

The Wheels on the Bus go to the Grocery Store

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The Wheels on the Bus Go to the Grocery Store





Hello!

*I am **Marisa Jones.***

I am the Healthy Communities Manager at the Safe Routes to School National Partnership.

I live in **Philadelphia, Pennsylvania**, where I use multiple modes of transportation to get around.

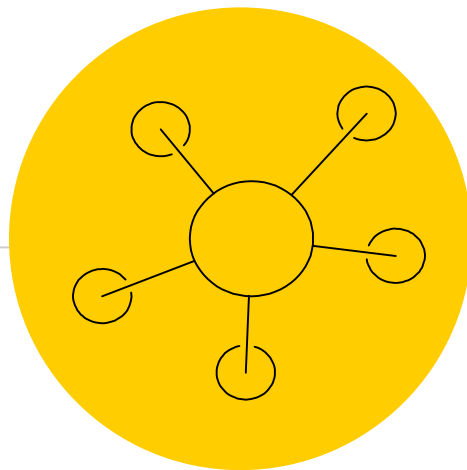
You can find me on Twitter at **@marisacjones**



Safe Routes
to School
**National
Partnership**

About the Safe Routes to School National Partnership

We improve quality of life for kids and communities by promoting healthy living, safe infrastructure, and physical activity, starting with bicycling and walking to school and beyond.



**Transportation systems
are networks**



What connects?

People

- ◉ Kids
- ◉ Millennials
- ◉ Elderly
- ◉ People with limited mobility
- ◉ People without vehicle access

Modes

- ◉ Walking
- ◉ Biking
- ◉ Transit
- ◉ Car-share
- ◉ Ride-hailing

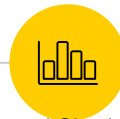
Places

- ◉ Employment
- ◉ Enjoyment
- ◉ Education
- ◉ Health
- ◉ Opportunity



**Lack of connectivity
causes challenges to meet
daily needs**

Several studies have found that low-income neighborhoods, rural neighborhoods, predominantly Black neighborhoods, and predominantly Latino neighborhoods have **fewer supermarkets** and more convenience stores than higher income, urban, and white neighborhoods.



27%

of people living below the poverty line in the United States
do not have cars.

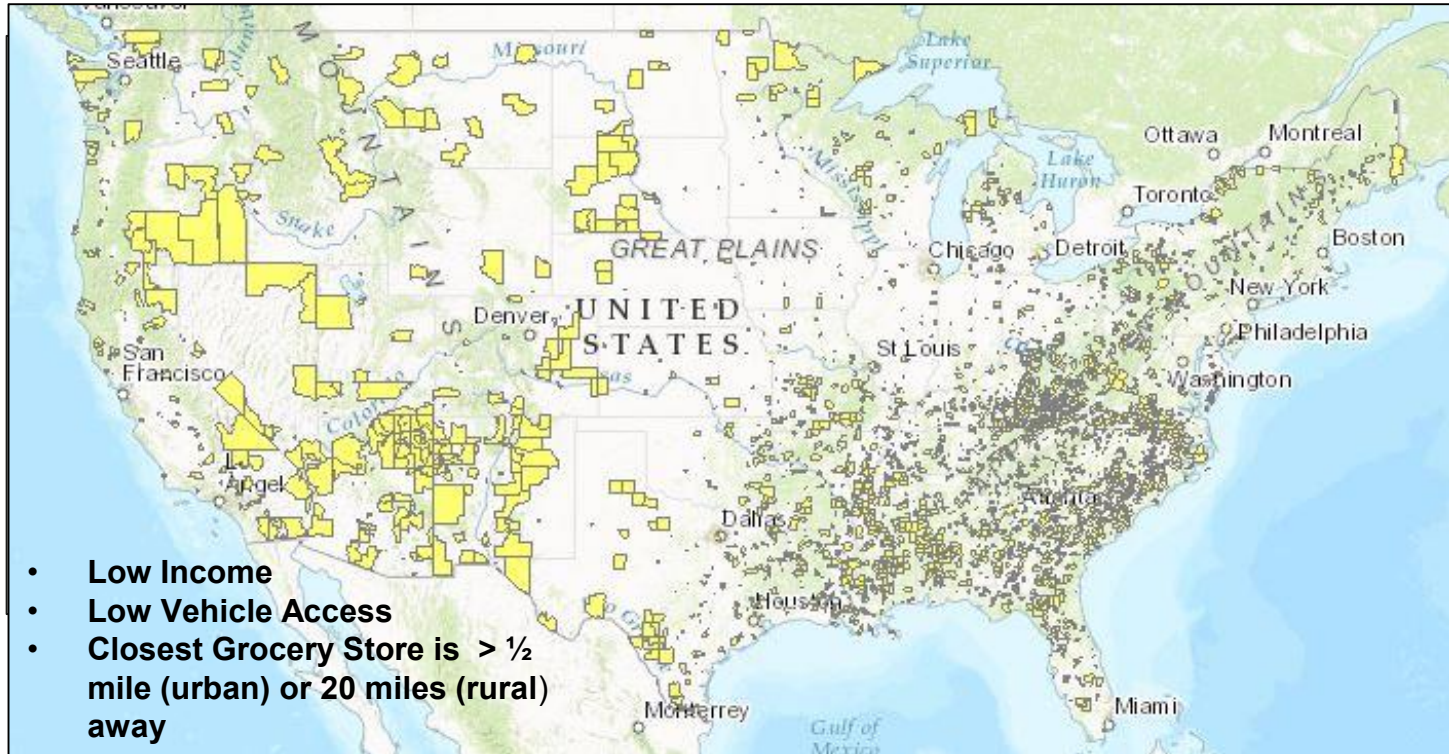


17.7%

of people in the United States have low-income, low vehicle access, and live more than ½ mile (urban) or 10 miles (rural) from the nearest supermarket.



The Need for Safe Routes to Healthy Food Exists All Across the United States



Grocery Race: How Long Does It Take To Ride The Bus To HEB?

By RYLAND BARTON • AUG 6, 2014



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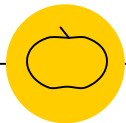
RYLAND BARTON / KWBU NEWS

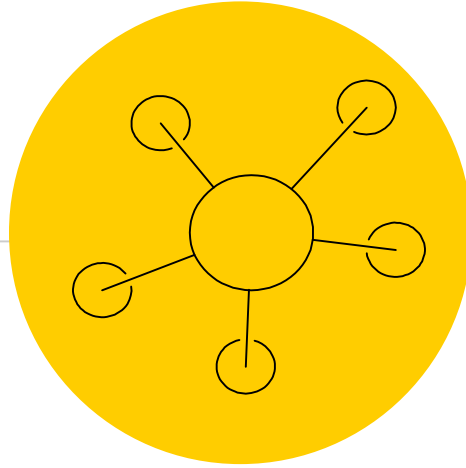
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**This challenge
affects
real people**





**Transit agencies play a critical role
in helping people overcome the
transportation barriers to
healthy food access.**



Why improve transit access to healthy food?

Improve Service

- ◉ Offer amenities that riders want
- ◉ Get riders where they need/want to go

Generate Revenue

- ◉ Lease space
- ◉ Increase ridership

Promote Social and Economic Sustainability

- ◉ Local economy impacts
- ◉ Individual impacts: financial, physical



Boost social and economic sustainability by improving healthy food access



Healthy, happy customers

Prospering regional economy

Vibrant quality of life



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Economic impact





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Quality of Life





Support Jobs and Businesses



Grocery store developer, Jeff Brown, reached out to SEPTA to ensure the bus would reach his new store at Allegheny West to ensure the business viability –**both customers *and* employees needed a way to get to the new Shop-Rite.**

(Philadelphia, Pennsylvania)



Promote Health



Through the Federal Transit Authority's Rides to Wellness Program, Flint Mass Transit Authority created a **dedicated grocery bus line** after a grocery store on the city's East side closed.

(Flint, Michigan)



Improve Quality of Life

Pioneer Valley Transit Authority developed a crosstown bus line to provide a one-seat ride to the grocery store instead the previously required two-seat ride.
(Springfield, Massachusetts)





How to improve transit access to healthy food

Service Planning

- ◉ Community Engagement
- ◉ Title VI of the Civil Rights Act
- ◉ Education

Co-Location

- ◉ Space for temporary sales of healthy foods
- ◉ Permanent structures within or connected to transit stations

Real Estate

- ◉ Unused parcels of land
- ◉ Transit-oriented development



Include in Long Range Plans



In its 2011 Sustainability Plan, Southeastern Pennsylvania Transportation authority set a goal that aligns with the City of Philadelphia's *Greenworks* sustainability plan goal to bring fresh food to within 10 minutes of 75 percent of residents by 2015.

(Philadelphia, Pennsylvania)



Title VI – Civil Rights Act of 1964



In 2017, TriMet completed a Title VI updated, which now includes access to food for low-income and populations of color as considerations in its equity analyses.

(Portland, Oregon)

Community Engagement



TriMet's Equity Advisory Committee is comprised of community members who advise the transit agency on issues related to service, fares, civil rights, contracting, and community engagement.

(Portland, Oregon)



Public Outreach



Valley Metro participated as a stakeholder in a Health Impact Assessment conducted by the Maricopa County Department of Public Health, which recommended “strengthening community engagement plans and protocols for bus level of service modifications in the study area.”

(Phoenix, Arizona)



Service Planning

2 East End connects [downtown Altoona](#) to [Valley View Shopping Center](#) (including [Weis Market](#)).

The route runs from the Transit Center out 17th Street along 1st and 2nd Avenues to Lloyd Street to Kettle Street and down Pleasant Valley Boulevard to Valley View Shopping Center to 7th Street to the 10th Avenue Expressway back to the Transit Center.

[Click for #2 East End schedule.](#)

3 Flash connects [Penn State Altoona](#) and [Fairview](#) to [Martin's Chestnut Avenue](#) to [downtown Altoona](#) to [Logan Town Centre](#) (including [Giant Eagle](#)) with no transfer needed.

The route runs from Penn State Altoona down Ivyside Drive across to Broadway to Cherry Avenue past Cherry Grove Apartments through Fairview down First Street to Martin's Chestnut Avenue to UPMC Altoona to the downtown Towers to the downtown Transit Center out 17th Street to Station Medical Center to Logan Town Centre then back downtown and to Penn State Altoona via the same route.

[Click for #3 Flash schedule.](#)

The Evening Flash runs 5:00 -10:00 p.m. and connects Penn State Altoona to Cherry Grove, Fairview, Martin's Chestnut Avenue, UPMC Altoona, to downtown Altoona and back.

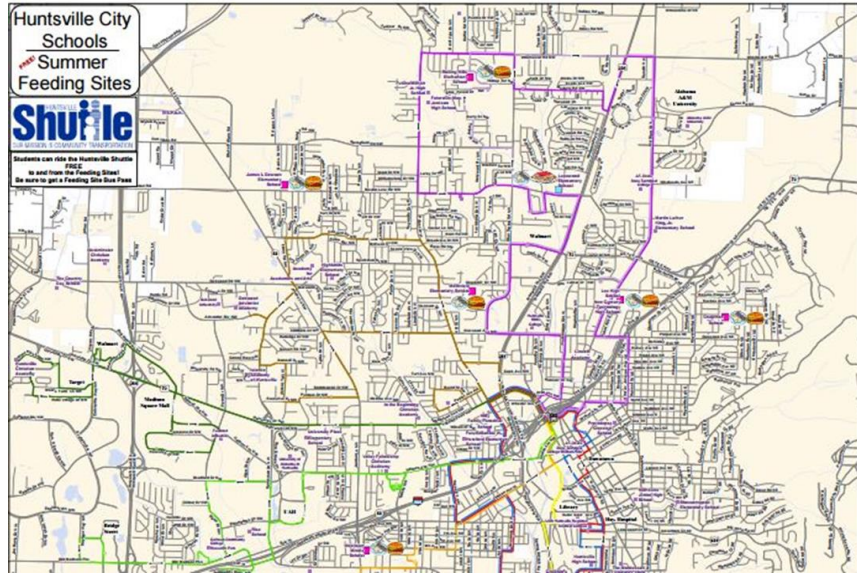
[Click for #14 Evening Flash schedule.](#)

In 2011, in response to customer feedback, Amtran planned bus routes to ensure that **all bus routes stop at a grocery store to provide all riders with a one-seat ride to a grocery store.**

(Altoona, Pennsylvania)



Educate about Existing Connections to Food



The Huntsville Shuttle provides free bus passes to school-aged youth and create maps of where summer meal sites are located along existing bus routes.

(Huntsville, Alabama)



Provide Space for Temporary Sales of Healthy Foods



Metropolitan Atlanta Rapid Transit Authority (MARTA) launched Fresh MARTA Market at the West End Rail Station in 2015.

The farmers market was so successful that MARTA has expanded from one station to four: West End, College Park, H.E. Holmes and Five Points.

(Atlanta, Georgia)

Lease Permanent Space



Société de Transport de Montréal partnered with a local nonprofit to identify transit stops located in food deserts, and now provides land, electricity, and water to **provides food markets at nine transit stops.**

(Montréal, Canada)

Unused Parcels of Land



Photo Credit: http://farmtophilly.com/index.php/site/walnut_hill_community_farm

SEPTA leases a parcel of land to the Enterprise Center for use as an urban farm, the Walnut Hill Farm. The produce grown on the farm is then sold as community-supported agriculture at SEPTA's headquarters downtown. It distributed over 2,000 lbs of food in 2015.

(Philadelphia, Pennsylvania)



Transit Oriented Development



The rehab of this blighted store created 60 new jobs at the grocery store and provides increased food access in a low-income urban neighborhood. The grocery store is **located along a transportation corridor with bus service.**

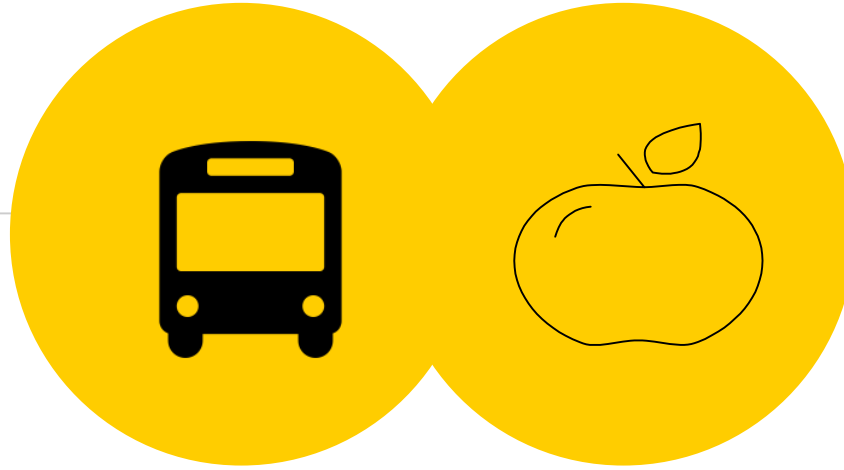
(Cleveland, Ohio)

Transit Oriented Development



When expanding into and improving service in the Columbia Heights neighborhood, Washington Area Metropolitan Transit Authority catalyzed public and private investment in the neighborhood, yielding over \$900 million in investment, **including a 53,000 square foot Giant supermarket.**

(Washington, District of Columbia)



Sustain Riders. Sustain Regions.

Improve transit access to healthy foods



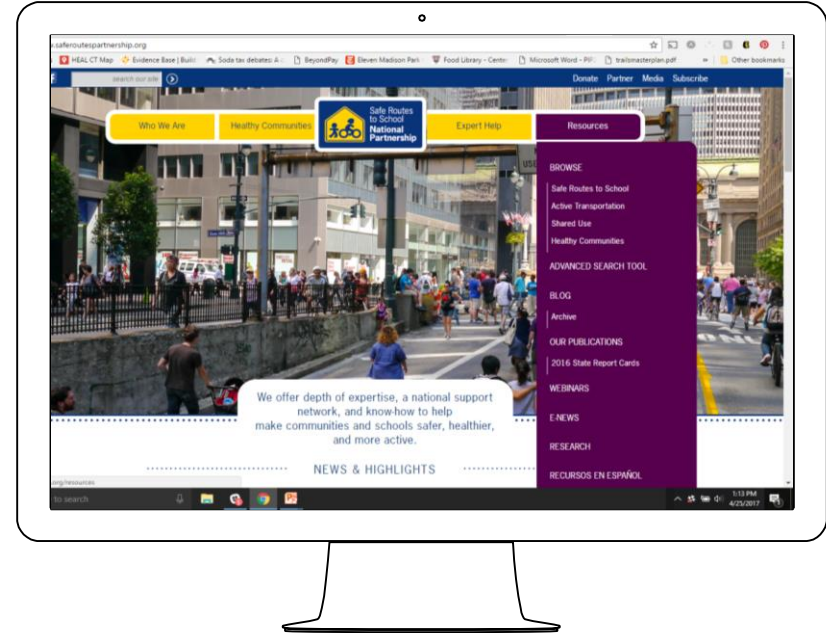
Next Steps

1. **Take inventory of what you're already doing**
2. **Educate riders about existing connections and meaningfully engage them to hear what more is needed**
3. **Include food access in long-range plans**
4. **Tie improvements into existing efforts**
5. **Innovate! Share your strategies**



Resources to promote transit access to healthy foods & multi-modal solutions

- Fact sheets
- Reports
- Webinars
- Consulting and fee-for-service work



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VOICE. CHANGE
LIVES.**



American
Heart
Association®



Robert Wood Johnson
Foundation



MAKING EACH DAY HEALTHIER FOR ALL CHILDREN™

VoicesforHealthyKids.org





Thanks!

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For more about the Safe Routes to
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