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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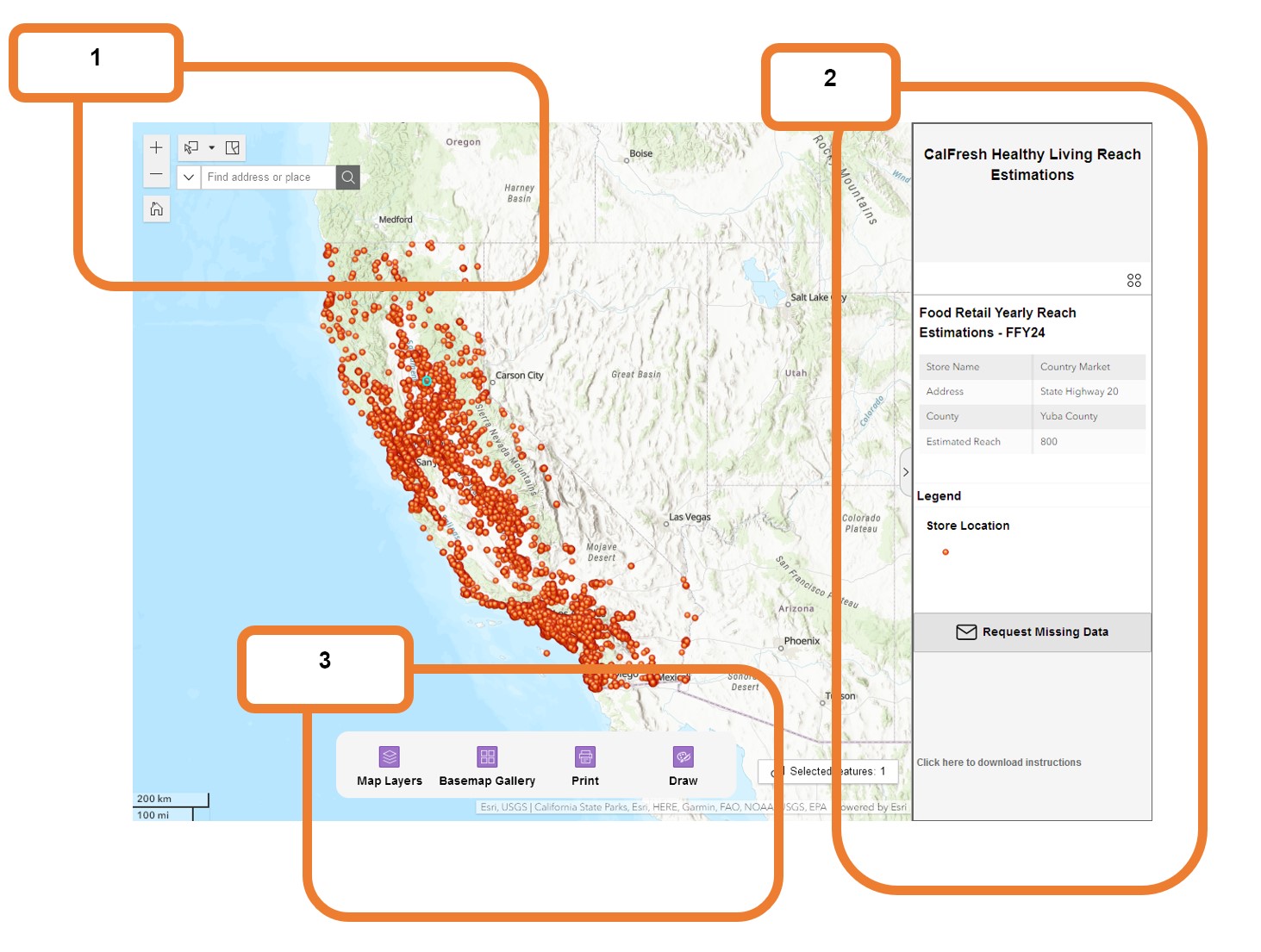
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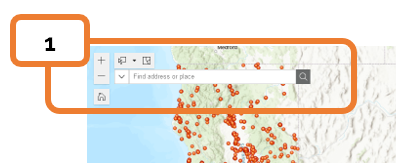
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# Webtool Overview



# Navigation Features



Zoom the map view in and out

A picture of the Zoom in and out button.

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

Picture of the homescreen button.

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

Picture of the selection tools button. 

Search – Search for a store by name or address.

Picture of the Search bar.

**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.

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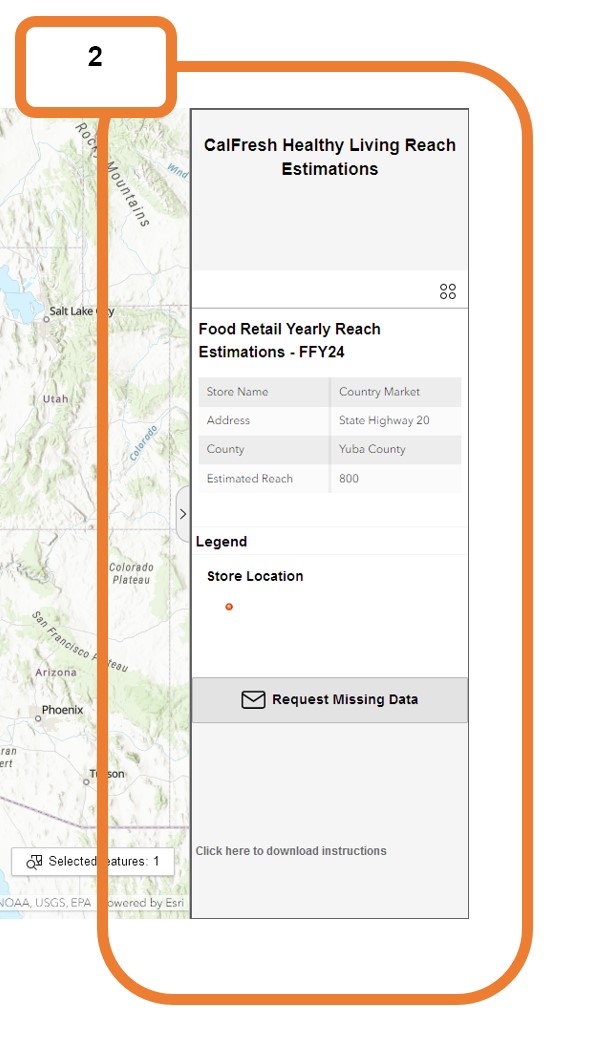
# Reach Estimates and Site Data

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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# 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 PEARS. |

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.

Picture of the four dots to access additional store data. 

Then click “Export selected”

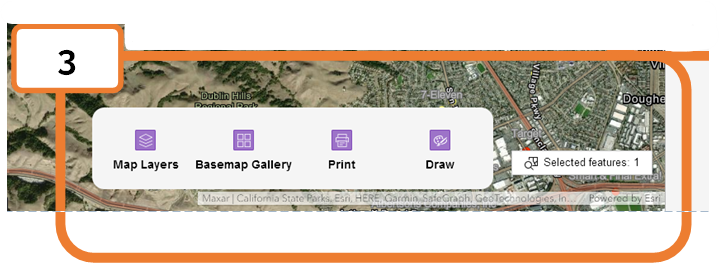
A screenshot of a computer

Description automatically generated

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. |

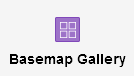
# Additional Map Features



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.

draw tool icon

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

Picture of the selected features button. 