

Empathy Mapping

Community Context

Food Security

current / borderline food insecure

mindlines when collaborating w/ groups (personally avoid)
 - address distrust between, potentially groups
 - religious groups / ethnic groups = "authority"
 - keep political involvement to a minimum (when necessary)
 - Business development / economic development
 - zoning
 - dest. public works / land use + growth management to address transportation needs

Headaches
 - affordability → ~~cost~~ SA/STAO
 - navigating systems → ~~work~~ pay
 - schedules/accommodations → ~~work~~ pay
 - location/accessibility
 - lack of knowledge of food preparation
 - cultural barriers
 - disconnect between reality/expectations

dreams
 - community gardens
 - improve transportation in community (everyone has access to "healthy food" within 15 minutes and is affordable)
 - education (grocery self efficacy)
 - free kitchen appliances (governor)
 - "incentive" for free (community phone partner with people to buy groceries for people who can't drive)

Demographics
 ANYONE IN NEED
 - rural/suburban
 - car-dependent
 - not dependent on income/SES
 9.4% food insecurity rate
 - racial/ethnic considerations
 - could be divided by zip code or other geographic barrier

Jobs to be done
 - social media campaign (quick/avoidable)
 - transportation / shuttle / car pool
 - public outreach → partner w/ community spaces for physical locations
 - collaborate with grocery to reduce waste → redistribute to food insecure

Vision

- Expand community gardens
- free/reduced grocery
- greater access to grocery → safety
- "carpool" program to grocery store

FOOD RESOURCE FAIR

- where to obtain grocery
- connect w/ community for transportation options
- education (cooking/nutrition)
- SNAP pre-screening/registration

Game Plan

1. ~~Community~~ Community Needs Survey (online + print)
 - through health dept
 - Hospital
 - Social Services
 - in mail
 - Community Center (three centers)
 - Shelters
2. Stakeholder meeting + Town Hall meeting for relevant parties + community members
3. Application for grants / connect w/ for-profit ~~corp~~ Corporation, letters of support/donation requests
4. Secure site + professionals to provide education
5. Outreach + advertising
6. recruitment of volunteers (public + partner orgs)
 Coordinate + finalize Partners / Transportation Services (Indashare, shuttle service)

Organizing / integration + infrastructure

Resource Mapping

Providing a service
 Funding
 - insurance companies
 - rotary club donations
 - non profit tax write-off for value ~~of~~ ~~of~~ ~~of~~
 - grants/private funding from large corporation
 - "roundup" program for spare change at grocery for LOCAL programming
 - university + MDC farms/amish

improve individual health → improve community health → reduce healthcare costs
 - cultural impacts (will they feel respect?) → reduce stress/improve mental health
 - SMC, HX/H6 - neighborhoods / for neighbors
 - Human Services / Social Services - religious organizations
 - groceries/retailers - CSM - land - trusted community member
 - libraries/schools - WMD - St. Marys college - reus atelier
 - Hospital - help kitchen - dept of public health - rec/recreation - USA

Corporate
 - grocery stores may experience revenue cuts or increase in business
 - local groups improve revenue
 - no political tensions → misinterpretation of program → argue that it strengthens local economy + builds sense of community by enabling food security + reducing missed health care due to illnes = ↑ productivity

Food Security

fair is 4x/year - seasonal
 Organizing services + resources