

LEVERAGE MOBILE SOLUTIONS TO INCREASE ACCESS TO SUMMER MEALS

2018 'School's Out, Food's In' Webinar Series
Tuesday, February 13 (2:00-3:00pm Eastern)

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'School's Out, Food's In' Webinar Series Calendar

February 13: Leverage Mobile Solutions to Increase Access to Summer Meals

March 27: Engage the Healthcare Community to Support Summer Meals

April 24: Partner with Universities to Build Your Summer Meals Capacity

May 22: Summer Meals at Public Housing Facilities

June 12: Serve Summer Meals at Nontraditional Sites

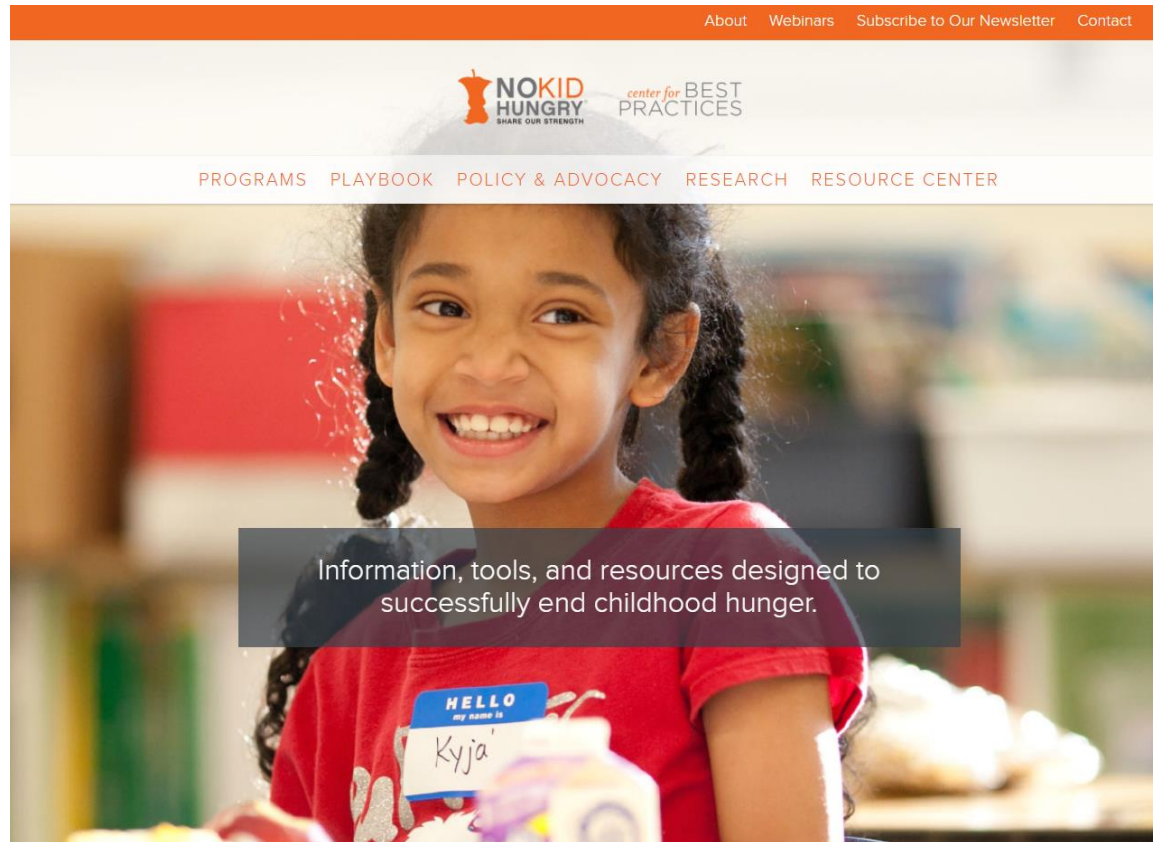


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Webinar Agenda

Poll the Audience re: Mobile Meals

Introduce our Panelists

Moderated Discussion

Key Takeaways

POLL QUESTION: CURRENT STATE OF MOBILE MEALS

Poll question: Which statement most accurately describes your organization's familiarity with mobile meals?

1. We **successfully operate** a mobile meals program
2. We operate a mobile meals program but have **experienced difficulties**
3. We have considered mobile meals but **haven't started** a program
4. We have **never considered** mobile meals, but are curious to learn more
5. What are mobile meals?

Mobile meals are a strategy to reach more kids with summer meals by doing one of the following:

- Delivering **meals to sites** where kids are congregated but traditional (fixed) service isn't feasible
- Delivering **kids to sites** where meals are served that they couldn't access otherwise
- **Increasing participation** in locations where there traditional site operation could be viable but where other considerations take precedent (i.e. serving multiple locations in quick succession, boosting the 'cool' factor with a food truck, etc.)

POLL QUESTION: WHAT YOU WOULD LIKE TO LEARN TODAY

Poll question: What is your primary interest in exploring/operating mobile meals?

1. Families **can't access existing sites** (i.e. transportation)
2. Organizations provide activities and **need us to deliver** onsite meals
3. We're trying to **enliven existing programming** to attract more kids
4. Other (please enter into chat box)



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Welcome to Our Panelists

Shawn Mason, Operations Manager,
Pepsico Food for Good

Bill Mengel, Supervisor of Nutrition Services, Seaford
School District (Delaware)

PEPSICO FOOD FOR GOOD



Our Mission:

To make healthy food physically and financially accessible for low-income families through sustainable, business-driven solutions.

The Food for Good Model:

- Delicious and healthy pre-packed meals
- Retail program with affordably-priced farmstand produce

BILL MENGEL

Supervisor of Nutrition
Services

Seaford School District
Seaford, Delaware



QUANTUM LEAP

- Summer of 2016
 - 8,604 total meals served
 - 63% resulted from the Mobile Summer Meals Concept
- Summer of 2017
 - **21,170 total meals** served
 - **78%** resulted from the Mobile Summer Meals Concept

2018 EXPANSION APPROACH

1. A Second Food Truck.

*** TWO FOOD TRUCKS AND TWO FOOD VANS IN FLEET.**

2. Convert Drop & Do Sites to Food Truck Sites.

*** EIGHT FOOD TRUCK SITES.**

3. Expand to 13+ Sites.

*** ADD 'L NEW SITE.**

*** PICK UP ADD 'L VARSITY SPORTS TEAMS DURING SUMMER CAMPS.**

4. Increase Route Efficiencies.

*** CURB MEAL TIMES CLOSER TO THE TRADITIONAL LUNCH HOUR.**

5. Further Entrench the FAD Branding within the Community.

*** FIND THE CEILING.**

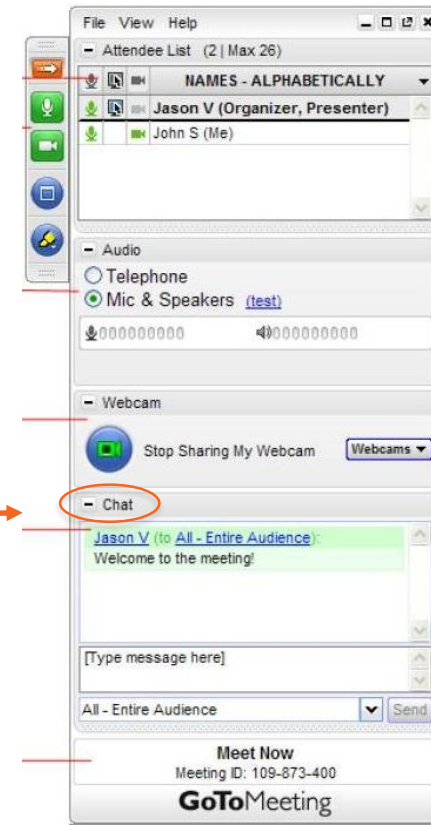


MODERATED PANELIST Q&A

Panelists:

- Shawn Mason, Operations Manager, PepsiCo Food for Good
- Bill Mengel, Supervisor of Nutrition Services, Seaford School District (DE)

Question or comment? **Let us know!**

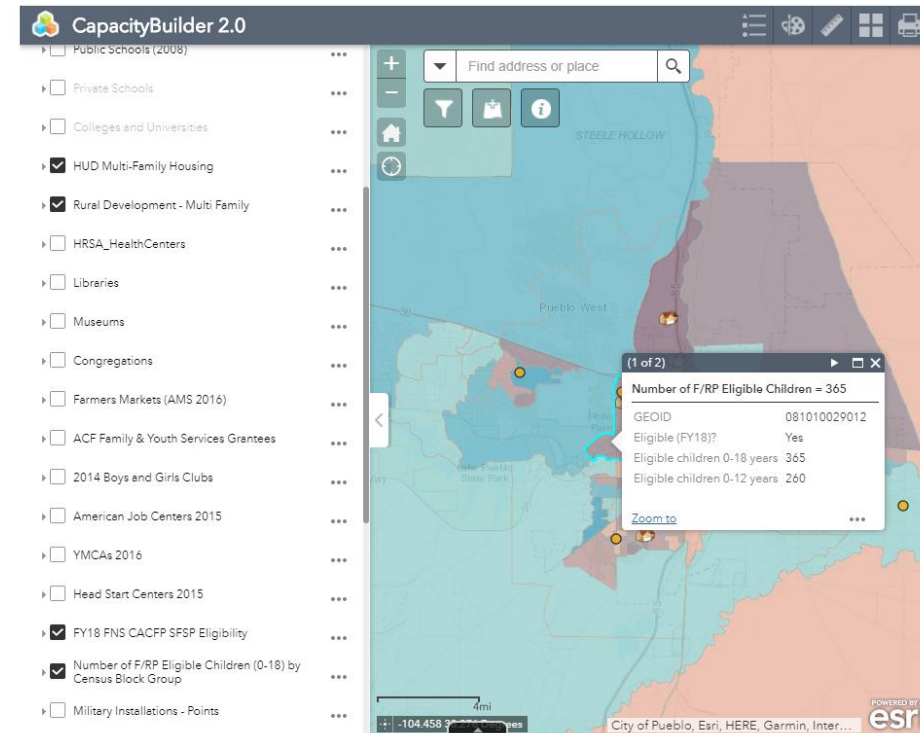


PRO TIP: SITE SELECTION

Data analysis is a **starting point** for conversations with local partners about where to locate sites.

Leverage data layers to assess community need:

- Area eligibility
- Existing summer meals sites
- Opportunities for partnership
- Number of children in a given geography



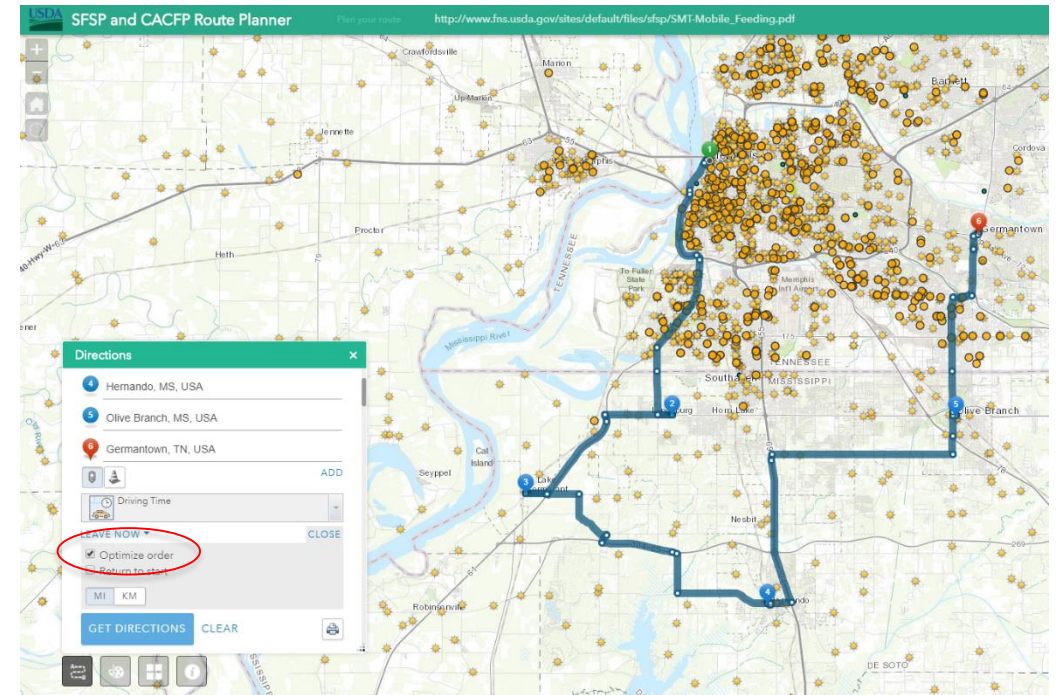
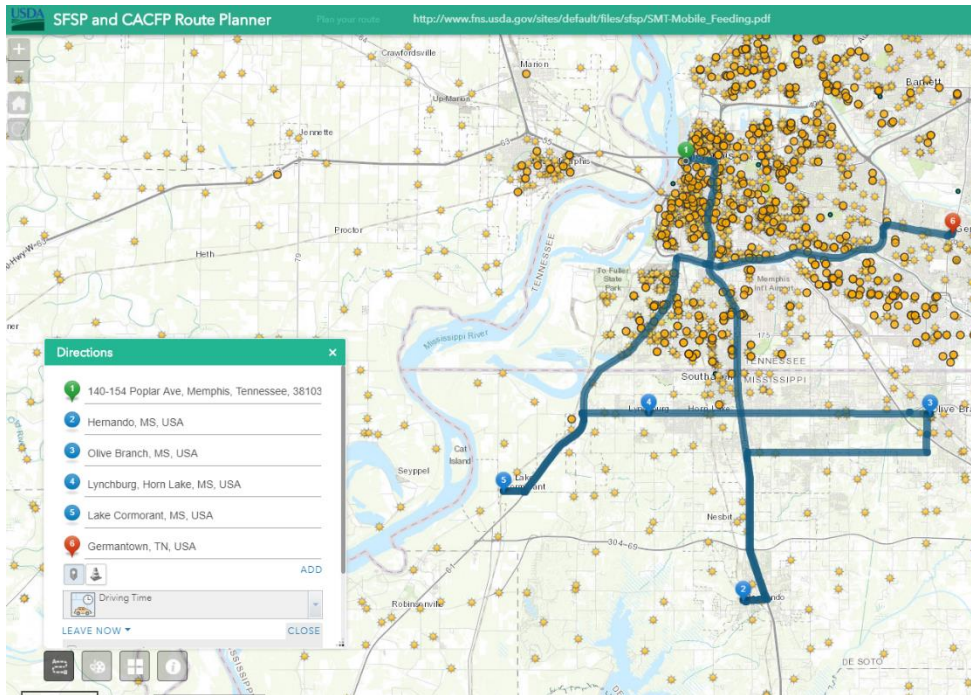
[USDA Capacity Builder](#)

PRO TIP: ROUTE PLANNING

Consider opportunities to deliver today's lunch/dinner with tomorrow's breakfast.

Before: 2 hours, 25 minutes

After: 1 hour, 50 minutes



USDA SFSP and CACFP Route Planner

What assets are already present in the community? How can we allocate or grow those assets to address community needs?

PRO TIP: EQUIPMENT (TRANSPORTATION)



Garrett County Public Schools (MD)
Mobile food trailers (no CDL required)
Contact: [Scott Germain](#), FNS Manager



Hopkinsville YMCA (KY)
Van delivery with service at outdoor sites
Contact: [Ed Wallace](#), YMCA anti-hunger consultant



Seaford School District (DE)
Mobile food truck with van relays
Contact: [Bill Mengel](#), Supervisor



Food for People, Inc. (CA)
UPS and public bus deliveries
Contact: [Carrie Smith](#),
Child Nutrition Programs
Coordinator

PRO TIP: EQUIPMENT (FOOD SAFETY)

\$5

Adapt investment to needs

\$200



PRO TIP: PARTNERSHIPS

Special Guest:

Josh Mathiasmeier, RD
Director of Nutritional Services
Kansas City Kansas Public Schools



The CHAMPS initiative:
Cities increasing the reach of the afterschool and summer meal programs.

FRAC
Food Research & Action Center

NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

Kansas City, Kansas Public Schools

- 46 Summer Meal Sites
 - Schools, pools, spray park, farmers market, churches, community centers, etc.
- CHAMPS Grant for mobile meals
 - Community task force
 - Served 2,000 meals with mobile vehicle and increased overall meals by ~10,000.



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LEARN STUDY EXPLORE EVOLVE GROW



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LEARN STRIVE



GROW



LEARN

OW

PRO TIP: BUDGETING

- Forecast revenue and expenses
- Conduct a sensitivity analysis
- ‘Right size’ your program where needed
- Work with the state agency on areas of concern

	A	B
Summer Mobile Meals Calculator - Set Assumptions		
1	Instructions: Review the cost categories and estimated costs, and revise the shaded assumptions, if necessary. For your convenience, we separated out these marginal costs, and made preliminary assumptions based on benchmarks. We recommend that you change them only if you have specific knowledge of your potential program.	
2		
3		
4	Other Start-Up Assumptions	
5	Food warmers (per vehicle)	\$0.00
6	Vehicle branding (per vehicle)	\$1,400.00
7	Refrigeration/Coolers (per vehicle)	\$400.00
8		
9	Other Operational Assumptions	
10	Outreach/Marketing costs (per meal served)	\$0.02
11	Food serving and clean-up supplies (per meal served)	\$0.03
12	Food waste (percentage of total food expenditure)	5.0%
13		
14	SFSP Meal Reimbursement Rates	
15	Breakfast	
16	Rural or Self-Prep	\$2.1875
17	All Other Sites	\$2.1450
18	Lunch or Supper	
19	Rural or Self-Prep	\$3.8325
20	All Other Sites	\$3.7700
21	Snack	
22	Rural or Self-Prep	\$0.9075
23	All Other Sites	\$0.8875
24	<i>Note: SFSP Meal Reimbursement Rates provided for 2017 and apply to all states except Alaska and Hawaii</i>	
25	https://www.gpo.gov/fdsys/pkg/FR-2017-03-06/pdf/2017-04227.pdf	

[No Kid Hungry Summer Meals Calculator](#)

3		
4	REVENUE	Year 1
5	Rural SFSP Reimbursement	
6	SFSP Reimbursement - Breakfast	\$0
7	SFSP Reimbursement - Snacks	\$0
8	SFSP Reimbursement - Lunches/Supp	\$0
9	Non-rural SFSP Reimbursement	
10	SFSP Reimbursement - Breakfast	\$0
11	SFSP Reimbursement - Snacks	\$0
12	SFSP Reimbursement - Lunches/Supp	\$0
13	Total SFSP Reimbursement	\$0
14	Existing Program Funding	\$0
15	Total Revenue	\$0
16		
17	EXPENSES	Year 1
18	Staff Expenses	
19	Allocation of Full-Time Staff	\$0
20	Drivers	\$0
21	Site Monitors	\$0
22	AmeriCorps Vistas Members	\$0
23	Other Staffing Costs	\$0
24	General and Administrative	\$0
25	Total Staff Expenses	\$0
26		
27	Food	
28	Food Purchase/Prep	\$0
29	Food Waste	\$0
30	Supplies and Disposables	\$0
31	Total food costs	\$0
32		
33	Transportation	
34	Vehicle Use Fees	\$0
35	Maintenance	\$0
36	Mileage	\$0
37	Insurance	\$0
38	Total transportation costs	\$0
39		
40	Outreach	
41	Outreach (marketing and advertising)	\$0
42	Total Outreach	\$0
43		
44	Other Costs	
45	Other Costs	\$0
46	Total Other Costs	\$0
47		
48	TOTAL EXPENSES	\$0
49		

PRO TIP: RESOURCES/FUNDING

USDA Rural Development
[Community Facilities Grant Program](#)
(includes capital expenditures)

Reallocated funds from other Child Nutrition programs to cover [allowable costs](#) (consult with state agency)

Donated vehicles that are fully depreciated (school districts, municipalities, etc.)

Onsite expertise for retrofitting or maintenance



Committed to the future of rural communities.



Introduction

Office of Management and Budget (OMB) Guidance under 2 CFR Part 200 "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart E – Cost Principles"; requires grantees receiving Federal funds to consider the following factors when determining the allow-ability of costs:

- Be necessary and reasonable for proper and efficient administration of the Programs
- Be allocable to Federal awards applicable to the administration of the Programs
- Be authorized and not prohibited under State or local laws

Selected Items of Cost

Typical allowable operating and administrative costs in the SFSP include:

- **Operating Costs**
 - Compensation for Program labor
 - Food and nonfood supplies (e.g., napkins, trays, utensils) for SFSP meals
 - Facilities service costs (e.g., rental of school food service facilities for dining purposes only and food service equipment)
 - Repair and maintenance equipment costs attributable to the SFSP
 - Maintenance costs of rented facilities (not in rental fees),
 - Utility costs in the operation of the facility for the SFSP (not in rental fees)
 - Transporting children or food to the feeding site (e.g., mileage reimbursement)
 - Depreciation cost of nonexpendable equipment
- **Administrative Costs**
 - Planning, organizing, and managing a food service operation under the SFSP

Items considered unallowable include:

- Losses arising from uncollectable accounts including when reasonable efforts have been made to collect them
- Payment of overclaims, fines, and/or penalties resulting from Program violations
- Entertainment (e.g., social activities, amusements)
- Salary and other expenses of the State and local legislators
- Costs not included in the sponsor's budget as approved
- Capital expenditures (e.g., acquisition of land and buildings, the alteration of existing facilities, or nonexpendable equipment)
- Purchasing costs for vehicles
- Fundraising (i.e., expenses incurred to obtain contributions)
- Rental costs of school food service facilities or equipment if rental agreement includes option-to-purchase, and periods outside of SFSP operation
- Costs for meals in excess of the number of meals eligible for reimbursement

A RESOURCE FOR SFSP SPONSORS

Basic Guidelines for Determining Allowability of Costs

Helpful Tip

Costs can be allocated as either direct or indirect. Direct costs are those that are related entirely to the SFSP. Indirect costs are those that may be assignable to the SFSP and other non-Program objectives.

Write down one thing you've learned today that you plan to apply to your program.

KEY TAKEAWAYS

- [Mobile Meals Toolkit](#)
- [USDA Capacity Builder](#)
- [USDA Route Planner](#)

Leverage Existing Resources

Adapt Your Program to Need and Capacity

- Variable program models
- Kids to sites
 - Meals to sites
 - Food truck, van delivery, etc.

- Financial
- In-kind
- Programmatic
- Outreach

Partnerships Are Key to Success

Thorough Budget Planning is Essential

- [Summer Meals Calculator](#)



Thank you to our panelists!

Join us next month:

[Engage the Healthcare Community to Support Summer Meals](#)

Tuesday, March 27 @ 2pm Eastern