

Ensuring access to food in transit-challenged neighborhoods

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RESCUING
FOOD FOR
NEW YORK'S
HUNGRY

**CITY
HARVEST**

cityharvest.org



About City Harvest

City Harvest rescues food from 2,000 restaurants, grocery stores, wholesalers, corporate cafeterias, and farmers locally and nationwide.

We deliver this food *free* to

- More than 500 soup kitchens and food pantries
- Throughout the five boroughs
- To help feed 2 million New Yorkers.

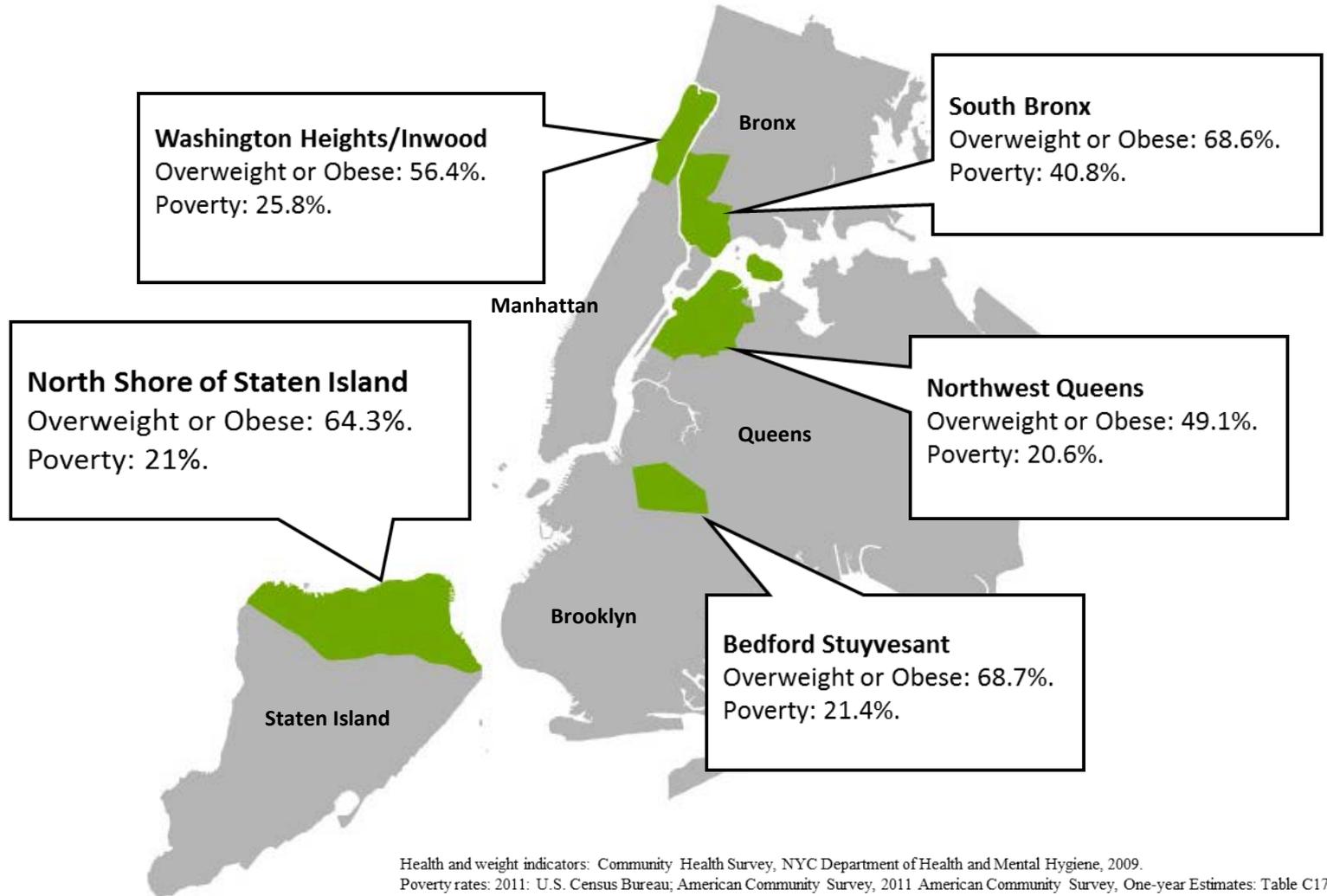
This year, we'll rescue 50 million pounds of food, 60% of which will be fresh produce.

Cost: 26 cents to rescue and deliver 1 lb. of food.

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Hunger & diet-related disease converge in low-income neighborhoods



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Health and weight indicators: Community Health Survey, NYC Department of Health and Mental Hygiene, 2009.
Poverty rates: 2011: U.S. Census Bureau; American Community Survey, 2011 American Community Survey, One-year Estimates: Table C17001

We deliver emergency food

We make regular deliveries to 75 key soup kitchens and food pantries in the Healthy Neighborhoods, plus to another 425 outside the Healthy Neighborhoods.



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We provide free fresh produce

Mobile Markets are in all five boroughs:

- We deliver produce to people in food deserts (or swamps) twice a month at 9 sites all year long, at about 10,000 pounds per market.
- Between 200 and 500 families come to each market. Eligibility is by ZIP code.
- Last year, we distributed 265,000 pounds of fresh produce to 2,800 people.



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Addressing transportation challenges

Experimenting with pickups

A NYCHA project and a community school are within the catchment area for the Mariners Harbor market but the families can't easily get to the market.



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Addressing transportation challenges

People deliver food to others

Mobile Market participants and volunteers regularly pick up and take bags to their elderly or disabled neighbors.

Home health aides can pick up for their clients and themselves (whether they live in the catchment areas themselves).



Addressing transportation challenges

Seniors can use transportation programs

Sometimes senior non-profit organizations and daycare centers will drive people to the Mobile Markets and food pantries.

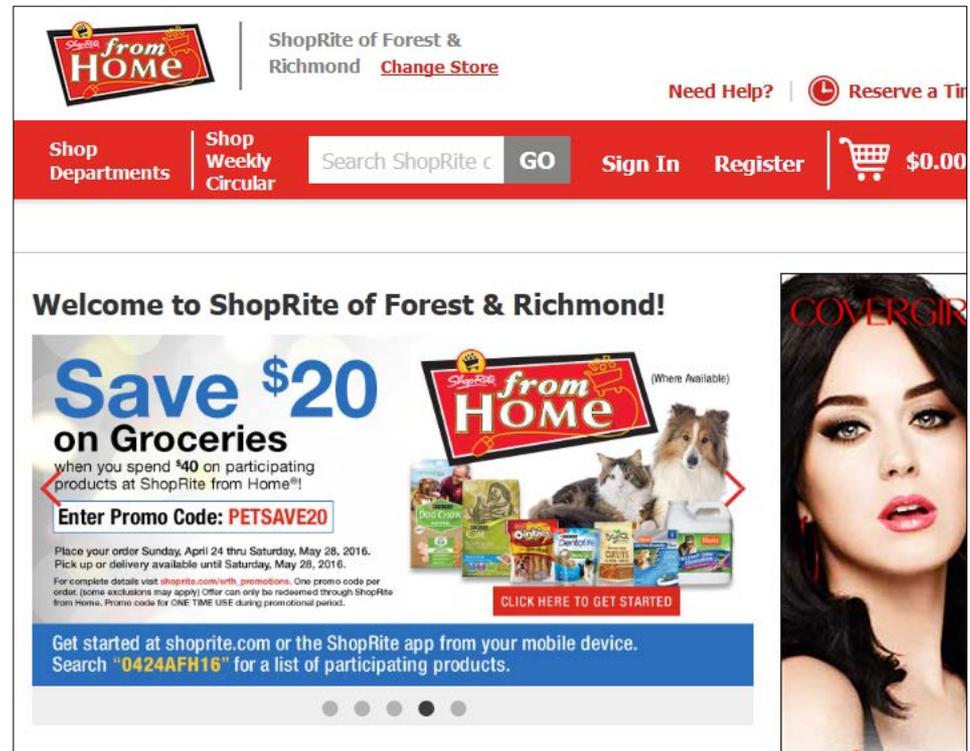


Addressing transportation challenges

For example, on Staten Island, ShopRite offers:

- A free van, sometimes.
- Shop at Home services; they'll help seniors set up accounts at senior centers.

The cost for delivery is about \$7, plus tip.



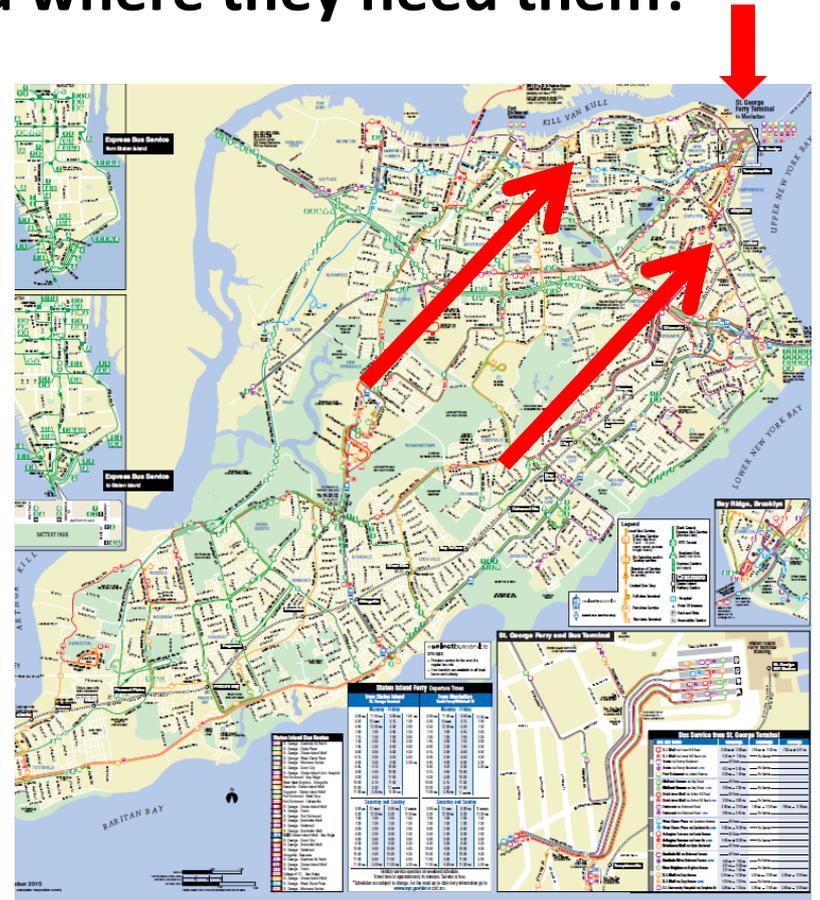
The screenshot shows the ShopRite website interface. At the top, there is a navigation bar with the ShopRite logo, the store name 'ShopRite of Forest & Richmond', and a 'Change Store' link. Below this is a red navigation bar with 'Shop Departments', 'Shop Weekly Circular', a search bar with 'GO', 'Sign In', 'Register', and a shopping cart icon showing '\$0.00'. The main content area features a large promotional banner for 'Save \$20 on Groceries' when you spend \$40 on participating products at ShopRite from Home. The banner includes the 'Shop from Home' logo, images of pet food, and a 'CLICK HERE TO GET STARTED' button. To the right of the banner is a vertical image of a woman's face with the text 'COVERGIR' partially visible. Below the banner is a blue bar with text: 'Get started at shoprite.com or the ShopRite app from your mobile device. Search "0424AFH16" for a list of participating products.'



Addressing transportation challenges

Seniors and NYCHA residents use buses. But what if buses don't run when and where they need them?

- Some routes don't run on weekends.
- Most of the bus routes run to and from the ferry.
- About half of SI's adult population leaves the Island every day.
- In 2 hours, more than 100K people go to the ferry terminal or over the Verrazano or Goethals bridges....
- Leaving 52% non-commuters to make their way across the ferry/highway traffic to medical appointments, grocery shopping, etc.



Increasing access in local stores

We partner with local businesses

- Healthy supermarkets
- Healthy corner stores

Associated Supermarket



Before



After



Community gardens deliver to pantries

Healthy Neighborhood managers are seeing more community gardens donating food to pantries and soup kitchens.

Snug Harbor Heritage Farm, Moravian Community Garden, Bountiful Harvest, Joe Holzka, and Roots of Peace gardens donated over 3,000 of pounds of fresh produce to Staten Island pantries in 2014.



Bountiful Harvest Garden, Staten Island



Thanks!
Any questions?



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