

Opportunities for the Think Orange Food Resource Map and Liberty Street Market



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Opportunities for Think Orange Food Resource Map

Erin Griego



Case Studies

- Charlotte, NC
 - Created by Rivendell Farms; supported by City of Charlotte and State of NC
- Boston, MA
 - Created and maintained by City of Boston's Office of Food Access; supported by Project Bread
- Philadelphia, PA
 - Created and maintained by the City of Philadelphia's Office of Children and Families; supported by Community Resource Connects



Map Recommendations

- Charlotte, NC
 - Radius search function
- Boston, MA
 - Visible roads
 - Overlay bus routes
- Philadelphia, PA
 - Language access



Other Map Opportunities

- Reduce Map Load Time
 - House the map on different webpages
- Grow Data Resources
 - Organizations and community member inputs
 - Approvals by site administrators before placement on map
- Increase Internet Visibility
 - Rewrite website meta description with few key words
 - Update homepage description with key words and uses of map
 - Host link to map on any/all relevant City webpages



Conclusion

- Think Orange Food Map is an excellent resource
- A handful of changes can increase user accessibility of map
- Increasing the visibility of the map should be a top priority



Opportunities for Liberty Street Market

William Teasley

Case Studies

- Eastern Market, Washington, D.C.
 - Cultural hub
 - Bureaucratic structure
- Napa Farmer's Market, Napa, California
 - Community engagement
 - Incentives to combat socioeconomic challenges
 - Cal-Fresh Market Matching for federal nutrition programs
 - Online presence
 - Vendor profiles
 - Articles and videos with health tips
 - Spanish language availability
- Greensboro Farmer's Curb Market, Greensboro, NC
 - Tailored to clients (surrounding neighborhoods and colleges)
 - Community staple
 - Produce grown within 100 miles of market (75 percent requirement)



Market Recommendations

- Eastern Market, Washington, D.C.
 - Cultivate relationships with community staples
 - Bring artists and musicians to participate and increase the neighborhood-community feel, expanding on the urban feeling
- Napa Farmer's Market, Napa, California
 - Grow online/social media presence
 - Continue to grow diversity of vendors and products
 - Build relationships with neighborhood staples (churches, schools, neighborhood associations)
- Greensboro Farmer's Curb Market, Greensboro, NC
 - Continue to foster relationships with vendors, and involve them in a participative decision-making process
 - Increase the radius requirement from 3 miles to a broad radius
 - Establish a more convenient time or multiple time offerings for the market



Other Market Opportunities

- Increase advertising efforts
 - Flyer canvassing
 - UFPC, City Council, and County Commissioner advocates
 - Customer experience surveys and data collection



Conclusion

- Liberty Street Market is revolutionary in its operations, as it's specifically increasing food availability in the urban core.
- During the pilot period, all vendors were of the BIPOC-community.
- Acts as a bridge between local, small businesses and a historically marginalized clientele.

Thank you for Thinking Orange!