

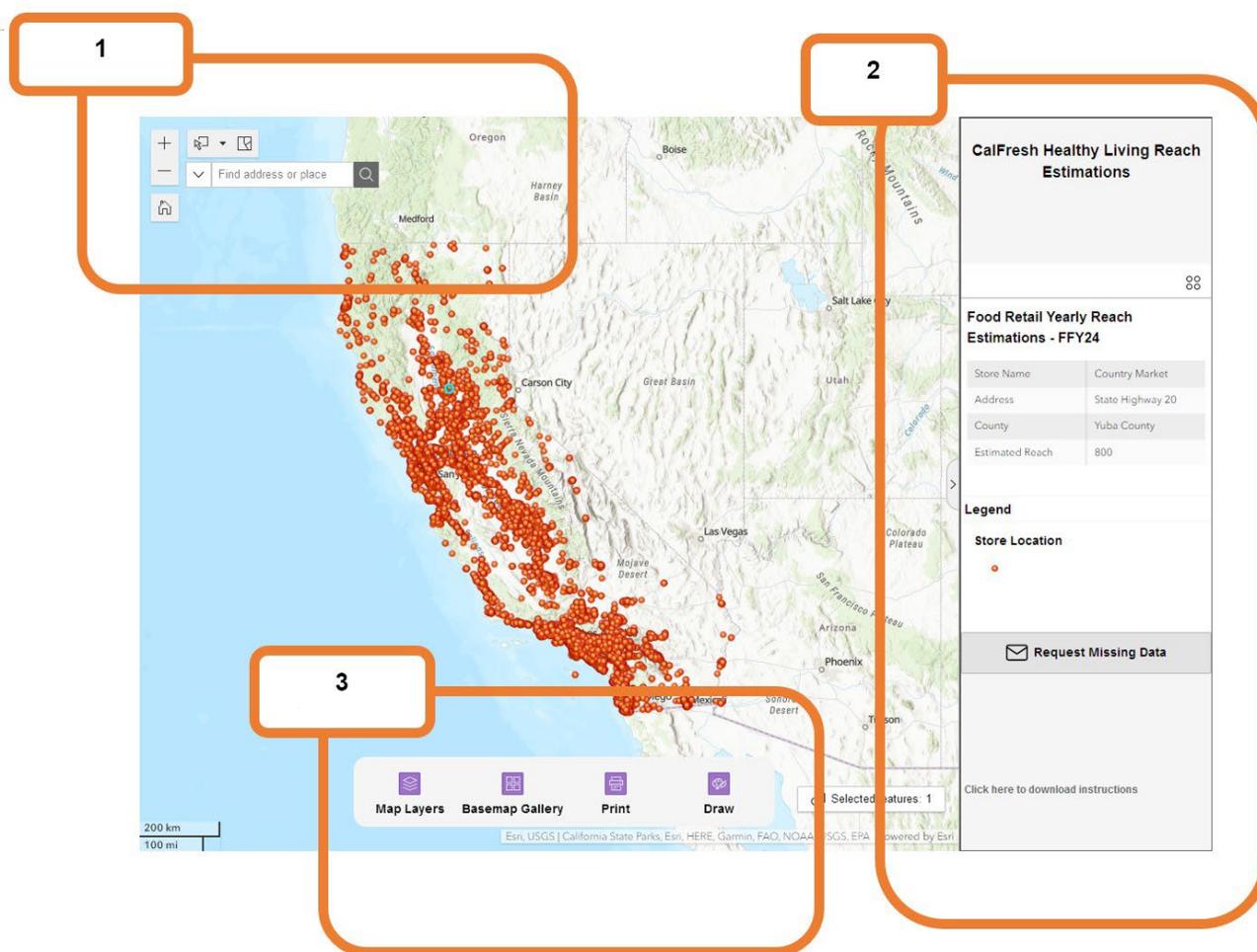
# CFHL Retail Intervention Webtool Overview

This tool is for use with CFHL Retail PSE and Indirect Education interventions. To review the webtool's features click on a section of the screenshot to skip to that section's overview or continue reading.

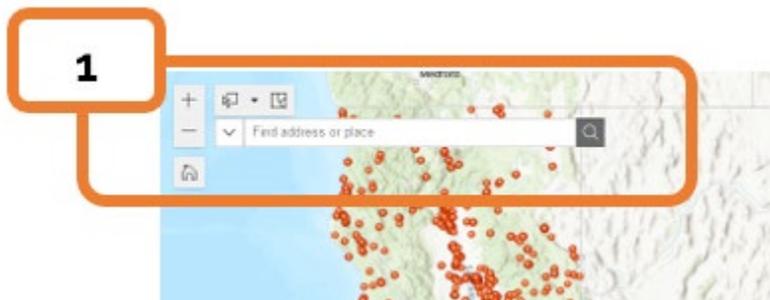
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## Webtool Overview



## Navigation Features



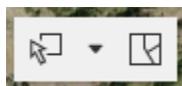
Zoom the map view in and out



Home – Returns the map view to the original view of California



Selection Tools – The leftmost button enables different types of selection tools and options. The rightmost button clears any existing selections.



Search – Search for a store by name or address.



**Note:** Stores with multiple locations with the same name will appear once in the search results. To expand the list of stores and view their locations, click on the store name.

## Reach Estimates and Site Data

Title tile: Webtool header and data usage warnings.

Data tile: Data from stores selected on the map, including estimated reach for PEARS reporting. An overview of the data available is below.

Store type legend tile: Color key for the visible layers.

Request Missing Data button. This button opens an email message to [EvaluateSNAPed@ucanr.edu](mailto:EvaluateSNAPed@ucanr.edu) so that users can request missing store data.

**NOTE:** Only use the request button to request stores that will have CFHL interventions to report in the current fiscal year.

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The screenshot displays a map on the left and a data panel on the right. The map shows a region with labels for 'Rocky Mountains', 'Salt Lake City', 'Utah', 'Colorado', 'Colorado Plateau', 'San Francisco Plateau', 'Arizona', 'Phoenix', and 'Tucson'. A search bar at the bottom of the map shows 'Selected features: 1'. The data panel on the right is titled 'CalFresh Healthy Living Reach Estimations' and includes a table for 'Food Retail Yearly Reach Estimations - FFY24'. The table has columns for 'Store Name' and 'Country Market', and rows for 'Address', 'County', and 'Estimated Reach'. Below the table is a legend for 'Store Location' with a red dot icon. At the bottom of the panel is a button labeled 'Request Missing Data' with an envelope icon, and a link 'Click here to download instructions'.

Store Name	Country Market
Address	State Highway 20
County	Yuba County
Estimated Reach	800

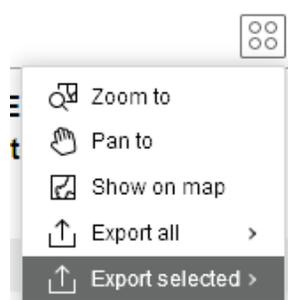
## Data tile Contents

Site Name	Store name
Address	Store address
County	County of selected store
Estimated Reach	Use this to report estimated one-year reach in

Exporting the data can show additional information used in the reach estimations. This includes population estimates, store information, and a food access indicator. To access additional store data, select the four dots at the top of the store data box.



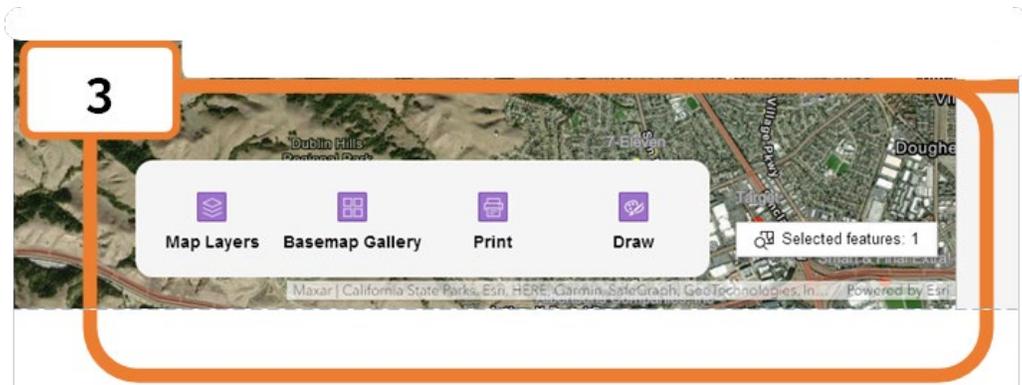
Then click "Export selected"



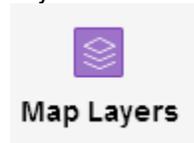
This will download an Excel sheet with the following additional information. To retain store data privacy, most data is presented in the form of a modifier or index. Raw data regarding staffing and sales will not be made available.

Subdv	Subdivision or neighborhood of selected store
Low Access Tract	Is the store located in a census tract with low grocery store access. 1 = Yes
SNAP-Ed Eligible Households	Number of CFHL/SNAP-Ed eligible households in the store's buffer zone.
Household Foot Traffic	Number of households estimated to visit the store in a 1-month period.
Individual Foot Traffic	Number of individuals estimated to visit the store in a 1-month period.
Chain Store	Yes/No if the store is a chain
Store Type	Type of store
Size (square feet)	Square footage of the selected store
Sufficient Staff Present	Staffing estimates calculated from demographics and store data.

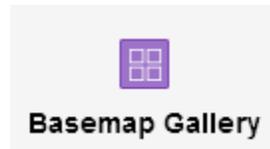
## Additional Map Features



Map Layers – Change the map layers available in the webtool. Right now, only one layer is available.



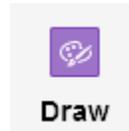
Basemap Gallery – Change the background map similar to changing Google maps between traffic and satellite views.



Print – Prints the current screen



Draw – Drawing tools to aid in notes and annotations before printing or screenshotting the webtool.



Selected Features – Gives the count of map features currently selected.

