



From Mobile Markets to Corner Delis

An Adaptive, Evidence-Based, Participatory Approach Towards Improving Food Security

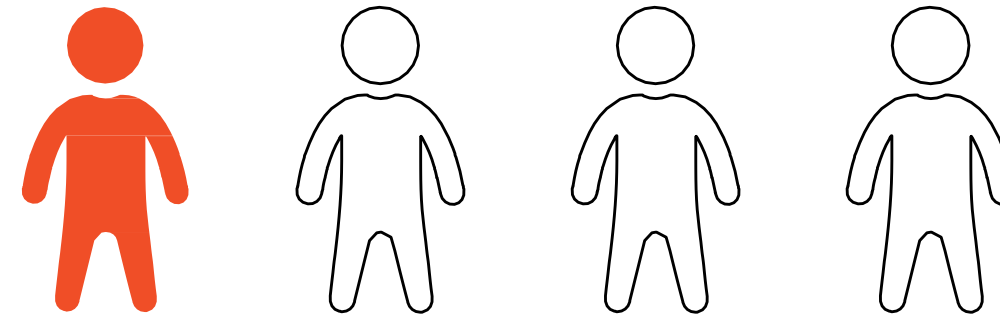
NOURISHKC

Who is affected?

Statistics

21,359

Residents of Wyandotte County are considered to have low income and limited access to a grocery store.³



One out of every four children in Wyandotte County is considered to be *food insecure*, defined as a lack of consistent access to food.⁴

31%

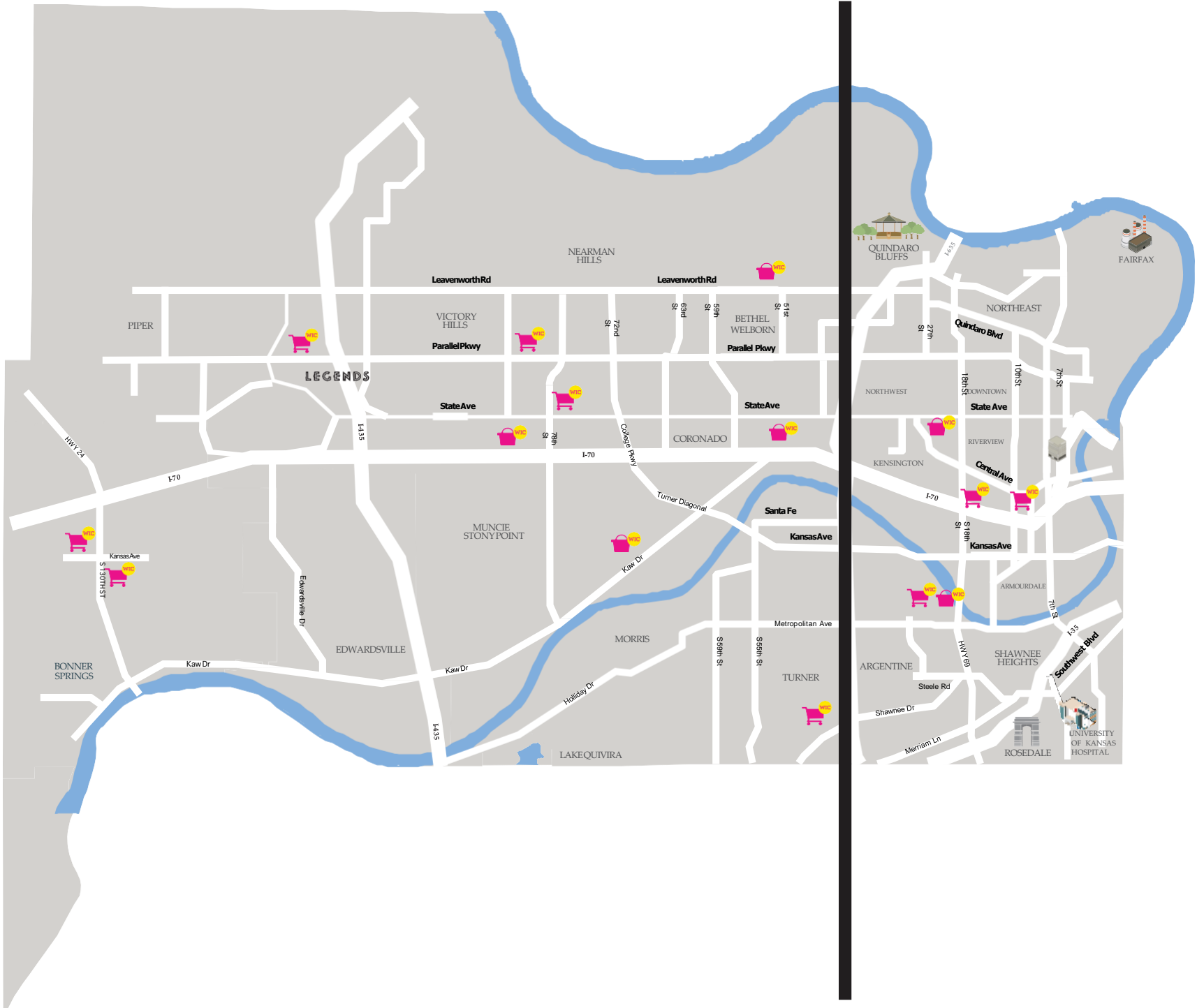
Of households in Wyandotte County that have 3 or more people have 1 car or less.¹

0.9 miles

Is the national average distance that households on SNAP without a car travel to their preferred grocery store.²

What is the food environment like?

Population Served



Total Population:

West of Interstate 635

80k

East of Interstate 635

84k

WIC Grocery Stores:

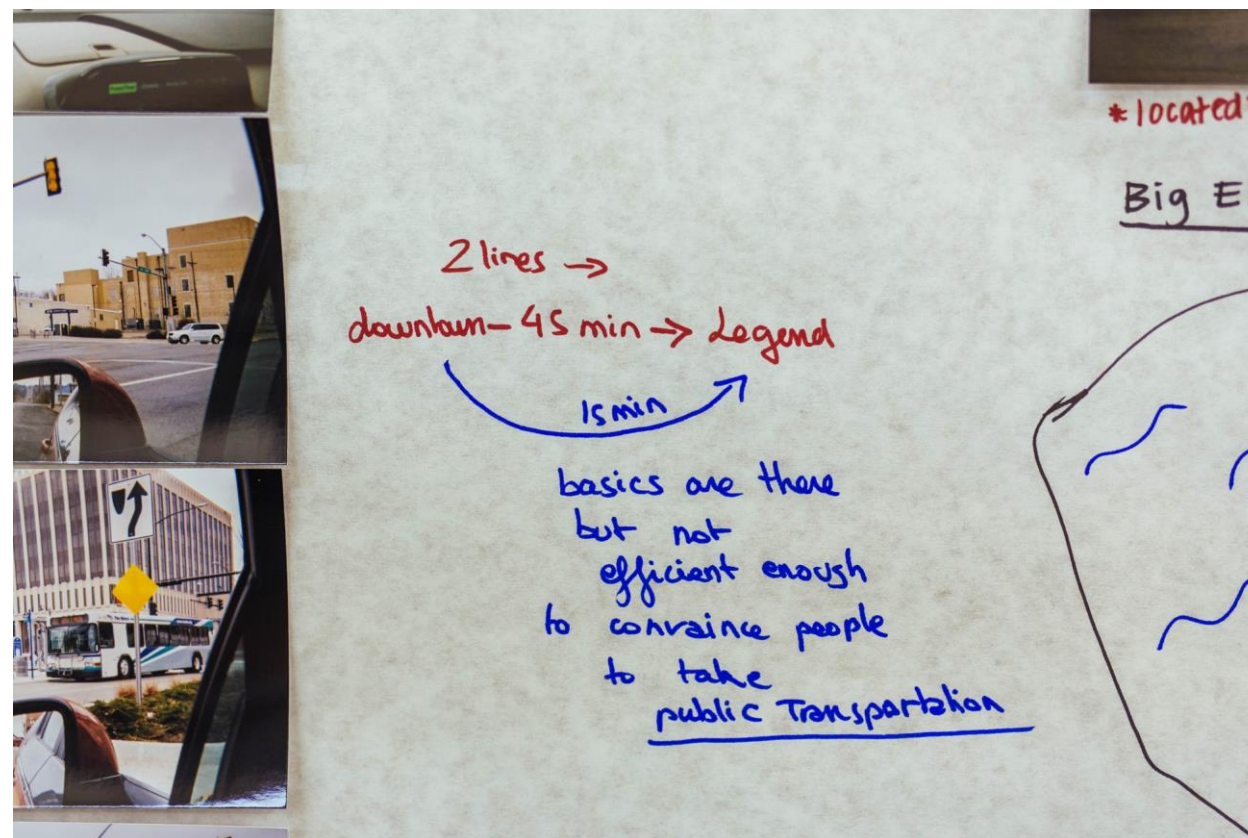
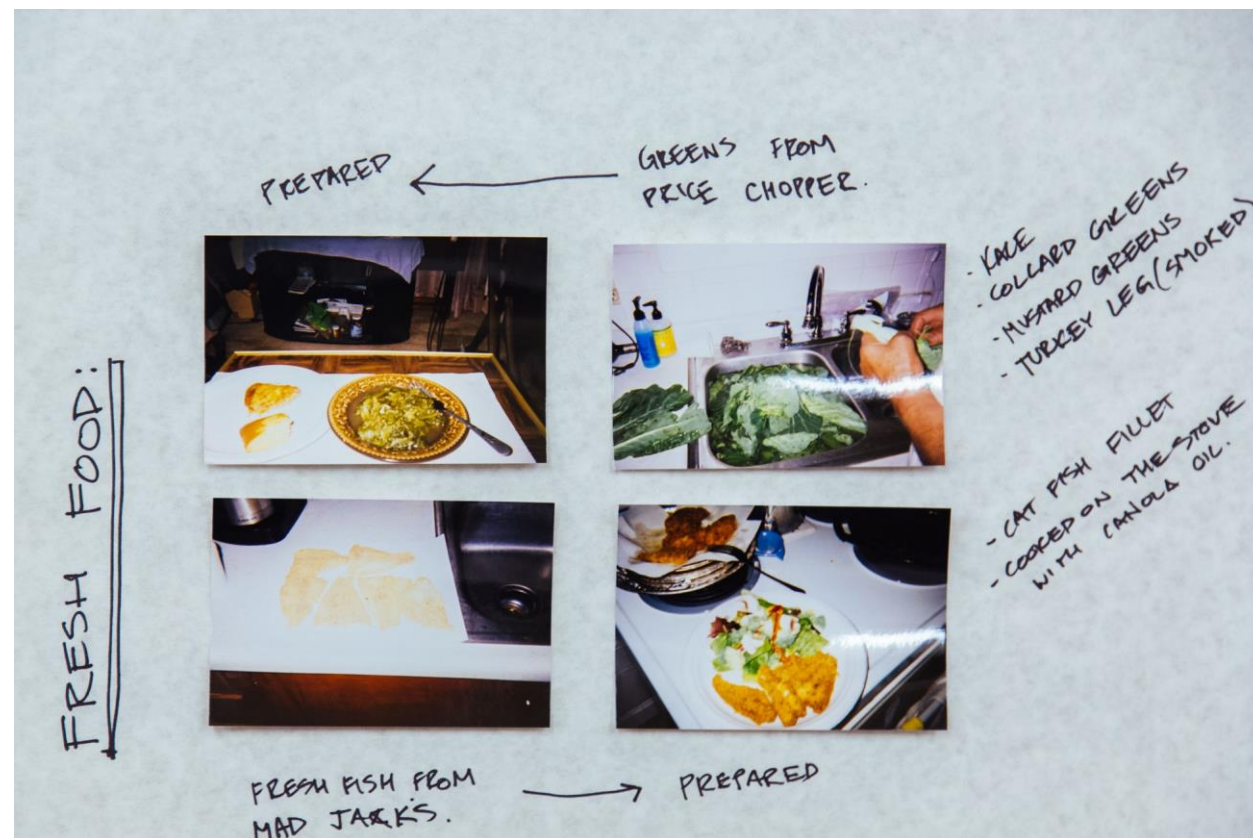
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What is the food environment like?



Resident Perceptions



ASPPH-funded course taught by Profs. Nikki Nollen (KU Med.) and Shannon Criss (KU Arch.)

How difficult is it to get to?

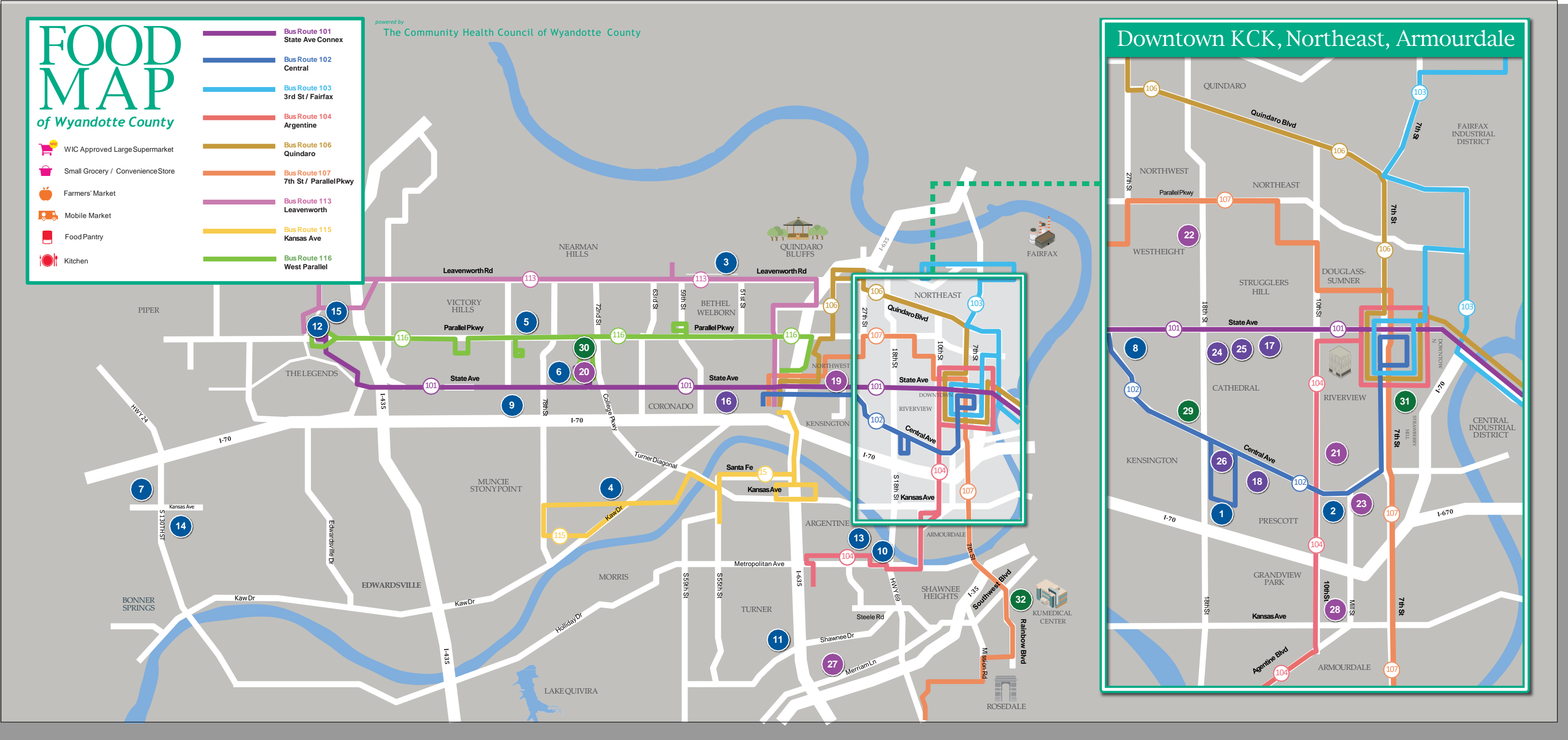
Advocate Expertise



With help from the Emergency Access Task Force and the Community Health Workers of Wyandotte County

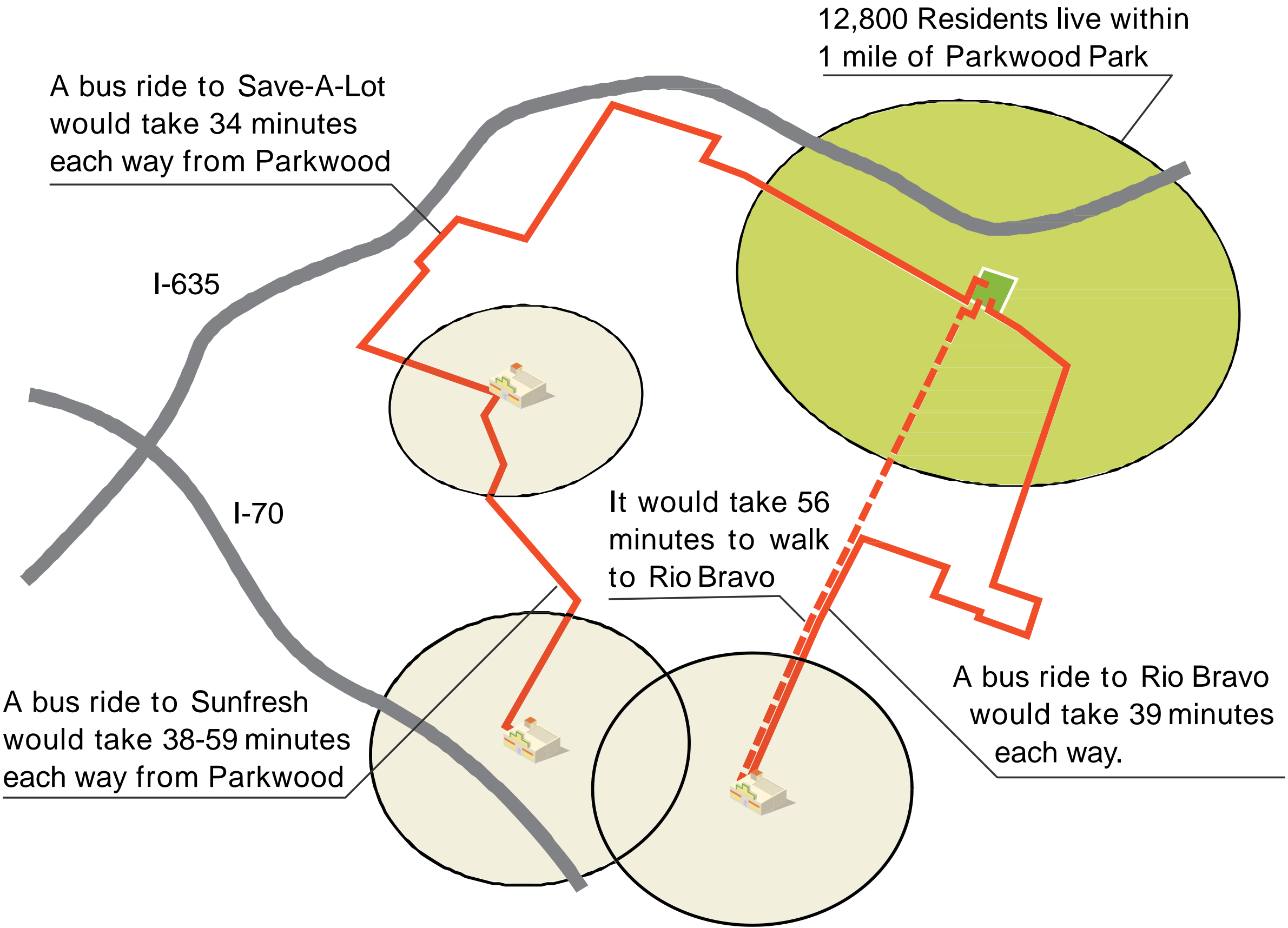
How difficult is it to get to?

Food Access Locations



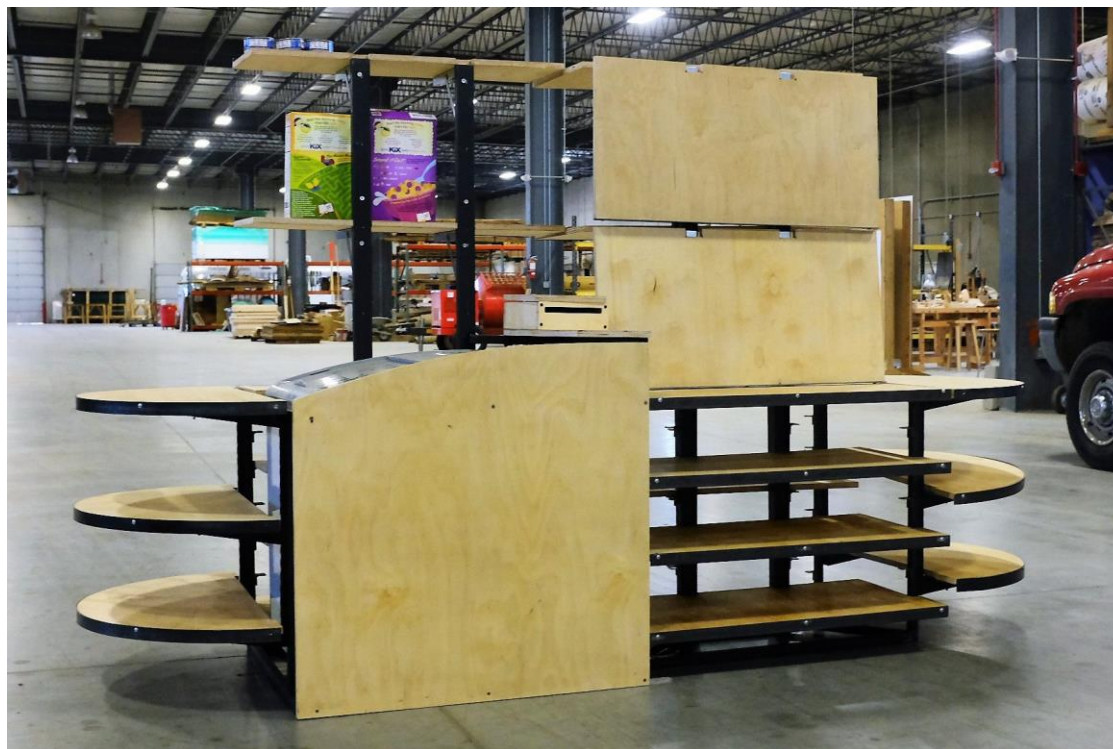
How difficult is it to get to?

The Nearest Store



How affordable is it?

Existing Stores



WIC Shelves built by students in Prof. Nils Gore's Design/Build Architecture Studio with support from Community Health Council and Health Care Foundation of Greater KC.

The KCK Mobile Market:

The Concept

Accessible

The Mobile Market is designed to make buying groceries easy. With weekly visits to neighborhood locations and meal kits with ready-to-cook recipes, our goal is for grocery shopping to be as convenient as possible.

Affordable

The Mobile Market is stocked by a grocery wholesale distributor. This means the prices on the Mobile Market are the same as what you would find in their grocery store (El Torito). The Mobile Market will also accept SNAP/EBT and WIC vouchers.

Healthy

The Mobile Market will carry fresh fruits and vegetables as well as essential items and meal-kit recipes designed to reduce type-2 diabetes. Demonstration cooking, community health workers (Community Health Council), and nutritionists will also be on hand at select locations.



The KCK Mobile Market:

The Team

Our Team:

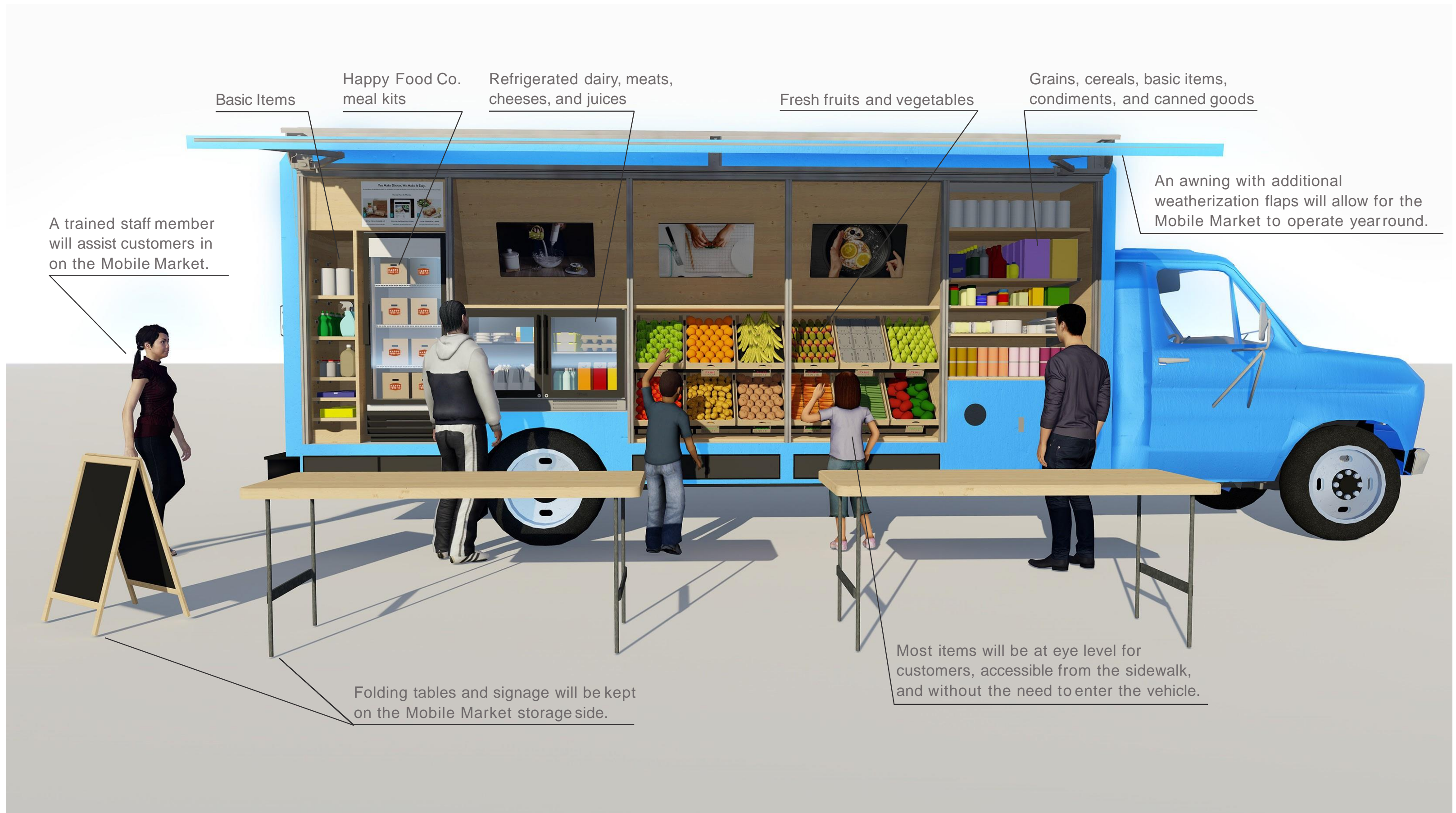
- Operations**
 - NourishKC**
Operations, title and insurance, staffing
 - El Torito**
Stocking, point of sale, maintenance
- Support**
 - Humana**
Funding to purchase the mobile market vehicle
 - Community Health Council (CHC)**
Staffing, community health support
 - Dotte Agency**
Design and fabrication of Mobile Market
 - Wyandotte County WIC Program**
Assisting in getting WIC store designation
- Additional Funding**
 - Health Care Foundation of Greater Kansas City**
Support for Dotte Agency prototypes & programming
 - Menorah Heritage Foundation**
Funding for fabrication of Mobile Market
 - Shawnee Mission Medical Center**
Funding for community health support

Our Partners:

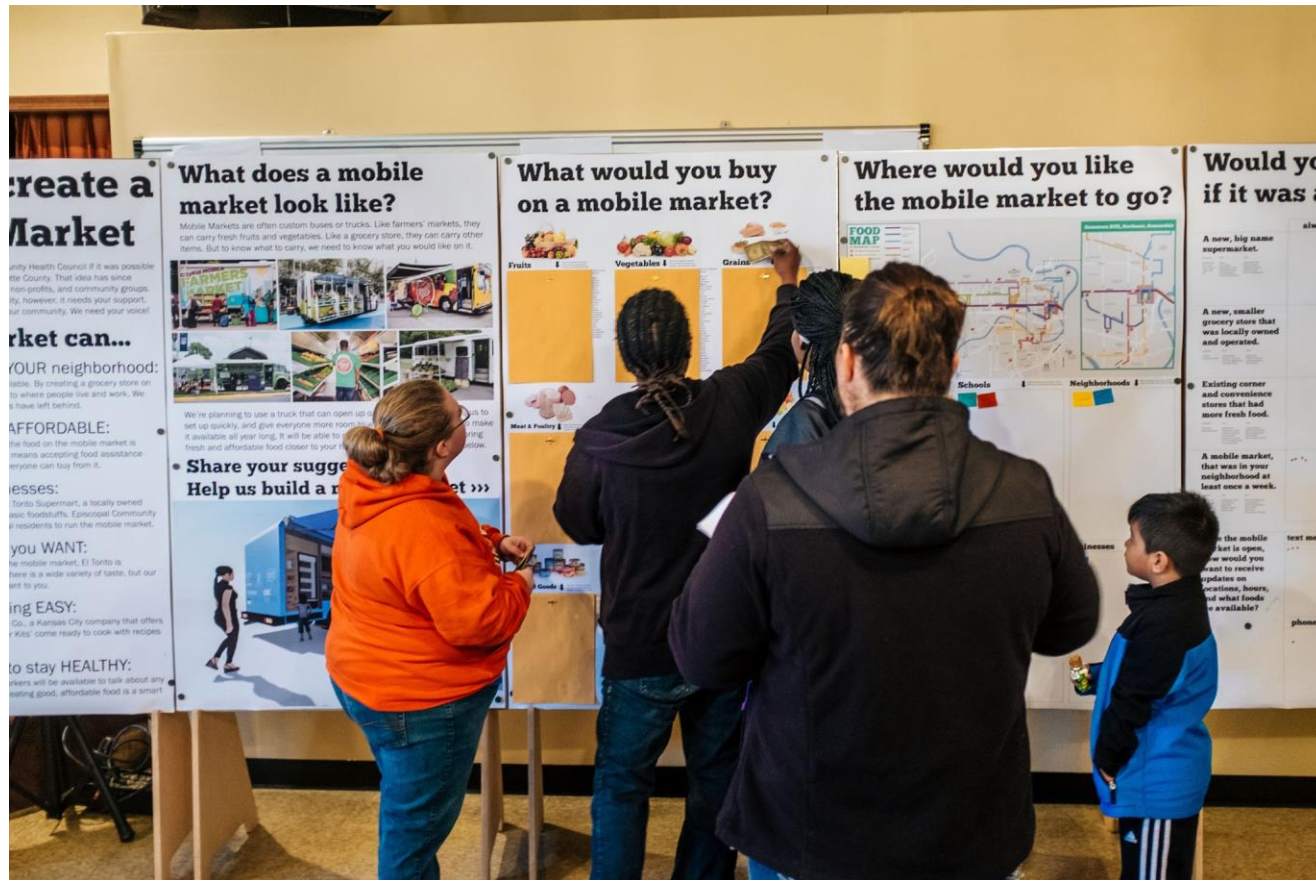
- Health Communities Wyandotte**
- Nutrition Action Team**
- KC Healthy Kids**
- Grocery Access Task Force**
- Latino Health For All Coalition**
- Harvesters**
- Catholic Charities**
- Kanbe's Market**
- KU School of Business**
- K-State Extension**
- NBC Community Development Corporation**
- Historic Northeast Midtown Association**
- Rosedale Neighborhood Development Assoc.**
- Central Avenue Betterment Association**
- Community Housing of Wyandotte County**
- Kansas Department of Health and Environment**
- Kansas WIC**

The KCK Mobile Market:

Initial Rendering



What do people really want?



Participatory Design

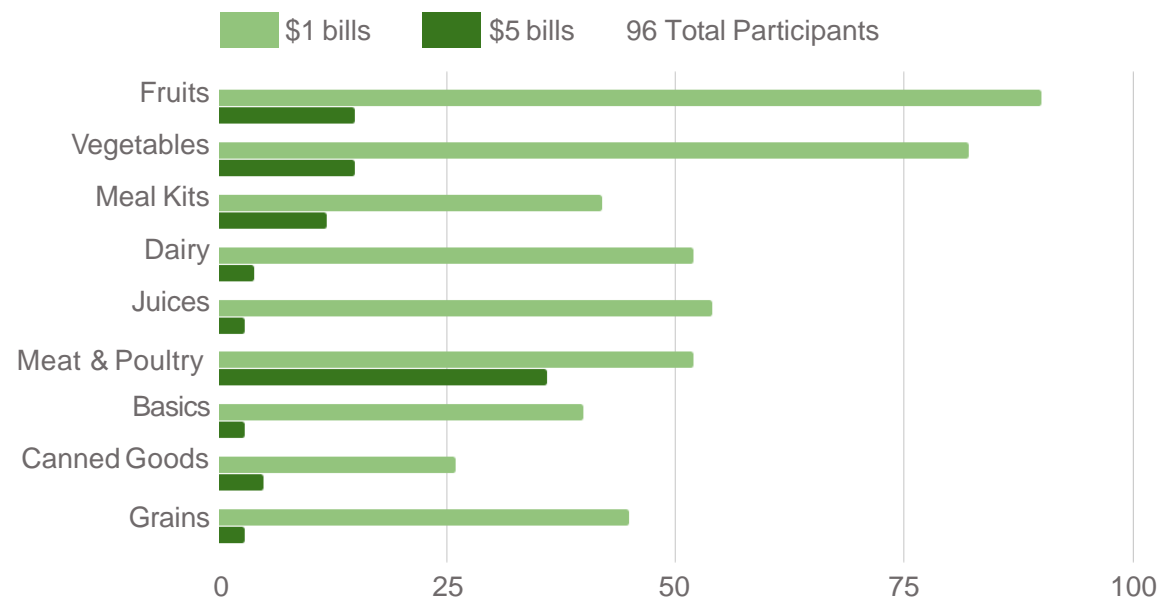


What do people really want?

Quantitative Data

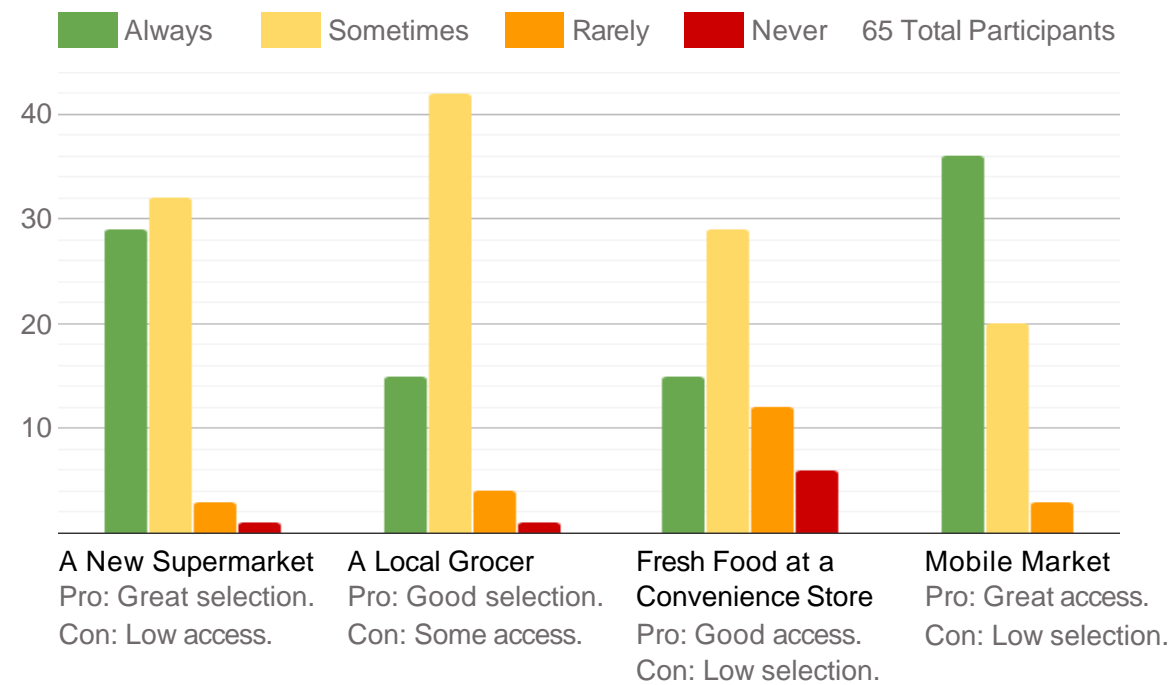
Question 1:

Participants were given five \$1 bills and one \$5 bill of monopoly money and asked to distribute it according to what they'd buy on the Mobile Market. They were instructed that their \$5 bill amounted to a 'must-have item'.



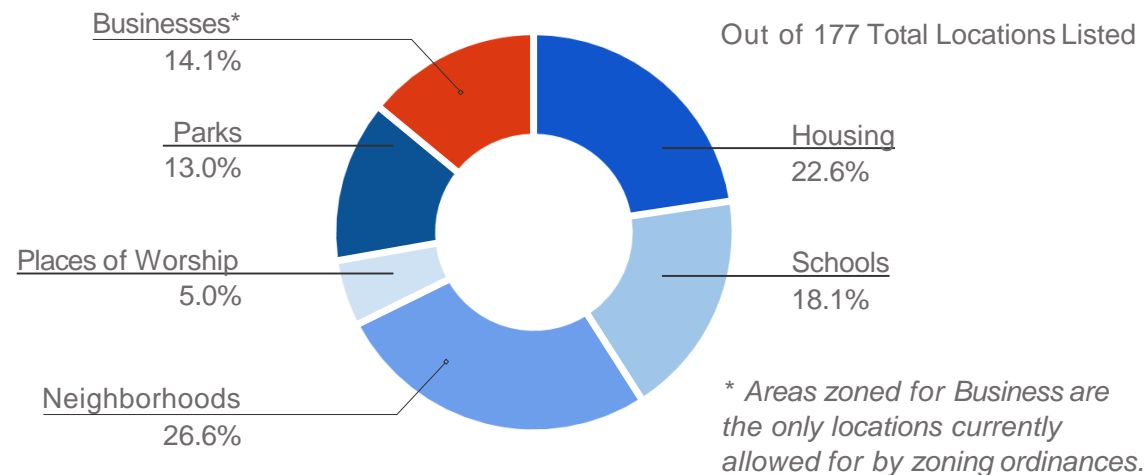
Question 3:

Participants were asked how often they'd shop at four new food retail options if they were all were available today. All four options relate to current efforts underway to improve food access in Wyandotte County.



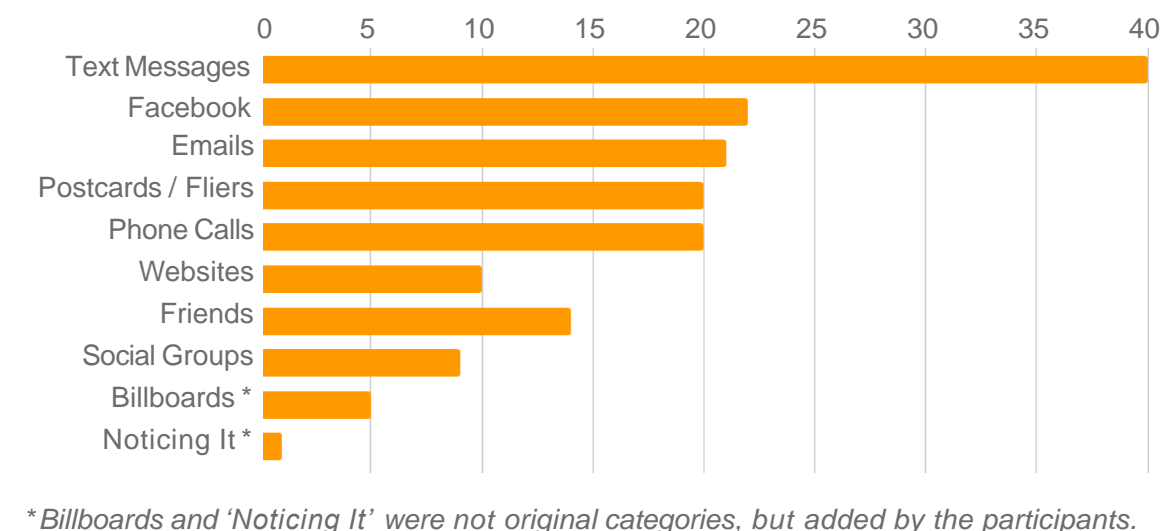
Question 2:

Participants were asked what locations they'd like the Mobile Market to go to. The question was open-ended, and they were allowed as many locations as they wanted.



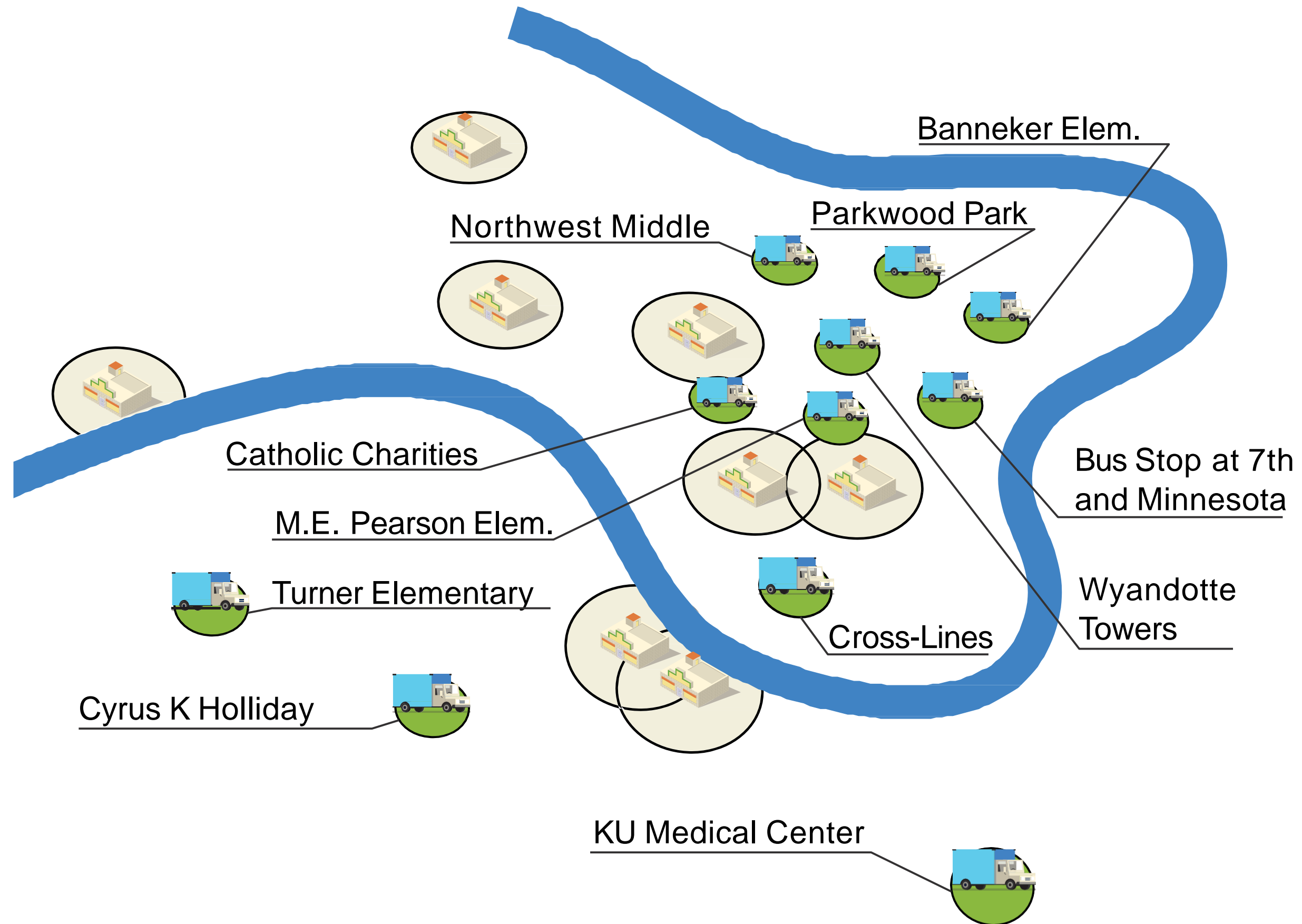
Question 4:

Participants were asked how they'd like to connect to the Mobile Market to learn about hours and locations.



What do people really want?

Locations Requested

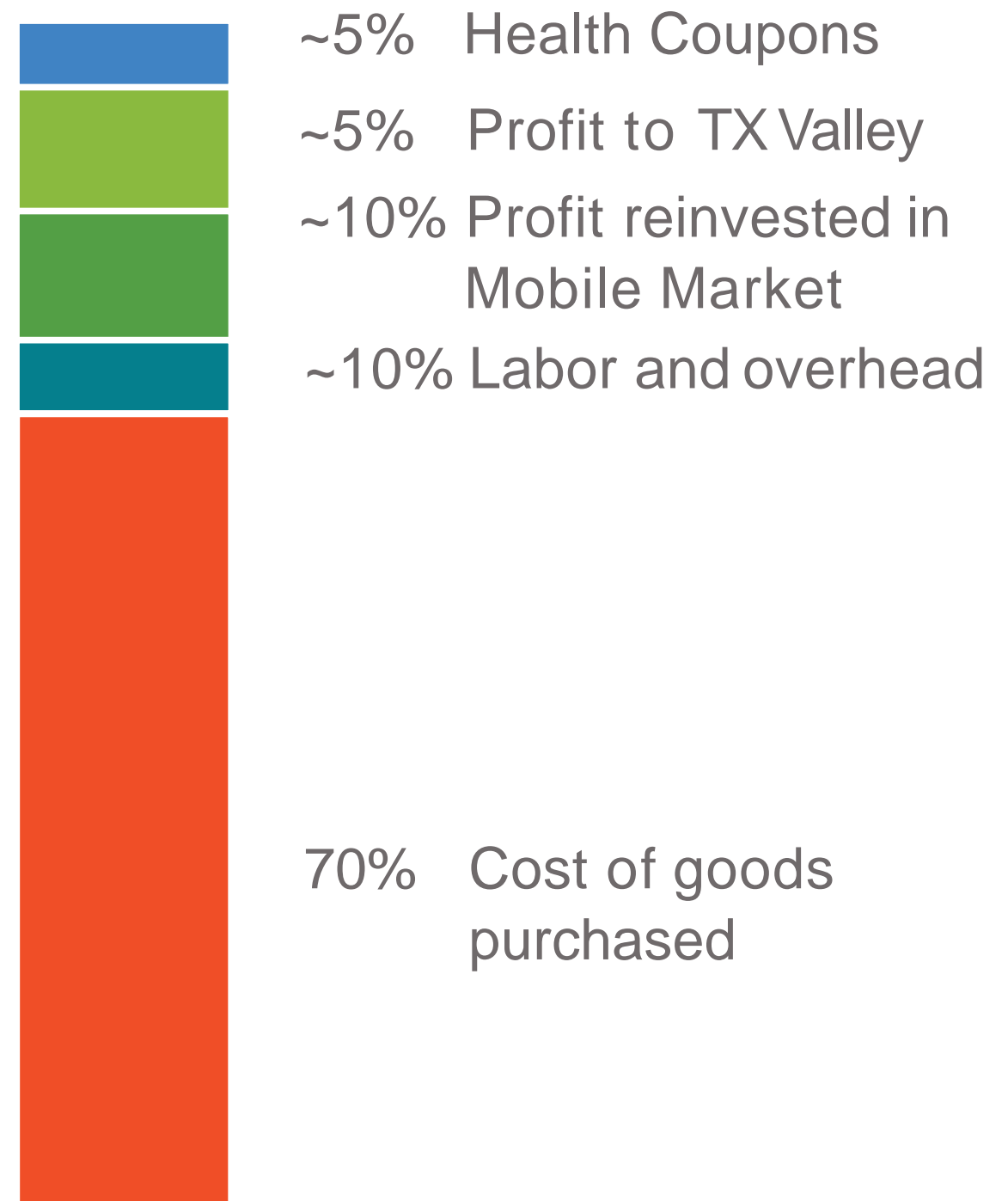
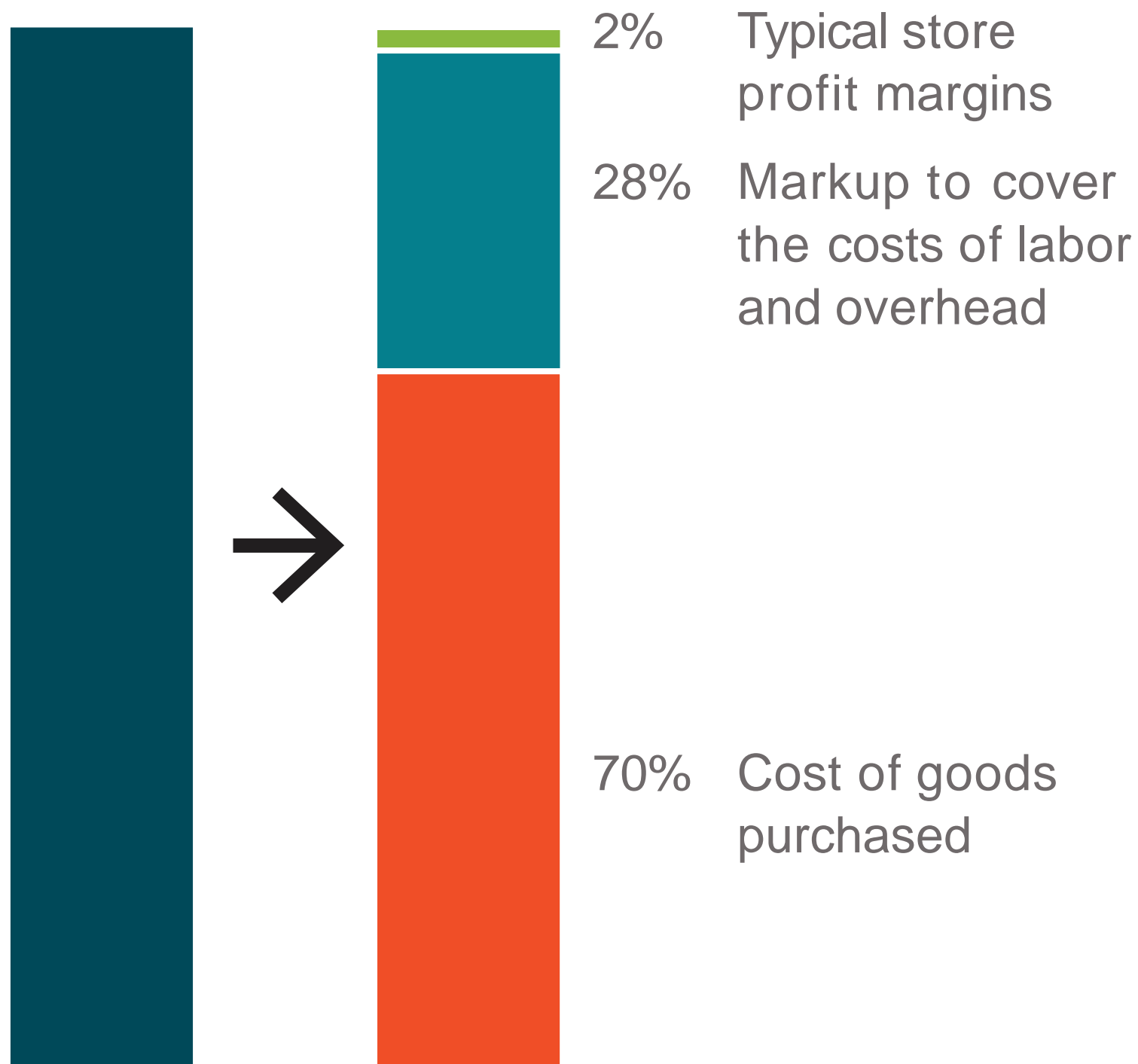


The KCK Mobile Market:

Business Model

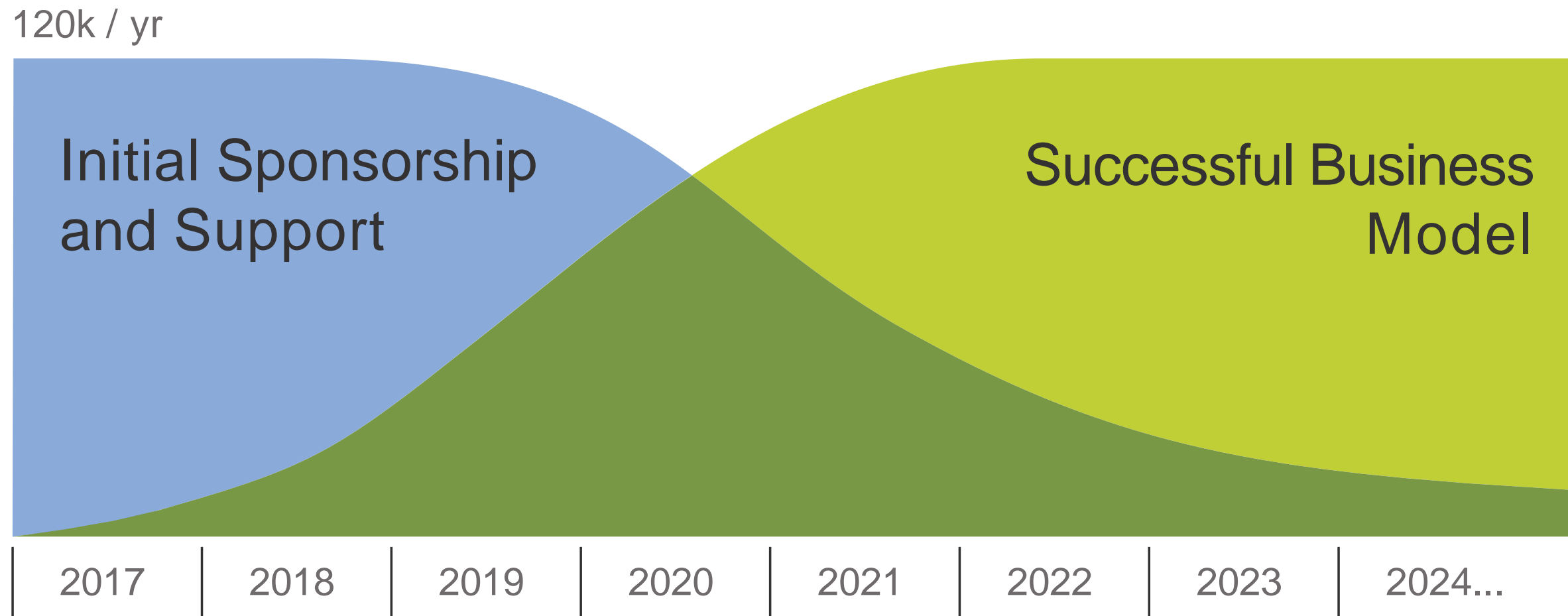
Business Model for a typical grocery store:

Business Model for the Mobile Market:



The KCK Mobile Market:

Business Model



Initial Grant-Funded Support:

Humana:	\$20,000
Community Health Council:	\$7,000
Menorah Heritage Foundation:	\$18,000
Health Care Foundation - ADG:	\$75,000
Health Care Foundation - Dotte Agency:	\$23,000
Shawnee Mission Health:	\$2,500

Total Grant Support:	\$145,500
Additional In-Kind Support:	\$286,000

Development Phase



Architectural Prototyping



Development Phase



Truck Procurement



Development Phase



Fabrication



Development Phase



Translation and Advocacy



Development Phase

KCK Mobile Market Community Council Interest Form



We want residents to help run the KCK Mobile Market
Come join the effort!

Community Ownership



Development Phase

Brand and Design



Concept 1 Overview



Concept 2 Overview



Development Phase



Location Selection

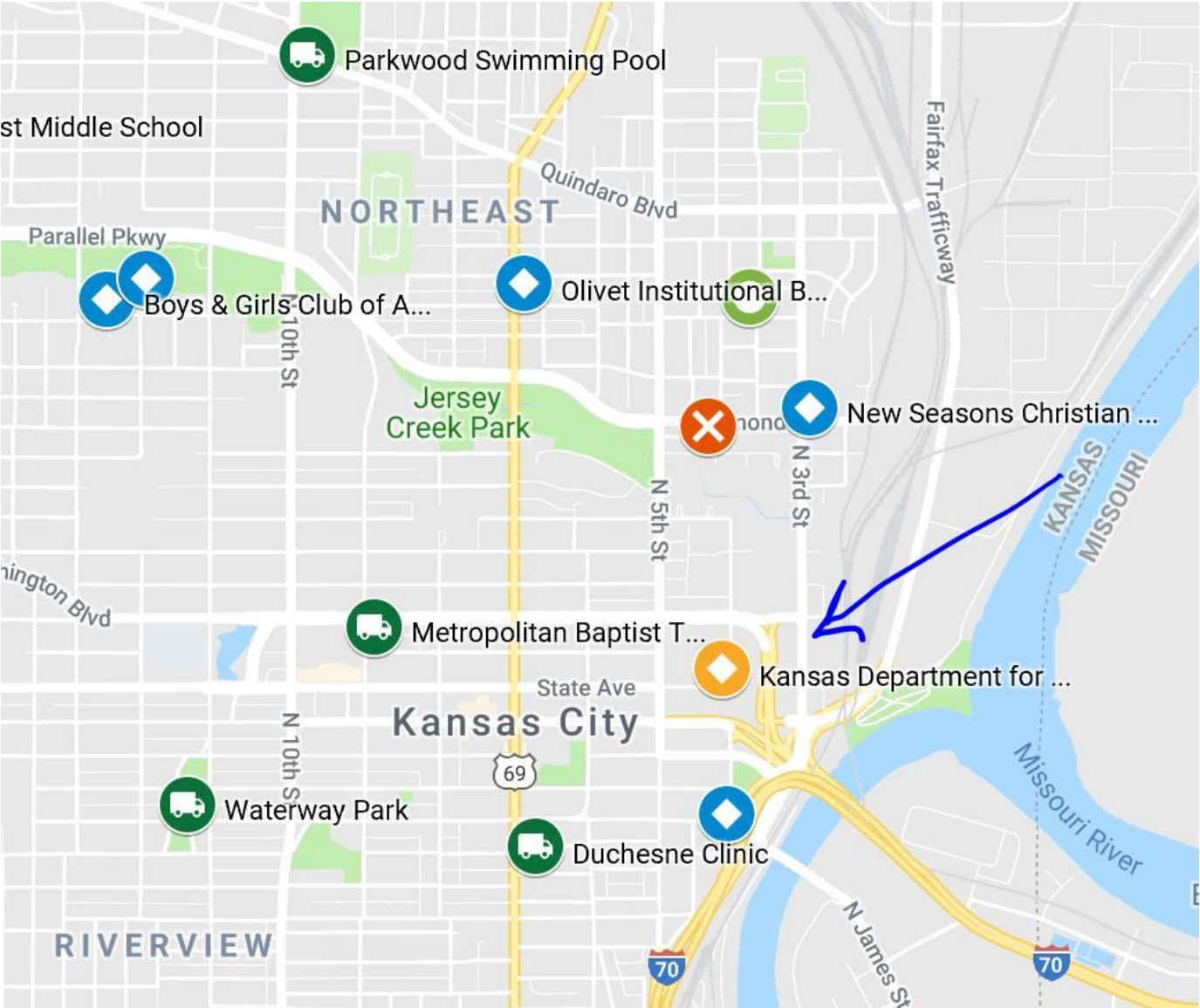
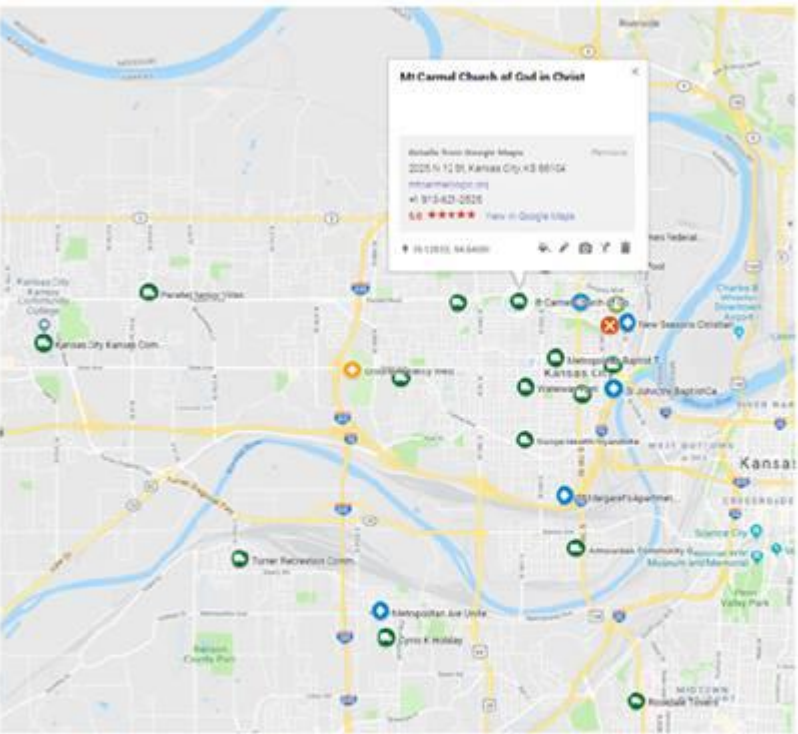
Mt. Carmel COGIC
2025 N 12 St, Kansas City, KS 66104

Preferred Day & Time:
(please rank each choice)

- | | |
|------------------------------------|---|
| Rank 1 - 7 | Rank 1 - 3: |
| <input type="checkbox"/> Sunday | <input type="checkbox"/> Morning (around 10-12) |
| <input type="checkbox"/> Monday | <input type="checkbox"/> Early Afternoon (around 1-3) |
| <input type="checkbox"/> Tuesday | <input type="checkbox"/> Late Afternoon (around 4-6) |
| <input type="checkbox"/> Wednesday | |
| <input type="checkbox"/> Thursday | |
| <input type="checkbox"/> Friday | |
| <input type="checkbox"/> Saturday | |

Days / Times that we should avoid:

Circle below the best place for the Dotte Mobile Grocer to park:



Contact Info for Property Owner/Manager (whomever will be on-site most often):

_____	_____	_____
Name	Email	Number

Can we set up signage in your building when we're on site?

Yes No Not Sure

Can we use your dumpster or trash bin for any trash we pick up?

Yes No Not Sure

Development Phase



Continual Engagement



DOTTE
MOBILE
KC GROCER KS

**COMING
SOON**



**FRESH
AFFORDABLE
FOOD**



**WE ARE PROUDLY
COMMUNITY RUN**



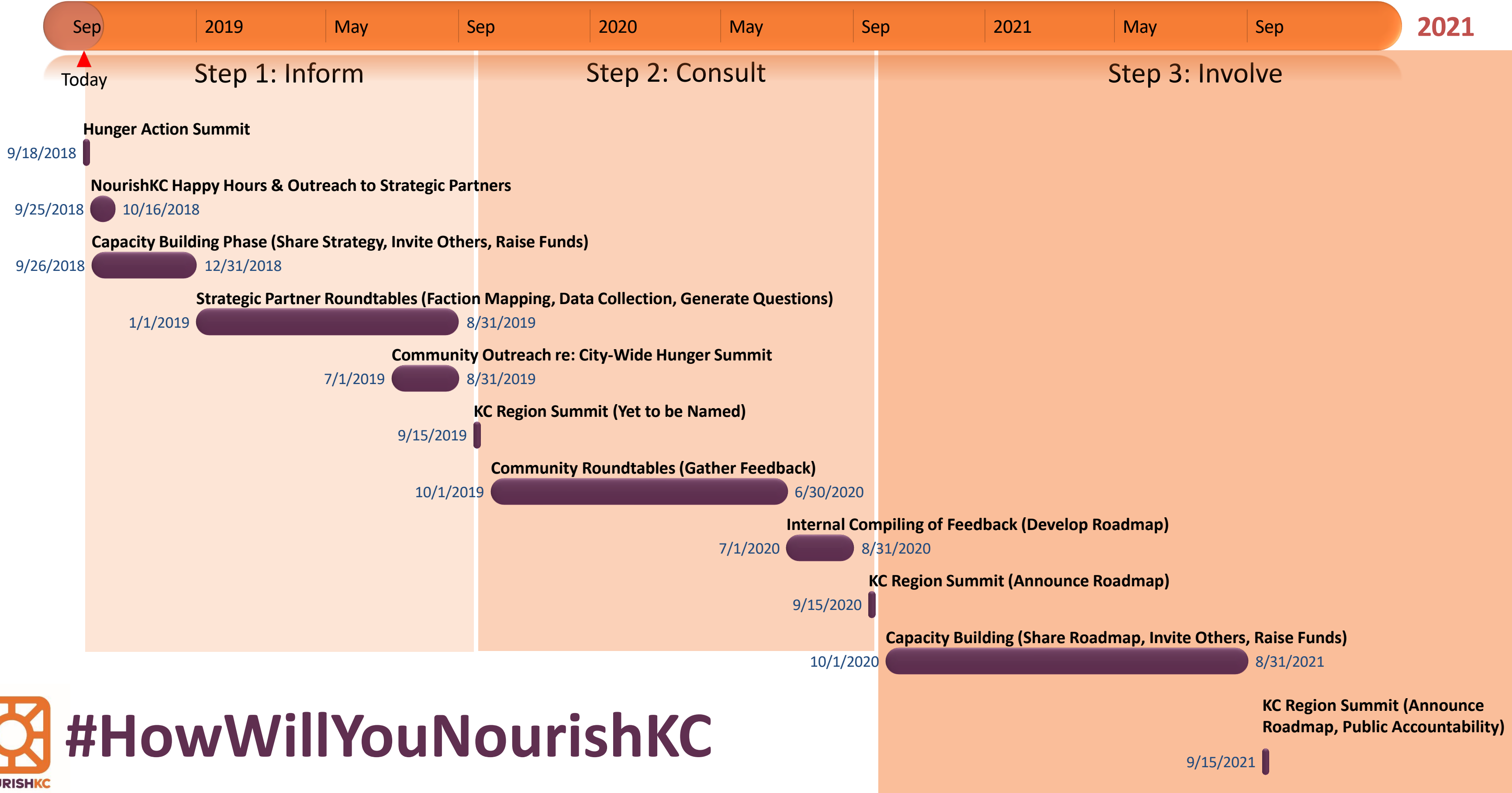


What If We Could Create a Food-Secure Kansas City?



#HowWillYouNourishKC
www.NourishKC.org/Together

NOURISHKC Roadmap to 2025



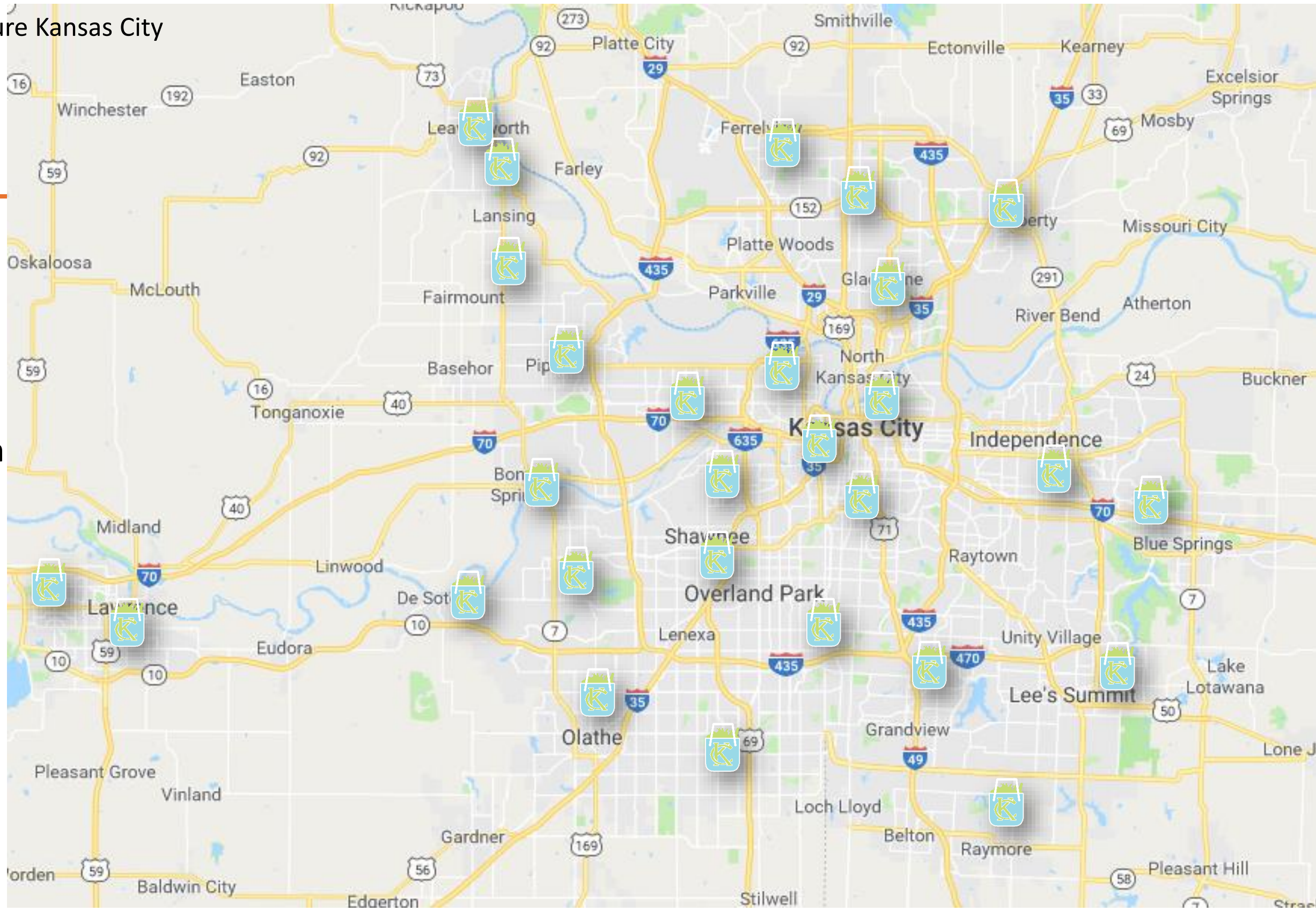
#HowWillYouNourishKC

NOURISHKC KC Corner Deli

A potential model to create a sustainable, food-secure Kansas City

Food security is more than just food...

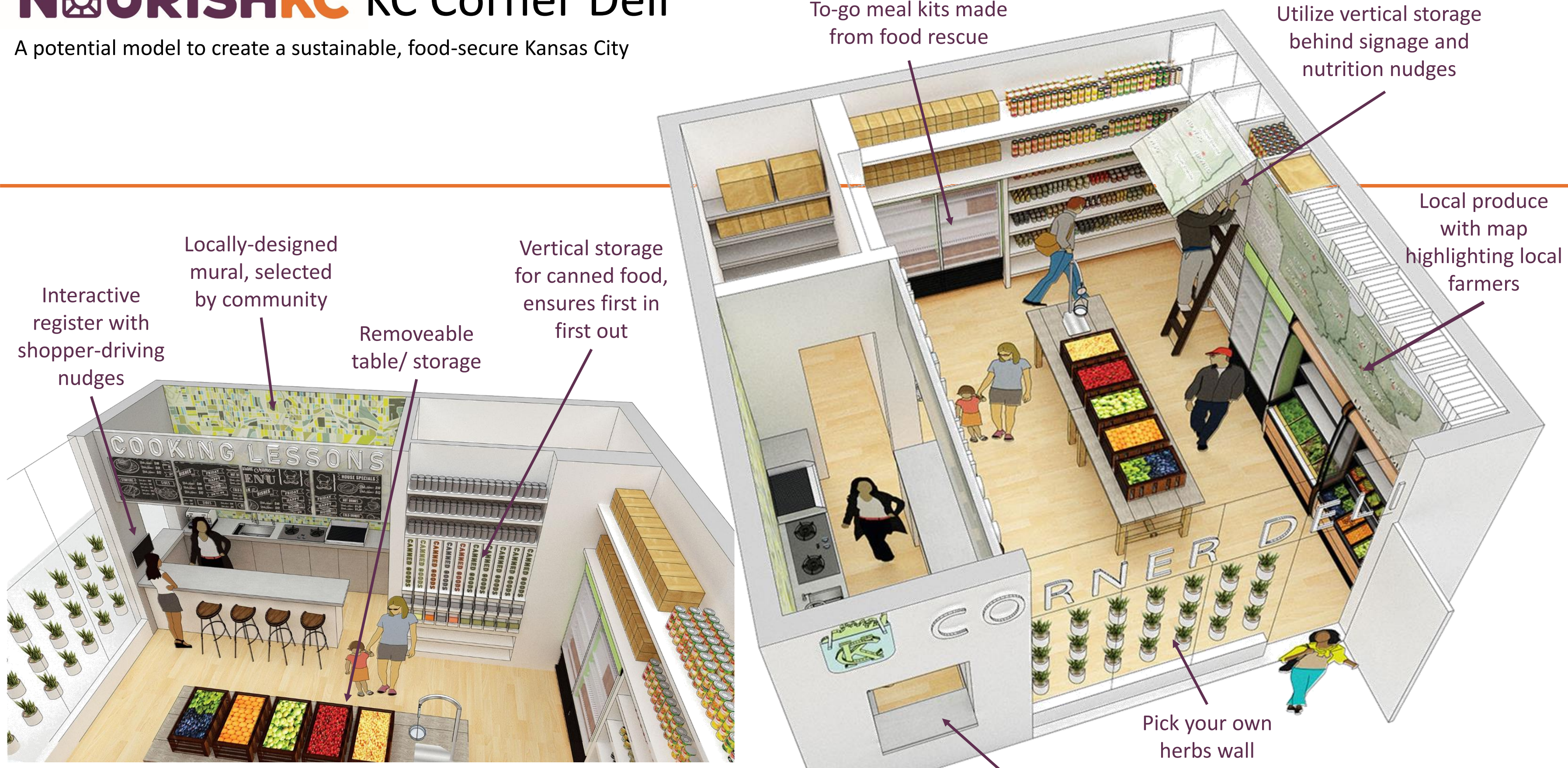
- Employment
- Career path
- Living wages
- Benefits
- Jobs within communities with high levels of unemployment
- Transportation
- Walk/Bike
- Home Delivery
- Housing
- Affordable
- Welcoming
- Community
- Home



www.NourishKC.org/Together

NOURISHKC KC Corner Deli

A potential model to create a sustainable, food-secure Kansas City



To-go meal kits made from food rescue

Utilize vertical storage behind signage and nutrition nudges

Local produce with map highlighting local farmers

Interactive register with shopper-driving nudges

Locally-designed mural, selected by community

Removeable table/ storage

Vertical storage for canned food, ensures first in first out

Pick your own herbs wall

Walk-up service window

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NOURISHKC KC Corner Deli

A potential model to create a sustainable, food-secure Kansas City

Considerations for Locations:

- Inside Strategic Partner Locations
 - Requires low barriers
 - What if a location is perceived as unsafe?
 - Lowers cost through shared overhead
 - No rent
 - Shared utilities
 - No new bathrooms
 - Libraries, Healthcare, Schools, Community Centers, Churches, Government Buildings
- Stand Alone Concepts
 - Moveable containers
 - Renewable energy (solar, food waste)
 - Water?
 - Restrooms?



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NOURISHKC KC Corner Deli

A potential model to create a sustainable, food-secure Kansas City

Considerations for Housing:

- KC Corner Deli
 - Housing as training benefit
 - Lowers apprenticeship wage
 - Lowers overall cost
 - Eliminates transportation barriers
 - Increases food security
 - What happens when team member wants to live somewhere else?
 - Housing as revenue generation
 - Offset operations costs
- KC Works Centers
 - Regional training centers
 - Temporary supportive housing
 - Shelter beds



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NOURISHKC

What's Next:

Reserve Your Place at the Table

What if people didn't have to go hungry? What if we could put a system together that would make the Kansas City Community Kitchen, St. Paul's Neighborhood Pantry, Dotte Mobile Grocer, and other programs designed to fight hunger obsolete?

NourishKC is inviting the community to come to the table and embark on a three year journey to discover if our BIG idea could change the way people access food in KC; to create a food secure region. Below you will learn how we plan to bring everyone to the table to be part of the solution: volunteers, donors, partners and YOU. #TOGETHER

This is my RSVP:

I commit to being part of the solution, to take a place at the table and create a food-secure Kansas City - a community where everyone has equitable access to their next healthy meal.

#RSVPtoEndHunger

www.NourishKC.org/Together