



Mobile Market Areas of Focus

The following areas of focus listed below will help guide the Mobile Market program in selecting host sites for the program. We want to make sure the program is used in areas with high need, limited resources, and that are remote. To be prioritized, we ask that you meet at least 4 of the 9 areas of focus. If you do not meet at least 4 but feel that the tool would be vital, please share with us in the application process under “Other”. We encourage all sites to apply and be added to our waitlist and scheduled when availability exist.

SNAP/WIC accepting grocery stores

The Mobile Market **site should be more than 2 miles from a SNAP/WIC accepting grocery store**. We want to make sure that if there are existing access points for food at reduced costs, our program takes SNAP/WIC accepting grocery stores into consideration when select a host site.

Care and Share partner agencies

The Mobile Market **site should be more than 5 miles from an existing Care and Share Partner Agency**. This is because some communities in our service area already have great existing food resources thanks to our partner agencies.

Volunteers

The host organization must be able to **recruit 4-6 volunteers for the entirety of the Mobile Market distribution**. This is not only for the safety of our Mobile Market operator, but also it is not sustainable to operate these markets without the proper support – one person cannot be stocking, checking neighbors in, and helping multiple neighbors throughout their shopping experience at the same time.

Letter of Support

We want to know that your community has requested this service. A letter of support can be authored by a community leader, elected officials, business owner, government employee, or neighboring nonprofit, etc. **The letter of support should include 1) how the Mobile Market program will support the community, 2) what the author of the letter is willing to do to promote the distributions, and 3) who the Mobile Market is intended to reach**. The Mobile Market does have operational costs, so a letter of support gives us confidence that the limited resources we have are being used intentionally and will be well-received. A letter of support should be no more than 250 words.

Transit Desert

The Mobile Market site is **located in a transit desert – an area with limited transportation to necessary services**. This indicates that our Mobile Market would be a good fit for this community because if neighbors are not able to get to food access points, we are able to bring food directly to the community.

Population Demographics

The Mobile Market site is in an area where **at least 25% of the population is living at the Federal Poverty Level**, as this is an indication for households who may have a harder time affording or accessing nutritious food.

(<https://povertyusa.org/data/2019/CO>)

The Mobile Market will be intended to **serve an underserved population: rural communities, communities of color, marginalized communities, seniors, unhoused, etc.** We strive for the mobile market program to intentionally serve populations that may have fewer resources available to them and/or have been historically underserved.

- Rural Community is defined as being in county/ies with a USDA Rural Urban Continuum Code (RUCC) of 4-9.
 - Those living in rural communities often have fewer public transit options and necessary resources available to them.
- Community of Color is defined as predominantly Asian, Black, Latino, Native American, Pacific Islander, and/or some other race (which the Census defines as any race or ethnicity not included in the preceding groups or in white, non-Hispanic) from American Community Survey [2015-2019 five-year estimates].
 - Many of these communities have historically been underserved and as a result live in areas that are now considered food apartheid; “Food apartheid is the result of structural racism in the US food system. Racial disparities in historical US structures of food production and access have led to high rates of food insecurity and lack of healthy food access for Black and Brown communities in comparison with their white counterparts.”
- Marginalized communities are groups and communities that experience discrimination and exclusion (social, political and economic) because of unequal power relationships across economic, political, social and cultural dimensions.
 - These unequal power relationships make it even harder for these communities to access the resources they need to thrive, such as refugee and migrant families not having access to the same support services that are available to US citizens.
- Seniors are defined as humans over the age of 60 years old.
 - Many seniors not only have limited mobility and transportation but may also live on a fixed income that does not account for the cost of inflation, foods to accommodate specific dietary needs, etc.

Free and Reduced Lunch (FRL)

60% or more of students are eligible for Free and Reduced Lunch (FRL) at schools nearby the Mobile Market site. While this metric may not be applicable beyond this year due to the recently passed legislation, for the time being it will provide us context as to how many kids in an area may be experiencing hunger.

Affordable Housing

The Mobile Market will be **servicing affordable housing communities** – At least 20 percent of the units must be occupied by and affordable to households at or below 50 percent of the Area Median Income (Defined by Colorado General Assembly, 2020). This metric allows us to ensure we are serving households that may be living on limited income that does not allow for the fluctuation in cost of living, specific dietary needs, etc.

Other

There might be other ways to demonstrate that your host site should be prioritized to host the Mobile Market, such as food assessments, community surveys, letters from neighbors, health assessments, etc. If you have questions, reach out to the Direct Services Coordinator.