COMMUNITY ORGANIZING AND COALITION BUILDING FOR HIGH QUALITY GROCERY STORES IN GREATER CLEVELAND
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Key Ingredients
- Mass democratic participation
- Governmental Support – Funding and accountability
- Accountability for Stability
- Engage racial tension, neighborhood tension, coalition tension
- Transparency

Buckeye Supermarket
- Public funding influenced store owner’s decision (**Policy)
- City of Cleveland: $598,000.00 (mostly grants)
- Healthy Food for Ohio Program: $895,000.00 (Loan)
- 55,000 square foot store (double the size of Euclid’s store)
- 60+ Workers

Community Organizing and Coalition Building for High Quality Grocery Stores in Greater Cleveland

Build Participation and Unity Through Resident Demands
- Participation in Euclid – 570 Euclid residents
- Participation in Greater Buckeye – 600 Cleveland residents

Euclid Supermarket
- $550,000 statewide funding support
- $125,000 from City of Euclid
- 27,000 square feet
- 40 workers, most are local
- $4.6 million revenue first 10 months
  - $3.6 million fresh meat sales
  - $400,000 fresh produce sales
- $215,000 total sales transactions
- SNAP sales exceeded 1.6 million transactions
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- Mass democratic participation
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- $125,000 from City of Euclid
- 27,000 square feet
- 40 workers, most are local
- $4.6 million revenue first 10 months
  - -$1.6 million fresh meat sales
  - -$400,000 fresh produce sales
- 215,000 total sales transactions
- SNAP sales accounted for 37% of transactions
Buckeye Supermarket

- Public funding influenced store owner’s decision (**Policy)
- City of Cleveland: $988,000.00 (mostly grants)
- Healthy Food for Ohio Program: $895,000.00 (Loan)
- 55,000 square foot store (double the size of Euclid’s store)
- 80+ Workers
Build Participation and Unity Through Resident Demands

- Participation in Euclid – 570 Euclid residents
- Participation in Greater Buckeye – 600 Cleveland residents

Lessons Learned
- High-quality grocery can thrive in working-class neighborhoods through mass participation
- Political will matters
- Pathways for black ownership, wealth building, democratic ownership
- Transparency, Accountability
- Focus on racial tension
- DIVERSITY and OPPORTUNITY
Letter to Simon’s

They can trust the
organic produce
Expectations that were listed in the letter to Simon’s

Quality
• No expired items on the shelves (residents want to feel that they can trust the labeling and that expired items will not be re-labeled with false dates)
• Variety of fresh meats and produce, including a selection of organic produce
• Affordably priced, high-quality food
• Affordably priced, high-quality pharmacy items

Safety
• Well-lit parking lot ✓
• A space to store and lock bicycles ✓
• Police officer or security guard ✓
• Coordination with Buckeye Plaza security ✓

Service
• Clean and sanitary store
• Friendly employees
• Dress code for employees
• Store policies that treat customers respectfully and not like criminals
• Lines that move
• Convenient hours of operation
• Motorized carts
• Room for wheelchairs to make it easily through the entrance and into the restrooms
• A system for shoppers to get their purchases to their cars without having to leave their shopping carts unattended
• Option to pay for purchases by check

Employment Opportunities for Residents

Dolls of color
Lessons Learned

• High quality grocery can thrive in working class neighborhoods through mass participation

• Political will matters

• Pathways for black ownership, wealth building, democratic ownership

• Transparency   Accountability

• Focus on racial tension

• QUALITY and AFFORDABILITY
East Cleveland

- Strong, democratic, mass based organization

Northeast Ohio Alliance for Hope (NOAH)

Local resident power and regional coalition building for high quality grocery access
"Policies are an expressed representation of our values."

The Analysis

1. We have a legacy of policy, planning and development practice were influenced by race and class.

2. Communities in Northeast Ohio were intentionally targeted with debilitating zoning policies, racially restrictive covenants, and redlining practices that disproportionately destabilized communities of color.

3. Systems of inequality throughout Northeast Ohio are still resilient today.
a. Redlining
b. Poverty
c. Foreclosures/Subprime loans
d. Infant Mortality
e. Lead Exposure
f. Chronic Illness
g. Life expectancy
Short Distances to Large Gaps in Health

Glenville life expectancy 12 years shorter than Lyndhurst less than 10 miles away

“Derek Chapman, a Virginia Commonwealth University researcher who helped compile the study released today.

Chapman said high rates of premature death in inner-city communities like Glenville are not driven by gun violence. Rather, he said, they are fueled by heart disease and other chronic illnesses that result from poverty and a lack of access to healthy foods and safe places to play.”
So What are our Values Moving Forward?

What is our sense of Urgency?
Proposition for Cuyahoga County Government

Establish A Policy That Subsidizes the Challenges of Implementing High Quality Grocery Stores in under served Communities.

Values

Accountability

High Quality

Economies Pathways for Local Community
Values

Accountability
Grocery stores implemented through the utilization this policy and government subsidy must be accountable to the community.

High Quality
Presently, standards that are not by policies that regulate grocery stores doesn’t necessarily ensure standards at a level the community would consider acceptable. This policy would ensure that grocery stores implemented through this process would achieve and maintain the mantra of “High Quality” based on metrics established by communities.

i.e. Healthy locally grown food options, limited amount of unhealthy food offerings, clean stores, no expired food products, no price gouging, etc.

Economic Pathways for Local Community
Understanding that healthy food access is one part of a system of inequalities in Northeast Ohio, we believe that the implementation of a High Grocery Store should also be economically viable and responsible to the local community. Therefore, we would prioritize black ownership, pathways for economic inclusion through mandatory local hiring, supply chain entrepreneurship opportunities, etc.
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Proposition for YOU!

If you believe in the “Campaign for Quality Grocery Stores in under served Communities”

• Get your Institution to sign-on in support of this Campaign

• Circulate petitions within Your Circles

• Support the campaign in a public meeting we are planning on 2019 with County Government
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