebecca Smith, Chair, Traffic Safety Board</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• The State University of New York at Cortland</li> <li>• Cortland County Planning</li> <li>• New York State Association for Rural Health</li> <li>• Office for Aging</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• \$,2000 +/-</li> <li>• Honorarium, space rental, time to prepare and plan</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• Federal Transit Administration 5311 grant</li> <li>• Government Traffic Safety Committee</li> <li>• Businesses in the city and county</li> </ul>

**Action 1.2: Install walking & biking wayfinding signs that encourage healthy transportation by informing people of their proximity to destinations.**

<b>What this is and why it is important</b>	<ul style="list-style-type: none"> <li>• Signs can encourage people to walk and bike more.</li> <li>• The city has a sign machine, so signage could provide a high visibility impact at low cost.</li> <li>• Signs show visible progress and help facilitate cultural change.</li> </ul>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Signs have been installed and people are noticing them.</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Mid-term (by summer 2019)</li> </ul>

**Action 1.2: Install walking & biking wayfinding signs that encourage healthy transportation by informing people of their proximity to destinations.**

<b>Lead</b>	<ul style="list-style-type: none"> <li>• Ben Wilson, The State University of New York at Cortland</li> <li>• Rebecca Smith and Susan Williams, Co-chairs, Cortland County Traffic Safety Board Bike/Ped Sub-committee</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• The State University of New York at Cortland students (Ben’s class)</li> <li>• Cortland Department of Public Works (sign production)</li> <li>• Martha Hubbard, Leadership Cortland (training program with community projects)</li> <li>• Sustainable Cortland</li> <li>• Cortland Regional Medical Center</li> <li>• Family Health Network</li> <li>• Walk [Your City]</li> <li>• Thoma Development Consultants</li> <li>• Mark Fenton, National public health, planning, and transportation consultant and adjunct associate professor at Tufts University's Friedman School of Nutrition Science and Policy (walk audit)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• \$0 - \$5,000 depending on sponsors</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• City of Cortland (sponsor of other funding applications)</li> <li>• Excellus BlueCross BlueShield</li> <li>• CARE Compass Network</li> <li>• EPA P2 and Source Reduction grants (timeline dependent)</li> </ul>

**Action 1.3: Secure complete funding for design, construction, and maintenance of planned pathways and trails, with Homer to Cortland and City of Cortland Park to Park as high priorities.**

<b>What this is and why it is important</b>	<ul style="list-style-type: none"> <li>• The proposed trail ideas have been around for a long time, but languished</li> <li>• The County Legislature has new members and it may be a good time to reintroduce the trail ideas</li> </ul>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Funding is secured for design, construction, and maintenance</li> <li>• Trails are created</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Mid-term (1 year, after new legislators get past near-term challenges)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• City of Cortland</li> <li>• Village of Homer</li> <li>• Town of Cortlandville</li> </ul>
<b>Supporting cast</b>	<p>Joint support:</p> <ul style="list-style-type: none"> <li>• The State University of New York at Cortland</li> <li>• Tourism Director</li> <li>• Cortland County Chamber of Commerce</li> </ul>



**Action 1.3: Secure complete funding for design, construction, and maintenance of planned pathways and trails, with Homer to Cortland and City of Cortland Park to Park as high priorities.**

<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Cost for advocacy: low</li> <li>• Cost for infrastructure: high (potentially \$1 million plus)</li> <li>• BOA is producing initial plans for the Linear Park</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• New York Department of State, Office of Planning and Development Local Waterfront Revitalization Program grant</li> <li>• New York State Parks, Recreation and Historic Preservation Recreational Trails Grant Program</li> <li>• New York State DOT Transportation Alternatives Program</li> <li>• New York State Peacemaker Trail/Central New York Regional Planning</li> <li>• Southern Tier 8 / ARC Funding (future trail development)</li> </ul>

**Action 1.4: Ask the New York State Department of Transportation to include the construction of sidewalks and bicycle lanes in its project to improve 281 from Fisher Ave to the I-81 exit.**

<b>What this is and why it is important</b>	<ul style="list-style-type: none"> <li>• This route provides safe passage from Cortland to Homer</li> <li>• The project is an opportunity to implement the state’s complete streets policy</li> <li>• Route 281 connects residents to Homer Senior High School</li> </ul>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Sidewalks are approved as part of Phase 3 for the 281 project</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• ASAP (the project is in design)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Dan Dineen, Cortland County Planning Department</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Transportation Advisory Committee</li> <li>• Cortland County Legislature</li> <li>• Regional Planning Boards</li> <li>• Homer School District / PTO</li> <li>• Rebecca Smith and Susan Williams, Co-chairs, Cortland County Traffic Safety Board Bike/Ped Sub-committee</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Moderate cost (one part of an extensive state-funded project)</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• New York State Department of Transportation</li> </ul>

**Goal 2: Reduce hunger and increase access to healthy, affordable local food for Cortland’s vulnerable populations.**

Cortland carries a poverty rate higher than state and national averages and food security is a concern for residents. The U.S. Census Bureau via American FactFinder shows that in 2014, 14.1% of City of Cortland residents aged 65 and older fell below the poverty level, vs. 9.4% nationally; 20.8% of City of Cortland residents and 15.0% of county residents received SNAP benefits in 2014, compared with 13.0% nationally; and for single female households with children under 5 years old, 81.7% of these families fell below the poverty level in the City of Cortland versus 47% nationally in 2014. The full service grocery stores that accept SNAP are located outside of downtown Cortland and require public transportation or a car to access. There are several food pantries and community meal resources, but not everyone is always aware of their hours or able to find and afford reliable transportation. The community would like to scale up services to support food security through consumer education, organizational bridge-building, and resource dissemination.

**Action 2.1: Reactivate the Hunger Coalition and define its relationship to the Cortland Food Project.**

<b>What this is and why it is important</b>	The Hunger Coalition has proved a valuable resource in the past and the timing is right to help determine how its work could integrate with the Cortland Food Project. Convening the members of the coalition would support identifying what services are available for those in need and where there are gaps that could be closed by more local foods.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Increase of amount of services used: shown by data provided by Cortland County Community Action Program, Inc. and Hunger Coalition</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>Short-term: Start with the next Hunger Coalition meeting (Fall 2018)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>Incoming AmeriCorps Staff, Seven Valleys Health Coalition</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>Lindy Glennon, Director, CAPCO and Hunger Coalition</li> <li>Cortland County Community Action Program</li> <li>Cortland Area Communities That Care</li> <li>Cortland Counts (Community Assessment of Health and Well-Being)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>Staff time of AmeriCorps member to coordinate and convene parties</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>Ongoing AmeriCorps funding</li> </ul>

**Action 2.2: More broadly provide community education on how to access healthy foods locally, and why local foods are healthy for the individual and the community, with a special focus on vulnerable populations.**

<b>What this is and why it is important</b>	There are services that help vulnerable communities afford healthy local foods. People that could benefit from the services are often not aware of them. This action would help to raise awareness and track how successful the plans are.
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**Action 2.2: More broadly provide community education on how to access healthy foods locally, and why local foods are healthy for the individual and the community, with a special focus on vulnerable populations.**

<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Track website hits of Seven Valleys Health Coalition, Office for Aging and Catholic Charities food access pages of their websites, and new Cornell Cooperative Extension of Tompkins County local food website.</li> <li>Uptake in available services (closing the SNAP gap)</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>Short-term (Fall 2018 semester)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>State University of New York at Cortland (John Suarez with SUNY Interns)</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>Seven Valleys Health Coalition</li> <li>Hunger Coalition</li> <li>The State University of New York at Cortland</li> <li>Cornell Cooperative Extension of Tompkins County (CCE-Tompkins)</li> <li>Office for Aging</li> <li>Catholic Charities</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>Low to no cost for research, writing, meetings, printing, and distribution</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>Community Health Foundation</li> <li>Fidelis Care</li> <li>Excellus BlueCross BlueShield</li> </ul>

**Action 2.3: Connect with faith-based organizations to provide programs and incentives to vulnerable populations.**

<b>What this is and why it is important</b>	Faith-based organizations are often closely connected with vulnerable populations and are trusted organizations. Many operate food pantries and there is potential to increase access among vulnerable populations to local foods amongst food pantries.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Food pantries are able to incorporate local foods into their inventory.</li> <li>Food pantries increase programming and incentives to reach more of those in need.</li> <li>The number of families served by community gardens</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>Short-term (September 2018)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>John Suarez, Director, SUNY Cortland Institute for Civic Engagement</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>Rachel Ditch, Cortland County Council of Churches</li> <li>Seven Valleys Health Coalition (have a list of food pantries)</li> <li>United Way</li> <li>Salvation Army</li> <li>Catholic Charities</li> <li>Lela Niemetz (cooking classes)</li> <li>Cooperative Extension/Farm to School AmeriCorps</li> </ul>

**Action 2.3: Connect with faith-based organizations to provide programs and incentives to vulnerable populations.**

<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Low to moderate</li> <li>• 211 (information source)</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• Organizational budgets</li> <li>• Donations</li> </ul>

**Action 2.4: Use Cortland County’s Rural Park programs as hubs to distribute food and other needs through a volunteer delivery service.**

<b>What this is and why it is important</b>	People in rural areas want to age in place, but many are losing their ability to drive or cannot afford vehicles. This issue contributes to social isolation and poor access to groceries and other necessities.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Established pool of volunteers</li> <li>• Food and other necessities are being delivered</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Mid-term (6 months – 1 year)</li> <li>• Planning in January</li> <li>• Implement in Summer 2019</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Rebecca Smith, Youth Bureau of Cortland County</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Hunger Coalition</li> <li>• Office for Aging/Meals on Wheels</li> <li>• Faith-based organizations</li> <li>• Area food pantries</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Insurance</li> <li>• Food safety/handling training</li> <li>• Staff time</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• Planning grants, including FTA 5311</li> <li>• Health grant for non-medical rides for Medicaid recipients (Seven Valleys Health Coalition)</li> <li>• Care Compass Network grant</li> </ul>



**Goal 3: Increase market demand for local foods through agritourism and other shared initiatives that will mutually benefit the future year-round farmers market, existing local food shops, and the region’s cultural and community assets.**

Cortland and its surrounding area are rich in a variety of cultural and recreational resources that could support enhancement of the region’s agricultural assets. The nearby Fingers Lakes region is perhaps best known for boating and wine, but there is more for visitors and locals alike to discover and appreciate throughout Cortland county. A market analysis conducted by Seven Valleys Health Coalition in 2017 showed that nearly 80% percent of the more than 600 people surveyed said they’d like to buy more local foods than they currently do. Well known nature centers, resorts, festivals, farms, and restaurants coupled with the future year-round market and commercial kitchen could offer a larger experience of agritourism. While the year-round market and commercial kitchen are large enough ventures to merit their own goal, the community is committed to viewing the project as a new resource to complement that which already exists. With targeted and coordinated branding, strategic tourism maps, and relationship-building, there is the potential to create greater awareness of Cortland’s diverse destinations and build demand for all the city and region have to offer.

Action 3.1: Establish a year-round indoor farmers market and commercial kitchen.	
<b>What this is and why it is important</b>	<p>The year-round farmers market will provide year-round food sales and sources of fresh and healthy foods in a neighborhood that would benefit from more outlets. Consistency of availability of goods will help create a routine for customers that translates to increased market demand.</p> <p>Commercial kitchens can provide an affordable alternative of space and equipment to food business entrepreneurs, who otherwise might not be able to finance startup costs or scale their business. Many restaurants and institutions require produce or animal proteins to be lightly processed or are interested in value-added products. A commercial kitchen could support business development in Cortland and enable more food to be sale ready to nearby establishments.</p>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Business plan is written to support fundraising</li> <li>• Financing is secured</li> <li>• All tenants and clients are committed</li> <li>• Farmers market and kitchen are open and operational</li> <li>• Sales are sufficient for the sustainability of both services</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Long-term (2021)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Seven Valleys Health Coalition</li> </ul>

**Action 3.1: Establish a year-round indoor farmers market and commercial kitchen.**

<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• YWCA</li> <li>• Cortland Food Project</li> <li>• City of Cortland</li> <li>• Dave Yaman Realty Services</li> <li>• Cornell, Johnson School of Management (students)</li> <li>• Small Business Administration (SBA)</li> <li>• Business Development Corporation</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• \$1.2 million</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• USDA Farmers Market Promotion Program Grant (\$5K)</li> <li>• USDA National Institute of Food and Agriculture Grant Program (kitchen build out)</li> <li>• Appalachian Regional Commission Area Development Grants</li> <li>• Capital Campaign</li> <li>• Health Foundation of Western and Central New York</li> <li>• Consolidated Funding Application</li> </ul>

**Action 3.2: Create a plan to pair recreation and tourism, including festivals, with restaurants and farms to support the local economy by increasing customers and revenue.**

<b>What this is and why it is important</b>	<p>The Finger Lakes area attracts many tourists who come for the region’s outstanding outdoor recreation offerings. The region also has many local producers of fruits, vegetables, value added products, wine, cheese, apple cider, and more. Dual promotions can increase need and use. There is an opportunity to pair recreational pursuits with local restaurants and farms to create self-guided itineraries that attract a larger cross-section of visitors. This would be a way to support existing local businesses, which make local food a priority.</p>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Plan is created and implemented</li> <li>• New and different events are added to the annual calendar</li> <li>• Event vendors experience increased sales</li> <li>• Increase of attendees at events</li> <li>• Increase of visitors to agritourism sites</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Within 6 months</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Convention and Visitors’ Bureau (Experience Cortland)</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Downtown Business Partnership (Adam McGovern and Jane Witty)</li> <li>• Cortland Historical Society</li> <li>• SUNY Cortland</li> <li>• Cortland Food Project Committee</li> </ul>

**Action 3.2: Create a plan to pair recreation and tourism, including festivals, with restaurants and farms to support the local economy by increasing customers and revenue.**

<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Moderate cost for online and print promotions (\$1,500)</li> <li>• Some costs will be event dependent</li> <li>• Examples from other places:             <ul style="list-style-type: none"> <li>○ Fields of Gold Farm Trail: <a href="http://www.fieldsofgold.org">http://www.fieldsofgold.org</a></li> <li>○ Columbia Food Tours: <a href="http://www.columbiafoodtours.com">www.columbiafoodtours.com</a></li> <li>○ Wisconsin Cycling Adventures for Local Flavor: <a href="https://www.travelwisconsin.com/article/biking/three-cycling-adventures-for-local-flavor">https://www.travelwisconsin.com/article/biking/three-cycling-adventures-for-local-flavor</a></li> <li>○ Vermont Farm to Plate for annual reports of growth and positive impact: <a href="http://www.vtfarmtoplate.com">http://www.vtfarmtoplate.com</a></li> <li>○ Ann Arbor Restaurant Week highlights restaurants that source locally grown foods with a <a href="#">Taste the Local Difference</a> logo. Chefs from restaurants with this logo participate in a pop up farmers market and order a minimum of \$500 in products from local farmers.</li> </ul> </li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• I Love New York</li> <li>• Sponsorship</li> <li>• Event ticket sales</li> <li>• Vendor fees</li> </ul>

**Action 3.3: Research and develop locations listed on the Local Food Trail map.**

<b>What this is and why it is important</b>	<p>The Local Food Trail map is a key tool for encouraging the growth of the local agritourism industry. The next steps are to define who and what is involved in developing the map, and in what capacity. This is another way to support existing local businesses, which make local food a priority.</p>
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Maps are printed and linked to the co-op extension and the State University of New York at Cortland and Convention and Visitors’ Bureau (Experience Cortland)</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Short-term (Underway and is expected to be completed by October 2019)</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Seven Valleys Health Coalition</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Co-op Extension</li> <li>• Convention and Visitors’ Bureau (Experience Cortland)</li> <li>• Ben Wilson’s students</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• \$9,000 including design work, web design, printing, marketing</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• Initial funding secured (USDA Farmers Market Promotion Program)</li> <li>• Ongoing maintenance update funding: Paid ads, Consolidated Funding Application, Convention and Visitors Bureau</li> </ul>

Action 3.4: Increase outreach to the State University of New York at Cortland students, parents and alumni through orientation packets, core 101 curriculum, alumni weekend, parents weekend, and graduation weekend. Simple steps like linking the State University of New York at Cortland website to the Convention and Visitors Bureau website and new CCE local foods website could be quick wins.

<b>What this is and why it is important</b>	About 7,000 students attend the State University of New York at Cortland. The university attracts many visitors including parents and alumni. They represent an opportunity to grow the agritourism economy and increase the volume of sales through targeted marketing.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Local restaurants see an increase in business during key college event weekends and in general from the extended college community</li> <li>More visitors to agritourism sites</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>Mid-term (soft roll out during transfer orientation January 2019)</li> <li>Spring open house Spring 2019</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>The State University of New York at Cortland (Ben Wilson and John Suarez, Enrollment)</li> <li>The State University of New York at Cortland Auxiliary Services Corporation (ASC), Jim Webb</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>State University of New York at Cortland Communications Office</li> <li>State University of New York at Cortland Office of Alumni Relations</li> <li>Convention and Visitors Bureau</li> <li>Cornell Cooperative Extension Cortland County</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>\$1,000/yr</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>SUNY Cortland Institute for Civic Engagement, Alumni Affairs and/or President's Office budget</li> </ul>

#### Goal 4: Build capacity for more local food to stay local.

Cortland may be a largely agricultural county, but it lacks infrastructure to support keeping more of the product grown or raised in the county for use by the community. Much of the agricultural product produced is shipped out of the county or goes to waste, while many local citizens go without fresh, healthy foods. Gleaning organizations have popped up in many cities across the country, but there is not yet a local gleaning organization to rescue edible crops left behind by mechanized harvesting in Cortland county. The nearest food hub is 120 miles or two hours away in Rochester, New York. Infrastructure, in or near Cortland, for light fruit and vegetable processing, animal processing, and manufacture of value-added product, would mean food would not need to be transported as far away for processing in order to meet procurement standards set by



large local buyers (e.g. institutions, restaurants). With additional capacity, human and physical assets, Cortland would be able to capture more of the economic value of foods grown or raised locally.

**Action 4.1: Establish a relationship with Cortland County Public Schools, including Onondaga-Cortland-Madison Boards of Cooperative Educational Services (OCM-BOCES), regarding sourcing local foods for school meals.**

<b>What this is and why it is important</b>	Institutions can provide an important outlet for local foods to reach the local community. More food local in the schools can help raise awareness and make linkages for students between locally grown foods and the importance of agriculture as part of their environment and economy. Learning about food and nutrition can support students' lifelong healthy eating habits and appreciation for fresh foods. Of significance is the fact that Cortland County public schools can access a New York State incentive of an additional \$0.19/per school meal if they reach a procurement threshold of 30% locally sourced food.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Meetings held with Superintendents (including BOCES) and Food Services at all districts including OCM BOCES Nutrition Services Coordinator</li> <li>• Pilot initiative established with Cortland Public School Food Services to feature locally grown food on the menu regularly or occasionally as product availability and cost allow</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Present – 3 months</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• David Rutherford, Cornell Cooperative Extension</li> <li>• Adrienne Traub, Syracuse University Food Studies / Main Street Farms</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Susan Williams, Seven Valley Health Coalition</li> <li>• New York State Department of Agriculture &amp; Markets (Farm-to-School)</li> <li>• Food and Health Network</li> <li>• Superintendent of Schools – Start with Cortland, Homer and Marathon, but also include McGraw and Cincinnatus</li> <li>• Francis Zaryski, Onondaga-Cortland-Madison Boards of Cooperative Educational Services (OCM-BOCES)</li> <li>• Parents</li> <li>• Local farmers</li> <li>• Distributors serving the school (e.g. Sysco Syracuse, Cortland Produce)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Examples from other districts successfully implementing local foods in menus</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• Farm to School NYS grant</li> <li>• Farm to School Corps through Food and Health Network of South Central NY</li> </ul>

**Action 4.2: Study the need and options for animal processing/slaughter facilities to be located closer to Cortland.**

<b>What this is and why it is important</b>	Currently there is no 5A processing (>1000 animals) other than the one in Madison County. If farmers are to scale production to meet institutional demand, more proximal processing is required. Because of the current limited facilities, scheduling is too far out for farmers and the travel distance can be a challenge. Finally, processing for exotics (e.g. rabbits) and organic product is harder to find if at all.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Farmer engagement about needs</li> <li>Identification of potential equipment, including existing capacity in region (e.g. another 5A farm willing to rent capacity)</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>Present – 12 months</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>Heather Birdsall, Cornell Cooperative Extension</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>Farmers</li> <li>Farm Bureau</li> <li>New York State Department of Agriculture &amp; Markets</li> <li>NOFA-NY</li> <li>Cornell Small Farms</li> <li>RCD Norwich (had mobile processing unit at one time)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>Time to research</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>Phase I – Research: N/A</li> <li>Phase II – Equipment Purchase &amp; Maintenance Fund:</li> </ul>

**Action 4.3: Seek partnership for conducting a feasibility study for a food hub/processing facility to be located closer to Cortland.**

<b>What this is and why it is important</b>	A feasibility study for a food hub is a large undertaking and demand for use would not be confined to Cortland. Having such a regional asset is a longstanding goal though a clear lead has not yet been identified.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>Feasibility study completed</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>6-18 months</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>Cortland Food Project Committee</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>Main Street Farms</li> <li>SUNY Cortland</li> <li>TC3</li> <li>Ithaca Organics</li> <li>Cortland County Business Development Corporation and the Cortland County Industrial Agency</li> <li>Cornell Cooperative Extension of Cortland County</li> </ul>

**Action 4.3: Seek partnership for conducting a feasibility study for a food hub/processing facility to be located closer to Cortland.**

<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Time for study</li> <li>• Professional fees for consultant</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• USDA Local Food Promotion Program Grant</li> <li>• USDA Rural Business Development Grant</li> </ul>

**Action 4.4: Create a plan to expand the *Experience Cortland* campaign to incorporate special promotion of local foods and agritourism.**

<b>What this is and why it is important</b>	Local farmers, ranchers, and food producers would appreciate marketing support to identify and differentiate local, state, and regional products to consumers. Several years ago, Sustainable Cortland helped to launch “Local to the Core” as a way of marketing local food, but this branding has faded from use and ultimately may have been confusing with its reference to apples. Contrary to what the name might suggest, the Cortland apple was not invented in Cortland and currently, there are no apple orchards in the city. The current leading marketing umbrella for promoting the region is <i>Experience Cortland</i> managed by the Convention and Visitors’ Bureau. The <i>Experience Cortland</i> campaign already covers agritourism and local restaurants and could be expanded to have a focus on locally grown and produced products as well.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Brand is developed</li> <li>• Materials are circulated regularly in the community</li> <li>• Consumer recognition and demand increases</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• 6-18 months</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Convention and Visitors’ Bureau (Experience Cortland)</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Bob Haight, Cortland Chamber of Commerce</li> <li>• Cortland County Arts Council</li> <li>• Farmers and food producers</li> <li>• Marketing firm (if needed)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Branding and imagery</li> <li>• \$2,500 – 5,000 for creative development and branded materials</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• USDA Farmers Market Promotion Program</li> <li>• New York State Decentralization for the Arts mini-grants</li> <li>• Cortland Downtown Revitalization Initiative mini-grants through \$200,000 arts projects funding</li> <li>• Microenterprise Program, Cortland County</li> </ul>

**Action 4.5: Host a networking event for local farmers, food producers, technical assistance providers, and institutional food service operators.**

<b>What this is and why it is important</b>	Local farmers are at different stages of success in sourcing to local institutions. Technical assistance is available, but not all farmers know how to access it and take full advantage of these resources. An event connecting the producers, technical assistance personnel, and food services departments of local institutions would help educate everyone about necessary requirements and processes for establishing new or expanded vendor-client relationships.
<b>Measures of success</b>	<ul style="list-style-type: none"> <li>• Farmers learn more about available technical assistance and institutional food sourcing requirements.</li> <li>• More farms establish sales to institutions either directly or through local food distributors.</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>• Short-term: Start in September 2018 and host event in January/February 2019</li> </ul>
<b>Lead</b>	<ul style="list-style-type: none"> <li>• Food Feasible (Lela Niematz &amp; Matt Volz)</li> </ul>
<b>Supporting cast</b>	<ul style="list-style-type: none"> <li>• Cornell Cooperative Extension of Cortland County</li> <li>• The State University of New York at Cortland – Food Services (James Webb)</li> <li>• Cortland Regional Medical Center (Chef Diane)</li> </ul>
<b>Costs and/or resources needed</b>	<ul style="list-style-type: none"> <li>• Time and information to complete new vendor paperwork</li> <li>• Any cost to fulfill gaps in requirements of vendor requirements (e.g. insurance, certifications)</li> </ul>
<b>Possible funding sources</b>	<ul style="list-style-type: none"> <li>• New York State Department of Health</li> <li>• United States Department of Agriculture</li> <li>• Health and Human Services</li> <li>• New York State Department of Environmental Conservation</li> </ul>

Additional Goal 4 actions included some of the following ideas:

- Develop a digital community currency for loyalty and discounts /pay for effort and work used to create public geo database
- Create website of local food and where to buy it
- Get county government to prioritize buying local
- Update Ag and Farmland Protection Plan to reflect community’s goals
- Engage more residents in entrepreneurial opportunities
- Add to the number of farmers in the existing Nut Tree Cooperative

## IMPLEMENTATION AND NEXT STEPS

The steering committee held three calls in the weeks following the workshop to share community updates, review the action plan, and discuss outreach strategies for maintaining momentum and engagement in the process. Early progress and planning include the following:



- The steering committee plans to apply for a New York Farm to School grant to support increased sourcing of local food products for the public schools.
- The city will conduct a walkability audit of downtown in late September.
- Cortland Community Extension and Seven Valleys Health Coalition will both host a full-time AmeriCorps member dedicated to food systems and transportation efforts in the coming year. The Cortland Community Extension AmeriCorps member will work 100% on farm-to-school initiatives and Seven Valley Health Coalition’s member on a combo of food and transportation initiatives including responsibility for advancing the Local Foods, Local Places action plan.
- City of Cortland, Town of Cortlandville, and Village of Homer, through the Cortland County Traffic Safety Board Bike/Ped Sub-committee, have reached an agreement to welcome the bike share program, Lime, to the communities.
- In support of Action 1.2, Ben Wilson is organizing his ECO 105 class to conduct a walk audit from central exit points around campus. Data collected will be used to inform the development of new wayfinding signs around campus to complement the food trail map and better connect the campus and local communities.
- In support of Action 3.5, Ben Wilson is recruiting a student to organize restaurant surveys for the Food Trail Map. Information gathered will be added to graduation welcome packages for spring and summer orientation.
- In support of Action 4.4, Ben Wilson is planning to use his Urban Economics class as a data collection and analysis space for investigating the viability of a food hub in Cortland. A teaching and course development grant could be sought to support this project.
- Seven Valleys Health Coalition will follow up with Ron Batcher, architect with Agricultural Marketing Services of the U.S. Department of Agriculture. Ron attended the Cortland workshop and may be able to provide additional guidance to the project as the development partners consider design specifications of the Homer Avenue Plaza.



Figure 13 – Sample renderings of space allocation and considerations executed by Ron Batcher, Architect with USDA Agricultural Marketing Services during the Cortland Local Foods, Local Places workshop. Image credit: USDA Agricultural Marketing Services

## APPENDICES

- Appendix A – Workshop Exercise Results
- Appendix B – Workshop Participants and Planning Group
- Appendix C – Workshop Photo Album
- Appendix D – Community Data Profile
- Appendix E – Funding Resources
- Appendix F – References

# Appendix A:

## Workshop Exercise Results

### Vision and Values Exercise: This I believe...

The community meeting on July 30 kicked off with a group exercise to capture the essence of how workshop participants feel about their community and the local food movement in Cortland. The facilitator asked each community member to complete the sentences “This I believe about my community...” and “This I believe about local food...” Below are the responses captured as each person read their response “popcorn style” to the rest of the room.

#### This I believe about my community...

- Resilient
- Slow and steady, winning the race
- Social capital is undervalued and underutilized
- Collaborative; there is willingness to work together
- Innovative
- There is talent and resources that are untapped, so there is lots of potential
- Low self-esteem
- Potential
- Tremendous natural resources, including quality of soil
- Great natural resources
- Blessed with water
- Awesome bus route
- Good quality of life
- Already better than many of us think
- Our young people
- Energetic
- Excitement and commitment to local food
- People come back
- Can lead the way
- People here are passionate about their beliefs
- Strong value placed on the food system
- Welcoming and friendly
- Beautiful place to live
- Lots of parks and places for children to play
- It’s a college town
- The college has been more receptive to collaboration
- Traditional
- Enthusiastic, can do, make it happen attitude
- Incredible history
- Very caring community
- Fantastic architectural history
- Resourceful

#### This I believe about local food...

- Incredibly important
- Lots available
- No reason we cannot grow everything we need
- It’s a decision
- Many options
- Grown by amazing people
- Nutritionally adequate
- Very accessible through market and stores
- Promoted at the local food market
- Creates connections

- Love my CSA
- Gaining greater recognition as to its important
- Momentum is shifting towards it
- More environmentally friendly
- Wow factor – I didn't know it was grown down the street
- More food produced in local gardens than people think
- Crucial to our security and success
- Local farmers are passionate about what they do
- When it's local kids know and care more about where it comes from
- Fresher
- Accessible
- Love my CSA
- Great educational opportunities
- Interdisciplinary – can use it to teach economics, health, history, etc.
- Less likely to have artificial ingredients
- As diversity of population participating goes up, waste will go down
- Local food grows community
- Good way to keep food dollars circulating in your community
- Really good
- Lots of pride
- Great chefs that utilize food in season and know how to preserve
- Driver for community health

## Future Headlines

The technical assistance team led a second visioning and values group exercise during the July 30 community meeting, which asked participants to write an aspirational headline from the future. The headline would appear on the front page of the local newspaper in 5-10 years and answer the questions: *What happened? What impact did it have? What made it possible?*

Below are the aspirational headlines read aloud by the workshop participants.

- Hunger eradicated: School lunches use all local foods, indoor farmers market provides healthy food to all ....community health is the best in the nation. (Community buy-in and partnerships)
- Cortland County overtakes Fresno County as number one ag producer (more access to resources for all, healthier community, improved quality of life – marketing, community involvement)
- Cortland County moves into the lead for agritourism (poverty decreased, population increased, health increased – LFLP action plan)
- Returning to the past is the key to the future (e.g. trolley line, cows, everyone has an orchard, good paying, living wage jobs, walkable city – community engagement, public-private partnerships, social justice)
- Local elementary school serves 100% local food (kids are healthier, absentee rates down, farmers made an adequate profit – town disregarded regulation and made it a priority)
- Obesity eradicated in Cortland County (local food became available to all – funding, collaboration)
- Cortland becomes the model for publicly-owned self-sufficient community (100% of restaurants use 100% local produce; all businesses are locally owned – commitment to producing locally)



## Our Future Community

In the last group exercise of Day 1, the technical assistance team asked workshop participants to reflect on what is currently working well that they would like to build upon and what ideas from other communities they would be interested to learn more about and potentially introduce to Cortland. Below are the ideas generated for each.

### Things to Build Upon

- Return of a 1950s downtown with more retail
- Increased utilization of brownfields, less paving of agricultural land
- A County government very concentrated on quality of life issues
- More events in downtown Cortland that celebrate who we are, what we have, and what we have been
- Adults and children walking and biking to school
- More public transit, for rural communities as well
- More focus on healthy food and the arts
- Music and other sculptures, community gardens

### Examples from Other Places

- Large community center that is the hub for many different civic uses
- Princeton, NJ has done a lot of work to preserve their ag land, don't turn over all ag land for residential and industrial uses
- Burlington, VT has a shorter growing season, their soils are no better, and yet they have a lot of local foods, CSAs, restaurants on Main Street, and in any weather, people are out walking
- Madison County, NY open farm day event.
- Convert old railroad beds to trails, such as the bed along the river
- Ithaca has a food scrap program

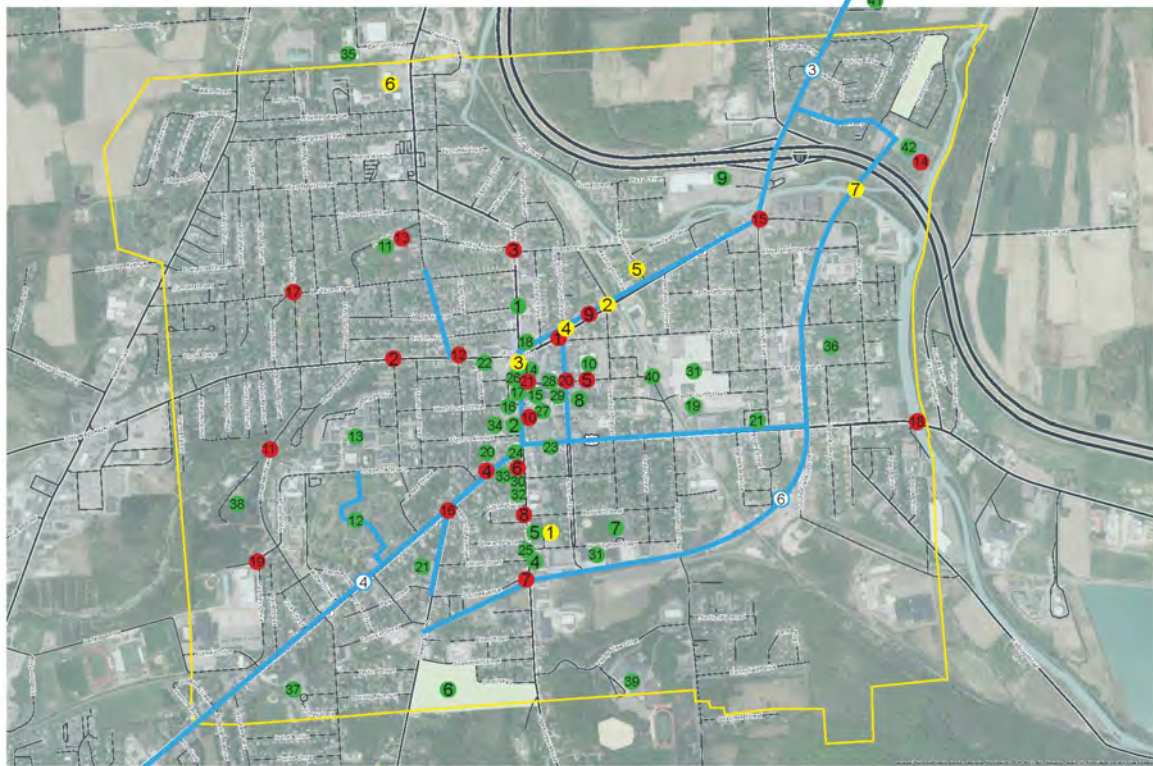
## Dot Maps

On July 31, as part of the Local Foods, Local Places workshop, workshop participants engaged in a dot mapping exercise. Using two differently scaled maps, workshop participants captured elements related to connectivity and agritourism.

For the *Connecting Cortland* exercise, attendees utilized colored dots to identify the following items on each map: key destinations for health and wellness, spot walking and biking concerns, places of anticipated development, and desired stronger walking and biking routes.

For the *Cortland Food Assets and Agritourism* exercise, attendees utilized colored dots to identify the following items on each map: existing food system assets, community elements that need attention, food system and agritourism opportunities, and desired agritourism routes.

LOCAL FOODS, LOCAL PLACES | Connecting Cortland



Technical Assistance Workshop July 30-31, 2018



**KEY DESTINATIONS FOR HEALTH & WELLNESS**

1. Local Food Market
2. Cortland County Mental Health, and Post Office
3. Main St Farms Hoop Houses
4. Main St Farms Processing, and Food Ferments
5. Family Counseling, and Crescent Commons
6. Beaudry Park
7. Randall Park, and Randall Elementary School
8. Courthouse Park, and Summer Music
9. P&C Fresh
10. County Office Building, and Main Bus Stop
11. Suggett Park, and Wickwire Pool
12. Cortland Rural Cemetery, and walking trail
13. The State University of New York at Cortland
14. Finger Lakes Tasting
15. Cortland Beer Company
16. Bru, and Marketplace Mall, and summer music series
17. Farmers market
18. Kinney Dairy
19. Cortland Corset (Cinch, Magpie, and Pure & Simply Yoga)
20. YMCA
21. Cortland Produce
22. Wash Tub Laundry
23. Cortland Youth Bureau
24. Ajax's Convenience Store
25. Daily Grind South

26. Grace on Main (Food Pantry)
27. Cortland Loaves & Fishes (Soup Kitchen)
28. Catholic Charities (Food Pantry)
29. Library
30. Salvation Army
31. KIK Custom Products (Marietta)
32. Rincon Hispano
33. 1890 House
34. YWCA
35. Smith Elementary School
36. Dexter Park
37. Barry Elementary School
38. Waterworks
39. Cortland High School
40. Cortland Community Center
41. Trinity Valley Dairy
42. Yaman Park, entry for canoeing

**SPOT WALKING & BIKING CONCERNS**

1. Church St, Elm St, and Clinton Ave intersection
2. Groton Ave: busy, narrow, bad cycling, no crosswalks, and bad sidewalks
3. North Main St, Arthur Ave, and Grant St intersection
4. Tompkins Corridor: bad biking, bad and unsafe crosswalk
5. C.O.B. crosswalk
6. Need bus shelter
7. Kids crossing Main St heading to High School
8. Lighting, and safety on southern part of Main St
9. Lighting, and safety on Clinton Ave

10. Biking on sidewalk on Main St
11. Biking on sidewalk on Broadway Ave
12. Groton Ave, Pleasant St, and Homer Ave intersection
13. No crosswalks to Suggett Park: feels unsafe
14. The walkway under I-81 is narrow: makes getting from Yaman Park to downtown unsafe
15. Clinton Ave, and River St intersection is dangerous
16. Cortland students often cross Route 13 drunk
17. Helen Ave, Madison St, and Flora Ave intersection has a dangerous design; there was a death at this location
18. Route 11 narrows from wide shoulders to no shoulders, and no bike lanes
19. Broadway Ave, and Pashley Dr intersection: Improved two legs, but not the other two
20. Church St: 4 lane state route
21. Angled parking on Main St makes it hard to bike, and to back out of parking spots

**PLACES OF ANTICIPATED DEVELOPMENT**

1. Crescent Commons (bike racks)
2. Clinton Ave gateway
3. Two-way Main St (DRI) streetscape
4. Church St, Elm St, and Clinton Ave: planned roundabout
5. Clinton Ave improvements

6. Indoor Farmers Market
7. Bike, and pedestrian bridge to Yaman Park

**DESIRED STRONGER WALKING & BIKING ROUTES**

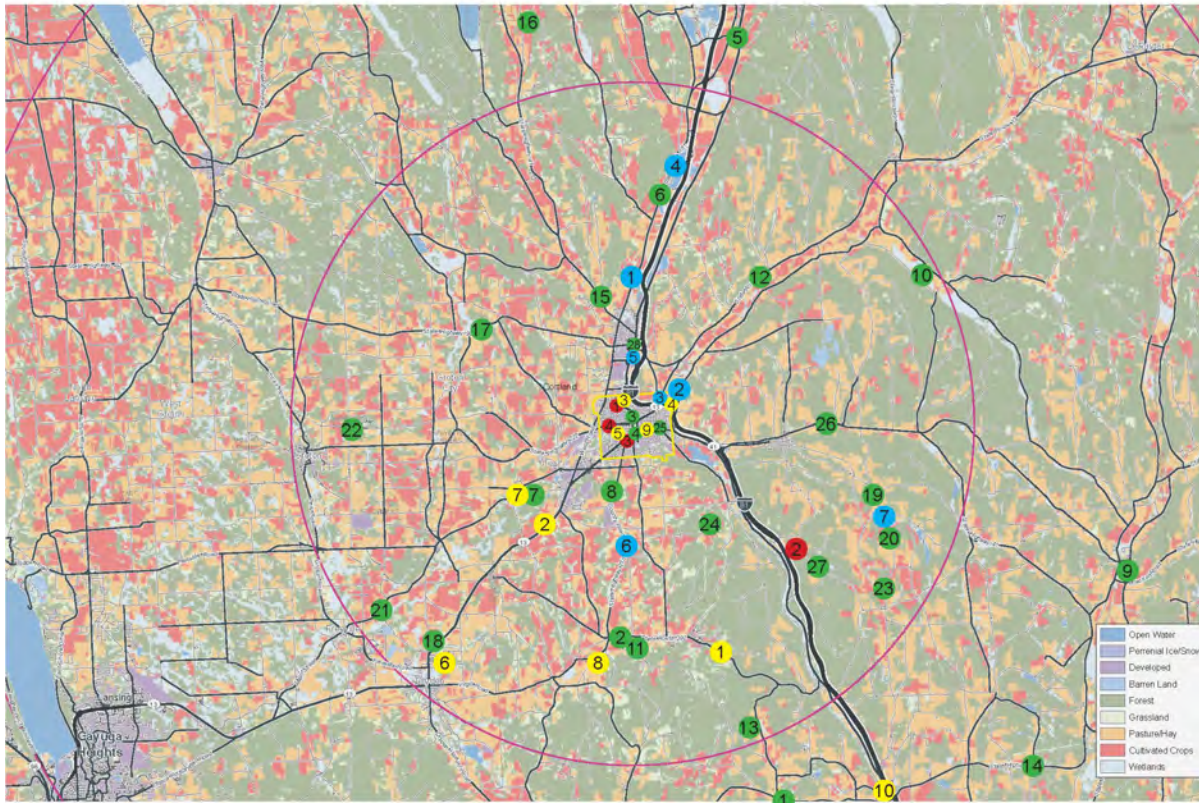
1. Main St streetscape, and lighting
2. Clinton Ave gateway (complete streets: rounabout, and bike lanes)
3. Wayfinding signage (enacting bike/plan for wayfinding)
4. Tompkins St: Improve for walking and biking by widening the sidealk into a shared-use path, and making millenium Trail a true trail
5. Key bike route out to County
6. Park-to-park trail, or abandoned Row

**KEY STEPS**

1. Funding (fully fund)
2. New York State Department of Transportation participation
3. Traffic Safety Board, and City Police "Click it Ticket" event for biking against traffic, and on sidewalks
4. Citizens hand out "tickets" with bike safety information



LOCAL FOODS, LOCAL PLACES | Cortland Food Assets and Agritourism



Technical Assistance Workshop July 30-31, 2018



**ASSETS**

1. Cooper Hill Maple Open House (Spring)
2. Hollenback Cider Mill
3. Local Food Market
4. Cortland Downtown Farmer's Market
5. Cobblestone Valley Farm
6. Anderson's Farm Market
7. Lime Hollow Center for Environment & Culture
8. Main Street Farms
9. Cincinnatus Farm Market
10. New Penn Farms
11. Virgil Farm Market
12. Trinity Valley Farm Market
13. Pitman's Tree Farm
14. Dragonfyre Distillery
15. Dave's Veggies
16. Birdsall Beef
17. Badman's Bushel Basket
18. Defads Farmstand
19. Shared Roots
20. Coldbrook Farm
21. Ithaca Organics
22. Nevill's Farm
23. Northwind Sheep Dairy
24. Hall's Hill Blueberry You-Pick
25. Cinch Space, etc.
26. The syrup King (McGraw)
27. Cherry Knoll, Blueberry You-Pick
28. Homer Green Center for the Arts

**NEEDS ATTENTION**

1. Sports Medicine Program at Cortland Regional Medical Center
  2. Finger Lakes Trail (hiking) at Hoxie Gorge
  3. Dog Park (we don't have one)
  4. Agritourism major/minor
- More Rural Transit
  - More off-road bike routes between Homer and Cortland

**OPPORTUNITIES**

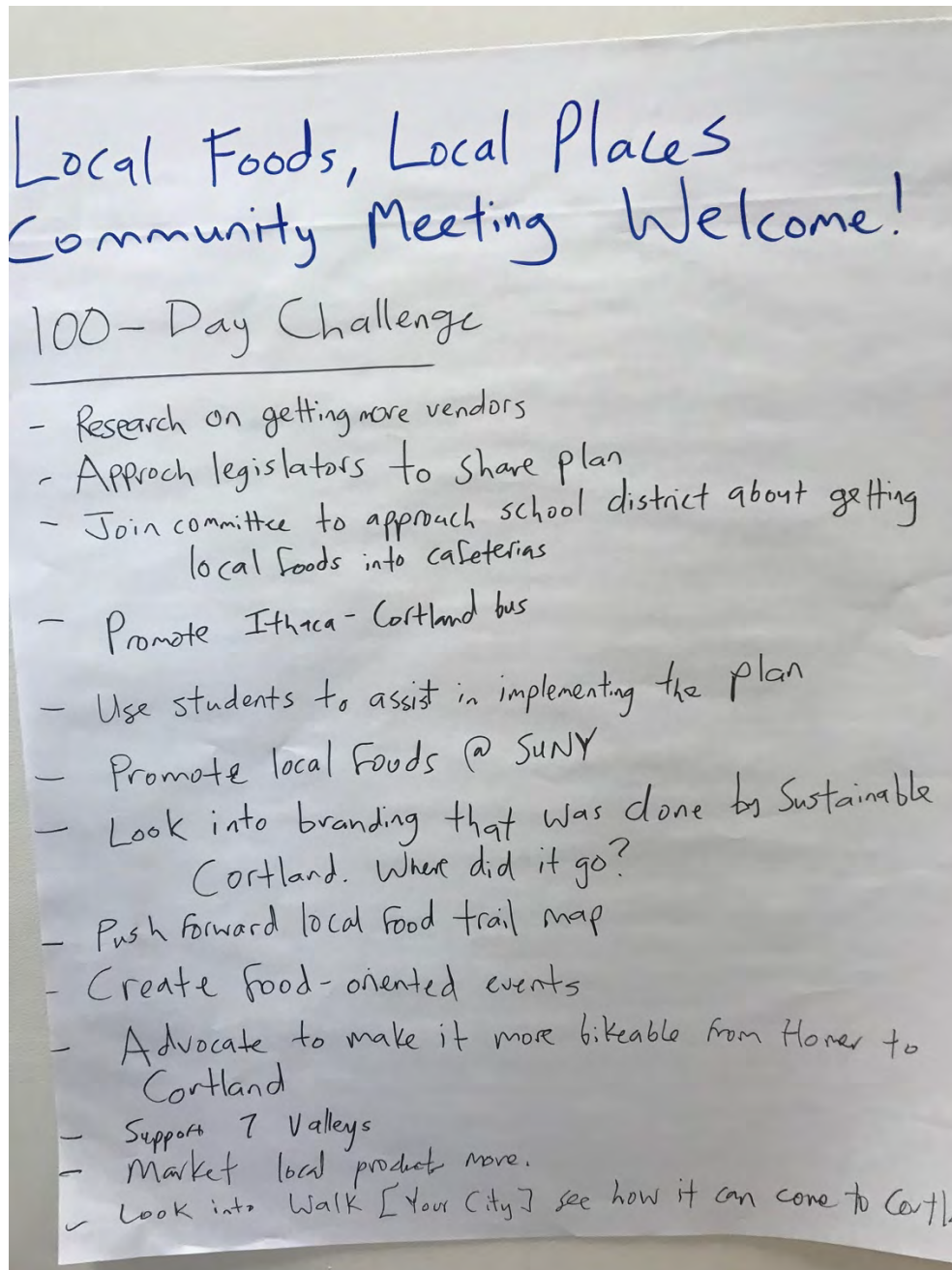
1. Greek Peak Ski (= people) + 3 others
2. Byrne Dairy (farmhouse & walking trails)
3. Homer Ave Plaza
4. Fishing at Yaman Park
5. The State University of New York at Cortland (students)
6. Tompkins Cortland Community College
7. Lime Hollow (see green dot)
8. Ole Miss Framy's Farm (Airbnb)
9. Cortland Corset Building
10. Central New York Maple Festival

**DESIRED TOURISM ROUTES**

1. Bob's Barbecue
2. Kayaking in the Tioughnioga River at Yaman Park
3. Park to Park
4. Little York Park
5. Bike path connecting Homer & Cortland
6. Route 215 to Virgil
7. Hoxie Gorge

## 100-Day Challenge

In the final exercise of the workshop, participants stood in an impromptu circle and shared something they hope to contribute to the Local Foods, Local Places process in the next 100 days. Community members offered their time, capacity, skills, leadership, networks, data, organizations, communication mediums, free meeting spaces, and more. It is important to remember the list of participants as an ongoing resource that wishes to remain engaged and is willing to help as implementation of the action plan progresses.



# Appendix B:

# Workshop Participants



## Workshop Attendees: Sign-In Sheets Day One

Below are participants of the workshop based on attendee sign-in sheets by day.

Day 1 (July 30)	Day 2 (July 31)	First Name	Last Name	Affiliation/Organization
1		Kate	Alm	Family Health Network
1	1	Marnie	Annese	Health Foundation for Western and Central NY
1	1	Christine	Applegate	Virgil Farmer's Market
1	1	Ron	Batcher	USDA Agriculture Marketing Service
	1	Laura	Biasillo	Cornell Cooperative Extension of Broome County
	1	Heather	Birdsall	Cortland County Cooperative Extension
	1	Jan	Bitter	Farm Credit East
	1	Steven	Boice	Cooper Hill Maple
	1	Christa	Boice	Cooper Hill Maple
1	1	Darlene	Byrd	EPA HQ Office of Community Revitalization
	1	Mary	Carney	HealtheConnections
1	1	Kristen	Case	Village of Homer
1	1	Sheila	Cohen	Local Food Market
1		Marlo	Colletto	Tompkins Cortland Community College
	1	Rich	Cunningham	Thoma Development
1		Jan	Dempsey	
1	1	Gabrielle	DiDomenico	Seven Valleys Health Coalition
1		John	DiDomenico	
1	1	Dan	Dineen	Cortland County Planning
	1	Kate	Downes	NY FarmNet
1		Cindy	Dwyer	CAPCO
1		Dorothy	Dymond	Resident
1		Megan	Eves	Cortland County Convention & Visitor Bureau
	1	Catherine	Feuerherm	Cortland County Health Department
1		Howard	Garrity	U.S. Small Business Association
	1	Bonni	Hodges	SUNY Cortland Health Department
1	1	Matt	Hollenbeck	Hollenbeck's Cider Mill
1	1	Ann	Hotchkin	Seven Valleys Health Coalition
1	1	Lorne	LaMonica	U.S. EPA Region 2
1	1	Jackie	Leaf	Seven Valleys Health Coalition
	1	Tom	Lewis	Food and Health Network of South Central NY
	1	Joann	Lindstrom	SouthernTier8
	1	Hal	McCabe	Village of Homer and FarmNet and Cortland Co. Farm Bureau
	1	Samantha	Metz	Seven Valleys Health Coalition
1	1	Alex	Mikowski	CCMH

Local Foods, Local Places Technical Assistance Program – Cortland, New York

Day 1 (July 30)	Day 2 (July 31)	First Name	Last Name	Affiliation/Organization
1		Kim	Murch	K.M. Murch & Associates
1	1	Lela	Niemetz	FoodFeasible LLC
1		Kim	Petrella	Fidelis
		Ann Marie	Phelps	Catholic Charities
1		Walt	Priest	Family Health Network
1	1	Bonnie	Quackenbush	OCMBOCES
	1	Wanda	Rawson	Cortland Regional Medical Center
	1	Danielle	Reese	Seven Valleys Health Coalition
1		Randy	Ross	
1		Jo Anne	Ross	
1	1	David	Rutherford	Cortland County Cooperative Extension
1		Lenore	Schwager	
1	1	Sara	Sirois	
	1	ReBecca	Smith	Cortland County: Health Department and Youth Bureau
	1	Brandy	Strauff	CAPCO
	1	John	Suarez	SUNY Cortland Institute of Civic Engagement
	1	Erin	Summerlee	Food and Health Network of South Central NY
	1	Diane	Timmons-Shaffer	Cortland Regional Medical Center
	1	Brian	Tobin	City of Cortland
1	1	Adrienne	Traub	Main Street Farms
1	1	Matt	Volz	FoodFeasible LLC
	1	James	Webb	ASC @ SUNY Cortland
	1	Jessica	White	Catholic Charities
	1	Catherine	Wilde	Cortland Standard
1	1	Susan	Williams	Seven Valleys Health Coalition
1		Frank	Williams	Law Offices of S. Francis Williams
1		Abigail	Williams	Student
1	1	Ben	Wilson	State University of New York - Cortland
1	1	Jane	Witty	Cortland Downtown Business Partnership
1	1	Christella	Yonta	United Way for Cortland County

**Local Steering Committee and Federal and State Partner Contact List**

The contact list below includes members of the steering committee and federal and state partners who participated in pre- and post-workshop conference calls. For a record of workshop attendance, please refer to the above list of participants.

## Local Foods, Local Places Technical Assistance Program – Cortland, New York

### Local Steering Committee Members

First	Last	Title	Affiliation/Organization	Email
Rich	Cunningham	Senior Consultant	Thoma Development	rich@thomadevelopment.com
Gabrielle	DiDomenico	FMPP Project Coordinator	Seven Valleys Health Coalition	gabrielle@sevenvalleyshealth.org
Jackie	Leaf	Executive Director	Seven Valleys Health Coalition	jackie@sevenvalleyshealth.org
David	Rutherford	Executive Director	Cortland County Cooperative Extension	dcr25@cornell.edu
Susan	Williams	Project Manager	Seven Valleys Health Coalition	susan@sevenvalleyshealth.org
Ben	Wilson	Assistant Professor	State University of New York - Cortland	benjamin.wilson02@cortland.edu

### Federal and State Partners

First	Last	Title	Affiliation/Organization	Email
<b>Ron</b>	Batcher	Architect	USDA Agriculture Marketing Service	Ronald.Batcher@ams.usda.gov
<b>Darlene</b>	Byrd	Environmental Protection Specialist	EPA HQ Office of Sustainable Communities	byrd.darlene@epa.gov
<b>Angela</b>	Callie	Northeast Regional Community Economic Development Coordinator	USDA Rural Development (Washington, DC)	Angela.Callie@wdc.usda.gov
<b>Daniel</b>	Dineen	Director	Cortland County Planning Department	ddineen@cortland-co.org
<b>Tasha</b>	Frazier	Project Officer	U.S. EPA Region 2	Frazier.Tasha@epa.gov
<b>Sarah</b>	James	Program Analyst	Appalachian Regional Commission, Division of Community Investment	sjames@arc.gov
<b>Howard</b>	Garrity	Economic Development Specialist	U.S. Small Business Administration	howard.garrity@sba.gov
<b>David</b>	Guthrie	Public Health Analyst	Center for Disease Control (Atlanta)	dguthrie@cdc.gov
<b>Karl</b>	Hacker	Agricultural Marketing Specialist	USDA Agriculture Marketing Service	Karl.Hacker@ams.usda.gov
<b>George</b>	Korchowsky	Assistant Program Manager	NYS Department of State Appalachian Regional Development Program (Albany)	George.Korchowsky@dos.ny.gov
<b>Lorne</b>	LaMonica	Environmental Scientist	U.S. EPA Region 2	lamonica.lorne@epa.gov
<b>Joann</b>	Lindstrom	Regional Development Analyst II	Southern Tier 8	JLindstrom@southerntier8.org
<b>Cathy</b>	Pokines	Deputy District Director, Syracuse District Office	U.S. Small Business Administration	cathy.pokines@sba.gov
<b>Dan</b>	Rickman	Albany Branch Manager	U.S. Small Business Administration	daniel.rickman@sba.gov
<b>James</b>	Walfrand	Area Director	USDA Rural Development (Batavia)	James.Walfrand@ny.usda.gov

# Appendix C:

# Photo Album and Community

# Tour



Local Foods, Local Places Technical Assistance Program – Cortland, New York



Figure 1 – Downtown Cortland is a compact, walkable district with distinctive design that is the heart of Cortland County.



Figure 2 – The city plans to convert Main Street from one-way to two-way in order to calm traffic and increase business.



Figure 3 – Local, state, and federal officials departed from the Hollywood Restaurant for a tour of the city and county.



Figure 4 – The Local Food Market and Café sells many locally-grown or produced products from its downtown location.



Figure 5 – Cortland is in the Finger Lakes region, which is rich in opportunities for agritourism; this shop sells local products.



Figure 6 – The Crescent Commons will add 47 market rate apartments to the downtown and adjacent to affordable housing.



Local Foods, Local Places Technical Assistance Program – Cortland, New York



Figure 7 – Main Street Farms operates a small processing and cold storage facility near downtown Cortland.



Figure 8 – The old rail passenger depot is a redevelopment opportunity in the heart of the city.



Figure 9 – The old freight depot next to the passenger depot now houses a local coffee roaster.



Figure 10 – Main Street Farms grows in the city of Cortland and sells its produce across the state.



Figure 11 – Coffee Mania is a local roaster that supplies coffee to stores across Upstate New York.



Figure 12 – The Seven Valleys Health Coalition is leading an effort to revitalize the Homer Avenue Plaza by developing an indoor farmers market and space for local non-profit organizations.



Local Foods, Local Places Technical Assistance Program – Cortland, New York



Figure 13 – The Homer Avenue Plaza is largely vacant and will need improvements to accommodate planned uses.



Figure 14 – A large group of residents and stakeholders attended the workshop sessions on July 31.



Figure 15 – A large group of residents also attended a community meeting on July 30<sup>th</sup> to share their desires for their community.



Figure 16 – A large group of local, state, and federal sponsors supported the workshop with their time and resources.



Figure 17 – Residents and local stakeholders provided their ideas for how to accomplish the community's goals for developing its local food system and economy.



Figure 18 – Workshop attendees also worked together to identify the community's key assets that can support a downtown revival and the development of local agritourism.

## Community Tour Route

*Walk from Hollywood Restaurant on Groton Ave. to Local Food Market (LFM) on N. Main St. passing:*

- Family Health Network Pediatric (sponsor) on Groton Ave.

*Walk from LFM up Main Street to Main Street Farms/Food & Ferments processing center on S. Main Street passing:*

- Grace Main Food Pantry
- Pocket Park
- Fingerlakes Tasting Room
- At Corner of Central:
  - M&D Deli on Central Ave. (caterers)
  - Long Island Bagel (explanation re: SUNY incubator program)
- Dairy Parade, Taste of Cortland, Brockway Truck Show
- At Corner of Court:
  - Cortland Beer Company
  - Grace Episcopal Church (soup kitchen)
  - Kiosk in front of Bru 54 – Explain Downtown Partnership
  - Bru 54 music
  - Main Street Music Series
  - SUNY Cortland up the hill
- At Clayton: YWCA behind Post Office
- At Corner:
  - Youth Center
  - YMCA
  - SUNY Alumni House
  - 1890 House
- Rincon Hispana
- Salvation Army – describe youth programming, food pantry, soup kitchen
- TC3 Extension Center
- Daily Grind South
- Cortland Corset Company building transition (Yaman Development)

*Walk from Main Street Farms processing Center to Coffeemanía Coffee Depot and Main Street Farms hoop houses on South Ave. looking at brownfield spots on the way*

- *Plan 10 minute stop at Coffeemanía to talk with Craig and Michelle Brooks*

*Drive by Byrne Dairy Yoghurt Plant in Cortlandville passing:*

- Entry road to Cortland Jr. Sr. High
- Beaudry Park
- Transition into Cortlandville
- Main Street Farms / Reed's Seeds
- Walden Oaks Golf Course
- Walden Place Senior Center
- Walmart
- JM Murray (Used to be part of Smith Corona)
- New hotel
- Mini-golf
- Gravel path with signage to Chicago Bog (explain where Lime Hollow Nature Center is adjacent to bog)
- Gutches Sports Park location/sign

*Drive by Cortland Waterworks (aquifer) and through SUNY Cortland campus passing:*

- TSC and Empire Tractor
- Lime Hollow Rd/McLean Rd. re: access to Lime Hollow Nature Center
- Big box shopping:
  - Walmart, Price Chopper, Dollar Store, Lowe's, Aldi
- SUNY Cortland solar panel field
- SUNY Cortland sports arena
- Tops Grocery Store, Dollar Store, Save-A-Lot
- Cortland airport
- CoffeeMania
- Diescher's farm stand
- Transition back into City of Cortland
- Cortland Rural Cemetery (partnership with Cultural Council/cemetery walk)

*Drive through City of Cortland passing:*

- Student housing on Groton Ave.
- Clinton/Church/Elm intersection – future roundabout? / Clinton Ave. gateway
- Empty Tompkins Trust building
- Econo Lodge
- Catholic Charities food pantry
- Courthouse Park

## Local Foods, Local Places Technical Assistance Program – Cortland, New York

- Possible bike lanes on church depending on two-way Main St. configuration
- Cortland Free Library
- City Hall
- Episcopal Church with soup kitchen again
- Senior High rises
- Youth Center again
- Randall Park and tennis courts
- Back by Corset building again (Dave Yaman)
- Kik Corp (formerly Marietta) factory, empty lot
- Brownfields in neighborhood
- Port Watson Mini Conference Center (tomorrow's meeting location) to right
- Cortland Seafood
- Action Sports

### *Drive to Corset Building passing:*

- Cinch, Magpie, yoga studio, photographer, comic shop, art mural coming
- Old Rubbermaid factory
- Natrium
- Goat trail before Community Center
- Community Center
- Main bus stop in front of County Office Building
- Food pantry in senior center
- Jail and courthouse at Courthouse Park to left
- Empty Round House Mill
- Graph-Tex building
- Pomeroy St. apts
- St. Anthony's church (festival location)
- Elm Street Bakery
- Dexter Park
- Apex Tool

*Plan to pull over at Hampton Inn parking lot to stretch legs for 10 min stop and talk brown fields, Tioughnioga River pedestrian bridge plan*

### *Drive to Riverside Plaza passing:*

- Restaurants and shopping and Rt. 81 to right
- Clinton Ave. Gateway project



## Local Foods, Local Places Technical Assistance Program – Cortland, New York

- NYS Grange
- Cortland Park Apartments (moderate – low income housing)
- Back entrance to Riverside Plaza
- Route 81 behind treeline
- New Riverview supportive housing complex on right (Catholic Charities)
- Dewitt Produce
- Plaza renovations (rumors of Planet Fitness?)
- Planned linear park from Homer would eventually come all the way here by Tioughnioga River
- NYS Grange (more visible)

### *Drive to Yaman Park passing:*

- Rt. 81 exit and on ramp (fast food)
- Seven Valleys Health Coalition
- Yaman Park Goat path through grass by pavilion to development

### *Drive to Village of Homer passing:*

- Village Green where Homer Farmers' Market operates
- Main Street businesses including new build plan in burned out building

### *Drive to Homer Ave. Plaza (future home of year-round, indoor farmers' market and commercial kitchen) passing:*

- Route 81 on/off ramp in Homer
- Old Circus House
- Planned route for Linear Park and new Homer sports complex and Taste of NY Shop
- CNY Living History Center/Visitor Center
- Tractors of Yesteryear Museum
- Senior Housing behind school, low-income rentals

### *Plan 15 minutes at plaza (will hopefully have key) and to get lay of Cortland Fairgrounds, McDonald Sports Complex, Smith School, Community Garden, old Armory now City property*

### *Drive back to cars and next location at Elks Lodge for community meeting passing:*

- Cortland Regional Medical Center (own empty lots)
- Suggestt Park / Wickwire Pool
- Parker School (closing)
- Back end of Suggestt Park (new accessible equipment playground)
- Byrne Dairy retail store

# Appendix D:

# Community Data Profile

This appendix provides some key data for Cortland, and its county, Cortland County. The Environmental Protection Agency’s EJSCREEN: Environmental Justice Screening and Mapping Tool, <https://www.epa.gov/ejscreen>, provides demographic and environmental data. The reports from EJ Screen were generated on the city, Figure 1, and the county, Figure 2. A second set of reports from the Healthy Food Access Portal, Research Your Community web portal, <http://www.healthyfoodaccess.org/access-101/research-your-community>, provide demographic, workforce, food environment, and health indicator data for the city, and county. The final report (in the table titled, “AGRICULTURE”) was generated from the [Ag Census](#), which only includes data at the county level.

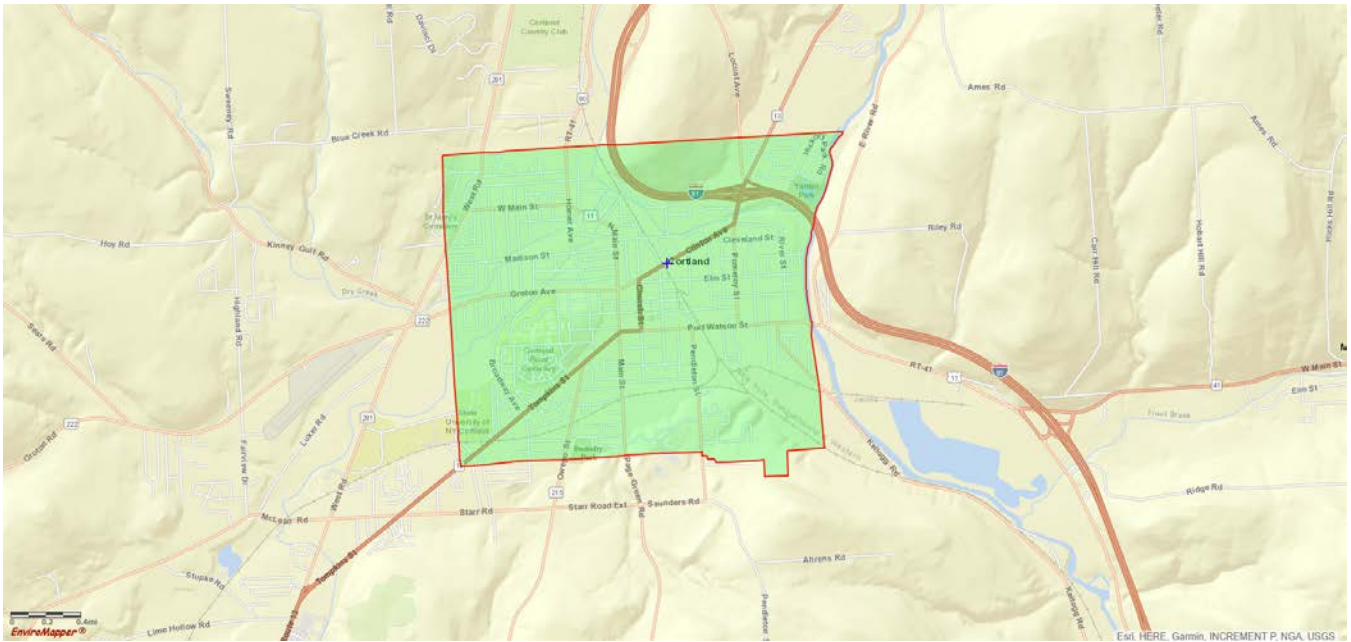


Figure 1. Political boundary of Cortland

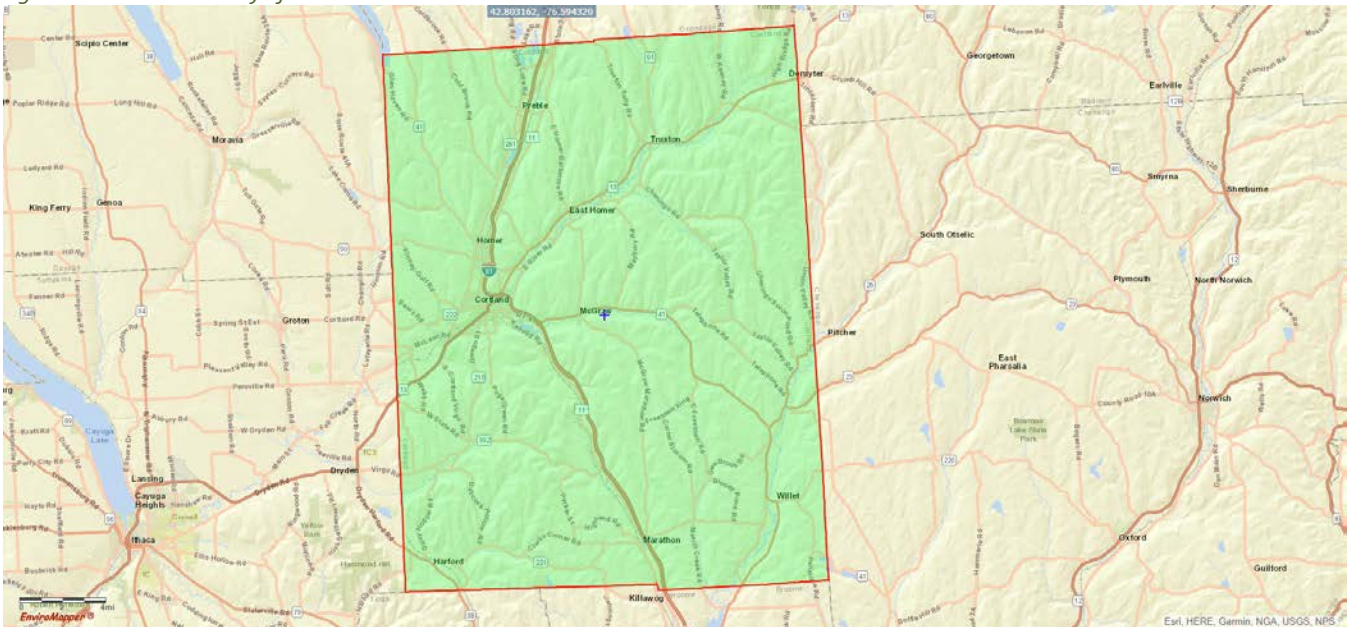


Figure 2. Political boundary of Cortland County

# EJSCREEN Report (Version 2017)

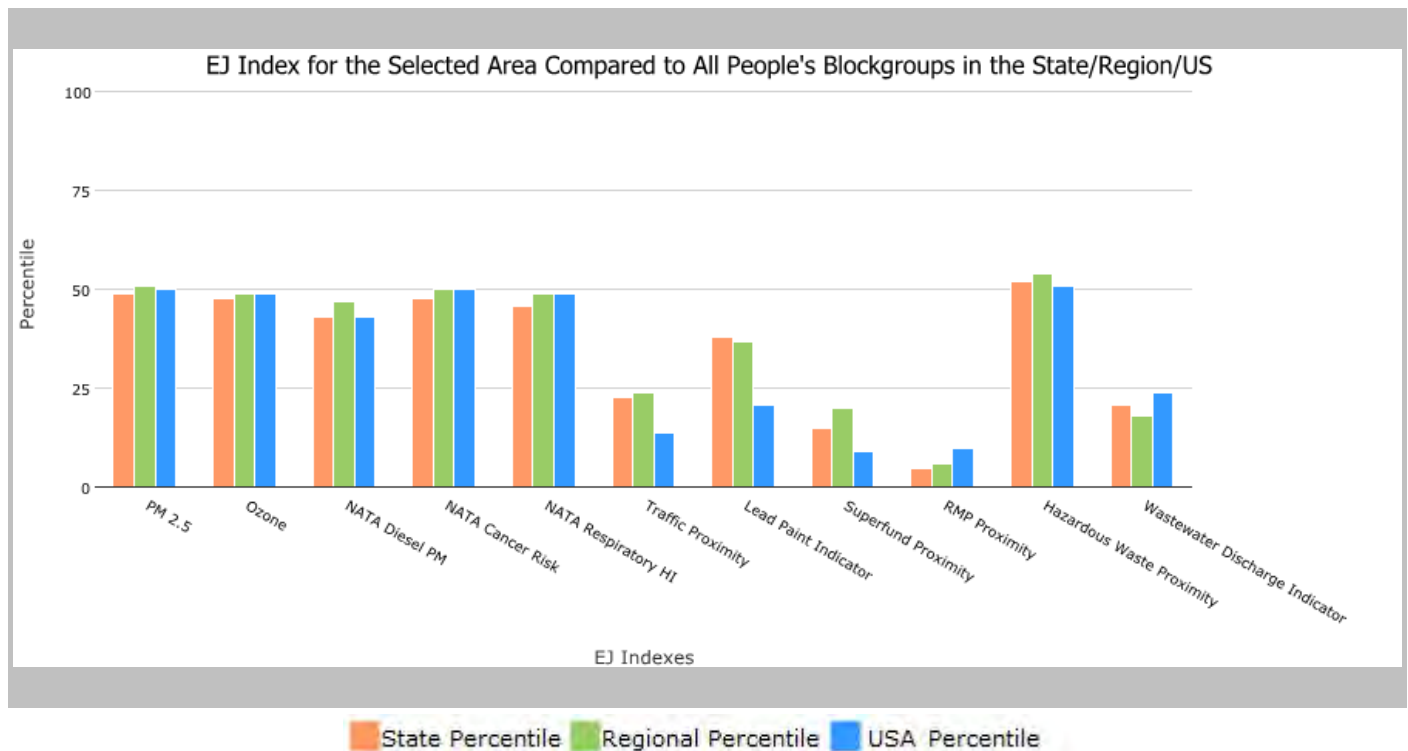


City: Cortland, NEW YORK, EPA Region 2

Approximate Population: 19,134

Input Area (sq. miles): 3.91

Selected Variables	State Percentile	EPA Region Percentile	USA Percentile
<b>EJ Indexes</b>			
EJ Index for PM2.5	49	51	50
EJ Index for Ozone	48	49	49
EJ Index for NATA* Diesel PM	43	47	43
EJ Index for NATA* Air Toxics Cancer Risk	48	50	50
EJ Index for NATA* Respiratory Hazard Index	46	49	49
EJ Index for Traffic Proximity and Volume	23	24	14
EJ Index for Lead Paint Indicator	38	37	21
EJ Index for Superfund Proximity	15	20	9
EJ Index for RMP Proximity	5	6	10
EJ Index for Hazardous Waste Proximity	52	54	51
EJ Index for Wastewater Discharge Indicator	21	18	24



This report shows the values for environmental and demographic indicators and EJSCREEN indexes. It shows environmental and demographic raw data (e.g., the estimated concentration of ozone in the air), and also shows what percentile each raw data value represents. These percentiles provide perspective on how the selected block group or buffer area compares to the entire state, EPA region, or nation. For example, if a given location is at the 95th percentile nationwide, this means that only 5 percent of the US population has a higher block group value than the average person in the location being analyzed. The years for which the data are available, and the methods used, vary across these indicators. Important caveats and uncertainties apply to this screening-level information, so it is essential to understand the limitations on appropriate interpretations and applications of these indicators. Please see EJSCREEN documentation for discussion of these issues before using reports.

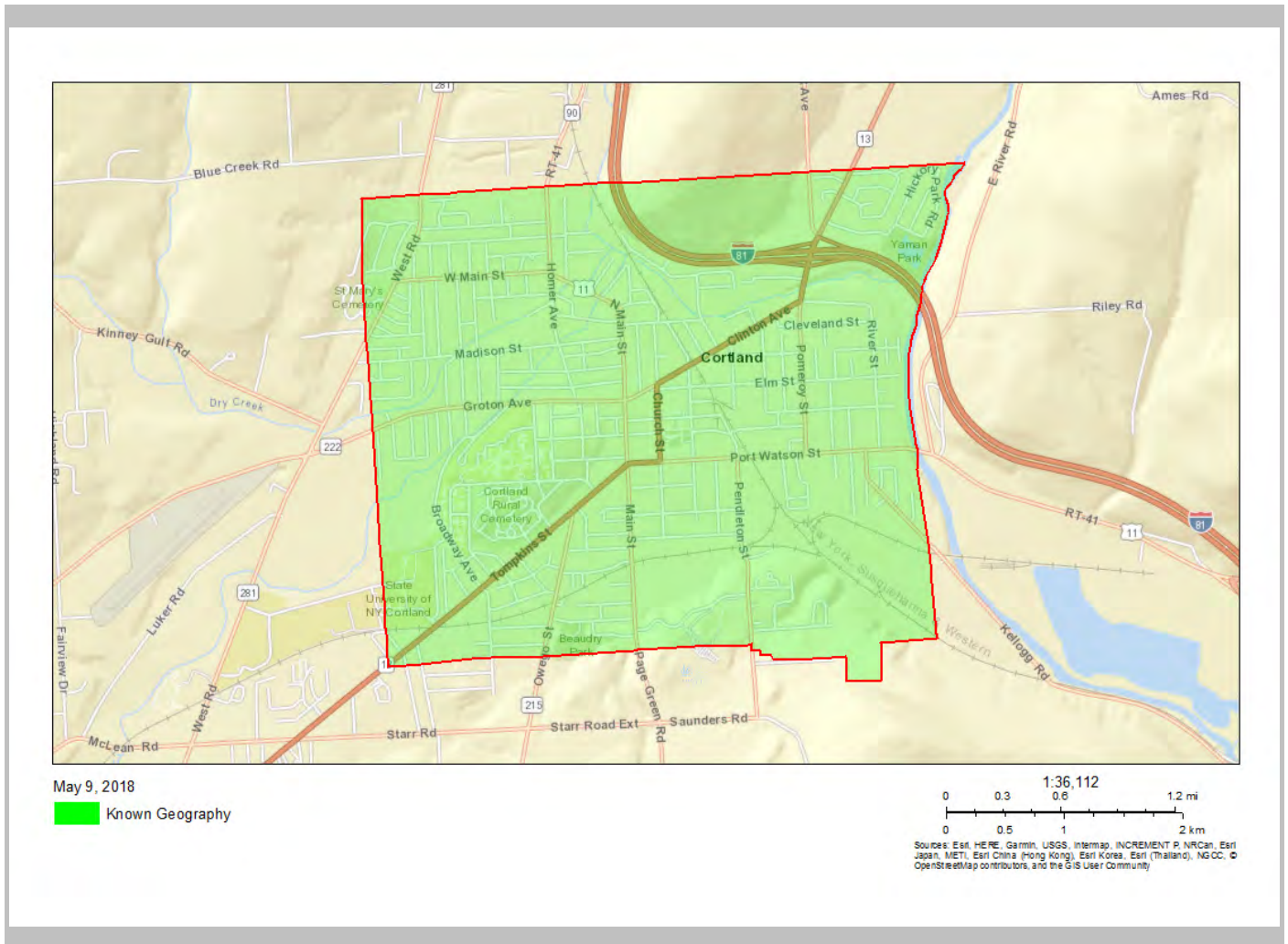
# EJSCREEN Report (Version 2017)



City: Cortland, NEW YORK, EPA Region 2

Approximate Population: 19,134

Input Area (sq. miles): 3.91



Sites reporting to EPA	
Superfund NPL	1
Hazardous Waste Treatment, Storage, and Disposal Facilities (TSDF)	0



## EJSCREEN Report (Version 2017)



City: Cortland, NEW YORK, EPA Region 2

Approximate Population: 19,134

Input Area (sq. miles): 3.91

Selected Variables	Value	State Avg.	%ile in State	EPA Region Avg.	%ile in EPA Region	USA Avg.	%ile in USA
<b>Environmental Indicators</b>							
Particulate Matter (PM 2.5 in $\mu\text{g}/\text{m}^3$ )	7.64	8.97	8	9.08	5	9.14	17
Ozone (ppb)	36.9	36.3	64	36.3	62	38.4	36
NATA* Diesel PM ( $\mu\text{g}/\text{m}^3$ )	0.641	2.14	27	1.88	<50th	0.938	<50th
NATA* Cancer Risk (lifetime risk per million)	31	45	26	44	<50th	40	<50th
NATA* Respiratory Hazard Index	1.2	2.5	25	2.4	<50th	1.8	<50th
Traffic Proximity and Volume (daily traffic count/distance to road)	520	2300	59	1800	62	590	78
Lead Paint Indicator (% Pre-1960 Housing)	0.78	0.56	71	0.52	76	0.29	91
Superfund Proximity (site count/km distance)	0.86	0.22	95	0.29	92	0.13	97
RMP Proximity (facility count/km distance)	2.3	0.5	97	0.57	95	0.73	93
Hazardous Waste Proximity (facility count/km distance)	0.018	0.12	6	0.13	5	0.093	19
Wastewater Discharge Indicator (toxicity-weighted concentration/m distance)	0.00022	1.3	65	1.1	67	30	60
<b>Demographic Indicators</b>							
Demographic Index	28%	38%	47	37%	48	36%	46
Minority Population	9%	43%	22	43%	19	38%	21
Low Income Population	47%	32%	75	30%	78	34%	72
Linguistically Isolated Population	1%	8%	37	8%	36	5%	50
Population With Less Than High School Education	11%	14%	51	13%	54	13%	54
Population Under 5 years of age	4%	6%	39	6%	39	6%	34
Population over 64 years of age	13%	14%	47	14%	48	14%	51

\* The National-Scale Air Toxics Assessment (NATA) is EPA's ongoing, comprehensive evaluation of air toxics in the United States. EPA developed the NATA to prioritize air toxics, emission sources, and locations of interest for further study. It is important to remember that NATA provides broad estimates of health risks over geographic areas of the country, not definitive risks to specific individuals or locations. More information on the NATA analysis can be found at: <https://www.epa.gov/national-air-toxics-assessment>.

For additional information, see: [www.epa.gov/environmentaljustice](http://www.epa.gov/environmentaljustice)

EJSCREEN is a screening tool for pre-decisional use only. It can help identify areas that may warrant additional consideration, analysis, or outreach. It does not provide a basis for decision-making, but it may help identify potential areas of EJ concern. Users should keep in mind that screening tools are subject to substantial uncertainty in their demographic and environmental data, particularly when looking at small geographic areas. Important caveats and uncertainties apply to this screening-level information, so it is essential to understand the limitations on appropriate interpretations and applications of these indicators. Please see EJSCREEN documentation for discussion of these issues before using reports. This screening tool does not provide data on every environmental impact and demographic factor that may be relevant to a particular location. EJSCREEN outputs should be supplemented with additional information and local knowledge before taking any action to address potential EJ concerns.

Location: City: Cortland city  
 Ring (buffer): 0-mile radius  
 Description:

Summary of ACS Estimates		2011 - 2015
Population		19,134
Population Density (per sq. mile)		4,914
Minority Population		1,708
% Minority		9%
Households		6,714
Housing Units		7,627
Housing Units Built Before 1950		5,038
Per Capita Income		20,891
Land Area (sq. miles) (Source: SF1)		3.89
% Land Area		99%
Water Area (sq. miles) (Source: SF1)		0.02
% Water Area		1%

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population by Race</b>			
Total	19,134	100%	464
Population Reporting One Race	18,737	98%	907
White	17,634	92%	454
Black	683	4%	191
American Indian	0	0%	11
Asian	127	1%	69
Pacific Islander	0	0%	11
Some Other Race	293	2%	171
Population Reporting Two or More Races	397	2%	158
Total Hispanic Population	560	3%	171
Total Non-Hispanic Population	18,574		
White Alone	17,426	91%	413
Black Alone	591	3%	162
American Indian Alone	0	0%	11
Non-Hispanic Asian Alone	99	1%	51
Pacific Islander Alone	0	0%	11
Other Race Alone	71	0%	81
Two or More Races Alone	387	2%	158
<b>Population by Sex</b>			
Male	8,726	46%	321
Female	10,408	54%	446
<b>Population by Age</b>			
Age 0-4	859	4%	89
Age 0-17	3,117	16%	163
Age 18+	16,017	84%	449
Age 65+	2,457	13%	107

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available.

**Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.

Location: City: Cortland city  
 Ring (buffer): 0-mile radius  
 Description:

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population 25+ by Educational Attainment</b>			
Total	10,085	100%	217
Less than 9th Grade	383	4%	74
9th - 12th Grade, No Diploma	758	8%	79
High School Graduate	3,182	32%	122
Some College, No Degree	3,401	34%	123
Associate Degree	1,350	13%	80
Bachelor's Degree or more	2,361	23%	113
<b>Population Age 5+ Years by Ability to Speak English</b>			
Total	18,275	100%	464
Speak only English	17,438	95%	464
Non-English at Home <sup>1+2+3+4</sup>	837	5%	145
<sup>1</sup> Speak English "very well"	619	3%	142
<sup>2</sup> Speak English "well"	78	0%	37
<sup>3</sup> Speak English "not well"	135	1%	50
<sup>4</sup> Speak English "not at all"	5	0%	15
<sup>3+4</sup> Speak English "less than well"	140	1%	50
<sup>2+3+4</sup> Speak English "less than very well"	218	1%	53
<b>Linguistically Isolated Households*</b>			
Total	81	100%	50
Speak Spanish	0	0%	11
Speak Other Indo-European Languages	63	78%	49
Speak Asian-Pacific Island Languages	0	0%	11
Speak Other Languages	18	22%	30
<b>Households by Household Income</b>			
Household Income Base	6,714	100%	135
< \$15,000	1,325	20%	82
\$15,000 - \$25,000	1,041	16%	114
\$25,000 - \$50,000	1,762	26%	95
\$50,000 - \$75,000	1,274	19%	63
\$75,000 +	1,312	20%	75
<b>Occupied Housing Units by Tenure</b>			
Total	6,714	100%	135
Owner Occupied	3,093	46%	84
Renter Occupied	3,621	54%	138
<b>Employed Population Age 16+ Years</b>			
Total	16,295	100%	464
In Labor Force	9,505	58%	301
Civilian Unemployed in Labor Force	581	4%	110
Not In Labor Force	6,790	42%	348

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available. **Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.

\*Households in which no one 14 and over speaks English "very well" or speaks English only.



Location: City: Cortland city  
 Ring (buffer): 0-mile radius  
 Description:

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population by Language Spoken at Home*</b>			
Total (persons age 5 and above)	18,275	100%	464
English	N/A	N/A	N/A
Spanish	N/A	N/A	N/A
French	N/A	N/A	N/A
French Creole	N/A	N/A	N/A
Italian	N/A	N/A	N/A
Portuguese	N/A	N/A	N/A
German	N/A	N/A	N/A
Yiddish	N/A	N/A	N/A
Other West Germanic	N/A	N/A	N/A
Scandinavian	N/A	N/A	N/A
Greek	N/A	N/A	N/A
Russian	N/A	N/A	N/A
Polish	N/A	N/A	N/A
Serbo-Croatian	N/A	N/A	N/A
Other Slavic	N/A	N/A	N/A
Armenian	N/A	N/A	N/A
Persian	N/A	N/A	N/A
Gujarathi	N/A	N/A	N/A
Hindi	N/A	N/A	N/A
Urdu	N/A	N/A	N/A
Other Indic	N/A	N/A	N/A
Other Indo-European	N/A	N/A	N/A
Chinese	N/A	N/A	N/A
Japanese	N/A	N/A	N/A
Korean	N/A	N/A	N/A
Mon-Khmer, Cambodian	N/A	N/A	N/A
Hmong	N/A	N/A	N/A
Thai	N/A	N/A	N/A
Laotian	N/A	N/A	N/A
Vietnamese	N/A	N/A	N/A
Other Asian	N/A	N/A	N/A
Tagalog	N/A	N/A	N/A
Other Pacific Island	N/A	N/A	N/A
Navajo	N/A	N/A	N/A
Other Native American	N/A	N/A	N/A
Hungarian	N/A	N/A	N/A
Arabic	N/A	N/A	N/A
Hebrew	N/A	N/A	N/A
African	N/A	N/A	N/A
Other and non-specified	N/A	N/A	N/A
Total Non-English	N/A	N/A	N/A

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available. **Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.

\*Population by Language Spoken at Home is available at the census tract summary level and up.

# Healthy Food Access Portal

## Research Your Community

# Report for Cortland, NY

This report provides information about the population living within the city and their food environment.



## Demographics

Accessing healthy food is a challenge for some Americans - particularly those living in low-income neighborhoods and communities of color. Research has shown that, if a person is Black, Hispanic or living in a low-income block group they are more likely to live in an area with limited access to a full service supermarket.

Current estimates show that the area has steadily grown since 2000 and the total population is 19,018 people. According to 2012-2016 American Community Survey (ACS) data, the population of a minority race was 8.74% and 3.11% were of Hispanic ethnicity. In terms of age, 16.67% were children under age 18, while 12.72% were over age 65.

Demographics in Cortland, NY			
Cortland	2000	2010	2012-2016
<b>Total Population</b>	18,740	19,204	19,018
Pct. Hispanic	2.0%	3.2%	3.1%
Pct. Minority	5.0%	9.0%	8.7%
Pct. < 18 Years	18.2%	17.0%	16.7%
Pct. 65 or Older	13.0%	10.9%	12.7%

Median Household Income		
	Cortland	New York
<b>Median Household Income (2012-2016)</b>	\$43,149	\$60,741

Source: Census 2000, Census 2010, Census ACS 2012-2016

## Workforce and Unemployment

Some communities look to improve access to food for existing residents by meeting both the demands from the daytime population (workforce) and the residential population. The table at right shows the number of people in the workforce that are employed within the

Local Employment in Cortland	
	Employed
Resident	



area and the number of people who reside in the area who are part of the workforce. This data tells us that 8,262 people work in Cortland, while 6,537 workers reside in Cortland according to the Local Employer-Household Dynamics data. Increasing the number of healthy food retailers can lead to jobs and may be a force of revitalizing economically distressed communities.

Total Workers (2015)

6,537  
Resident

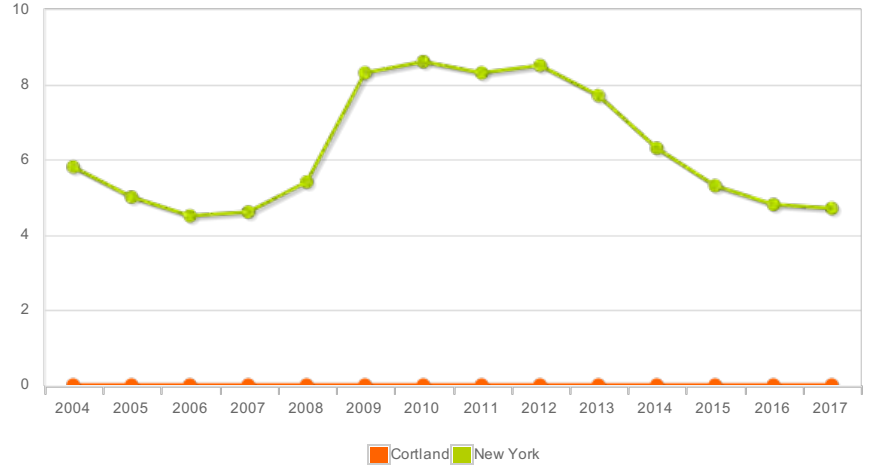
8,262  
Employed

Source: Bureau of Labor Statistics, Local Employment-Household Dynamics

Cortland's unemployment rate is 0%, compared to the statewide unemployment rate of 4.7%. The Supplemental Nutrition Assistance Program (SNAP) is the largest domestic hunger safety net program (according to the USDA). It serves many low-income people, including those who are currently unemployed.

Within Cortland County, 14.18% of people received SNAP benefits in 2011, amounting to \$11,157,000 in benefits to program participants.

### Annual Unemployment



Source: Bureau of Labor Statistics, Local Employment-Household Dynamics

## Food Environment

Determining if a community is underserved by healthy food retailers can be a complicated process that includes a variety of factors including population density, car ownership rates, and the quality and location of supermarkets, grocery stores and farmers markets. Researchers have produced many studies and online tools to help communities to identify areas with limited access to supermarkets and sources of healthy food. Methods and measures vary but two studies and national online data tools are Reinvestment Fund's **Limited Supermarket Access (LSA) Study** and the U.S. Department of Agriculture (USDA) **Food Access Research Atlas**. These studies seek to provide guidance on how to understand whether a new supermarket, an expansion of an existing store, or a farmer's market is the appropriate strategy to pursue.

In 2013, there were 3 full service supermarkets located in Cortland. There are 3 Limited Service stores located within the study area, and 1 farmers' markets. SNAP benefits are accepted at 21 participating stores, farmer's markets, social service agencies or other non retail providers in this community.

According to the USDA, 3 of 5 census tracts in Cortland are Low-Income, Low-Access tracts. ([Show/hide list of USDA Low-Income, Low-Access Tracts](#))

Based on Reinvestment Fund's 2014 analysis, there are 0 LSA areas within Cortland.

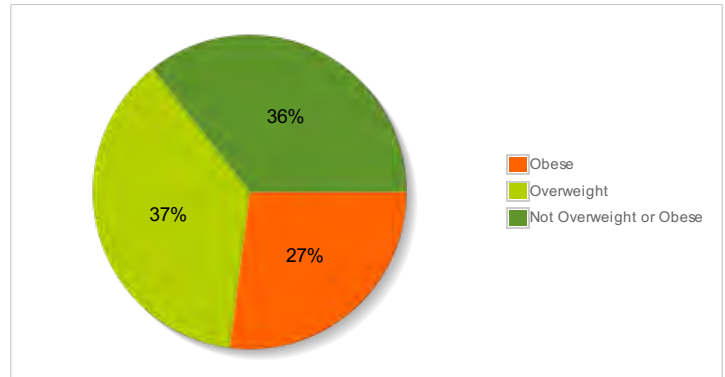
Food Retailers in Cortland	
Full Service Supermarkets	3
Limited Service Stores	3
SNAP Retailers	21
Farmers' Markets	1
Fast-food and Takeout Restaurants	N/A

Source: USDA ERS Food Access, Census County Business Patterns, USDA Agricultural Marketing Service, Reinvestment Fund Study of Low Supermarket Access

# Health

The Centers for Disease Control (CDC) provides survey data about the health of the residents within an area. The chart at right displays the Body Mass Index (BMI) classification for adults in Cortland. It reports that 37.28% of the population is considered overweight and 27.06% is considered obese.

**BMI Classification in 2013, Cortland**

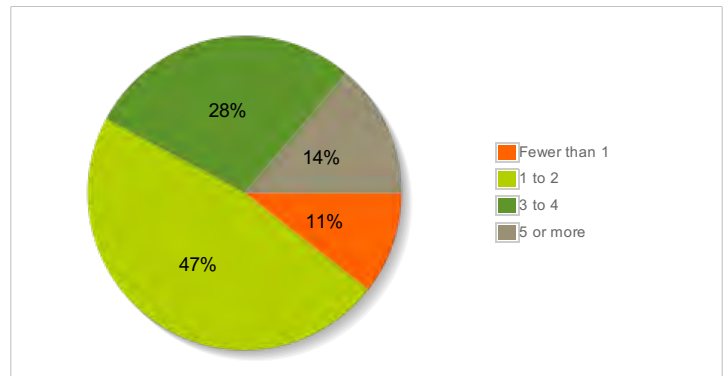


Source: CDC Behavioral Risk Factor Surveillance System 2013, ACS 2009-2013

## Fruit and Vegetable Consumption

According to the CDC, fruits and vegetables are critical to promoting good health. Most adults need to increase the amount of fruits and vegetables they currently eat to get the amount that's recommended every day. The CDC reports that the recommended level of consumption depends upon an individual's age, weight and current level of physical activity. Visit [ChooseMyPlate.gov](http://ChooseMyPlate.gov) for specifics on how many servings to eat. Of the adult residents in Cortland, 86% reported eating fewer than 5 fruits and vegetables per day, and 14% report eating five or more per day.

**Number of Fruits/Vegetables Consumed per day in 2013, Cortland**



Source: CDC Behavioral Risk Factor Surveillance System 2013, ACS 2009-2013

## Federal Programs & Investments

Areas within Cortland may be targeted for economic development or community development activities. By working within these areas, community development entities or commercial operators may be able to seek grants or loans to finance intervention strategies that address the community's lack of food access. Some certified Community Development Financial Institutions (CDFIs) operate specific programs designed to finance food retailers that choose to locate in an area that otherwise lacks healthy food access. The New Markets Tax Credit (NMTC) Program is another federal incentive structure that can provide financing to large commercial developments in eligible areas.

Community Development Block Grant (CDBG) eligible block groups are places that the Department of Housing and Urban Development (HUD) has designated for targeted resources. Within this target area, there are 0 CDBG eligible block groups and 0 NMTC eligible tracts. There are 81 CDFIs working to improve distressed areas of the state. [\(See list of certified CDFIs in New York\)](#)

### Federal Program and Investment Dollars in Cortland, NY

New Markets Tax Credit Investments (QLICI) 2005-2012	N/A
CDFI Loans/Investments 2003-2012	\$1,065,882

Source: CDFI Fund, HUD

# EJSCREEN Report (Version 2017)

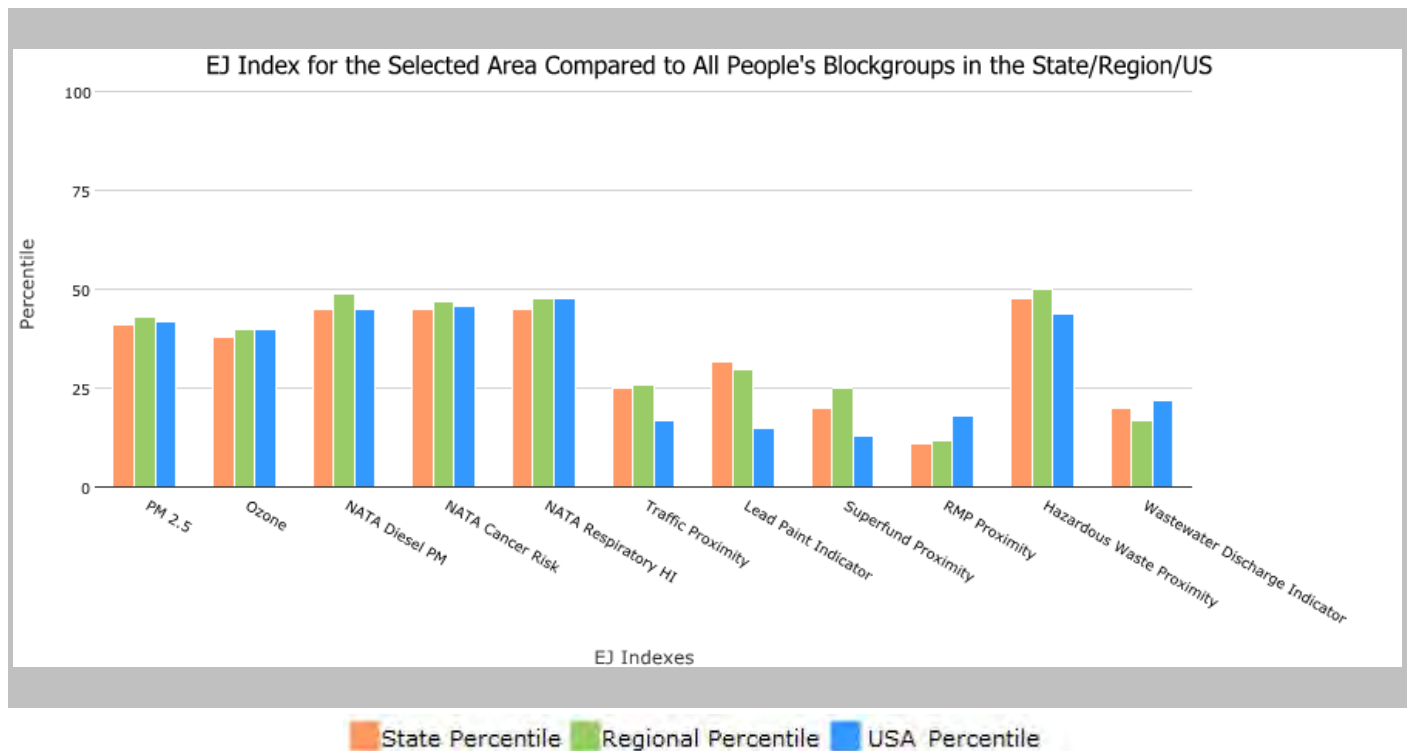


County: Cortland, NEW YORK, EPA Region 2

Approximate Population: 49,043

Input Area (sq. miles): 501.52

Selected Variables	State Percentile	EPA Region Percentile	USA Percentile
<b>EJ Indexes</b>			
EJ Index for PM2.5	41	43	42
EJ Index for Ozone	38	40	40
EJ Index for NATA* Diesel PM	45	49	45
EJ Index for NATA* Air Toxics Cancer Risk	45	47	46
EJ Index for NATA* Respiratory Hazard Index	45	48	48
EJ Index for Traffic Proximity and Volume	25	26	17
EJ Index for Lead Paint Indicator	32	30	15
EJ Index for Superfund Proximity	20	25	13
EJ Index for RMP Proximity	11	12	18
EJ Index for Hazardous Waste Proximity	48	50	44
EJ Index for Wastewater Discharge Indicator	20	17	22



This report shows the values for environmental and demographic indicators and EJSCREEN indexes. It shows environmental and demographic raw data (e.g., the estimated concentration of ozone in the air), and also shows what percentile each raw data value represents. These percentiles provide perspective on how the selected block group or buffer area compares to the entire state, EPA region, or nation. For example, if a given location is at the 95th percentile nationwide, this means that only 5 percent of the US population has a higher block group value than the average person in the location being analyzed. The years for which the data are available, and the methods used, vary across these indicators. Important caveats and uncertainties apply to this screening-level information, so it is essential to understand the limitations on appropriate interpretations and applications of these indicators. Please see EJSCREEN documentation for discussion of these issues before using reports.

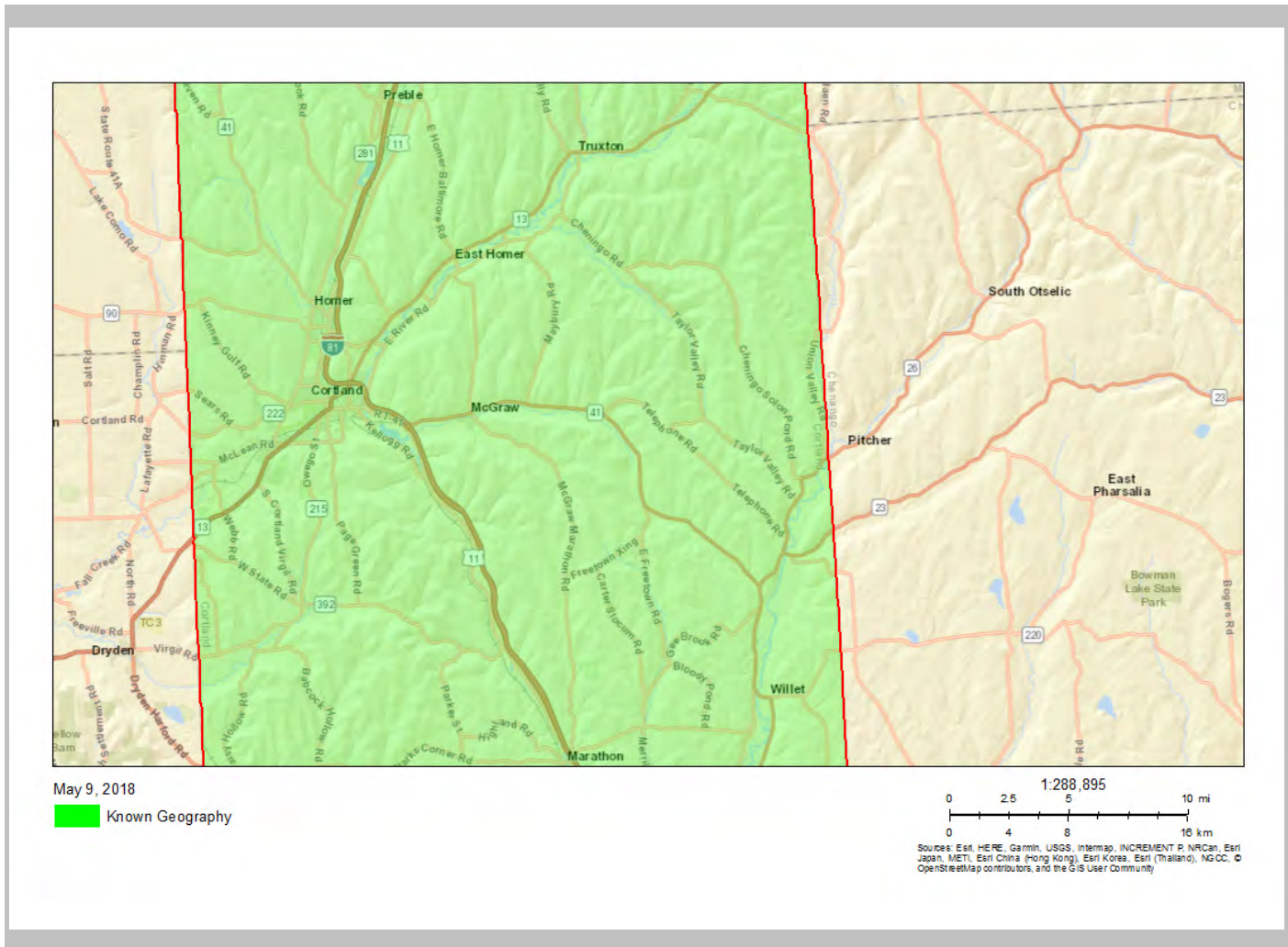
# EJSCREEN Report (Version 2017)



County: Cortland, NEW YORK, EPA Region 2

Approximate Population: 49,043

Input Area (sq. miles): 501.52



Sites reporting to EPA	
Superfund NPL	1
Hazardous Waste Treatment, Storage, and Disposal Facilities (TSDF)	0

## EJSCREEN Report (Version 2017)



County: Cortland, NEW YORK, EPA Region 2

Approximate Population: 49,043

Input Area (sq. miles): 501.52

Selected Variables	Value	State Avg.	%ile in State	EPA Region Avg.	%ile in EPA Region	USA Avg.	%ile in USA
<b>Environmental Indicators</b>							
Particulate Matter (PM 2.5 in $\mu\text{g}/\text{m}^3$ )	7.61	8.97	7	9.08	5	9.14	16
Ozone (ppb)	36.9	36.3	63	36.3	61	38.4	35
NATA* Diesel PM ( $\mu\text{g}/\text{m}^3$ )	0.392	2.14	16	1.88	<50th	0.938	<50th
NATA* Cancer Risk (lifetime risk per million)	25	45	13	44	<50th	40	<50th
NATA* Respiratory Hazard Index	0.88	2.5	14	2.4	<50th	1.8	<50th
Traffic Proximity and Volume (daily traffic count/distance to road)	320	2300	52	1800	54	590	70
Lead Paint Indicator (% Pre-1960 Housing)	0.59	0.56	49	0.52	55	0.29	81
Superfund Proximity (site count/km distance)	0.43	0.22	87	0.29	82	0.13	94
RMP Proximity (facility count/km distance)	1.1	0.5	89	0.57	86	0.73	79
Hazardous Waste Proximity (facility count/km distance)	0.02	0.12	7	0.13	6	0.093	21
Wastewater Discharge Indicator (toxicity-weighted concentration/m distance)	0.00027	1.3	65	1.1	68	30	61
<b>Demographic Indicators</b>							
Demographic Index	22%	38%	37	37%	38	36%	33
Minority Population	7%	43%	18	43%	15	38%	17
Low Income Population	35%	32%	60	30%	65	34%	56
Linguistically Isolated Population	1%	8%	36	8%	35	5%	48
Population With Less Than High School Education	10%	14%	46	13%	50	13%	50
Population Under 5 years of age	5%	6%	44	6%	43	6%	39
Population over 64 years of age	15%	14%	58	14%	59	14%	60

\* The National-Scale Air Toxics Assessment (NATA) is EPA's ongoing, comprehensive evaluation of air toxics in the United States. EPA developed the NATA to prioritize air toxics, emission sources, and locations of interest for further study. It is important to remember that NATA provides broad estimates of health risks over geographic areas of the country, not definitive risks to specific individuals or locations. More information on the NATA analysis can be found at: <https://www.epa.gov/national-air-toxics-assessment>.

For additional information, see: [www.epa.gov/environmentaljustice](http://www.epa.gov/environmentaljustice)

EJSCREEN is a screening tool for pre-decisional use only. It can help identify areas that may warrant additional consideration, analysis, or outreach. It does not provide a basis for decision-making, but it may help identify potential areas of EJ concern. Users should keep in mind that screening tools are subject to substantial uncertainty in their demographic and environmental data, particularly when looking at small geographic areas. Important caveats and uncertainties apply to this screening-level information, so it is essential to understand the limitations on appropriate interpretations and applications of these indicators. Please see EJSCREEN documentation for discussion of these issues before using reports. This screening tool does not provide data on every environmental impact and demographic factor that may be relevant to a particular location. EJSCREEN outputs should be supplemented with additional information and local knowledge before taking any action to address potential EJ concerns.





Location: Cortland County  
 Ring (buffer): 0-mile radius  
 Description:

Summary of ACS Estimates		2011 - 2015
Population		49,043
Population Density (per sq. mile)		98
Minority Population		3,490
% Minority		7%
Households		17,935
Housing Units		20,527
Housing Units Built Before 1950		10,246
Per Capita Income		24,228
Land Area (sq. miles) (Source: SF1)		498.77
% Land Area		99%
Water Area (sq. miles) (Source: SF1)		2.75
% Water Area		1%

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population by Race</b>			
Total	49,043	100%	0
Population Reporting One Race	48,003	98%	805
White	46,242	94%	214
Black	866	2%	169
American Indian	45	0%	41
Asian	448	1%	137
Pacific Islander	21	0%	30
Some Other Race	381	1%	214
Population Reporting Two or More Races	1,040	2%	184
Total Hispanic Population	1,226	2%	0
Total Non-Hispanic Population	47,817		
White Alone	45,553	93%	91
Black Alone	723	1%	106
American Indian Alone	45	0%	41
Non-Hispanic Asian Alone	420	1%	130
Pacific Islander Alone	21	0%	30
Other Race Alone	94	0%	91
Two or More Races Alone	961	2%	174
<b>Population by Sex</b>			
Male	23,921	49%	94
Female	25,122	51%	94
<b>Population by Age</b>			
Age 0-4	2,390	5%	103
Age 0-17	9,847	20%	313
Age 18+	39,196	80%	872
Age 65+	7,218	15%	378

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available.

**Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.

Location: Cortland County  
 Ring (buffer): 0-mile radius  
 Description:

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population 25+ by Educational Attainment</b>			
Total	30,462	100%	178
Less than 9th Grade	887	3%	192
9th - 12th Grade, No Diploma	2,197	7%	268
High School Graduate	10,580	35%	491
Some College, No Degree	9,621	32%	504
Associate Degree	3,983	13%	317
Bachelor's Degree or more	7,177	24%	450
<b>Population Age 5+ Years by Ability to Speak English</b>			
Total	46,653	100%	78
Speak only English	44,927	96%	317
Non-English at Home <sup>1+2+3+4</sup>	1,726	4%	313
<sup>1</sup> Speak English "very well"	1,101	2%	236
<sup>2</sup> Speak English "well"	349	1%	119
<sup>3</sup> Speak English "not well"	271	1%	109
<sup>4</sup> Speak English "not at all"	5	0%	26
<sup>3+4</sup> Speak English "less than well"	276	1%	109
<sup>2+3+4</sup> Speak English "less than very well"	625	1%	159
<b>Linguistically Isolated Households*</b>			
Total	184	100%	92
Speak Spanish	0	0%	24
Speak Other Indo-European Languages	102	55%	64
Speak Asian-Pacific Island Languages	61	33%	55
Speak Other Languages	21	11%	29
<b>Households by Household Income</b>			
Household Income Base	17,935	100%	298
< \$15,000	2,276	13%	256
\$15,000 - \$25,000	2,172	12%	271
\$25,000 - \$50,000	4,592	26%	347
\$50,000 - \$75,000	3,485	19%	261
\$75,000 +	5,410	30%	371
<b>Occupied Housing Units by Tenure</b>			
Total	17,935	100%	298
Owner Occupied	11,788	66%	347
Renter Occupied	6,147	34%	348
<b>Employed Population Age 16+ Years</b>			
Total	40,396	100%	148
In Labor Force	25,647	63%	478
Civilian Unemployed in Labor Force	1,558	4%	282
Not In Labor Force	14,749	37%	515

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available. **Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.

\*Households in which no one 14 and over speaks English "very well" or speaks English only.

Location: Cortland County  
 Ring (buffer): 0-mile radius  
 Description:

	2011 - 2015 ACS Estimates	Percent	MOE (±)
<b>Population by Language Spoken at Home*</b>			
Total (persons age 5 and above)	46,653	100%	78
English	44,927	96%	324
Spanish	629	1%	202
French	100	0%	56
French Creole	0	0%	24
Italian	254	1%	112
Portuguese	17	0%	22
German	46	0%	24
Yiddish	0	0%	24
Other West Germanic	117	0%	113
Scandinavian	5	0%	6
Greek	0	0%	24
Russian	31	0%	34
Polish	45	0%	48
Serbo-Croatian	55	0%	62
Other Slavic	11	0%	9
Armenian	0	0%	24
Persian	0	0%	24
Gujarathi	0	0%	24
Hindi	0	0%	24
Urdu	0	0%	24
Other Indic	0	0%	24
Other Indo-European	29	0%	41
Chinese	234	1%	180
Japanese	55	0%	62
Korean	0	0%	24
Mon-Khmer, Cambodian	0	0%	24
Hmong	0	0%	24
Thai	0	0%	24
Laotian	0	0%	24
Vietnamese	0	0%	24
Other Asian	0	0%	24
Tagalog	40	0%	58
Other Pacific Island	25	0%	41
Navajo	0	0%	24
Other Native American	0	0%	24
Hungarian	3	0%	4
Arabic	10	0%	10
Hebrew	2	0%	3
African	18	0%	30
Other and non-specified	0	0%	24
Total Non-English	1,726	4%	333

**Data Note:** Detail may not sum to totals due to rounding. Hispanic population can be of any race. N/A means not available. **Source:** U.S. Census Bureau, American Community Survey (ACS) 2011 - 2015.  
 \*Population by Language Spoken at Home is available at the census tract summary level and up.

<b>AGRICULTURE</b>	<b>Jurisdiction</b>	<b>Statistic</b>
<b>Total Farms 2012<sup>1</sup></b>	Cortland County	<b>518</b>
<b>Farms by Type<sup>2</sup></b>	Cortland County	
<b>Vegetable Farms</b>		<b>N/A</b>
<b>Fruit, Tree Nut, and Berry Farms</b>		<b>N/A</b>
<b>Livestock, Poultry, and their Product Farms</b>		<b>N/A</b>
<b>Change Over Time</b>		
<b>Change in number of farms, 2007-2012<sup>3</sup></b>	Cortland County	<b>Slight Decrease (-1.39)</b>
<b>Change in number of farms, by size, 2007-2012<sup>4</sup></b>	Cortland County	
<b>&lt;9 acres</b>		<b>Significant Decrease (-2.96)</b>
<b>10-49 acres</b>		<b>Slight Decrease (-1.26)</b>
<b>50-179 acres</b>		<b>Sparse Data (-0.87)</b>
<b>180 – 499 acres</b>		<b>Sparse Data (-0.17)</b>
<b>500 – 999 acres</b>		<b>Sparse Data (-0.46)</b>
<b>1000 -1999 acres</b>		<b>Negligible Change (-7.95)</b>
<b>&gt;2000 acres</b>		<b>Sparse Data (1.05)</b>
<b>Change in acreage of harvested cropland, 2007-2012<sup>5</sup></b>	Cortland County	<b>Sparse Data (1.81)</b>
<b>Sales</b>		
<b>Total agricultural sales 2012<sup>6</sup></b>	Cortland County	<b>N/A</b>
<b>Farms with direct sales<sup>7</sup></b>	Cortland County	<b>N/A</b>
<b>Total amount of direct farm sales<sup>8</sup></b>	Cortland County	<b>N/A</b>
<b>Percentages of farms with sales &lt;\$10k<sup>9</sup></b>	Cortland County	<b>52.51</b>
<b>Percentages of farms with sales \$10k-250k<sup>10</sup></b>	Cortland County	<b>36.68</b>
<b>Percentages of farms with sales &gt;\$250k<sup>11</sup></b>	Cortland County	<b>10.81</b>
<b>Crops/Produce</b>		
<b>Vegetable acreage as percentage of harvested cropland<sup>12</sup></b>	Cortland County	<b>N/A</b>
<b>Value of vegetables sold as percentage of total agricultural products sold<sup>13</sup></b>	Cortland County	<b>1.11</b>
<b>Orchard acreage as percentage of cropland<sup>14</sup></b>	Cortland County	<b>0.03</b>

<sup>1</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>2</sup> Ag Census Full Report, [https://www.agcensus.usda.gov/Publications/2012/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level](https://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_2_County_Level)

<sup>3</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>4</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>5</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>6</sup> Ag Census Full Report, [https://www.agcensus.usda.gov/Publications/2012/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level](https://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_2_County_Level)

<sup>7</sup> USDA Food Environment Atlas, <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>

<sup>8</sup> USDA Food Environment Atlas, <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>

<sup>9</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>10</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>11</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>12</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>13</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

<sup>14</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)



<b>Value of fruits and nuts sold as percentage of total agricultural products sold<sup>15</sup></b>	Cortland County	<b>0.26</b>
<b>Value of organics sold as percentage of total agricultural products sold<sup>16</sup></b>	Cortland County	<b>\$</b>

\*Sparse Data Available

\*\* Current Value Not Disclosed (D)

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<sup>15</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

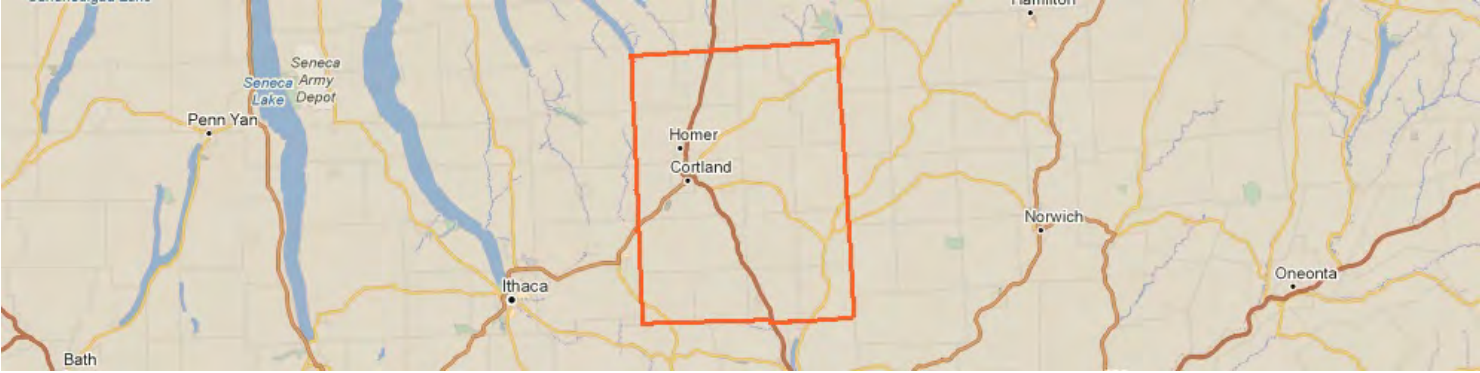
<sup>16</sup> Ag Census Web Maps, [http://www.agcensus.usda.gov/Publications/2012/Online\\_Resources/Ag\\_Census\\_Web\\_Maps/](http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Ag_Census_Web_Maps/)

# Healthy Food Access Portal

## Research Your Community

# Report for Cortland County, NY

This report provides information about the population living within the county and their food environment.



## Demographics

Accessing healthy food is a challenge for some Americans - particularly those living in low-income neighborhoods and communities of color. Research has shown that, if a person is Black, Hispanic or living in a low-income block group they are more likely to live in an area with limited access to a full service supermarket.

Current estimates show that the area has steadily grown since 2000 and the total population is 48,713 people. According to 2012-2016 American Community Survey (ACS) data, the population of a minority race was 7.14% and 2.57% were of Hispanic ethnicity. In terms of age, 19.72% were children under age 18, while 15.18% were over age 65.

Demographics in Cortland County, NY			
Cortland County	2000	2010	2012-2016
Total Population	48,599	49,336	48,713
Pct. Hispanic	1.2%	2.2%	2.6%
Pct. Minority	3.7%	6.3%	7.1%
Pct. < 18 Years	23.6%	21.1%	19.7%
Pct. 65 or Older	12.5%	13.1%	15.2%

Median Household Income		
	Cortland County	New York
Median Household Income (2012-2016)	\$50,910	\$60,741

Source: Census 2000, Census 2010, Census ACS 2012-2016

## Workforce and Unemployment

Some communities look to improve access to food for existing residents by meeting both the demands from the daytime population (workforce) and the residential population. The table at right shows the number of people in the workforce that are employed within the

Local Employment in Cortland County	
	Employed
Resident	

area and the number of people who reside in the area who are part of the workforce. This data tells us that 17,263 people work in Cortland County, while 18,652 workers reside in Cortland County according to the Local Employer-Household Dynamics data. Increasing the number of healthy food retailers can lead to jobs and may be a force of revitalizing economically distressed communities.

Total Workers (2015)

18,652  
Resident

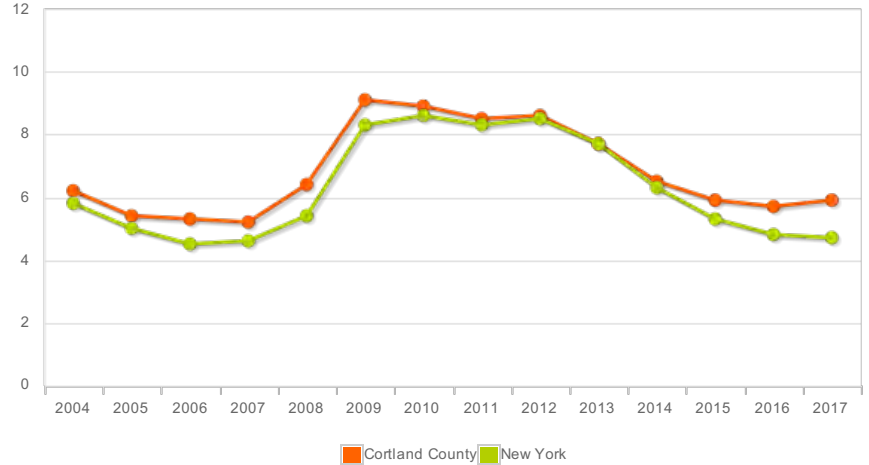
17,263  
Employed

Source: Bureau of Labor Statistics, Local Employment-Household Dynamics

Cortland County's unemployment rate is 5.9%, compared to the statewide unemployment rate of 4.7%. The Supplemental Nutrition Assistance Program (SNAP) is the largest domestic hunger safety net program (according to the USDA). It serves many low-income people, including those who are currently unemployed.

Within Cortland County, 14.18% of people received SNAP benefits in 2011, amounting to \$11,157,000 in benefits to program participants.

### Annual Unemployment



Source: Bureau of Labor Statistics, Local Employment-Household Dynamics

## Food Environment

Determining if a community is underserved by healthy food retailers can be a complicated process that includes a variety of factors including population density, car ownership rates, and the quality and location of supermarkets, grocery stores and farmers markets. Researchers have produced many studies and online tools to help communities to identify areas with limited access to supermarkets and sources of healthy food. Methods and measures vary but two studies and national online data tools are Reinvestment Fund's **Limited Supermarket Access (LSA) Study** and the U.S. Department of Agriculture (USDA) **Food Access Research Atlas**. These studies seek to provide guidance on how to understand whether a new supermarket, an expansion of an existing store, or a farmer's market is the appropriate strategy to pursue.

In 2013, there were 8 full service supermarkets located in Cortland County. There are 7 Limited Service stores located within the study area, and 4 farmers' markets. SNAP benefits are accepted at 50 participating stores, farmer's markets, social service agencies or other non retail providers in this community.

According to the USDA, 3 of 12 census tracts in Cortland County are Low-Income, Low-Access tracts. ([Show/hide list of USDA Low-Income, Low-Access Tracts](#))

Based on Reinvestment Fund's 2014 analysis, there is 1 LSA area within Cortland County. 8,422 people live in this LSA area and are considered to have limited access to a supermarket. The estimated leakage for this area is \$13,875,000; this represents the amount that residents spend at stores located outside of the LSA. Please see the [PolicyMap Data Directory](#) for Reinvestment Fund's methodology.

#### Food Retailers in Cortland County

Full Service Supermarkets	8
Limited Service Stores	7
SNAP Retailers	50
Farmers' Markets	4
Fast-food and Takeout Restaurants	42

Source: USDA ERS Food Access, Census County Business Patterns, USDA Agricultural Marketing Service, Reinvestment Fund Study of Low Supermarket Access

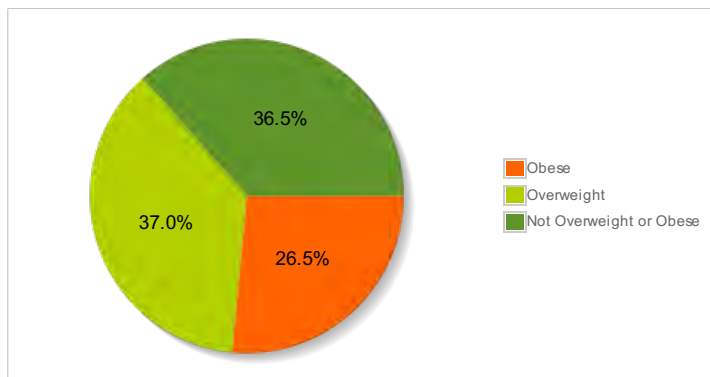
#### Limited Supermarket Access in Cortland County

Population within LSA	8,422
Total Grocery Leakage	\$13,875,000
Total Grocery Store Demand (Sq.Ft)	25,260

# Health

The Centers for Disease Control (CDC) provides survey data about the health of the residents within an area. The chart at right displays the Body Mass Index (BMI) classification for adults in Cortland County. It reports that 36.95% of the population is considered overweight and 26.5% is considered obese.

**BMI Classification in 2013, Cortland County**

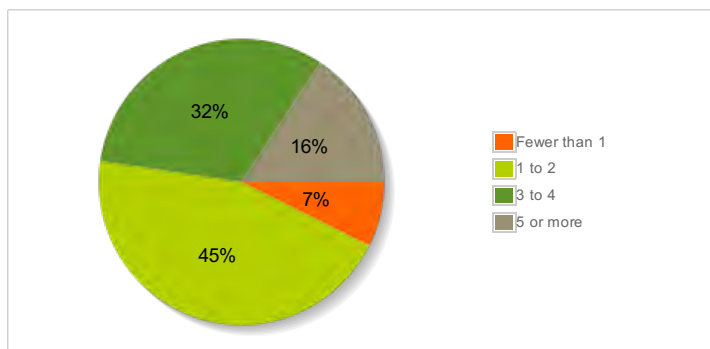


Source: CDC Behavioral Risk Factor Surveillance System 2013, ACS 2009-2013

## Fruit and Vegetable Consumption

According to the CDC, fruits and vegetables are critical to promoting good health. Most adults need to increase the amount of fruits and vegetables they currently eat to get the amount that's recommended every day. The CDC reports that the recommended level of consumption depends upon an individual's age, weight and current level of physical activity. Visit [ChooseMyPlate.gov](http://ChooseMyPlate.gov) for specifics on how many servings to eat. Of the adult residents in Cortland County, 84% reported eating fewer than 5 fruits and vegetables per day, and 16% report eating five or more per day.

**Number of Fruits/Vegetables Consumed per day in 2013, Cortland County**



Source: CDC Behavioral Risk Factor Surveillance System 2013, ACS 2009-2013

## Federal Programs & Investments

Areas within Cortland County may be targeted for economic development or community development activities. By working within these areas, community development entities or commercial operators may be able to seek grants or loans to finance intervention strategies that address the community's lack of food access. Some certified Community Development Financial Institutions (CDFIs) operate specific programs designed to finance food retailers that choose to locate in an area that otherwise lacks healthy food access. The New Markets Tax Credit (NMTC) Program is another federal incentive structure that can provide financing to large commercial developments in eligible areas.

Community Development Block Grant (CDBG) eligible block groups are places that the Department of Housing and Urban Development (HUD) has designated for targeted resources. Within this target area, there are 0 CDBG eligible block groups and 0 NMTC eligible tracts. There are 81 CDFIs working to improve distressed areas of the state. [\(See list of certified CDFIs in New York\)](#)

Federal Program and Investment Dollars in Cortland County, NY	
New Markets Tax Credit Investments (QLICI) 2005-2012	N/A
CDFI Loans/Investments 2003-2012	\$3,283,071

Source: CDFI Fund, HUD



# Appendix E: Funding

**Contents**

USDA Agricultural Marketing Service ..... 2

USDA Rural Development ..... 3

USDA National Institute of Food and Agriculture..... 3

USDA Natural Resources Conservation Service..... 4

USDA Farm Service Agency ..... 5

USDA Food and Nutrition Service ..... 5

U.S. Environmental Protection Agency..... 6

Others..... 8

Private Grant Funding ..... 9

Cities and towns can strengthen their local food systems through a variety of federal, state, local, and philanthropic projects and programs. USDA and other federal agencies help support local food systems by working with producers, engaging with communities, financing local processing and distribution, or helping retailers develop local food connections. Below are some of the resources available.

## **USDA Agricultural Marketing Service**

### **Farmers Market Promotion Program**

The program aims to increase domestic consumption of and access to locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. This program can support the development, improvement, and expansion of farmers markets, agritourism activities, and other direct producer-to-consumer market opportunities. Grant awards range from \$50,000 to \$250,000 for capacity-building projects and \$250,000 to \$500,000 for community development, training, and technical assistance projects.

- <https://www.ams.usda.gov/services/grants/fmpp>

### **Local Food Promotion Program**

The program offers grant funds with a 25 percent match to support the development and expansion of local and regional food business enterprises to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets. Planning grants fund the planning stages of establishing or expanding a local and regional food business enterprise. Activities can include but are not limited to market research, feasibility studies, and business planning. Implementation grants help establish, improve, or expand local and regional food business enterprises. Activities can include but are not limited to training and technical assistance for the business enterprise and/or for producers working with the business enterprise; outreach and marketing to buyers and consumers; and non-construction infrastructure improvements to business enterprise facilities or information technology systems.

- <https://www.ams.usda.gov/services/grants/lfpp>

### **Organic Certification Cost Share Programs**

Two Organic Certification Cost Share Programs help certified organic operations defray the costs associated with organic certification. Organic operations can be reimbursed for 75 percent of their certification costs up to \$750.

- <https://www.ams.usda.gov/services/grants/occsp>

### **USDA Programs in the Local Food Supply Chain**

The Agricultural Marketing Service created a fact sheet to help identify which USDA grants and programs apply to you depending on your place in the local and regional food system.

- <https://www.ams.usda.gov/sites/default/files/media/FoodSupplyChainFactSheet.pdf>

## **USDA Rural Development**

### **Community Facilities Direct Loan and Grant Program**

This program provides funding to develop essential community facilities in rural areas with no more than 20,000 residents. Funds can be used to purchase, construct, and/or improve local food system facilities such as community gardens, food pantries, community kitchens, food banks, food hubs, and greenhouses. The program offers grants of up to 75 percent of eligible project costs, low-interest loans, and loan guarantees.

- <http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

### **Economic Impact Initiative Grant Program**

Funding for essential community facilities is also available through this program for communities with extreme unemployment and severe economic depression.

- <http://www.rd.usda.gov/programs-services/economic-impact-initiative-grants>

### **Rural Business Development Grants**

These grants fund technical assistance, training, and other activities leading to the development or expansion of small businesses in rural areas with no more than 50,000 residents. Generally, grants range from \$10,000 up to \$500,000 and do not require cost sharing. The program can support activities such as training and technical assistance; acquisition or development of land; construction or renovation of buildings, equipment, roads, and utilities; capitalization of revolving loan funds; rural transportation improvements; feasibility studies and business plans; and rural business incubators.

- <http://www.rd.usda.gov/programs-services/rural-business-development-grants>

### **Value-Added Producer Grants**

These grants help agricultural producers with the processing and marketing of value-added products. The program aims to generate new products, create and expand marketing opportunities, and increase producer income. Planning grants of up to \$75,000 can be used for activities such as conducting feasibility studies and developing business plans for processing and marketing a value-added product. Working capital grants of up to \$250,000 can be used for processing costs, marketing and advertising expenses, and some inventory and salary expenses. The grants require matching funds of 50 percent of total project costs.

- <http://www.rd.usda.gov/programs-services/value-added-producer-grants>

## **USDA National Institute of Food and Agriculture**

### **Beginning Farmer and Rancher Development Program**

This program provides grants to collaborative partnerships of public or private entities for education, mentoring, and technical assistance initiatives for beginning farmers or ranchers.

- <https://nifa.usda.gov/program/beginning-farmer-and-rancher-development-program-bfrdp>

### **Rural MicroEnterprise Assistance Program**

This micro-loan program can fund agriculture production activities. Potential loan recipients would need to find out if there is an existing loan fund in their geographic area, or an experienced lending organization could apply to Rural Development to start a loan fund.

- <https://www.rd.usda.gov/programs-services/rural-microentrepreneur-assistance-program>

### **Community Food Projects Competitive Grant Program**

This program helps private nonprofit entities fight food insecurity by funding community food projects that help promote the self-sufficiency of low-income communities. Community food projects are designed to increase food security in communities by bringing the whole food system together to assess strengths, establish linkages, and create systems that improve the self-reliance of community members over their food needs. Preferred projects develop linkages between two or more sectors of the food system, support the development of entrepreneurial projects, develop innovative linkages between the for-profit and nonprofit food sectors, encourage long-term planning activities, and build long-term capacity of communities to address the food and agricultural problems of communities. Grants range from \$10,000 to \$400,000 and require a dollar-for-dollar match in resources.

- <https://nifa.usda.gov/program/community-food-projects-competitive-grant-program-cfpccgp>

### **Food Insecurity Nutrition Incentive Grant Program**

This program supports projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program by providing incentives at the point of purchase. It funds pilot projects at up to \$100,000 over one year; multi-year, community-based projects at up to \$500,000 over no more than four years; and multi-year, large-scale projects of more than \$500,000 over no more than four years. USDA gives priority to projects that provide locally or regionally produced fruits and vegetables.

- <https://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program>

## **USDA Natural Resources Conservation Service**

### **Environmental Quality Incentives Program**

The program provides financial and technical assistance to agricultural producers to plan and implement conservation practices that improve soil, water, plant, animal, air, and related natural resources on agricultural land. Producers are eligible for payments totaling up to \$450,000 for completed high tunnel systems that can extend the growing season for high-value crops in an environmentally safe manner. The program can also provide up to \$20,000 per year for organic producers and those transitioning to organic to address natural resource concerns and meet requirements for the National Organic Program.

- <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>



## **USDA Farm Service Agency**

### **Farm Storage Facility Loan Program**

This program provides low-interest financing so producers can build or upgrade permanent facilities to store commodities. Eligible facilities include cold storage facilities for fruits, vegetables, dairy, and meat products. Producers may borrow up to \$500,000.

- <http://www.fsa.usda.gov/programs-and-services/price-support/facility-loans/farm-storage/index>

### **Microloan Program**

The Microloan Program helps finance small, beginning, niche, and non-traditional farm operations; farms participating in direct marketing and sales such as farmers markets; and farms using hydroponic, aquaponic, organic, and vertical growing methods. Eligible uses of funds include to make a down payment on a farm; build, repair, or improve farm buildings; purchase hoop houses, tools, and equipment; gain GAP (Good Agricultural Practices), GHP (Good Handling Practices), and organic certification; and market and distribute agricultural products. The maximum loan amount is \$50,000.

- <http://www.fsa.usda.gov/programs-and-services/farm-loan-programs/microloans/index>

## **USDA Food and Nutrition Service**

### **Farm to School Grant Program**

These grants support farm-to-school programs that improve access to local foods in schools.

- Support service grants of \$65,000 to \$100,000 help state and local agencies, Indian tribal organizations, agricultural producers, and nonprofit entities develop and provide support services to farm-to-school initiatives.
- Implementation grants of \$65,000 to \$100,000 help schools or school districts scale or further develop existing farm-to-school initiatives.
- Planning grants of \$20,000 to \$45,000 help schools or school districts just getting started on farm-to-school activities organize and structure their efforts for maximum impact by embedding known best practices into early design considerations.
- Training grants of \$15,000 to \$50,000 help state and local agencies, Indian tribal organizations, agricultural producers, and nonprofit entities support trainings that strengthen farm-to-school supply chains or provide technical assistance in local procurement, food safety, culinary education, and/or integration of an agriculture-based curriculum.

- <http://www.fns.usda.gov/farmtoschool/farm-school-grant-program>

### **Senior Farmers' Market Nutrition Program**

This program, similar to the WIC Farmers' Market Nutrition Program, awards grants to state agencies and Indian Tribal organizations to provide low-income seniors with coupons for fruits and vegetables at

farmers markets. The state agencies provide nutrition education to participants and authorize farmers markets to accept the benefits. For a list of state program contacts, visit:

- <http://www.fns.usda.gov/sfmnp/sfmnp-contacts>

### **Supplemental Nutrition Assistance Program (SNAP)**

SNAP offers nutrition assistance to low-income individuals and families. Benefits can be used to purchase many of the foods sold at farmers markets, including fruits and vegetables, dairy products, breads and cereals, and meat and poultry. The Food and Nutrition Service works with state agencies, nutrition educators, and neighborhood and faith-based organizations to help that those eligible for nutrition assistance access benefits. The Food and Nutrition Service also has resources for farmers markets and retailers interested in accepting SNAP benefits.

- <http://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap>

### **USDA Grants and Loans that Support Farm to School Activities**

The Office of Community Food Systems created a 2018 fact sheet listing USDA funding available to assist farms, schools, and every link in between in feeding kids healthy local meals; teaching them about food, farming and nutrition; and supporting local agricultural economies.

- <https://www.fns.usda.gov/farmentoschool/grantsandloans>

### **WIC Farmers' Market Nutrition Program**

The program is associated with the Special Supplemental Nutrition Program for Women, Infants and Children, popularly known as WIC. It awards grants to state agencies and Indian Tribal organizations to provide coupons for fresh, unprepared, locally grown fruits and vegetables to WIC participants for use at farmers markets. The state agencies provide nutrition education to participants and authorize farmers markets to accept the benefits. For a list of state program contacts, visit:

- <http://www.fns.usda.gov/fmnp/fmnp-contacts>

## **U.S. Environmental Protection Agency**

### **Brownfields Area-Wide Planning Program**

This program provides grants to develop an area-wide plan for assessing, cleaning up, and reusing brownfield sites. Plans focus on a specific project area, such as a neighborhood, downtown district, commercial corridor, old industrial corridor, waterfront, or city block affected by a single large or multiple brownfield sites.

- <https://www.epa.gov/brownfields/types-brownfields-grant-funding#tab-5>

### **Brownfields Assessment Grants**

Assessment grants provide funding to inventory, characterize, assess, and conduct planning and community involvement related to sites potentially contaminated by hazardous substances, pollutants, contaminants, or petroleum. The maximum grant amount is \$350,000.

- <https://www.epa.gov/brownfields/types-brownfields-grant-funding>

### **Brownfields Cleanup Grants**

Cleanup grants provide funding to carry out cleanup activities at sites contaminated by hazardous substances, pollutants, contaminants, or petroleum. The maximum grant amount is \$200,000 per site. Awardees must contribute 20 percent of the amount of funding provided by EPA, although waivers of this requirement are available. An applicant must own the site for which it is requesting funding at time of application.

- <https://www.epa.gov/brownfields/types-brownfields-grant-funding>

### **Environmental Justice Collaborative Problem-Solving Cooperative Agreement Program**

This program provides financial assistance to organizations for projects that address local environmental and/or public health issues in their communities using EPA's Environmental Justice Collaborative Problem-Solving Model. The program helps recipients build collaborative partnerships to help them understand and address environmental and public health concerns in their communities.

- <https://www.epa.gov/environmental-justice/environmental-justice-collaborative-problem-solving-cooperative-agreement-0>

### **Environmental Justice Small Grants**

This grant program supports and empowers communities working on solutions to local environmental and public health issues. The program is designed to help communities understand and address exposure to multiple environmental harms and risks and funds projects up to \$30,000. Previously funded projects include Educating South Florida's Residents on Hydroponic Urban Gardening; Promoting Sustainable Agriculture and Healthy Food Production in Athens, Georgia; Creating Safe Soil for Healthy Gardening; and Promoting Urban Agriculture and Food Sustainability in Brooklyn, New York.

- <https://www.epa.gov/environmentaljustice/environmental-justice-small-grants-program>

### **Targeted Brownfields Assessments**

This program helps states, tribes, and municipalities minimize the uncertainties of contamination often associated with brownfields. This program supplements other efforts under the Brownfields Program to promote the cleanup and redevelopment of brownfields. Services include site assessments, cleanup options and cost estimates, and community outreach. Services are for an average of \$100,000. The sites for this program are selected locally, once a year. Applicants should currently have redevelopment plans for the contaminated property.

- <https://www.epa.gov/brownfields/targeted-brownfields-assessments-tba>

### **Technical Assistance to Brownfields Communities Program**

This program funds three organizations who—with their extensive team of subgrantees, contractors, partners, and other network contacts—provide technical assistance to communities and other stakeholders. The program helps communities tackle the challenge of assessing, cleaning up, and

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preparing brownfield sites for redevelopment, especially underserved, rural, small and otherwise distressed communities.

- <https://www.epa.gov/brownfields/epas-technical-assistance-brownfields-tab-communities-program-providing-technical>

### **Urban Waters Small Grants**

This grant program helps protect and restore urban waters, improve water quality, and support community revitalization and other local priorities. Projects address local water quality issues related to urban runoff pollution, provide additional community benefits, actively engage underserved communities, and foster partnerships. The grants are competed and awarded every two years, with individual award amounts of up to \$60,000.

- <https://www.epa.gov/urbanwaters/urban-waters-small-grants>

## **U.S. Department of Housing and Urban Development**

### **Community Development Block Grants (CDBG) Entitlement**

This program provides funding to help entitled metropolitan cities and urban counties meet their housing and community development needs. This program provides annual grants on a formula basis to entitled communities to carry out a wide range of community development activities directed toward neighborhood revitalization, economic development, and improved community facilities and services.

- <https://www.hudexchange.info/programs/cdbg-entitlement/>

### **CDBG Non-Entitlement Communities Program for States and Small Cities**

This program provides funding to help states and units of local government in non-entitled areas meet their housing and community development needs. The program provides grants to carry out a wide range of community development activities directed toward neighborhood revitalization, economic development, and improved community facilities and services. All CDBG activities must meet at least one of the following national objectives: benefit low- and moderate-income persons, aid in the prevention or elimination of slums and blight, or meet certain urgent community development needs. No less than 70 percent of the funds must be used for activities that benefit low- and moderate-income persons over a period specified by the state, not to exceed 3 years.

- <https://www.hudexchange.info/programs/cdbg-state/>

### **CDBG §108 Loan Guarantee Program**

This program provides loan guarantee assistance for community and economic development. Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Under this section, HUD offers communities a source of financing for certain community development activities, such as housing rehabilitation, economic development, and large-scale physical development projects. Loans may be for terms up to 20 years.

- <https://www.hudexchange.info/programs/section-108/>

## **Programs of HUD**

This 2017 document provides a complete listing of all HUD programs including major mortgage, grants, assistance, and regulatory programs.

- <https://www.hud.gov/hudprograms>

## **Others**

### **National Endowment for the Arts Our Town Grant Program**

Our Town supports creative placemaking projects that integrate arts and culture into community revitalization work—placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from \$25,000 to \$200,000. In 2016, the American Dance Institute and the village of Catskill, New York, received an Our Town grant to renovate a former lumberyard and associated buildings into a permanent home for the institute’s artist residency, which will include a theater, artist housing, and an open interior courtyard for performances, visual arts displays, and the local farmers market.

- <https://www.arts.gov/grants-organizations/our-town/introduction>

### **Surface Transportation Block Grant Program Transportation Alternative Set Aside**

This program provides set-aside funding for programs and projects defined as transportation alternatives (including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity); recreational trail projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former divided highways. Funds are allocated to state departments of transportation, which select projects through a competitive process. Local governments, school districts, and nonprofit organizations responsible for the administration of local transportation safety programs are among the entities eligible to apply for funding.

- [http://www.fhwa.dot.gov/environment/transportation\\_alternatives/guidance/guidance\\_2016.cfm](http://www.fhwa.dot.gov/environment/transportation_alternatives/guidance/guidance_2016.cfm)

## **Private Grant Funding**

While funding programs of individual foundations can change from year to year, these resources are good starting points to look for philanthropic and other private support:

### **Aetna Foundation**

The Aetna Foundation funds community groups that are advancing healthy eating and active living in homes, schools, and neighborhoods. A major part of this effort is connecting people of limited means with fresh fruits and vegetables through community gardens, urban farms, and farmers markets.

- <https://www.aetna-foundation.org/grants-partnerships/health-eating-living.html>



### **American Community Gardening Association**

The American Community Gardening Association offers a list of grant opportunities for community gardens and other related projects.

- <https://communitygarden.org/resources/funding-opportunities/>

### **Farmers Market Coalition**

The Farmers Market Coalition website includes funding resources for farmers markets and other community food projects.

- <https://farmersmarketcoalition.org/education/funding-opportunities/>

### **Food Co-op Initiative**

The Food Co-op initiative provides seed grants of up to \$10,000 for retail food co-ops. The grant money must be matched in equal dollars by locally raised funds. Funding has been used to help offset the cost of feasibility and marketing studies, hiring a project manager, and supporting owner/member recruitment and investment projects.

- <http://www.fci.coop/seed-grants/>

### **Healthy Food Access Portal**

The Healthy Food Access portal was created by PolicyLink, The Food Trust, and Reinvestment Fund to better support communities seeking to launch healthy food retail projects. The portal has a funding section including grants, loans, and incentives suited for healthy food projects.

- <http://www.healthyfoodaccess.org/funding>

### **Kresge Foundation**

Kresge Foundation's Developing Healthy Places focus area offers programs and grants to promote health equity among people in low-income neighborhoods and foster improved health for entire communities. In 2015, Kresge offered planning grants under the initiative "Fresh, Local & Equitable: Food as a Creative Platform for Neighborhood Revitalization," which "seeks to help create a sense of place in communities where culinary ventures are integrated into community life, creating synergies that exceed the sum of their parts."

- <https://kresge.org/grant/build-healthy-places-network>

### **Robert Wood Johnson Foundation**

The Robert Wood Johnson Foundation supports research and programs to help build a national culture of health. Projects that link local foods assets such as community gardens and farmers markets with recreation and alternative transportation projects that seek to improve access to healthy foods could fit with the foundation's giving. The foundation has programs that help to transform local environments in ways that remove health barriers and make it easier for people to lead healthier lives.

- <http://www.rwjf.org/en/our-focus-areas/topics/built-environment-and-health.html>

The foundation also has programs to increase the ability to provide more free fresh produce in low-income communities, raise public awareness about food insecurity, and encourage healthier eating.

- <http://www.rwjf.org/en/library/collections/healthy-food-access.html>

### **W.K Kellogg Foundation**

The W.K. Kellogg Foundation helps communities transform school food systems, improve community access to good food, and create environments for active living. The foundation accepts grant applications from organizations and institutions throughout the year.

- <http://wkkf.org/what-we-do/healthy-kids/food-and-community>

### **Healthy Food Access Portal Financing Resource for : New York**

The following list of New York specific resources was obtained from the Healthy Food Access Portal, Find Money & Policy Efforts by State. This site is a useful resource for state specific funding. The query on New York was performed on April 13, 2018 and results are included below for convenience.

- <http://www.healthyfoodaccess.org/resources-tools/find-money-policy-efforts-by-state?st=New%20York>

### **Low Income Investment Fund**

Geography: New York

Low Income Investment Fund (LIIF) is using HFFI funding to provide financing and technical assistance to food markets located in, or planning to locate in, low- to-moderate-income communities that lack access to affordable, healthy food. LIIF has funded projects in Louisiana, New York, and Pennsylvania. Food Dynasty in Far Rockaway, NY received a \$250,000 term loan to cover expenses and losses incurred during Hurricane Sandy. Triangle Plaza Hub in South Bronx, NY received a \$10 million allocation of New Market Tax Credits and a \$5.75 million leverage loan to transform an underutilized lot into an 86,000-square-foot mixed-use, transit-oriented facility which includes a full-service supermarket. The facility will create 188 permanent jobs and 117 construction jobs. Some of the funds from this award were used to support the development of healthy food supermarkets and a farmers market in the following New York cities: Mount Vernon, Highland Falls, Brooklyn, Buffalo, Red Creek, and Staten Island.

In addition to its national work supporting the development and expansion of fresh food outlets in underserved communities through its national financing and policy efforts, LIIF is the lead administrator for the New York Healthy Food & Healthy Communities Fund. As a result, LIIF has dedicated more than \$30 million to increasing healthy food access for low income families. Financed projects include Urban Fresh in Far Rockaway, Key Food Market in Staten Island, and Nojaim Brothers Supermarket in Syracuse. You can find more information [here](#).

*Source of money: HFFI CDFI-Financial Assistance Program*

*Note: LIIF is a CDFI headquartered in California, but LIIF is also working in Louisiana, New York, and Pennsylvania.*

### **Cooperative Fund of New England**

Geography: New York

The Cooperative Fund of New England (CFNE) is a forty year-old CDFI that is using HFFI financing to increase healthy food access in New England and eastern New York State through the Healthy Food/Cooperative Communities initiative, which combines financing, development services, technical assistance, and data collection and measurement to increase low-income consumers' utilization and membership in co-ops. To supplement its HFFI financing, CFNE launched its Food Cooperatives and Healthy Food Access program (FCHFA) to help food co-ops better serve low-income communities. CFNE partnered with Neighboring Food Co-op Association (NFCA), a regional food co-op association, to document food co-op programs in this area, promote their efforts, and support them in innovating and expanding healthy food access for local food insecure households. Since 2011, CFNE has financed \$3.6 million in loans to nine HFFI-eligible food co-op projects, for their development and expansion around low-access communities throughout New England, including the Honest Weight Food Co-Op in Albany, New York. You can find more information [here](#).

*Source of money: HFFI CDFI-Financial Assistance Program*

*Note: The Cooperative Fund of New England is a CDFI headquartered in Massachusetts that is working throughout New England and eastern New York State.*

### **Action for a Better Community**

Geography: New York

Action for a Better Community, (ABC) is using HFFI financing to support the development of a 20,000 square foot grocery store in a section of the City of Rochester, New York, that is designated as a food desert by the USDA. ABC will provide a low-interest loan to Constantino's Market, a family-owned and operated grocery business, for necessary start-up costs. This project is part of a major mixed-use redevelopment project led by the University of Rochester to create an urban village center, spur economic development, and keep residents and goods and services within the city limits. The jobs created by this project do not require advanced educational levels and are appropriate for low-income unemployed residents, including TANF recipients. This project will create 30 new full-time jobs for low-income individuals. You can find more information [here](#).

*Source of money: HFFI CED Program*

### **Greater Jamaica Development Corporation**

Geography: New York

Greater Jamaica Development Corporation (GJDC) is a community-building organization that plans, promotes, coordinates and advances responsible development to revitalize Jamaica and strengthen the region. GJDC used HFFI financing to implement the Queens Healthy Corner Store Initiative, a community-based food financing and economic development strategy in three low-income neighborhoods

in Queens, New York. The Queens Healthy Corner Store Initiative creates increased access to healthy, affordable food, and it will create 40 new job opportunities. You can find more information [here](#).

*Source of money: HFFI CED Program*

### **Leviticus 25:23 Alternative Fund**

Geography: New York

A not-for-profit financial intermediary, Leviticus 25:23 Alternative Fund, Inc. is using HFFI financing to support their emerging lending to healthy food-access projects within economically poor communities. The Fund provides flexible capital and financial services for the development of affordable housing and community facilities, especially child care centers, throughout New York, New Jersey and Connecticut. You can find more information [here](#).

*Source of money: HFFI CDFI-Financial Assistance Program*

### **Nonprofit Finance Fund**

Geography: New York

As one of the nation's leading community development financial institutions, Nonprofit Finance Fund (NFF) makes millions of dollars in loans to nonprofits and pushes for fundamental improvement in how money is given and used in the sector. NFF uses HFFI financing to offer healthy food retail outlets coupled with education and outreach programs that promote food purchasing behavior change in low-income communities. Some funds from this award were used to create a hydroponic produce farm in Brooklyn, New York. You can find more information [here](#).

*Source of money: HFFI CDFI-Financial Assistance Program*

*Note: The Nonprofit Finance Fund is a CDFI headquartered in New York that finances projects in California, New York, and Pennsylvania.*

South Bronx Overall Economic Development Corporation

Geography: New York

South Bronx Overall Economic Development Corporation (SoBRO) is using HFFI financing to develop a new Fine Fare supermarket in the South Bronx. In addition to creating 25 new full-time jobs, this full-service supermarket will include a healthy eating grocery section offering fresh and affordable foods. The store will also provide free classes on healthy cooking for customers.

SoBRO will also \$400,000 in CED-HFFI funds and leverage its established partnerships with United Business Cooperative (UBC) and BORN Corp., to increase access to healthier food options and create employment opportunities. In partnership with BORN Corp., to purchase equipment to launch a cold-pressed juice bar and healthy food eatery in the South Bronx. SoBRO will also assist BORN in recruiting staff from the South Bronx community through its workforce development programs. In addition, SoBRO will assist the UBC, develop and manage a 200 square foot food concession stand at the Roberto Clemente Plaza. The concession stand will offer community health and wellness events such as healthy

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cooking demos and health and fitness classes and will provide a group of small, Bronx-based restaurants with technical assistance incorporating healthy menu items in the concession stand. You can find more information [here](#).

*Source of money: HFFI CED Program*

### **Cypress Hills Local Development Corporation, Inc.**

Geography: New York

Cypress Hills Local Development Corporation, Inc. (CHLDC), will use HFFI funds for a commercial development project to increase access to healthy, affordable food to the Pitkin Avenue Corridor in Brooklyn, New York. This project is a part of the Sustainable Communities: East New York planning initiative led by the City of New York and funded through a U.S. Department of Housing and Urban Development Sustainable Communities Regional Planning Grant. CHLDC will develop 7,290 square feet of ground floor retail space that will be occupied by a local grocery, and is part of a mixed-use project that will develop 60 affordable housing units for a total of 77,290 square feet of new construction. CHLDC will use HFFI funds to provide a low-interest loan to Cypress Pitkin Berriman L.P., a CHLDC partnership entity established to develop, manage and operate the proposed residential and commercial building. The loan will allow for the development of the retail space to accommodate a grocery store, which will create 15 new full-time permanent jobs, at least 75% of which will be filled by individuals with low-income. The proposed project will also include an education component, with educational programs designed to encourage healthy food choices. You can find more information [here](#).

*Source of money: HFFI CED Program*

### **New York City FRESH Program**

Geography: New York

The FRESH program is an interagency effort catalyzed by the “Going to Market Study” which shows that many low-income areas across the city were underserved by full-line neighborhood grocery stores. The resulting lack of nutritious, affordable, and fresh food in these neighborhoods has been linked to higher rates of diet-related diseases, including heart disease, diabetes, and obesity.

Twenty-four FRESH projects have been approved since launching; seven of which have been approved for zoning benefits and eighteen for financial benefits. Thirteen stores have completed their construction and are open to the public. These supermarkets are expected to provide approximately 660,000 square feet of new or renovated space, are estimated to retain more than 600 jobs and create over 1,600 new jobs, and represent an investment of approximately \$100 million across the City. Click [here](#) to learn more about the FRESH Program.



## **New York Healthy Food & Healthy Communities Fund**

Geography: New York

In 2006, New York City public officials, including Mayor Bloomberg and City Council Speaker Christine Quinn, began a concerted effort to improve access to healthy foods in neighborhoods throughout the five boroughs. This investigation highlighted the need for statewide intervention and the creation of task force, funded by the Friedman Foundation and convened by New York City's Food Policy Coordinator, the Food Bank of New York City, the New York City Council, the Food Industry Alliance of New York, and The Food Trust, to address the barriers to supermarket and other fresh food retail development in underserved communities across New York State. As a result, the New York Supermarket Commission created a set of policy recommendations to incentivize healthy food retail investment in these areas, including the recommendation that a statewide grocery financing program be created. In response to the recommendations of the New York Supermarket Commission, Governor Paterson launched the New York Healthy Food & Healthy Communities (HFHC) Fund in 2010, a \$30-million business financing program to encourage supermarket and other fresh food retail investment in underserved areas throughout the state.

Read the special report that demonstrated the need for more supermarkets in New York City: [Special Report: The Need for More Supermarkets in New York](#).

For the full set of recommendation generated by the Commission: [Stimulating Supermarket Development: A New Day for New York](#).

The program provided grants and loans made available through a revolving loan fund to eligible projects. The initiative included a \$10-million commitment from the state's Empire State Development Corporation. This investment from the State of New York leveraged over \$192 million in additional funding, including \$20 million from Goldman Sachs Bank. The Low Income Investment Fund was the lead administrator for the fund and partnered with Reinvestment Fund and The Food Trust to implement the program.

The New York Healthy Food & Healthy Communities (HFHC) Fund provided \$192,092,204 to twenty-six healthy food retail projects aimed at improving access to nutritious food for over 83,000 people in underserved communities in New York State. The twenty-six projects that received HFHC funding are spread across New York City boroughs and many upstate cities and rural towns, including Buffalo, Syracuse, Mount Vernon, Red Creek, Highland Falls, Poughkeepsie, Rochester, Hudson, and Broome County. Projects included new and expanded/renovated grocery stores, mobile markets, farmers markets, and corner stores. The Fund's investments have so far supported 205,630 square feet of new, improved, or preserved food retail space and created or preserved 1,452 direct permanent and construction jobs.

Though the Fund has been fully deployed, there is still need for more access to healthy food retail in lower-income, underserved communities throughout New York. In 2015, through the Voices for Healthy Kids Campaign, the New York Affiliate of the American Heart Association (AHA) launched an advocacy campaign to recapitalize the HFHC Fund. Campaign managers organized a diverse coalition of statewide stakeholders, including HFHC Fund managers and representatives from the grocery, health, government, and child advocacy sectors, to provide direction and support for the campaign. In early 2016, AHA also released the report ['Healthy Food = Healthy Economy: Improving the Economic Vitality of New York's](#)

[Underserved Communities via Healthy Food Access'](#) to highlight the tremendous impact of the HFHC Fund, share maps that bring attention to underserved communities that still exist throughout the state, and recommend that the state reinvest in supporting healthy food retail development in areas of need.

Even though the campaign's aim to get a \$15 million investment from the state to recapitalize the HFHC Fund was not met, the campaign did get traction in the legislature. Ultimately, Rochester Senator Richard Funke was successful in getting a \$500,000 allocation from the governor's Downtown Revitalization Initiative to focus on healthy food retail development for underserved New York Communities. Advocates continue to work to get dedicated HFHC funds from the state.

*For a full understanding of Healthy Food Financing Initiatives from advocacy to implementation, see The Food Trust's [Healthy Food Financing Handbook](#).*

# Appendix F: References

Additional resources available are grouped into the following categories:

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## I. Bicycle and Pedestrian Connectivity

### **Case Studies in Delivering Safe, Comfortable and Connected Pedestrian and Bicycle Networks**

This 2015 Federal Highway Administration document provides an overview of pedestrian and bicycle network principles and highlights examples from communities across the country.

- [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publications/network\\_report/](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/network_report/)

### **Guidebook for Developing Pedestrian and Bicycle Performance Measures**

This 2016 Federal Highway Administration document helps communities develop performance measures that can fully integrate pedestrian and bicycle planning in ongoing performance management activities.

- [http://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publications/performance\\_measures\\_guidebook](http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/performance_measures_guidebook)
- 

### **Design Guidance**

The National Center for Bicycling & Walking compiled resources that provide design guidance for bicycling and pedestrian facilities.

- <http://www.bikewalk.org/thepractice.php>

### **Small Town and Rural Multimodal Networks**

This 2016 Federal Highway Administration document helps small towns and rural communities support safe, accessible, comfortable, and active travel for people of all ages and abilities. It provides a bridge between existing guidance on bicycle and pedestrian design and rural practice, encourages innovation in the development of safe and appealing networks for bicycling and walking, and shows examples of project implementation.

- [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publications/small\\_towns/fhwahep17024\\_lg.pdf](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/small_towns/fhwahep17024_lg.pdf)

### **Resources for Implementing Built Environment Recommendations to Increase Physical Activity**

The Centers for Disease Control and Prevention has created a 2017 compilation of real world examples, a 2018 Implementation Resource Guide, and a 2018 Visual Guide to help communities implement recommendations for built environment approaches that combine one or more interventions to improve transportation systems (activity-friendly routes) with one or more land use and community design interventions (everyday destinations) to increase physical activity.

- <https://www.cdc.gov/physicalactivity/community-strategies/beactive/index.html>

## **II. Community Gardens**

### **Cultivating Community Gardens**

The Local Government Commission created a fact sheet on the role of local government in supporting community gardens, including case studies, best management practices, resources, and tools for policy-makers.

- <https://www.lgc.org/community-gardens/>

### **Elder-Accessible Gardening: A Community Building Option for Brownfields Redevelopment**

This 2011 EPA document provides a tip sheet for starting a community garden accessible to people of all age groups and physical activity levels. It includes guidance on starting a garden on a brownfield property.

- <https://www.epa.gov/brownfields/brownfields-elder-accessible-gardening>

### **Garden Organizer Toolkit**

The Vermont Community Garden Network provides tools to help organizers, managers, coordinators, and supporters of community-based gardens, including resources for starting, organizing, and learning in community-based gardens.

- <http://vcgn.org/garden-organizer-toolkit/>



### III. Community Kitchens

#### **The Shared Kitchen Toolkit : A Practical Guide to Planning, Launching, and Managing a Shared-Use Commercial Kitchen**

The Food Corridor, Fruition Planning and Management, and Purdue Extension Services co-created this 2018 toolkit that delivers guidance on feasibility and planning for new kitchen projects, as well as management practices for the day-to-day operations of shared-use kitchens. It also provides an overview of emerging kitchen models and highlights opportunities for kitchens to expand their community impact and enhance financial sustainability.

- <http://www.thefoodcorridor.com/announcing-the-shared-kitchen-toolkit/>

#### **Commercial Kitchen Guide**

The Minnesota Institute for Sustainable Agriculture published a guide that provides information on policies and regulations for those looking to open or operate in a community commercial kitchen.

- <http://www.misa.umn.edu/publications/commercialkitchenguide>

#### **Culinary Incubator Map**

CulinaryIncubator.com is a nonprofit website to help small food businesses locate commercial kitchens. It includes an interactive map with descriptions of commercial kitchens across the United States.

- <http://www.culinaryincubator.com/maps.php>

### IV. Farm to School

#### **Farm to School Resources**

The National Farm to School Network has compiled resources for communities working to bring local food sourcing, school gardens, and food and agriculture education into schools and early care and education settings.

- <http://www.farmtoschool.org/resources>

#### **The USDA Farm to School Planning Toolkit**

The USDA Food and Nutrition Service created a guide of questions to consider and helpful resources to reference when starting or growing a farm-to-school program. It is designed for use by schools, school districts, and community partners.

- <https://www.fns.usda.gov/sites/default/files/f2s/F2S-Planning-Kit.pdf>

#### **Farm to Child Nutrition Programs Planning Guide**

The USDA Office of Community Food Systems created a guide that directs you through questions to consider when starting or growing a farm to school, farm to child care, for farm to summer program. It includes guiding questions, a planning template, and a sample of a completed planning guide.

- <https://www.fns.usda.gov/farmtoschool/farm-school-resources>

## V. Farmers Markets

### **Local and Regional Market News**

USDA Market News works with state departments of agriculture and local and regional food systems to provide prices, volume, and other information on agricultural commodities sold at local and regional markets throughout the United States.

- <https://www.ams.usda.gov/market-news/local-regional-food>

### **Market Makeover: 25 Best Practices for Farmers' Markets**

This report from the Appalachian Sustainable Agriculture Project provides guidance for making market improvements and dealing with common issues in the areas of management, regulations, risk management, food safety, improving vendor sales, and marketing.

- <http://asapconnections.org/downloads/market-makeover-25-best-practices-for-farmers-markets.pdf>

### **National Farmers Market Directory**

The USDA Agricultural Marketing Service maintains a directory of information about farmers markets, including locations, directions, operating times, product offerings, and accepted forms of payment.

- <https://www.ams.usda.gov/local-food-directories/farmersmarkets>

### **National Farmers Market Managers Survey**

Nearly 1,400 farmers market managers responded to this national survey that the USDA Agricultural Marketing Service conducted in 2014.

- <https://www.ams.usda.gov/file/2014-farmers-market-managers-survey-summary-report-final-july-24-2015pdf>

### **Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook**

This 2010 report from the USDA Agricultural Marketing Service, USDA Food and Nutrition Service, and Project for Public Spaces, Inc. describes how to accept SNAP benefits at farmers markets, including what equipment is required, how to install electronic benefit transfer (EBT) systems, and how to make SNAP EBT succeed at farmers markets.

- <https://www.ams.usda.gov/sites/default/files/media/SNAPat%20Farmers%20Markets%20Handbook.pdf>

### **Sharing the Harvest: A Guide to Bridging the Divide between Farmers Markets and Low-Income Shoppers**

This 2012 report from the Appalachian Sustainable Agriculture Project provides tips and tools to improve the accessibility of local markets and increase consumption of healthy local produce.

- <http://asapconnections.org/downloads/asap-farmers-market-access-guide.pdf>

### **Understanding the Link Between Farmers' Market Size and Management Organization**

This 2007 report by the Oregon State University Extension Service examines common management tools and structures for farmers markets of different sizes to guide strategic planning and resource allocation for new markets and for established markets confronting growth or other significant changes.

- <https://catalog.extension.oregonstate.edu/sr1082>

## **VI. Food Co-ops**

### **Capital Campaign Workbook**

The Food Co-op Initiative's 2016 workbook helps consumer-owned food co-ops design and implement successful capital campaigns that effectively engage their owners and meet their capital needs.

- <http://www.foodcoopinitiative.coop/sites/default/files/Capital%20Campaign%20Workbook%20Food%20Co-op%20Initiative%20March%202016.pdf>

### **How to Start a Food Co-op Manual**

The Cooperative Grocers' Information Network created a guide in 2010 that provides an overview of the basic steps and procedures for starting a food co-op.

- <http://www.cooperativegrocer.coop/library/start-a-food-coop>

### **Publications for Cooperatives**

USDA Rural Development provides publications, reports, and educational materials for cooperatives, including Cooperative Information Reports that provide descriptive information about the cooperative form of business and various cooperative topics, Research Reports, and Service Reports that include USDA's annual compilation of farm cooperative statistics.

- <https://www.rd.usda.gov/publications/publications-cooperatives>

## **VII. Food Hubs**

### **Findings of the 2017 National Food Hub Survey**

This document by the Michigan State University Center for Regional Food Systems in cooperation with the Wallace Center at Winrock International details the scope and scale of food hub activities, their challenges, and their regional influence based on a survey of more than 100 food hubs across the country.

- <https://www.canr.msu.edu/resources/2017-food-hub-survey>

### **Food Hub Business Assessment Toolkit**

This 2014 toolkit by Wholesome Wave provides tools to assess a food hub's readiness for investment, including a framework for assessing the strengths and weaknesses of food hubs, and data on business

models and strategies, impact potential, market overview, marketing and sales, operations, organization and management, risk mitigation, technology and systems, and finance.

- <http://www.wholesomewave.org/wp-content/uploads/2014/08/HFCI-Food-Hub-Business-Assessment-Toolkit.pdf>

### **Moving Food Along the Value Chain: Innovations in Regional Food Distribution**

This 2012 report from the USDA Agricultural Marketing Service shares lessons learned and best practices from eight producer networks and their partners distributing locally or regionally grown food to retail and food service customers.

- <https://www.ams.usda.gov/sites/default/files/media/Moving%20Food%20Along%20the%20Value%20Chain%20Innovations%20in%20Regional%20Food%20Distribution.pdf>

### **Regional Food Hub Resource Guide**

This 2012 report from the USDA Agricultural Marketing Service examines the role of food hubs in regional food systems and compiles information on the resources available to support them.

- <https://www.ams.usda.gov/sites/default/files/media/Regional%20Food%20Hub%20Resource%20Guide.pdf>

### **Running a Food Hub series**

USDA Rural Development developed a technical report series in partnership with Virginia Foundation for Agriculture, Innovation and Rural Sustainability and Matson Consulting that offers new and existing food hubs information on how to plan for success, address challenges, and achieve viability.

- Vol 1 – Lessons Learned from the Field (2015)  
[https://www.rd.usda.gov/files/SR\\_77\\_Running\\_A\\_Food\\_Hub\\_Vol\\_1.pdf](https://www.rd.usda.gov/files/SR_77_Running_A_Food_Hub_Vol_1.pdf)
- Vol 2 – A Business Operations Guide (2015)  
[https://www.rd.usda.gov/files/SR\\_77\\_Running\\_A\\_Food\\_Hub\\_Vol\\_2.pdf](https://www.rd.usda.gov/files/SR_77_Running_A_Food_Hub_Vol_2.pdf)
- Vol 3 – Assessing Financial Viability (2016)  
<https://www.rd.usda.gov/files/publications/SR%2077%20FoodHubs%20Vol3.pdf>
- Vol 4 – Learning from Food Hub Closures (2017)  
[https://www.rd.usda.gov/files/publications/SR77\\_FoodHubs\\_Vol4\\_0.pdf](https://www.rd.usda.gov/files/publications/SR77_FoodHubs_Vol4_0.pdf)

## **VIII. Food Waste**

### **Food Recovery Challenge**

As part of EPA's Food Recovery Challenge, organizations pledge to improve their sustainable food management practices and report their results. Food Recovery Challenge participants and endorsers include groups such as grocers, educational institutions, restaurants, faith organizations, sports and entertainment venues, and hospitality businesses. Participants can reduce their environmental footprint, help their community, receive recognition, and get free technical assistance.

- <https://www.epa.gov/sustainable-management-food/food-recovery-challenge-frc>

### **Tools for Preventing and Diverting Wasted Food**

EPA offers a variety of wasted-food assessment tools to suit a food service establishment's specific circumstances. Several of the tools are described below.

- <https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting-wasted-food>

### **A Guide to Conducting and Analyzing a Food Waste Assessment**

Retail, food service, and other food management establishments can use EPA's 2014 guidebook to learn how to take a "snapshot in time" of their wasted food by either manually sorting through materials in a garbage sample or visually observing and estimating waste.

- <https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting-wasted-food#assessguide>

### **Toolkit for Reducing Wasted Food and Packaging**

This 2014 toolkit is designed to help food service establishments and commercial kitchens save money by reducing wasted food and packaging with suggested strategies, templates, and case studies. It includes a tool to track the daily amount, type of, and reason for wasted food and packaging. Users enter information into a spreadsheet, which automatically creates graphs and data summaries to help identify patterns of waste generation. Based on these patterns, a business can make strategic changes to its operation to maximize waste reductions and cost savings.

- <https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting-wasted-food#packaging>

## **IX. Healthy Living**

### **Community Health Online Resource Center**

The Centers for Disease Control and Prevention created this database of webinars, model policies, toolkits, guides, fact sheets, and other practical materials to help implement changes to prevent disease and promote healthy living. Content areas include healthy and safe physical environments and healthy eating.

- <https://www.cdc.gov/nccdphp/dch/online-resource/>

### **Making the Business Case for Prevention Video Series**

This series from the Centers for Disease Control and Prevention shows how healthy living initiatives can help businesses increase profits, bring in more customers, and build goodwill. The series includes videos about healthy food programs, city planning, and community partnerships.

- <https://www.cdc.gov/nccdphp/dnpao/multimedia/videos.html>

### **SNAP-Ed Evaluation Framework and Interpretative Guide**

The USDA Food and Nutrition Service created this 2016 guide to measure the success of SNAP-Ed programs. It provides information on evidence-based obesity prevention interventions and policy,



systems, and environmental change interventions. It also provides information on outcome indicators' background and context, outcome measures, surveys and data collection tools, and more.

- <https://snaped.fns.usda.gov/evaluation/evaluation-framework-and-interpretive-guide>

## **X. Smart Growth and Placemaking**

### **The Built Environment: An Assessment Tool and Manual**

The Centers for Disease Control and Prevention's 2015 assessment tool helps communities measure the core features and qualities of the built environment that affect health, including walkability, bikeability, and access to grocery stores, convenience stores, and farmers markets.

- <https://www.cdc.gov/nccdphp/dch/built-environment-assessment/>

### **Growing Food Connections**

This website from the American Planning Association provides planning and policy briefs and other resources to help increase food security in vulnerable areas, strengthen the sustainability and economic resilience of urban and rural communities, and support farms engaged in local and regional food systems that use sustainable practices.

- <https://www.planning.org/research/foodconnections/>

### **Smart Growth**

EPA's smart growth website provides publications, tools, and other information on a range of development and conservation strategies that help protect our health and natural environment and make our communities more attractive, economically stronger, and more diverse.

- <https://www.epa.gov/smartgrowth>

## **XI. Urban Agriculture**

### **Aquaponics Business Plan User Guide**

This 2016 EPA document is modeled after the Urban Farm Business Plan Handbook (see below) and provides an outline and guidance for the development of a business plan for an aquaponic farm.

- <https://www.epa.gov/land-revitalization/aquaponics-business-plan-user-guide>

### **Brownfields and Community Supported Agriculture**

EPA's Brownfields program provides information on community supported and urban agriculture projects on brownfield properties.

- <https://www.epa.gov/brownfields/brownfields-and-community-supported-agriculture>

### **Brownfields and Urban Agriculture: Interim Guidelines for Safe Gardening Practices**

This EPA document is a condensation of the input of 60 experts from academia, state, and local government, and the nonprofit sector who gathered in Chicago on October 21 and 22, 2010 to outline

the range of issues which need to be addressed in order to safely grow food on former brownfields sites.

- <https://www.epa.gov/brownfields/brownfields-and-urban-agriculture-interim-guidelines-safe-gardening-practices>

### **How Does Your Garden Grow? Brownfields Redevelopment and Local Agriculture**

This 2009 EPA document provides some insight on how best grow safe food during brownfields redevelopment.

- <https://www.epa.gov/brownfields/how-does-your-garden-grow-brownfields-redevelopment-and-local-agriculture>

### **Industrial Properties Renewed Through Agriculture: Reusing Land to Support Agriculture and Food Systems**

This 2010 EPA document discusses reusing industrial brownfields that might serve a wide variety of agriculture-related reuses, including important public health considerations as well as environmental and planning and zoning considerations.

- <https://www.epa.gov/brownfields/brownfields-industrial-properties-renewed-through-agriculture>

### **Steps to Create a Community Garden or Expand Urban Agriculture**

EPA's Brownfields Program offers information on how to create a community garden or expand urban agriculture, particularly in areas that might be at risk from potential contaminants.

- <https://www.epa.gov/brownfields/steps-create-community-garden-or-expand-urban-agriculture>

### **Urban Agriculture Toolkit**

This 2016 toolkit from USDA lays out the common operational elements that most urban farmers must consider as they start or grow their operations. It also contains a section on resources for developing indoor growing operations, such as aquaponic facilities. For each element, the toolkit identifies technical and financial resources from federal, state, and local partners.

- <https://www.usda.gov/sites/default/files/documents/urban-agriculture-toolkit.pdf>

### **Urban Farm Business Plan Handbook**

This 2011 document from EPA, the U.S. Department of Housing and Urban Development, and the U.S. Department of Transportation provides guidance for developing a business plan for the startup and operation of nonprofit and for-profit urban farms.

- <https://www.epa.gov/brownfields/urban-farm-business-plan-handbook>

The associated Urban Farm Business Plan Worksheets provide a framework in which to compile and organize the information needed to draft a business plan.

- <https://www.epa.gov/brownfields/urban-farm-business-plan-worksheets>

## **XII. General**

### **Good Agricultural Practices (GAP) & Good Handling Practices (GHP) Auditing and Accreditation Programs**

The USDA Agricultural Marketing Service provides voluntary audit and accreditation programs that let producers and suppliers of agricultural products assure customers of their ability to provide consistent quality products or services. The programs are paid through hourly user fees.

- <https://www.ams.usda.gov/services/auditing/gap-ghp>

### **The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments and Choices**

This 2016 toolkit produced by the USDA Agriculture Marketing Service helps guide and enhance the capacity of local organizations to make more deliberate and credible measurements of local and regional economic activity and other ancillary benefits.

- <https://www.rd.usda.gov/files/ILAMSToolkit.pdf>

### **Food Value Chains: Creating Shared Value to Enhance Marketing Success**

This 2014 report by the USDA Agricultural Marketing Service provides guidance on how food value chains are initiated and structured, how they function, and the benefits they provide to participants.

- <https://www.ams.usda.gov/services/local-regional/food-value-chain>

### **The Economics of Local Food: An Emerging Community of Practice**

Colorado State University hosts a website aimed to help communities understand agriculture and food enterprise viability, market dynamics, and other key socio-economics metrics of local and regional food systems.

- <https://localfoodeconomics.com/>

### **Harvesting Opportunity: The Power of Regional Food System Investments to Transform Communities**

The Federal Reserve Bank of St. Louis, the Board of Governors of the Federal Reserve System, and the U.S. Department of Agriculture's agencies of Rural Development and the Agricultural Marketing Service published a 2017 book that focuses on regional food systems as a means for enhancing economic opportunity. It explores recent findings; highlights models for collaboration between policymakers, practitioners, and the financial community; and discusses research, policy, and resource gaps that, if addressed, might contribute to the success of regional food systems strategies.

- <https://www.stlouisfed.org/community-development/publications/harvesting-opportunity>

### **Local Food Compass Map**

The USDA Agricultural Marketing Service hosts the Local Food Compass Map to provide a quick way for farmers, ranchers, market managers, consumers, and others to learn more about local and regional food projects in their communities and across the United States. The searchable map can be filtered and selected by state or tailored regions to see farmers markets, food hubs, and assets like meat

processors and farm to school programs. The map also includes local food projects and programs funded through USDA and other federal agencies.

- [www.ams.usda.gov/local-food-sector/compass-map](http://www.ams.usda.gov/local-food-sector/compass-map)

### **Local Food Directories**

USDA's voluntary Local Food Directories help producers and customers locate farmers markets, on-farm markets, CSAs, and food hubs across the country. These listings can help potential vendors, partners, and customers find local food market opportunities.

- [www.ams.usda.gov/services/local-regional/food-directories](http://www.ams.usda.gov/services/local-regional/food-directories)

### **Local Food Research & Development**

The USDA Agriculture Marketing Service produces research-based publications on a range of local food market channels to help producers, market managers, planners, and others better understand the impact of these outlets on local economic development, food access, and farm profitability.

- <https://www.ams.usda.gov/services/local-regional>

### **Measuring Rural Wealth Creation: A Guide for Regional Development Organizations**

This 2016 document by the National Association of Development Organizations introduces concepts of measuring progress in rural wealth creation for regional development organizations that are involved in a range of community and economic development within their regions. The guide includes information on developing a measurement plan, measuring multiple forms of community capital beyond jobs, measuring inclusiveness and local ownership of assets, and more strategies and tips for measuring and communicating progress.

- <https://www.nado.org/measuring-rural-wealth-creation-a-guide-for-regional-development-organizations/>

### **National Good Food Network - Webinar Archive**

The Wallace Center Winrock International supports the National Good Food Network, which offers monthly interactive webinars to learn and connect with on-the-ground practitioners and experts. Topic areas include: aggregation/distribution; business/finance; certification; farm to school; farming; food hubs; food safety; funding; infrastructure; metrics/evaluation; policy; processing/value add; retail/foodservice; social justice/food access; training/education; value chains; food hubs; food safety; research.

- <http://ngfn.org/resources/ngfn-cluster-calls/ngfn-cluster-calls>

### **Pesticide Environmental Stewardship Program**

EPA's Pesticide Environmental Stewardship Program is a voluntary membership program that promotes the adoption of innovative, alternative pest control practices such as integrated pest management. It publicly recognizes members who have demonstrated their commitment to environmental stewardship and made progress in reducing pesticide risk. Members can receive

technical support for transitioning to lower-risk pest management practices and developing integrated pest management strategies.

- <https://www.epa.gov/pesp>

### **Wholesale Markets and Facility Design**

The USDA Wholesale Markets and Facility Design Team provides technical assistance on the construction or remodeling of wholesale markets, farmers markets, public markets, and food hubs.

- <https://www.ams.usda.gov/services/local-regional/facility-design>

## **XIII. Local**

### **City of Cortland**

- <http://cortland.org/>

### **City of Cortland Comprehensive Plan:**

- <http://www.thomadevelopment.com/index.php/current-projects/82-city-of-cortland-comprehensive-plan-cortland-county>

### **City of Cortland Complete Streets Policy**

- <http://www.healthecny.org/tiles/index/display?alias=policyDetailsCS>

### **City of Cortland Planning and Development Documents**

- 2017 Downtown Revitalization Initiative
- Northeast Gateway & Clinton Avenue Corridor Enhancement Initiative
- Downtown Transformation / Market Analysis Presentation
- Tioughnioga River Urban Headwaters Action Plan
- Downtown Cortland Redevelopment Opportunities Masterplan
- Cortland, NY Façade Renovation Handbook 2015
- City of Cortland Climate Action Plan
- Cortland to the Core Video by Leadership Cortland
- City of Cortland Pedestrian & Bicycle Master Plan
- <http://www.cortland.org/310/View-Plan-Documents>

### **Cortland Downtown Farmers' Market**

- <https://www.facebook.com/CortlandFarmersMarket/>

**Cortland Downtown Partnership**

- <http://www.cortlanddowntown.com/>

**New York State Downtown Revitalization Initiative - Central New York - Cortland**

- <https://www.ny.gov/downtown-revitalization-initiative/central-new-york-cortland>

**Cortland Counts: An Assessment of Health and Well-Being in Cortland County**

- <http://www.sevenvalleyshealth.org/cortland-counts>

**Food and Health Network of South Central New York – Regional Food System Assessment**

- <https://foodandhealthnetwork.org/projects-and-programs/regional-food-system-assessment-for-south-central-new-york/>

**Cortland County Convention and Visitor’s Bureau**

- <https://experiencecortland.com/experience/festivals-fairs/>

**Cornell Cooperative Extension of Cortland County**

- <http://cortland.cce.cornell.edu/>

**Cortland County**

- <http://cortland-co.org/>

**Cortland County Chamber of Commerce**

- <http://www.cortlandareachamber.com/>

**Cortland County Business Development Corporation and the Cortland County Industrial Agency**

- <https://cortlandbusiness.com/>

**Cultural Council of Cortland County**

- <https://www.culturalcouncilofcortlandcounty.org/>

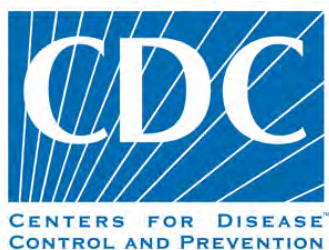
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- <https://sustainablecortland00.wordpress.com/>





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