

HEALTHY HARTFORD HUB

TO HAVE QUALITY OF LIFE WE NEED QUALITY FOOD

QUALITY OF LIFE =

-  ACCESS TO HEALTHY FOOD AND HEALTHY FOOD CHOICES
-  ESTABLISHMENT AND SUPPORT OF BLACK AND BROWN OWNED LOCAL BUSINESSES
-  INCREASED FINANCIAL OPPORTUNITIES (GAINFUL EMPLOYMENT)
-  HEALTH PROMOTING SERVICES INCLUDING PHYSICAL, SOCIAL AND EMOTIONAL HEALTH



WHO WE ARE & HOW WE CAME INTO EXISTENCE

HHH/CATF PROJECT BACKGROUND

- In 2015 in response to the PZ designation of North Hartford, several city leaders, local organizations and citizens came together to launch the North Hartford Triple Aim Collaborative. The Health and Wellbeing Working Group for the North Hartford PZ serves as the lead for other local initiatives
- These supporting organizations reached out to community members to make sure that any initiative was reflective of North Hartford's wants and needs. A survey of North Hartford residents indicated that access to a full-service supermarket was the #1 priority.
- A market assessment and a separate resident food-purchasing study have both been completed to determine feasibility of an anchor supermarket
- The market assessment, done in collaboration with the City, evaluated potential sites in the North End (North Main Street), at Main/Albany, and south of downtown (Park/Main). The study indicated that city residents could support a price-competitive full-service supermarket, but only if it were in a location easily accessible for North Hartford residents without vehicles. As such, the optimal location to ensure the sustainability of the project should be at or near the intersection of Main Street and Albany Avenue.
- In August of 2018, Hartford Food System (HFS) convened the Community Advisory Task Force (CATF) to provide input and guidance into the development of the HHH project. Through a series of facilitated focus group sessions with North Hartford Neighbors the following priorities were identified:

GOALS OF THE PROJECT

OUR MESSAGE IS CLEAR

- ***To Have Quality of Life, We Must Have Quality Food.***
 - Help facilitate the development of a sustainable, full service supermarket and adjacent health-promoting services appropriate for Hartford residents, but especially those in Hartford's North End, near the intersection of Main St & Albany Ave
 - 40% of residents in the North End of Hartford do not own a vehicle and rely on public transit to do their grocery shopping
 - Hartford does not have a full service grocery store unless you are able to travel to the West Hartford Line
 - Most families without access to vehicles who do not have more than an hour to travel back and forth to the grocery store rely on local food sources (such as bodegas, smaller convenience stores, etc.) and must choose from lower quality meats, fruits and vegetables, often with higher prices
 - Consequently, North Hartford residents have 16 years less life expectancy than their neighbors in West Hartford
- ***Establishment and support of black and brown owned local businesses***
 - Feedback from potential supermarket operators interested in the Main/Albany site have stated they want to see improvements and investments in the immediately surrounding area prior to committing to a new store in this location.
 - The CATF subsequently proposed to the City that vacant parcels around the Main/Albany intersection be acquired and that the City launch a process to create a master plan of development for the area immediately surrounding the proposed supermarket site, with a specific focus on creating opportunities for black/brown entrepreneurs and residents to be served by development opportunities in the Main/Albany area;
 - Entrepreneurship has long been one of the vehicles to a middle class lifestyle. The pandemic has made small business ownership even more critical for distressed neighborhoods
 - There is real concern that the current development in the downtown area will exacerbate the isolation of the North side of Hartford. If this decades-long isolation, triggered by the construction of I-84 is allowed to continue, gentrification will inevitably take place. The Master Plan, with a focus on community-driven inclusive and equitable development, including the HHH project serving North Hartford residents, is intended to be a 'gentrification firewall' between downtown development and north Hartford neighborhoods
- ***Increased financial opportunities (gainful employment)***
- ***Health promoting services including physical, social and emotional health***
 - Due to its location, the HHH is within a 15 minute bus ride from any of the North side neighborhoods of Hartford