The Wheels On The Bus
Go To The Grocery Store

New Partners for Smart Growth
2/3/2017

The Food Trust

Safe Routes to School National Partnership

TRI-MET
The Food Trust

Ensuring that everyone has access to affordable, nutritious food and information to make healthy decisions.
Based in Philadelphia, PA
Have worked at TFT for close to a decade
Hired to help implement the PA Fresh Food Financing Initiative and have helped to advocate for, launch and implement similar healthy food retail programs across the country ever since.
Certified by the American Institute of Certified Planners (AICP)
Fun fact about me: I am an avid runner and my most unique road race was a 5K in Delhi, India.
About the Safe Routes to School National Partnership

We improve quality of life for kids and communities by promoting healthy living, safe infrastructure, and physical activity, starting with bicycling and walking to school and beyond.
MARISA JONES
Healthy Communities Manager
Safe Routes to School National Partnership

• Based in Philadelphia, PA

• My work at the National Partnership involves supporting communities to adopt policies that create places for people to be physically active, access nutritious foods at prices they can afford, and understand and develop strategies that look at these fields simultaneously.

• Fun fact about me: besides bicycling and running, my favorite way to be physically active is by practicing handstands and aerial silks.
• Based in Portland, Oregon

• Work centers around Title VI compliance and other equity-focused analysis to inform service planning, fare policy, and community engagement.

• About me: I live in the Pacific Northwest, so I’m contractually obligated to love camping and hiking.
“I live in what's been called a food desert. And, without any transportation and with the physical disability I have, it's a matter of what I can carry back. And you walk back and forth. It's usually multiple trips throughout a week. Which is just exhausting and I just can't do it some days. I mean really, it's getting to the food and back.”

-Male, SE Portland
The Need for Safe Routes to Healthy Food

Too Few Places Selling Nutritious Foods

Not Enough Safe, Convenient Ways to Get Around

Left Photo Credit: Philly Magazine
The Need for Safe Routes to Healthy Food

Too Few Places Selling Nutritious Foods

Not Enough Safe, Convenient Ways to Get Around

Healthy Food
AND
Transport-ation
Desert

Left Photo Credit: Philly Magazine
Food desert challenges

For elderly people and families with small children, the challenges can be even more acute.

Photo Credit: Karen Beate Nøsterud - norden.org via WikiMedia Commons
Safe Routes to Healthy Food

Healthy Food Access

Active Transportation

Safe Routes to Healthy Food
Food AND Transportation Deserts Exist All Across the United States

- Low Income
- Low Vehicle Access
- Closest Grocery Store is
  > ½ mile (urban) or 20 miles (rural) away

What do we mean by healthy food access?
Accessing healthy food is a challenge for many Americans – particularly in low-income neighborhoods, communities of color, and rural areas.

Available at: [http://thefoodtrust.org/food-access/publications](http://thefoodtrust.org/food-access/publications)
The USDA estimates that more than 29 million Americans live in low-income areas without access to a supermarket for more than a mile.
Low-income zip codes have 25 percent fewer supermarkets and 1.3 times as many convenience stores as middle-income zip codes.
THE FOOD ENVIRONMENT IMPACTS WHAT YOU EAT
The alternatives in many places
Active transportation is human-powered transportation. Active transportation modes include walking, biking, scooting, rolling in a wheelchair, riding bike share, using public transit, car share.
Low-income families are more likely to rely on active transportation to access groceries. Compared to 95% of households not participating in SNAP, only 66% of SNAP households use their own vehicle to get to the store where they usually shop for groceries.

Approximately one-third of very low income and food insecure families have to use a means other than their own car to get food.


Only 49 percent of low-income communities have sidewalks.

Source: Bridging the Gap, Income Disparities in Street Features that Encourage Walking, 2012
Whereas 90 percent of high-income communities have sidewalks

Racial Disparities in Bicycling and Pedestrian Fatalities

**People Killed While Walking**

- African American: 2x as likely
- Latino: 2x as likely
- White

**People Killed While Bicycling**

- African American: 30% more likely
- Latino: 23% more likely
- White

*Governed, August 2014*

*Centers for Disease Control and Prevention, 2001*
Black residents are six times more likely to use public transit than whites and Latinos are three times more likely.

Safe Routes to Healthy Food are needed in rural areas, too.

More than 1.6 million rural households in the U.S. do not have access to a car.

Because of the location I am in, certain things like the cheeses, the meats, I have to wait until I am already planning to be out and about that day and have a bus pass. You know sometimes it's a week or two between trips. But I wait until I can get to like a Grocery Outlet and see what's discounted, just so I can get a hold of that stuff and not be broke the next week. Because some of the prices at the other stores are just you know, forget about it -- a week's worth of food for one meal.

-Male, SE Portland
Gentrification: Can Portland give displaced residents a path back?
Percent Change in Populations of Color (2000-2010)
Service and Service Area
with Low-Income Population

Census Block Groups
Proportion of population earning less than 150% of poverty level:
- less than 23.6%
- 23.6% or greater

Earnings to poverty data come from ACS 2010-2014 5-year estimates, Table C15013S.
Poverty level is based on the US Office of Management and Budget's definition.

TriMet Service Profile
- Frequent service line
- Standard or rush-hour service line
- TriMet Boundary
- Major Streets
Proximity to Supermarkets, Grocery Stores and Fresh Food Composite Heatmap
Gresham's pending Safeway closure hurts options for healthy food

Steve Wilson holds a sign announcing discounts on July 23, 2015 at Gresham’s Safeway on Northeast 181st Avenue after company officials announced the store will close next month.

ACTIVE DISCUSSIONS

1. How Donald Trump and Vladimir Putin ‘assert power over truth’: News analysis (1270 comments)

2. PCC’s board chair resigned in protest over ‘sanctuary college’ designation (176 comments)

3. Mayor Ted Wheeler calls for inclusive Portland in inauguration ceremony (119 comments)

4. Prosecutors: Refuge employees should be allowed to testify about fears over occupation at 2nd trial (143 comments)

5. Mark Helfrich’s next move: how
Improve health
Build social capital
Improve connectivity
Promote economic equity and vitality
Why this matters to Food Access
FOOD MARKETING TASK FORCE

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SUMMARY OF RECOMMENDATIONS

To protect the health of children and families by ensuring access to affordable nutritious food.

To identify neighborhoods with unmet demand for food retail, where the development of new stores would create jobs and contribute to the revitalization of Philadelphia.

The following recommendations should be enacted:

1. The City should adopt food retailing as a priority for comprehensive neighborhood development.

2. The City should employ innovative, data-driven market assessment techniques to highlight unmet market demand in urban neighborhoods.

3. The City should identify targeted areas for supermarket development and promote them to real estate developers and the supermarket industry.

4. The City should give priority to assembling land for supermarket development.

5. The City should reduce regulatory barriers to supermarket investment.

6. The City should market the available public incentives to maximize impact on supermarket site location decisions.

7. City and State economic development programs should be made available to the supermarket industry.

8. The Commonwealth of Pennsylvania should develop a business financing program to support local supermarket development projects.

9. The appropriate city, regional, and state transportation agencies should develop safe, cheap, and convenient transportation services for shoppers who do not have access to a full-service supermarket.

10. The City should convene an advisory group of leaders from the supermarket industry and the civic sector to guide the implementation of these recommendations.
The appropriate city, regional, and state transportation agencies should develop safe, cheap, and convenient transportation services for shoppers who do not have access to a full service supermarket.
1. Equity Index

**What is it?**
A tool that uses 10 indicators to assess potential equity impact of service changes.

**How does it incorporate food access?**
One of the ten indicators includes access to supermarkets, grocery stores, and farmers markets.
Operationalizing Equity

2. TriMet’s Title VI Policies

What are they?
Refers to Title VI of the Civil Rights Act of 1964. Transit agencies are federally required to analyze equity impacts of proposed service and fare changes. Public input must inform how this is done.

How do they incorporate food access?
With TriMet’s 2016 Title VI update, access to food for low-income and populations of color was added as an equity analysis consideration.
3. Transit Equity Advisory Committee

*What is it?*
A panel of community representatives who advise TriMet on issues related to service, fares, civil rights, contracting, and community engagement.

*How does it incorporate food access?*
Committee chair is the Public Policy Advocate for the Oregon Food Bank. Others on committee also conscientious of disparities in food access.
TriMet moves to raise payroll tax to expand regional service

Created on Thursday, 25 June 2015 | Written by Jim Redden

UPDATE: Board told 2015 Oregon Legislature could increase transit funds but final decision uncertain
Future Vision for Eastside Bus Service
“Usually what I do is ride the MAX all the way out to Hillsboro and go to the old Winco out there. I find myself not going grocery shopping for week at a time because it costs twice as much to shop at the Safeway that is ten minutes from my building.”

-Female, Portland
Setting food access as a goal for a transit system
Philadelphia, Pennsylvania

- Southeastern Pennsylvania Transportation Authority (SETPA) identified “Improving Access to Local Food Via Transit” as a goal in its Sustainability Plan.
- The stated goal is to bring fresh food within 10 minutes of 75% of residents.
Incorporating healthy food access into pedestrian master plan
Siler City, North Carolina
Analyzing food environments as part of regional transportation planning

Nashville, Tennessee

Photo Credit: www.walkbikenashville.org
Connecting food assets with active transportation infrastructure
Rosebud Indian Reservation, South Dakota

Site plan photo credit: REDCO (Rosebud Economic Development Corporation http://www.sicanguscribe.com/keya-wapkala.html)
Incentivizing walking & biking to farmers markets
Spartanburg, South Carolina

Photo source: http://www.masc.sc/Pages/newsroom/uptown/november-2014/Making-healthy-food-accessible.aspx
Co-locating edible foods along multi-modal trail
Palmer, Alaska
Providing accommodations & services for people on bikes
Portland, Oregon
Providing free public transit to summer meal sites
Huntsville, Alabama

Recommendations for Putting Safe Routes to Healthy Food into Action

Healthy Food Access

Active Transportation
Convene stakeholders
Use data
Integrate SRTHF into local plans
Seek community input on site accessibility
Recommendations for Transit/ Transportation Professionals

1. It’s easier to innovate within existing processes/policy frameworks than create from scratch
   a) Ex: Title VI, Service Planning Guidelines

2. Find where benefits coincide. For example, food access may also:
   a) Expand job access
   b) Grow off-peak ridership (LA Go Metro to Farmers Markets web tool)
   c) Decrease need for parking at grocers
   d) Support livability goals
   e) Increase transit pass sales outlet locations
The Wheels on the Bus go to the Grocery Store

http://www.saferoutespartnership.org/resources/fact-sheet
Collective Brainstorming and Questions
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STIMULATING
SUPERMARKET
DEVELOPMENT
IN GEORGIA

A report of the
Georgia Supermarket Access
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Voices for Georgia’s Children
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Wayfield Foods, Inc.
Ron Edenfield, President and CEO
SUMMARY OF RECOMMENDATIONS

Improving access to supermarkets and other stores selling healthy and affordable food is a critical component of a comprehensive strategy needed to reduce rates of childhood obesity and other diet-related diseases, create jobs and ensure the health and economic vitality of our communities. Success depends on coordinated action from a broad range of partners including government agencies, community development entities, public health organizations, the grocery industry and others. We, the Georgia Supermarket Access Task Force, present 12 recommendations for action to state and local governments in Georgia.

1. Federal, state and local governments should make available and aggressively market economic development programs and other existing public incentives to the grocery industry for supermarket and other healthy food retail projects in underserved areas.

2. The State of Georgia should develop a flexible business financing program that provides grants and loans to support the development, renovation, expansion and energy-efficient enhancement of supermarkets and other healthy food retail projects in underserved communities.

3. The State of Georgia should modify the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) requirements to reduce the barriers to healthy food vendor participation in lower-income, underserved communities.

4. The State of Georgia should partner with local government and grocery retailers to prioritize increasing the rates of SNAP and WIC enrollment for eligible individuals.

5. Local governments, the grocery industry and research institutions should use data-driven market information and innovative market assessment techniques to identify demand for healthy food retail and buying power in communities.

6. State and local governments should implement a fast-tracked permit process and provide assistance with land assembly for supermarkets and other healthy food retail projects that want to locate in underserved communities.

7. State and local governments along with other workforce training groups should partner with supermarket and other healthy food retail operators to support workforce development programs that ensure local residents are trained and qualified to work in the grocery industry.

8. State and local governments should partner with grocers, developers, commercial and retail security, law enforcement and community groups to create a safe and secure environment for customers and store personnel.

9. State and local governments, in partnership with supermarket and other healthy food retail operators, should work with transportation agencies and private carriers to develop safe, affordable and convenient transportation for shoppers with limited access to a supermarket or other healthy food retail outlet.

10. State and local governments should partner with local community groups to provide nutrition education for residents in underserved communities where fresh food financing projects exist.

11. The State of Georgia should encourage all projects receiving assistance through a state fresh food financing program to carry local food products.

12. The State of Georgia should partner with charitable institutions to create workgroups consisting of leaders from the supermarket industry and civic sector to advance the public policy recommendations set forth by the Georgia Supermarket Access Task Force.
RECOMMENDATION 9:

State and local governments, in partnership with supermarket and other healthy food retail operators, should work with transportation agencies and private carriers to develop safe, affordable and convenient transportation for shoppers with limited access to a supermarket or other healthy food retail outlet.

Good transportation policy should support transit for area residents to nearby grocery stores. Lower-income households are less likely to own a car or live in a neighborhood with a supermarket. Regional and state transportation agencies in Georgia should recognize when there is need for better services and create efficient ways to transport shoppers to full-service supermarkets.

Success Stories

Connecticut: In Hartford, the L-Tower Avenue Crossown bus route plays an important role in increasing access to major supermarkets for residents who rely on public transportation. Designed as part of the Jobs Access program to link lower-income residents with jobs, shopping and medical services, the L-Tower Avenue Crossown bus route serves the dual purpose of connecting employees to their job sites and Hartford residents to supermarkets.

Texas: In Austin, Capital Metro, working with the Austin Travis County Food Policy Council, started a “grocery bus” line in 1996 to provide residents of a lower-income area with better access to area supermarkets. The bus route continues to run four days a week.

Massachusetts: In Springfield, community members, public officials and store management developed a shuttle service to ensure that area residents in an underserved community have better access to supermarkets in outlying areas.

Wisconsin: The Madison Metro Public Transit “Ride Guide” includes routes to area grocery stores and supermarkets among other popular destinations.
EXPANDING SERVICE EQUITABLY
Service Improvement Priorities
How incorporating equity includes food access

• **Title VI**
  - Access to food called out as a consideration in addition to jobs, education, and health care

• **Equity Index**
  - “Services” indicator includes access to supermarkets, grocery stores, and farmers markets

• **Transit Equity Advisory Committee**
  - Committee chair is the Public Policy Advocate for Oregon Food Bank
TriMet moves to raise payroll tax to expand regional service

Created on Thursday, 25 June 2015 | Written by Jim Redden | 🗣

UPDATE: Board told 2015 Oregon Legislature could increase transit funds but final decision uncertain