



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 12.1.2**  
**Community Planning and Economic Development**  
**January 19<sup>th</sup>, 2017**

**TO:** Chair and Members of Community Planning and Economic Development

Original Signed

**SUBMITTED BY:**

\_\_\_\_\_  
Bob Bjerke, Planning and Development

**DATE:** December 20<sup>th</sup>, 2016

**SUBJECT:** Mobile Food Market – Winter Pilot and Long Term Support

**ORIGIN**

- August 4<sup>th</sup>, 2015 – Halifax Regional Council approved the one-time in-kind donation of the use of a Halifax Transit bus to the Mobile Market Project Team Coalition of Public Health, Ecology Action Centre and HRM, for use one day per week, for a 21-week mobile market pilot project.
- September 15<sup>th</sup>, 2016 – Community Planning and Economic Development Standing Committee motion requesting a staff report to:
  - 1) Working with the Mobile Food Market Advisory Team, evaluate a request for a 16 week extension to the in-kind contribution of a Halifax Transit bus once a week, in support of the Mobile Food Market, beginning in January 2017;
  - 2) Explore transportation options to support the long-term viability of the Mobile Food Market, including continuing to provide a bus in-kind, and conveying a surplus bus to the Mobile Food Market Advisory Team.

**LEGISLATIVE AUTHORITY**

**Halifax Regional Municipality Charter:**

**Section 2 – Purpose of Act**

The purpose of this Act is to:

- a) give broad authority to the Council, including broad authority to pass by-laws, and respect its right to govern the Municipality in whatever ways the Council considers appropriate within the jurisdiction given to it;
- b) enhance the ability of the Council to respond to present and future issues in the Municipality; and

**Recommendation on page 2**

- c) recognize that the functions of the Municipality are to:
  - i. provide good government;
  - ii. provide services, facilities and other things that, in the opinion of the Council, are necessary or desirable for all or part of the Municipality; and
  - iii. develop and maintain safe and viable communities.

### **Section 79 – Power to Spend Money**

(1) The Council may expend money required by the Municipality for ... (aj) public markets.

#### **CPED Terms of Reference:**

s. 6 The Community Planning and Economic Development Standing Committee shall have an active interest in the Agencies and Initiatives that support Community and Economic development throughout the municipality by:

- (a) Promoting and encouraging the development and encouraging of programs, policies in (sic) initiatives in the municipality that support Community and Economic development throughout the municipality.

### **RECOMMENDATION**

It is recommended that the Community Planning and Economic Development Standing Committee recommend that Regional Council:

1. Approve an in-kind contribution of the use of an HRM fleet vehicle and other supports to enable a 16-week Mobile Food Market Winter Pilot, in partnership with the Mobile Food Market Advisory Team, as outlined in this report;
2. Approve a further extension to the in-kind contribution of the use of an HRM vehicle and other supports to enable a transition year for the Mobile Food Market (June 2017 to April 2018), in partnership with the Mobile Food Market Advisory Team, as outlined in this report; and
3. Direct staff to explore further options, and report to Council for its consideration, to support the long-term viability of the Mobile Food Market, including continuing to provide in-kind supports, and/or permanently conveying a surplus bus to the Mobile Food Market.

### **BACKGROUND**

In 2012, a research study conducted by Tarasuk indicated that Halifax had the highest level of household food insecurity of 33 Census Metropolitan Areas across Canada. This research showed that one in five Halifax households experience food insecurity, meaning they have difficulty accessing enough healthy food on a regular basis. People who experience food insecurity report having poor physical and mental health, as well as chronic health conditions. While income is often the greatest barrier to accessing healthy food, living in neighborhoods with few affordable grocery stores can compound food insecurity.

Mobile markets are an innovative approach to addressing food access issues and have been piloted in many North American cities. Mobile markets in Ottawa and Toronto tied success to having strong relationships with partners, good choice of market location, logistical capacity to run the markets, and effective engagement and training of neighbourhood residents. Mobile markets not only improve access to food, they can build capacity within and across communities to improve food security and community wellbeing. As individuals and families experience improved access to healthy food, they also take part in shaping community based solutions to improve health and community food security.

HRM is increasingly taking an active role in promoting food security and improving access to food. A number of recent policies and initiatives have demonstrated this increased involvement including:

- the 2013 Mayor's Conversation on Healthy and Livable Communities emphasizes the need to address local food production and promotion, access to healthy food and increasing rates of obesity and chronic disease;
- 
- the 18-month (Mar 2013 - Sep 2014) CLASP (Coalition Linking Action and Science for Prevention) Healthy Canada By Design partnership which focused on community food security;
- the 2014 Regional Plan objective to design communities that promote food security (3.1.5);
- the 2014 to Present membership in the Halifax Food Policy Alliance; and
- the 2015-2016 endorsement and donation of the use of a Halifax Transit bus and operator in support of the 21- week mobile market plus additional in-kind donations of municipal resources in support of the Summer Pilot.
- the December 6, 2016 approval by Regional Council of its Priority Outcomes for 2017/2018, including: "Community Health – Halifax shall be an active partner in supporting community health programs such as food security initiatives."

### **The Summer Pilot**

In May, 2016, the Mobile Food Market (MFM) launched as a 21-week pilot project utilizing a Halifax Transit bus and operator to bring affordable produce to communities on Saturdays. The produce for sale was selected based on residents' preferences and was purchased in bulk and sold at costs in line with discount grocery operations. The MFM is a not for profit, social enterprise and all proceeds are directed back into the program.

The Summer Pilot was based on the goal of making affordable, high quality fresh fruits and vegetables available in communities with limited access to healthy food. The target customers for the MFM are low income residents, seniors, newcomers, people with disabilities, single parents and people who have difficulty accessing food outlets. Their access to foods may be limited due to a lack of transportation, an inability to afford available foods, scarcity of culturally appropriate foods or a combination of these factors.

The objectives of the MFM Summer Pilot were to:

1. Improve accessibility of fresh, high quality, culturally-appropriate fruits and vegetables;
2. Assess the potential for alternative methods of food distribution;
3. Increase collaboration among existing and new partners;
4. Build capacity among residents to shape food systems in communities; and
5. Enhance neighbourhood pride and community engagement.

During the Summer Pilot, the MFM served five communities: North end Halifax, Spryfield, East Preston, North Preston and Fairview. These communities were selected using health data from Public Health's Population Health Status Report as well as Community Health Profiles. Mid-way through the Summer Pilot, the MFM was expanded to include the delivery of fresh food boxes to five seniors' manors in the Gottingen Street area, in partnership with the North End Community Health Centre. Attachment A describes the typical route and process for a market day.

The MFM visited the communities on alternating Saturdays. On Week 1, the mobile market visited the East Preston & North Preston and on Week 2 it visited North end Halifax, Spryfield, and Fairview.

### Structure and Operation

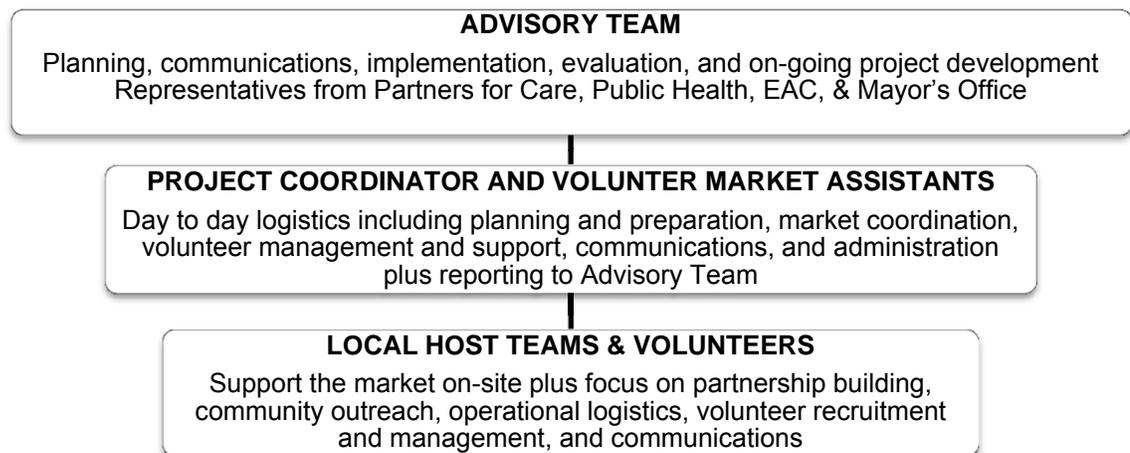
The MFM project is a partnership between HRM, Public Health (Central Zone, NSHA), the Ecology Action Centre, Partners for Care and a variety of other supporting stakeholders. Attachment B lists all partners involved in the MFM Summer Pilot. The following is a breakdown of the financial commitment from the partners in support of the Summer Pilot:

United Way of Halifax	\$ 33,000
Department of Health and Wellness	\$ 15,000
Evergreen “We are Cities” Fund	\$ 5,000
Doctor’s NS “Health Promotion Fund”	<u>\$ 1,500</u>
	\$ 54,500

The Summer Pilot was also supported with in-kind contributions from key stakeholders, including Halifax Transit, community organizations, and Atlantic Superstore.

Figure 1 below, illustrates the MFM structure and the roles supporting the operation of the market.

Figure 1: MFM Structure



### Municipal Costs and Contributions to the Summer Pilot

Table 1 below summarizes the value of HRM's in-kind contributions to the Summer Pilot:

**Table 1: HRM Contributions to the Summer Pilot**

Department	Support Provided	Estimated Costs and Staff Resourcing
<b>Halifax Transit</b>	Schedule, bus + operator, promotion.	Provision of operator, maintenance and fuel valued at \$9,567.
<b>Communications</b>	<ul style="list-style-type: none"> <li>Printed posters (250 copies), postcards (1,500 copies) and doorknockers (600 copies).</li> <li>Secured service to distribute posters throughout downtown.</li> <li>Promoted the MFM on the municipal digital screen network.</li> <li>Promoted the MFM on <a href="http://www.halifax.ca">www.halifax.ca</a>.</li> </ul>	Printing costs valued at \$2,713 Staff resources estimated at 13 hours (an estimated value of \$700) over the Summer Pilot.
<b>Parks and Recreation</b>	Local host teams and site support.	Staff resources estimated at 80 hours (an estimated value of \$2,200) over the Summer Pilot.
<b>Halifax Library</b>	Wifi at Fairview site.	Library staff estimated the value of providing staff, wifi, use of a library ipad and some programming at \$1500.
<b>Mayor's Office</b>	Project development, Advisory Team membership and communications advice & support.	Mayor's Office Staff estimated value of in-kind contribution at approximately 5 hours per week for total of 105 hours (an estimated value of \$5,800). As Mayor's office staff were integral to developing the Pilot, more time was spent prior to the Pilot establishing the program.

### Results of the Summer Pilot

The MFM created a gathering place where neighbours could get to know one another and learn about healthy food. Local Host Teams formed in each community and provided leadership to the market, while also providing a voice to local food issues. At the end of the Summer Pilot, Public Health conducted an evaluation which demonstrated positive outcomes related to increased access and intake of fresh fruits and vegetables, as well as community engagement and collaboration. Attachment C contains key highlights from this evaluation.

In summary, the Summer Pilot evaluation indicates that total market sales were \$22,389 from 2,030 customer transactions<sup>1</sup>. Each market averaged 39 customers who spent an average of \$9.16 per visit. The survey found high levels of satisfaction with the MFM with 95% of respondents agreeing that the market is a fun and welcoming place and that they would attend a year-round market. Approximately 75%

<sup>1</sup> Total market sales includes: customer sales, after-market sales to community groups (i.e. childcare, family centres, church groups, local businesses), & North End Community Health Centre (NECHC) Food Box sales. Total customer transactions do not include after-market sales or NECHC Food Box sales

of respondents indicated that they consume more fruits and vegetables because of the market and over 90% agreed that the market made it easier and more affordable to buy produce.

## **DISCUSSION**

### **Winter Pilot Request**

The Mobile Food Market Advisory Team is requesting an additional 16-week pilot (The Winter Pilot) to explore challenges and opportunities of operating the MFM year-round and in winter conditions. The Winter Pilot is intended to build on existing momentum and help address issues of food access which are often amplified during the winter season. As winter conditions require a shift in operations, the Advisory Team want to explore an alternative service delivery model which would use indoor market spaces in partner communities for “stay and sell” markets, and provide bulk food box drop offs to central locations.

The goal of the MFM Winter Pilot is to:

- Work with five communities to deliver fresh, healthy, affordable fruits and vegetables;
- Evaluate the potential for a winter market and thereby, a year-round market in pilot communities; and
- Broaden the reach and impact of the MFM by testing new modes of food distribution.

### **Winter Pilot Operations**

The operations structure of the Winter Pilot is similar to the Summer Pilot, with increased responsibilities at the local level for the food box drop-offs and indoor markets. The routing will also change to reflect different delivery days. The Winter Pilot would run for 16-weeks, from February to mid-June 2017. The Winter Pilot would continue to service Summer Pilot communities, with the potential addition of Harrietsfield<sup>2</sup>, community with limited access to healthy food.

The timing of the market was a challenge for some of the Summer Pilot communities. The local hosts for some sites requested weekday markets when their staff are present and the market can be connected to ongoing programming, such as day care pickup. The MFM Advisory Team has worked with the local hosts to select the best model to meet the specific needs of their communities and developed the following operational priorities:

- Continue to use the Atlantic Superstore (Joseph Howe Drive) to sort and store MFM produce;
- Explore a “Drop and Go” model (food boxes) at the following communities;
  - East Preston (Family Resource Centre, 1900 Highway 7); and
  - Spryfield (YWCA, 358 Herring Cove Road).
- Explore a “Stay + Sell” model (indoor markets) at the following communities;
  - North Preston (The Teachery, 984 North Preston Road);
  - North End Halifax (Needham Recreation Center, 3372 Devonshire Ave, Halifax, NS B3K 3M2); and
  - Fairview (indoor markets at Freeman’s Little New York, 3671 Dutch Village Rd, Halifax, NS B3N 2S4, outdoor markets returning to Titus Park, 56 Evans Avenue Halifax, NS, B3M 1C4, Canada).

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<sup>2</sup> The Advisory Team is exploring a new model in Spryfield that may allow the Local Host team to serve and collaborate with the Harrietsfield community.

- o The Fleet Services vehicle temperature will be maintained in the range of 0 to 13 degrees celsius. The Transit vehicle will be maintained in typical temperature ranges

Table 2 below outlines to the changes in scheduling and grouping of the community deliveries:

Table 2: Proposed Winter Pilot Schedule

Wednesday	Saturday
<b>Spryfield – drop</b> <b>East Preston – drop</b> <b>North Preston – sell</b>	<b>Fairview – sell</b> <b>NE Halifax – sell</b>
<b>Start + end times</b> <b>11:35am – 8:00pm</b> <b>Total: 7 hours 45 minutes</b>	<b>Start + end times</b> <b>7:40am – 3:25pm</b> <b>Total: 8 hours 25 minutes</b>

**Support from other Partners**

The Advisory Team has received letters of support from project partners for the proposed Winter Pilot, including all Summer Pilot local host organizations and funders. However, some partners have indicated that their support is contingent on HRM’s continued support.

**Municipal Costs and Contributions for the Winter Pilot**

The Advisory Team is seeking a similar in-kind contribution from HRM, modified to reflect changes to the routes, schedule and service model. Shifting to a weekday was problematic for Halifax Transit as the majority of transit resources (buses and operators) are fully utilized during the week. In addition, with the delivery model, Transit vehicles would need to idle to maintain a suitable temperature for the produce which raises idling and environmental concerns. As an alternative, staff explored the use of a Fleet Services vehicle for the winter pilot as the vehicles are available on weekdays and more suitably sized and designed for deliveries. Operations Support has agreed to provide a Fleet Services vehicle for use on market days for the duration of the Winter Pilot. The vehicle will be operated by staff of the MFM, who will be trained on HRM’s Fleet Operating Guidelines. Figure 2 explains the modes for the Winter Pilot and cost of the vehicle provision; HRM’s in kind vehicle support is anticipated to be valued at \$2,020. The in-kind staff support is estimated at \$5,200 to \$5,750, depending on whether new communications products are developed. Table 3 summarizes the proposed HRM contributions to the Winter Pilot.

Figure 2 Winter Pilot Operations



Table 3 Proposed HRM Contributions to the Winter Pilot

Department	Support Offered	Estimated Cost
<b>Fleet Services Operations Support</b>	Use of Fleet Services vehicle for market days.	Fleet services charges \$50 a day for use of vehicles which includes mileage, insurance and tolls. Valued at 13 weeks @ \$50/day for \$650.
<b>Transit Services</b>	Schedule, bus + operator	Provision of operator, maintenance and fuel valued at 3 weeks for \$1,370. Transit costs are subject to change based on routing and any changes to hourly operating costs over time.
<b>Communications</b>	<ul style="list-style-type: none"> <li>Promotion of the MFM on the municipal digital screen network (40+ screens at rec centres, ferry terminals, city hall, etc).</li> <li>Promotion of the MFM on <a href="http://www.halifax.ca">www.halifax.ca</a> (banner and footer images).</li> </ul>	Corporate Communications has committed to continuing to promote the MFM on the municipal digital screen network and <a href="http://www.halifax.ca">www.halifax.ca</a> . Based on the Summer Pilot, the Winter Pilot could involve 10 hours of staff time (a value of up to \$550) but actual will likely be less as there is no printing anticipated.
<b>Parks and Recreation</b>	Local host teams and site support.	Based on the Summer Pilot, the Winter Pilot is estimated to require 60 hours of staff time (an estimated value of \$1,700).
<b>Halifax Library</b>	Wifi at Fairview site, loan of ipad.	Continued in-kind support confirmed. Value of support estimated at \$1,136 based on Summer pilot.
<b>Mayor's Office</b>	Advisory team membership and communications advice & support.	As the program continues, the Mayor's office anticipates less support will be required. The Winter Pilot is estimated to require 4 hours per week of staff time for a total of 64 hours (an estimated value of \$3,500).

In addition, a preliminary review of the proposed Winter Pilot sites determined that temporary use as a mobile market did not conflict with the zoning regulations of the subject properties.

### Year Two Transition

The overarching goal of both pilots is to test options, build capacity, and generate the support necessary for a long term mobile food market. The Summer Pilot has demonstrated the potential and interest for an ongoing MFM and the Winter Pilot will further inform the challenges and opportunities of operating year-round. In addition to this year's Winter Pilot staff recommends supporting a Year Two 'Transition Year' from mid-June 2017- March 2018. The Transition Year would provide the Advisory Team with time required to generate funds and partnerships to support a dedicated vehicle and expanded market in Year Three.

The Advisory Team has developed a proposed plan for MFM operations for Year Two, commencing at the end of the Winter Pilot. Year Two would function as a combination of the Summer and Winter Pilots. In the warmer weather, the market would focus around the bus as a portable community gathering space. In cooler weather, operations would shift to a delivery model with food boxes and indoor markets. Scheduling, vehicles and other operational considerations for Year Two will be informed by the learnings from the Winter Pilot and in-kind support would be subject to HRM's operational constraints. Figure 3 outlines the proposed modes and schedule for Year Two MFM, anticipated to run for 40 weeks. Based on the costs for the Summer Pilot and the estimates for the Winter Pilot, the value of the Year Two in kind donation of vehicles is estimated at approximately \$6,066. The in-kind staff support is estimated at \$8,700 to \$10,100, depending on whether new communications products are developed for Year 2.

Figure 3 Proposed Operations for Year Two Transition



Table 4 HRM Contributions to Year 2 Transition

Department	Support Offered	Estimated Cost
Transit	Bus + operator	June to October Estimated for 10 weeks for \$4,566. Transit costs are subject to change based on routing and any changes to hourly operating costs over time.
Fleet Services Operations Support	Use of Fleet Services vehicle for market days.	\$50 a day for use of vehicles Estimated for 30 weeks for \$1500.
Communications	<ul style="list-style-type: none"> <li>Promotion of the MFM on the municipal digital screen network (40+ screens at rec centres, ferry terminals, city hall, etc).</li> <li>Promotion of the MFM on www.halifax.ca (banner and footer images).</li> </ul>	Corporate Communications has committed to continuing to promote the MFM on the municipal digital screen network and www.halifax.ca. Based on Summer Pilot, the 40 weeks could involve 25 hours of staff time (a value of up to \$1,400) but actual will likely be less as there is no printing anticipated for Year

		2.
<b>Parks and Recreation</b>	Local host teams and site support.	Based on the Summer Pilot, Year 2 is estimated to require 152 hours of staff time (an estimated value of \$4,300).
<b>Halifax Library</b>	Wifi at Fairview site, loan of ipad.	Value of support estimated at \$2,840 based on Summer pilot.
<b>Mayor's Office</b>	Advisory team membership and communications advice & support.	As the program continues, the Mayor's office anticipates less support will be required. Year 2 is estimated to require 2 hours per week of staff time for a total of 80 hours (an estimated value of \$4,400).

Year Two will focus on:

- Delivery of services for eight year round markets;
- Further developing community resources and offering training programs for community hosts;
- Enhancing opportunities for sharing and capacity building across sites; and
- Continuing to adapt the approach and model.

A continued priority for Year Two will be ongoing training and capacity building for local host teams. As capacity grows, the MFM will be able to offer services to new communities wishing to address food access issues, broadening the reach and impact of the MFM. This will build in long term sustainability for the MFM. The Advisory Team plan to revisit and adapt community selection criteria to determine the best way to add and serve new communities.

### Year Three & Long Term Support

Staff recommend working with the Advisory Team and internal partners to develop a plan to support the long term operation of the MFM. Staff will work with Halifax Transit on options for the donation of a surplus transit vehicle to the MFM. The Advisory Team, hosts and market attendees link the function and success of the MFM to the donated use of a Halifax Transit bus and operators. HRM's significant contribution of the use of a bus allowed the Advisory Team to pilot the MFM without the huge financial investment or operational resources required to secure a comparable delivery and retail set-up. The Advisory Team are interested in exploring longer term model which would continue to use a bus as part of the MFM. A dedicated vehicle would allow the MFM to expand to offer food delivery more than once a week to more communities in need. If a bus is donated, it will, however, require additional funding and capacity as the MFM will require the expertise and resources to maintain, insure, license, and operate the vehicle. Attachment D provides some examples from other regions to illustrate the breadth of options which could be explored for the future MFM in Halifax.

Year Three (May 2018 - April 2019) could focus on:

- Delivery of services for ten year-round markets;
- Continued implementation of training program to support incoming communities and to develop existing markets; and
- Sustainability planning and support for all markets.

Halifax Transit has indicated willingness to work with the Advisory Team on the potential donation of a surplus vehicle in Year Three, subject to Regional Council approval. A staff report on Year Three and longer term support for the MFM is expected to be brought to CPED for consideration in the Fall of 2017 or Winter 2018.

### **Conclusion**

Staff recommend continuing to provide the MFM with in-kind supports to enable the program to transition into a sustainable tool for improving food security and access to healthy foods. The MFM has demonstrated success in improving access and consumption of healthy food while providing a visible representation of HRM's commitment to promoting food security. HRM's partnership with the Advisory Team and in-kind support illustrates how a relatively small diversion of existing resources can be leveraged to support community partners and directly impact the health of residents.

### **FINANCIAL IMPLICATIONS**

#### **Winter Pilot:**

The use of a Fleet Services vehicle and the other proposed in-kind supports can be accommodated within existing operating budgets. Table 3 outlines the most significant cost for the Winter Pilot at approximately \$500 for the use of the Fleet Services vehicle and \$1,520 for the transit bus for a total of \$2,020. HRM staff time is anticipated to be about 134 hours, an in-kind contribution of about \$5,750. The in-kind contribution of Halifax Regional Libraries is estimated at \$1,136. Overall, a total contributed value of \$8,900. Approximately 25% of this effort will be in the 2017-18 fiscal year.

#### **Year Two Transition:**

Based on the costs for the Summer Pilot and the estimates for the Winter Pilot and factoring in the increased length of operations to 40 weeks, the value of the Year Two in kind donation is estimated at approximately \$1,500 for the use of Fleet Services vehicle and \$4,566 for Transit vehicle for a total of \$6,066. HRM staff time is anticipated to be about 237 hours, an in-kind contribution of about \$10,000. The in-kind contribution of Halifax Regional Libraries is estimated at \$2,840. Overall, a total contributed value of \$19,000. This in-kind support can be carried out within existing operational budgets.

#### **Long Term Support:**

The financial implications of any future agreements (beyond Year 2) or the possible donation of a surplus HRM vehicle are beyond the scope of this report, but will be reviewed by staff as part of a future staff report. Staff can explore further options, for the long-term viability of the Mobile Food Market, within existing resources.

### **RISK CONSIDERATION**

There is a low level of risk associated with the recommendations contained in this report. Auto insurance for non-HRM employees are covered by Fleet Services insurance policy and the Mobile Food Market employees are also covered by Partners for Care's Supplementary Non-Owned Automobile Liability coverage. In addition, operators will be required to provide a driving abstract, receive training on HRM's Fleet Operating Guidelines and undergo a road test. All Fleet Service vehicles have winter tires and contingency plans are in place in case vehicles are not available due to inclement weather or maintenance needs.

## **COMMUNITY ENGAGEMENT**

As the MFM is operational in nature, there was no targeted community engagement associated with the development of this report. However, significant engagement was undertaken through the Mayor's Conversation on Healthy and Livable Cities and in the creation of the 2014 Regional Plan. In both instances, there was strong public support for HRM's involvement in the promotion of food security and increasing access to healthy food. In addition, the Advisory Team conducted participant surveys and interviews as part of their evaluation of the Summer Pilot, which illustrated strong support for the MFM and expansion of the service to a year-round market serving more communities and at greater frequency.

## **ENVIRONMENTAL IMPLICATIONS**

No environmental implications.

## **ALTERNATIVES**

The Community Planning and Economic Development standing committee may choose to recommend that Regional Council:

1. Approve the in-kind support for the proposed Winter Pilot without also supporting the Year Two Transition. This is not recommended as best practices show that operational capacity, funding and partnerships must be securely in place to support a sustainable long term mobile market. The proposed Transition year is needed to provide the Advisory Committee with the time and support required to build the necessary capacity; and
2. Refuse the request for in-kind support for the MFM.

## **ATTACHMENTS**

- Attachment A Typical Daily Route and Process of the MFM
- Attachment B MFM Partners and Funders
- Attachment C Summary of MFM Evaluation Results
- Attachment D Examples of Mobile Markets from Other Regions

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Leticia Smillie, Planner III, Planning and Development. 902.490.4083

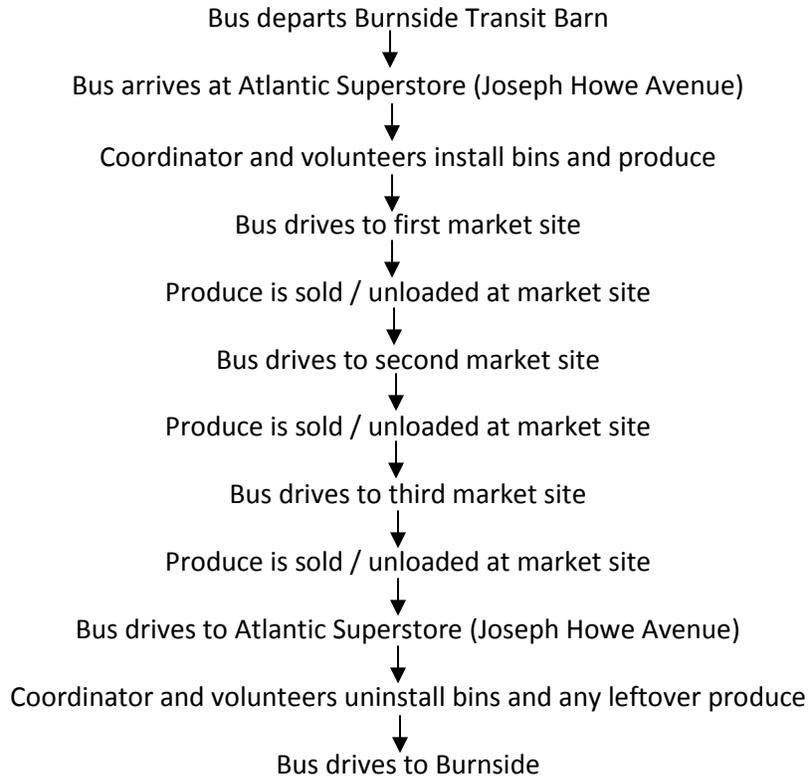
Original Signed

Report Approved by: \_\_\_\_\_  
Katherine Greene, Policy & Strategic Initiatives Program Manager, Planning and Development. 902.225.6217

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## Attachment A

### Typical Daily Route and Process of the MFM



## Attachment B

### MFM Partners and Funders

#### Many hands make light work.

The Mobile Food Market is the result of the dedication, commitment and creative vision of many different partners across various organizations and groups. The following partners have worked together to turn a good idea into a reality.

#### Advisory Team



**HALIFAX**

Partners for Care



#### Local Host Teams

#### Women with a Vision



#### Supporters



Thrive!

**WE ARE CITIES**



Atlantic **superstore**

# Evaluation Findings

## October 2016

The Mobile Food Market (MFM) is a 21-week pilot project providing affordable, high quality, fresh fruits and vegetables to five communities that have limited access to healthy food. The market visited each community on alternating Saturdays between May and October 2016.

Public Health, Nova Scotia Health Authority provided evaluation support to the market by identifying what was working well and areas for improvement. Customer feedback was gathered through surveys, posters, and comment cards and market sales were tracked throughout the pilot. This document provides some key highlights from the evaluation, including market sales, survey findings and a few key quotes that reflect the overall feedback received from MFM customers and visitors.



For more information about the project please visit:  
[www.mobilefoodmarket.ca](http://www.mobilefoodmarket.ca)

### MARKET SALES

- Total Market Sales: **\$22,389<sup>1</sup>**
- Total Number of Customer Transactions: **2,030<sup>2</sup>**
- Average Number of Customers Per Market: **39**
- Average Amount Spent Per Customer: **\$9.36**

<sup>1</sup> Total market sales includes: customer sales, after-market sales to community groups (i.e. childcare, family centres, church groups, local businesses), & North End Community Health Centre (NECHC) Food Box sales.

<sup>2</sup> This number includes after-market sales and NECHC Food Box sales.



## SURVEY FINDINGS

*The following findings were informed by 281 survey respondents from North Preston, East Preston, Spryfield, Fairview and Halifax during the pilot.*

### Who completed the survey?

**97%** of survey respondents were **market customers**.

**57%** of survey respondents were **repeat market customers**.



### How are People Hearing about the Market?

**35%** of respondents had heard about the market within their **community** and

**27%** through **social media**.

### How are People Getting to the Market?

**44%** of respondents traveled to the market using a **personal vehicle** and **37%** **walked**.

On average respondents spent **8 minutes** travelling to the market.



### Customer Satisfaction with the Market

**95%** of respondents agreed<sup>3</sup> the market is a **fun and welcoming place in the community**.

**95%** of respondents reported they would attend a **year-round market**.



<sup>3</sup>Agree refers to survey respondents who selected "agree" or "strongly agree" responses.

## SURVEY FINDINGS

### Impact of the Market on Food Access

**93%** of respondents agreed the **market location** makes it easier for them to buy fruits and vegetables.



**93%** of respondents agreed the **market food prices** make it easier for them to buy fruits and vegetables.



**94%** of respondents agreed the market makes it easier to buy fresh fruits and vegetables in **good condition**.

**89%** of respondents agreed the market makes it easier to buy fruits and vegetables that meet their **family and cultural needs**.



### Impact of the Market on Fruit and Vegetable Intake

**75%** of respondents agreed **they** consume more fruits and vegetables because of the market.

**72%** of respondents agreed **their family** consumes more fruits and vegetables because of the market.



## CUSTOMER FEEDBACK

*“It has brought the community together every second Saturday in a positive fulfilled way.” (North Preston)*



*“This is a wonderful project that should be continued at all costs. It brings the community together and provides a service that many people are [at] a disadvantage in the area and this helps.” (North Halifax)*



*“This mobile food market makes a huge difference to low income families, those with disabilities and seniors in general.” (Fairview)*

<sup>3</sup>Agree refers to survey respondents who selected “agree” or “strongly agree” responses.

**Attachment D**  
**Examples of Mobile Markets from Other Regions**

**Addressing Food Access Issues through Mobile Markets: Learning from Other Cities**

A number of cities in North America have piloted MFMs to increase access to affordable fruits and vegetables in neighbourhoods with limited access to fresh produce. In 2015, the Mobile Food Market (MFM) Advisory Team connected with colleagues in Toronto and Ottawa who were generous in sharing lessons learned resources and tips for developing a MFM in Halifax.

Reports from mobile markets in Toronto and Ottawa indicated that price and convenience were the most important factors for MFM customers. Additional success factors of the markets included: partnership development; appropriate selection of market location; logistical capacity to deliver high quality, inexpensive produce to communities; and effective engagement and training of neighbourhood residents and volunteers.

**Toronto: Food Share's Good Food Market**

Food Share offers three types of Good Food Markets are offered in neighbourhoods across Toronto: Mobile Good Food, Good Food Markets and Good Food Box. Food Share, a non-profit organization that works with communities and schools to deliver healthy food and food education.

The Toronto Transit Commission donated a Wheel-Trans bus to the Good Food Market. Food Share worked with LGA Architectural Partners (LGA) and Crew Chief Conversion to convert the wheel-trans bus into an accessible mobile market.

For more information on all types of Good Food programs, see: <http://foodshare.net/program> or specifically their Mobile Good Food Market, see: <http://foodshare.net/program/mobile>



Source: Food Share + Laura Berman

**Chicago: Growing Power's Fresh Moves**

The Fresh Moves mobile market is run by a Growing Power, a national nonprofit organization and land trust working to provide equal access to healthy, high-quality, safe and affordable food for people in all communities.

The City of Chicago contributed an old city bus and up to \$110,000 in fuel and maintenance costs for the program in its first year.

For more information, see: <http://www.growingpower.org/education/chicago-farms-and-projects/fresh-moves/>

**Attachment D**  
**Examples of Mobile Markets from Other Regions**



Source: Growing Power

Images from other Mobile Markets:

**Washington, DC: Arcadia**

<http://arcadiafood.org/programs/mobile-market>



**Ottawa: Market Mobile**

<http://www.marketmobileottawa.ca>



To learn about other ways Municipalities are addressing food access issues, see:

<http://www.nyc.gov/html/misc/html/2009/fresh.shtml>

[http://www.capi-icpa.ca/pdfs/2013/municipal\\_food\\_policy\\_entrepreneurs\\_final\\_report.pdf](http://www.capi-icpa.ca/pdfs/2013/municipal_food_policy_entrepreneurs_final_report.pdf)