From Mobile Markets to Corner Delis

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

NOURISH KC
Who is affected?

21,359
Residents of Wyandotte County are considered to have low income and limited access to a grocery store.¹

31%
Of households in Wyandotte County that have 3 or more people have 1 car or less.¹

Statistics

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

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
What is the food environment like?

Population Served

<table>
<thead>
<tr>
<th></th>
<th>West of Interstate 635</th>
<th>East of Interstate 635</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>80k</td>
<td>84k</td>
</tr>
<tr>
<td>WIC Grocery Stores:</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>
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?  

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?

A bus ride to Save-A-Lot would take 34 minutes each way from Parkwood.

A bus ride to Sunfresh would take 38-59 minutes each way from Parkwood.

It would take 56 minutes to walk to Rio Bravo.

A bus ride to Rio Bravo would take 39 minutes each way.

The Nearest Store

12,800 Residents live within 1 mile of Parkwood Park.

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12,800 Residents live within 1 mile of Parkwood Park.
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:

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:

### Our Team:
- **NourishKC**
  - Operations, title and insurance, staffing
- **El Torito**
  - Stocking, point of sale, maintenance
- **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
- **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: A trained staff member will assist customers in on the Mobile Market.

Folding tables and signage will be kept on the Mobile Market storage side.

Most items will be at eye level for customers, accessible from the sidewalk, and without the need to enter the vehicle.

An awning with additional weatherization flaps will allow for the Mobile Market to operate yearround.

Basic Items
Happy Food Co. meal kits
Refrigerated dairy, meats, cheeses, and juices
Fresh fruits and vegetables
Grains, cereals, basic items, condiments, and canned goods

Meal kits
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Fresh fruits and vegetables
Grains, cereals, basic items, condiments, and canned goods

Initial Rendering
What do people really want?  Participatory Design
What do people really want?

**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 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 3:**
Participants were asked how often they’d shop at four new food retail options if they were all available today. All four options relate to current efforts underway to improve food access in Wyandotte County.

**Question 4:**
Participants were asked how they’d like to connect to the Mobile Market to learn about hours and locations.

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*Areas zoned for Business are the only locations currently allowed for by zoning ordinances.*

*Billboards and ‘Noticing It’ were not original categories, but added by the participants.*
What do people really want?
The KCK Mobile Market:

Business Model for a typical grocery store:

- 2% Typical store profit margins
- 28% Markup to cover the costs of labor and overhead
- 70% Cost of goods purchased

Business Model for the Mobile Market:

- ~5% Health Coupons
- ~5% Profit to TX Valley
- ~10% Profit reinvested in Mobile Market
- ~10% Labor and overhead

70% Cost of goods purchased
The KCK Mobile Market: Initial Sponsorship and Support

Business Model

120k / yr

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

Successful Business Model
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

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:

__ Sunday __ Morning
__ Monday __ Early Afternoon
__ Tuesday __ Early Afternoon
__ Wednesday __ (around 10-12)
__ Thursday __ (around 4-6)
__ Friday  __ Late Afternoon
__ Saturday __ (around 4-6)

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):

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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

#HowWillYouNourishKC
www.NourishKC.org/Together
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
A potential model to create a sustainable, food-secure Kansas City

Local produce with map highlighting local farmers

Pick your own herbs wall

Utilize vertical storage behind signage and nutrition nudges

To-go meal kits made from food rescue

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

Walk-up service window

www.NourishKC.org/Together
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?

www.NourishKC.org/Together
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

www.NourishKC.org/Together
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, Dottie 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