Mobile Meals: Identify & Implement Creative Solutions to Connect with Children & Families

Tuesday, February 21
2:00-3:00 PM Eastern

NOKID HUNGRY® SHARE OUR STRENGTH | center for BEST PRACTICES

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Thanks to Our Sponsor:

Arby's® Foundation

Agenda

1. Mobile Meals: What, Why, How
2. Stories from the Field
3. Resource Review: Mobile Meals Playbook
4. Q&A

WELCOME TO OUR SPEAKERS

- Jodi Risse, Supervisor, Food & Nutrition Services, Anne Arundel County Public Schools
- Brian Kiernan, Food Service Director, Fredericksburg City Schools
- Clint McKnight, Domestic Programming Manager, Feed the Children
- Scott Gillies, Transportation Coordinator, Huntsville City Schools

1. MOBILE MEALS: WHAT

Connecting Meals to Kids Where They Live, Learn, & Play

- **Meals to Sites**: meal delivery to fixed sites
- **Children to Sites**: transportation solutions to increase access to fixed sites
- **Mobile Sites**: food truck, retrofitted school bus, etc.

Maintain Congregate Requirement
Ensure Food Safety

1. MOBILE MEALS: WHY

- Most children are at home during the summer months
- Transportation is a barrier to accessing summer meals
- Not all sites have food preparation or storage facilities
- Prime summer site locations may be different from the school year
- Opportunity for partnership

1. MOBILE MEALS: HOW

MOBILE MEALS PLAYBOOK

- Learn About Different Models
- Ask the Right Questions
- Effective Budget Planning
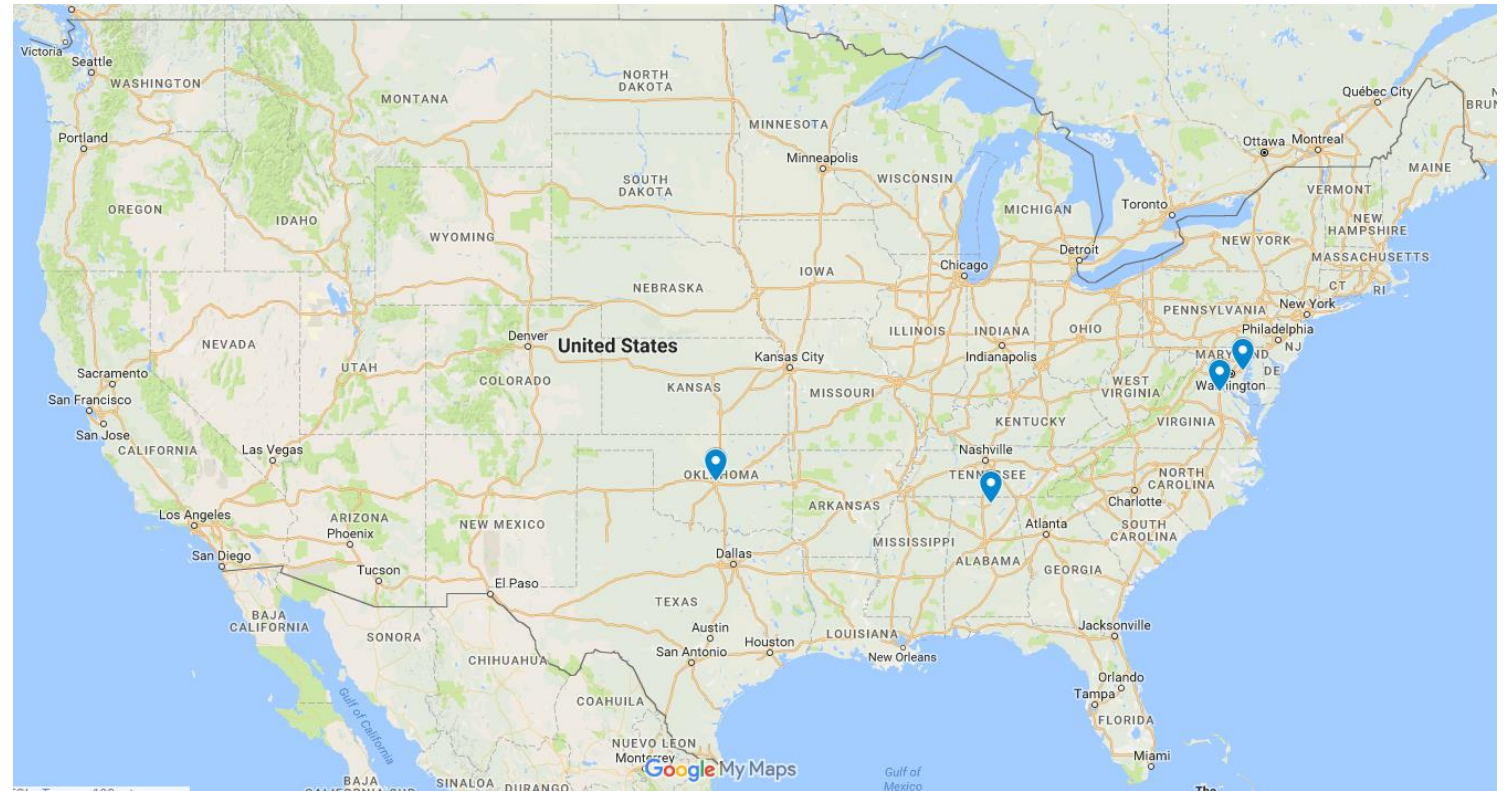- Planning & Logistics
- Implement Best Practices

Agenda

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2. STORIES FROM THE FIELD

- Anne Arundel County, MD
- Fredericksburg, VA
- Central Oklahoma
- Huntsville, AL

Summer Mobile Meals
Anne Arundel County Public Schools
Jodi Risse, Supervisor, Food & Nutrition Services

February 2017

Anne Arundel County Public Schools

- Fifth largest School System in Maryland
- Among the top 50 largest in the country
- Student Enrollment – 81,500
- Free and Reduced-Price Eligibility – 31.70%
- FNS Projected Revenue – 29 million dollars
- Breakfast ADP FY15 – 19,281
- Lunch ADP FY15 – 30,021
- Summer Meals FY16 – 82,260

AACPS Mobile Meals History

- Began with one bus in west county

- Added second bus in the northeast part of our county

- Changed location of the second bus to north county

AACPS Mobile Meals History

- Van delivery for Recreation and Parks Sites, both in the city and county
  - Began in 2011
  - Include registered summer camp attendees
  - Use of vehicle (van) is part of an exchange with logistics
  - Food & Nutrition Services Staff drive, deliver and record all meals served

Expansion

- Cross Agency Collaboration
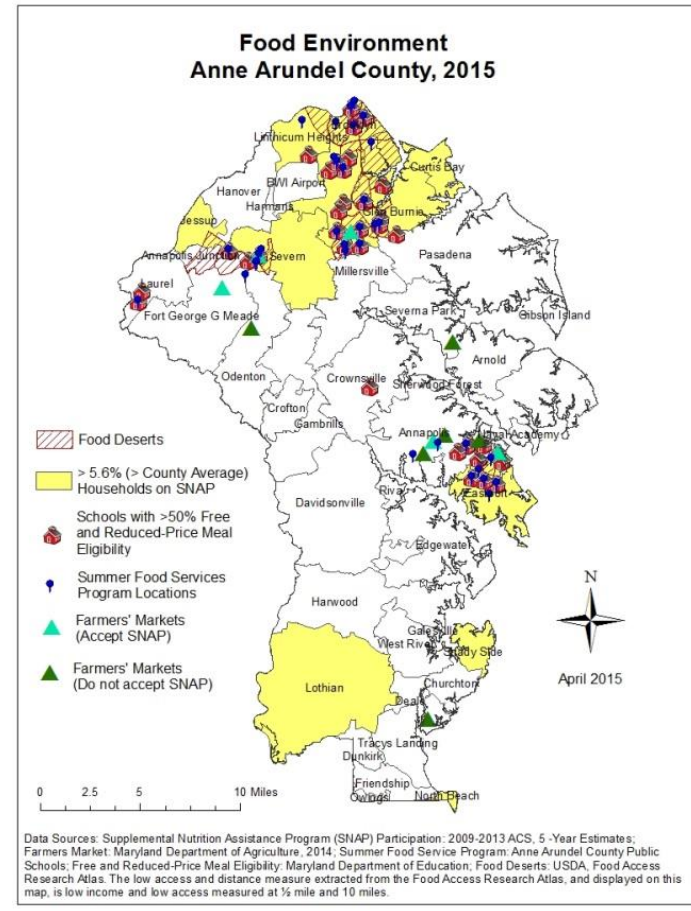
Food Environment Map 2015

North Arundel Aquatic Center

AACPS Summer Mobile Meals

- Menu
  - hot and cold options, prefer hot meals
  - 2 week cycle menu
  - Lowboy Storage Units to maintain temperatures
  - Hot and Cold storage bags for transportation
  - Sample Menu
    - General Tso Chicken with Rice
    - Chicken Leg with Corn Muffin
    - Craisins or Strawberries
    - Carrot Sticks or Broccoli Florets
    - Choice of Milk

Mobile Meals Expansion

- Community Partnerships
  - Recreation and Parks

- School Administration Outreach
  - Expand programming to non traditional sites

- Mobile Site Enhancements
  - Physical Activity - 2013
  - Weekend Food Backpacks - 2014
  - Community Engagement - 2015 and 2016

Mobile Expansion

- Library Partnerships
  - School's excess books
  - Displays at Open Sites and Summer Camps
  - Books provided on mobile routes

AACPS Summer Mobile Meals

- Budget Management
  - Staff at open school sites
  - Community agency staff
  - Van and Bus sharing
  - Menu Consistency
  - Participation Comparisons
  - Leverage existing assets
  - Expand internal and external partnerships

AACPS Summer Mobile Meals

- Marketing
  - Brand Identification
  - Social Media
  - Backpack Stuffers
  - Connect Ed Phone Calls
  - Cross Agency Promotion
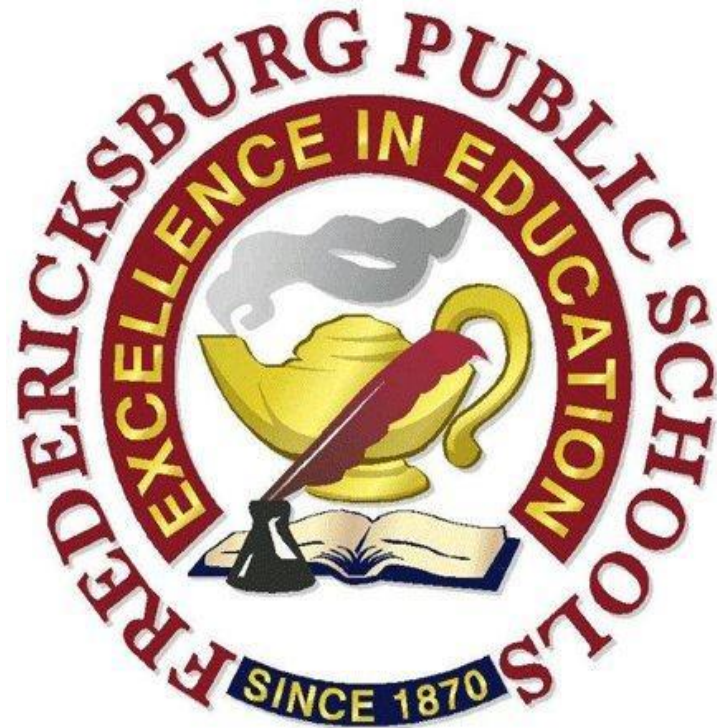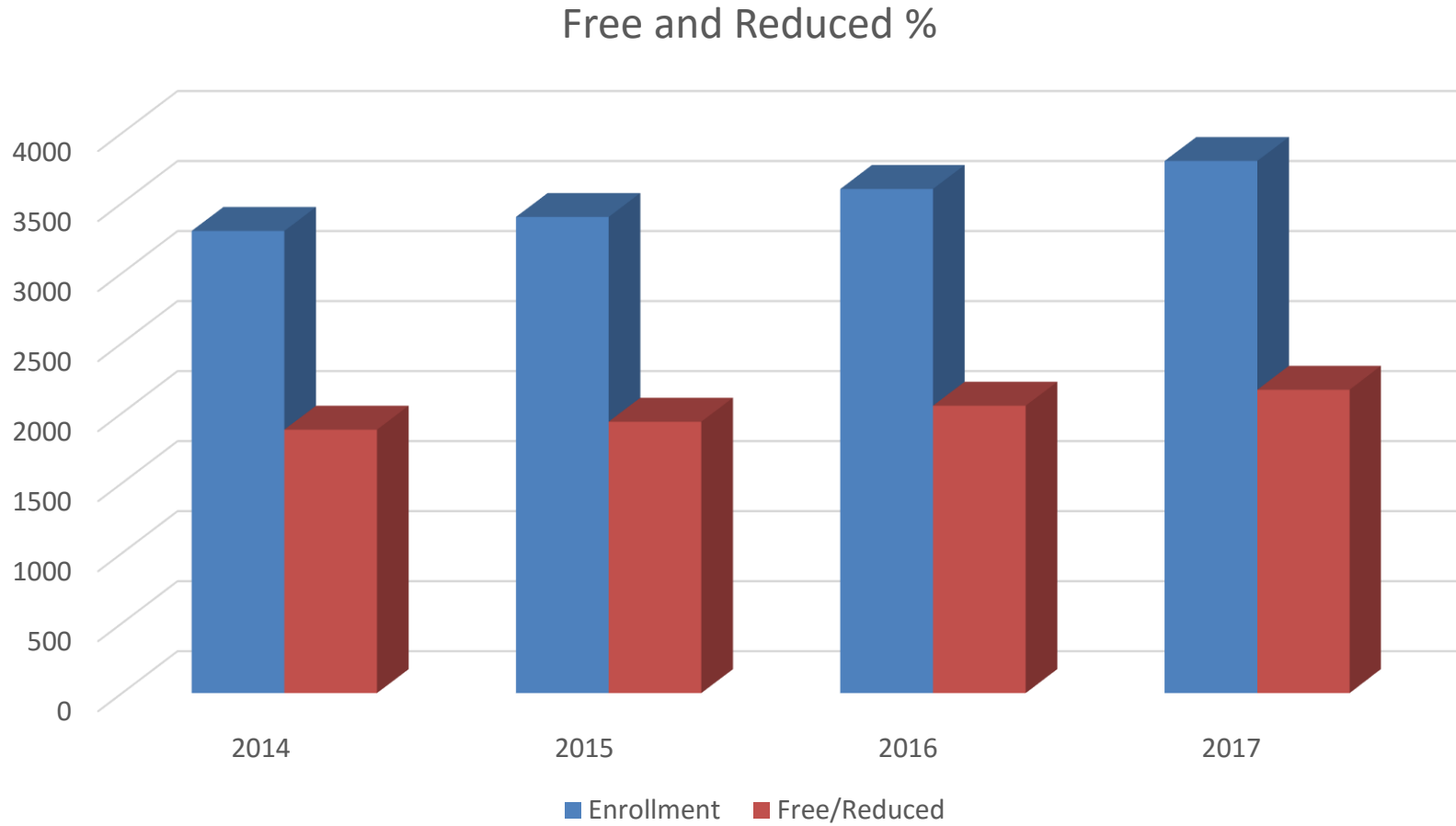 - AACPS – TV (shows and PSA's)
  - Menu Announcements

Thank You

Taking the "Show on the Road"
Brian Kiernan, Food Service Director, Fredericksburg City Schools

Why start the program?
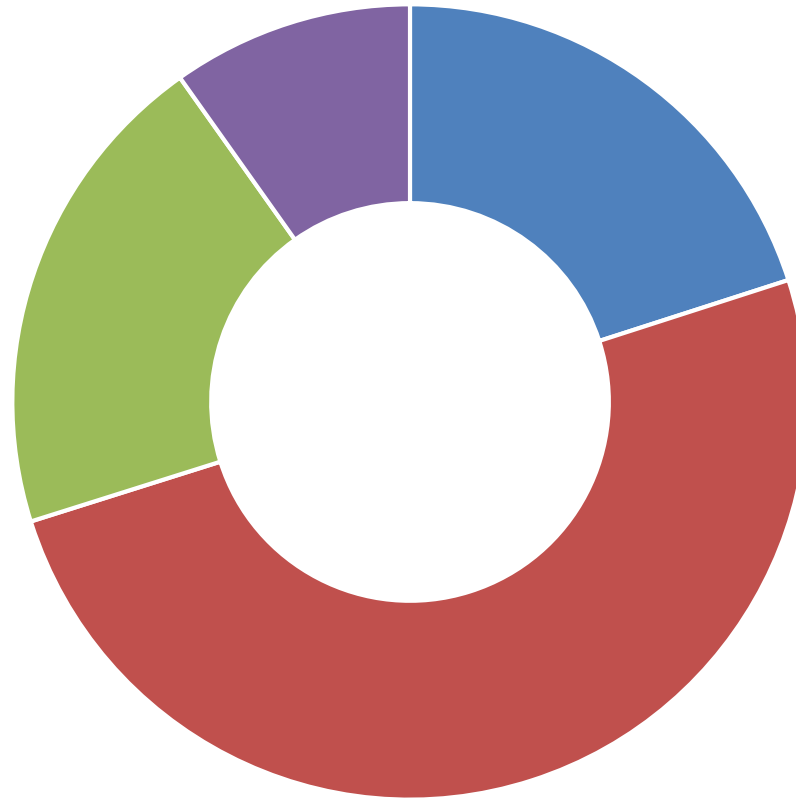

Free and Reduced %

Priority List

- Understand your community: what do families want?
- Ensure community buy-in for your program
- Strong financial management
- Plan to succeed
- Be adaptable

Building Costs

Vehicle · Equipment · Contracted Labor · Misc

Then you get the word out..

2014 Summer Feeding Program

- **Depart James Monroe High School: approximately @ 10:30 a.m.**

- **Stop # 1 – Bragg Hill Family Life Center**
  10:45-11:30 service

- **Stop # 2 – Mayfield Civic Assn.**
  12:15- 1:00 service

- **Stop # 3 – Hazel Hill Complex**
  1:30-2:00 service

Extra travel time included for any possible stops to JMHS for "restocking" purposes.

SFSP for 2015

- Restricted- registration required

Feeding Programs 6/22-7/24 {summer school}
Breakfast to be served at HMES, LUES and WGMS {limited lunch}
Breakfast & Lunch to be served @ JMHS

Summer Scholars : Breakfast @ HMES – 7/27-8/14
Family Preservation – Breakfast & Lunch @ LUES 6/22-8/21

Dominion Day Services – Breakfast & Lunch @ WGMS – 6/22-8/28

Summer Station – 6/29-7/31   Boys & Girls Club –
One SNP staff member providing meals with volunteers @ OWG

- Exploratory Mobile Sites   {Non- reimbursable}

Wellington Woods & The Commons - 6/22-8/14
Lunch Distribution by SNP staff at 12:00 daily

Forest Village Development – 6/22-8/14
Lunch distribution by SNP staff at 12:30 daily

- Open Program

"Mobile Summer Food Service Program" 6/22-8/21
Stop #1 – Mayfield – Arm of the Lord Ministries
11:00 – 11:30
Stop #2 – Heritage Park
12:00 – 12:30
Stop #3 – Hazel Hill
1:00 – 1:30
Stop #4 – Downtown Library
2:00 – 2:30

Fredericksburg City Public Schools
NUTRITIONAL SERVICES

SFSP for 2016

- Restricted- registration required

Summer School 6/27-7/26
Breakfast to be served at HMES, LUES and WGMS {limited lunch}
Breakfast & Lunch to be served @ JMHS

Summer Scholars : Breakfast @ HMES – 7/25-8/12
Family Preservation – Breakfast & Lunch @ LUES 6/20-8/19

Dominion Day Services – Breakfast & Lunch @ WGMS – 6/22-8/26

Summer Station – 6/27-7/29   Boys & Girls Club – 6/27-7/29
One SNP staff member providing meals with volunteers @ Various School Sites

Mobile Feeding Program – 6/27-8/26
Concessions

   Heritage Park   12:00 – 12:30
   Hazel Hill   1:15 – 1:45
   Library   2:00 – 2:30

Dixon Park Pool

June 20 – September 5
7 days/week

Fredericksburg City Public Schools
Nutritional Services

<u>Projected SFSP for 2017</u>

- <u>Restricted- registration required</u>

Feeding Programs {summer school}
Breakfast to be served at HMES, LUES and WGMS
Breakfast & Lunch to be served @ JMHS & WGMS

Summer Scholars : Breakfast @ HMES
Family Preservation – Breakfast & Lunch @ LUES
Dominion Day Services – Breakfast & Lunch @ WGMS
Summer Station –Boys & Girls Club –

<u>Truck #1</u>
Crestview Apartments
The Commons
Forest Village Development

<u>Truck #2</u>
"Mobile Summer Food Service Program
Stop #1 – Heritage Park
12:00 – 12:30
Stop #2 – Hazel Hill
1:00 – 1:30
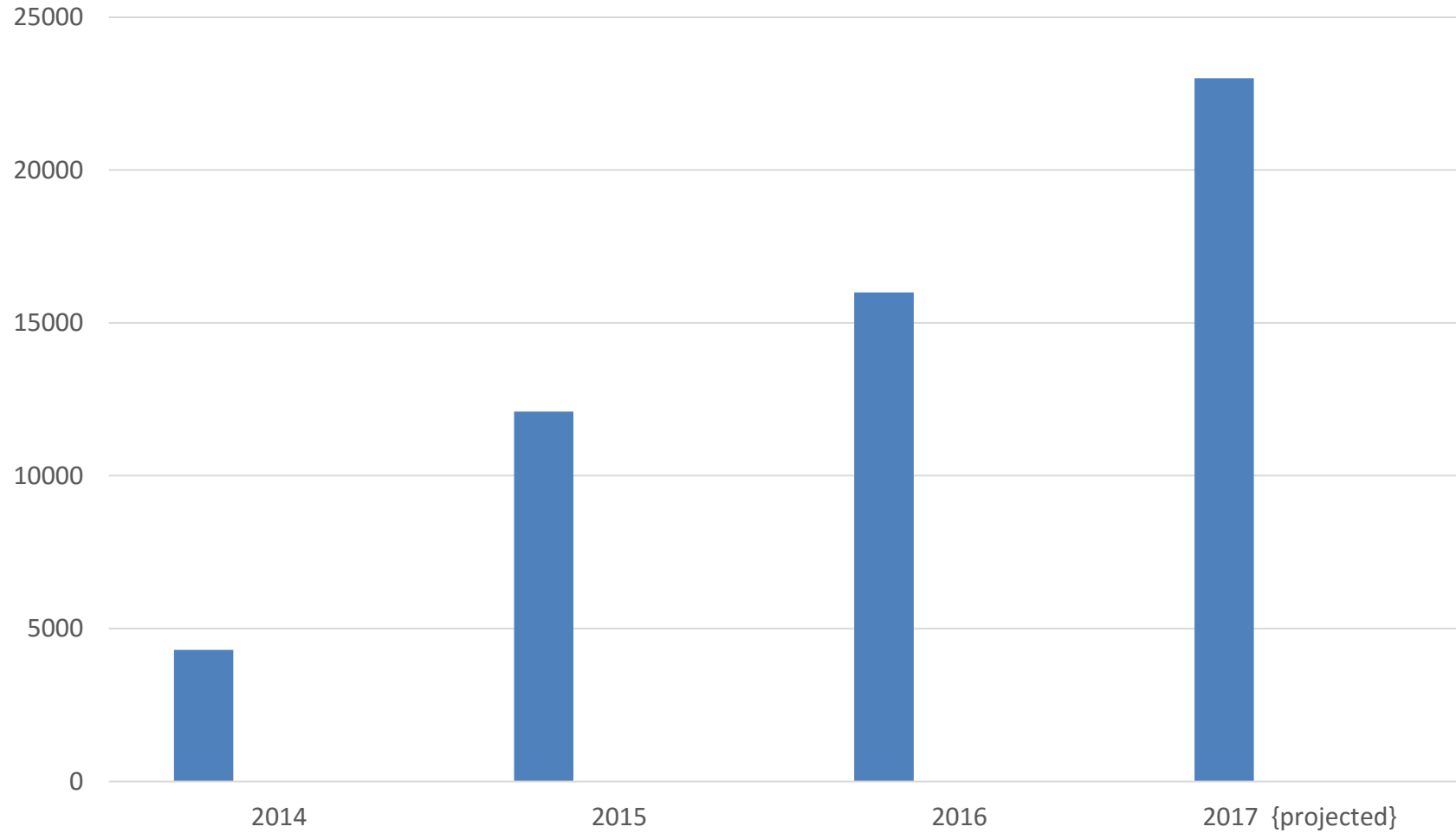Stop #3 – Downtown Library
2:00 – 2:30

<u>Independent Site</u>
Dixon Park Pool {7days/week}
12:00 p.m. – 2:00 p.m.
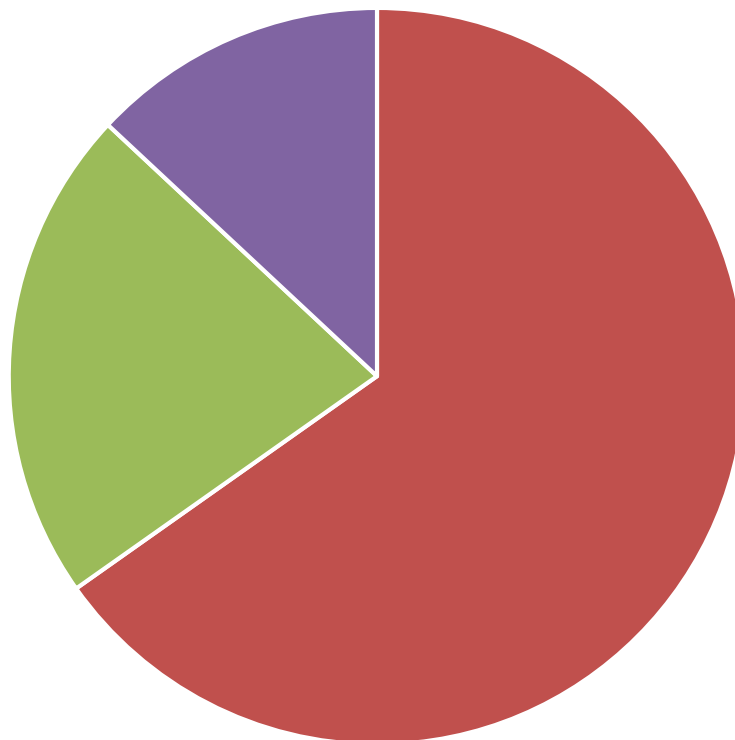
Fredericksburg City Public Schools
NUTRITIONAL SERVICES

Expanding your "footprint"..

Cost of Expansion

Costs

■ Vehicle ■ Equipment ■ Contracted Services ■ Misc

Hub and Spoke
Best Practices

Clint McKnight, Domestic Programming Manager

Create a world where
no child goes to bed hungry.

feedthechildren.org

Why Hub and Spoke?

- Mobile Feeding was not an option for reaching our most rural communities.

- Partnerships with local stakeholders brought a sense of "ownership" to the communities.

- Allowed us to expand on our strengths.

In Oklahoma one of our western routes encompassed over 212 miles one way...we had to find more cost effective solutions.

FEED THE CHiLDREN®

How we go about Hub and Spoke

➢ Identify service areas based off of need, existing partnership, potential partnership, and resource availability.

- ❑ Cold storage
- ❑ Dry storage
- ❑ Look at everyone, including non-site partners
- ❑ Volunteer capacity/commitment
- ❑ Vendor capability
- ❑ Delivery options/flexibility
- ❑ Contract flexibility

➢ Transition to the Mentor model

- ❑ Look for partners who can transition to being their own sponsor

What worked and what didn't?

What worked	What didn't
Spaces with refrigerated storage large enough for multiple sites	Having a "lead" site to help coordinate multiple sites
Supplementing the lunch meals with privatized donated product for the kids to take home	Mobile delivery for rural areas
Area/regional meetings and trainings	Conference/Technology assisted meetings
Local community collaboration	

FEED THE CHILDREN®

Other considerations

❑ How far can your spokes be from your Hub?

  ▪ We chose a time limit rather than a distance limit, we didn't want any of our spokes to have to drive over about 35-40 minutes to get to a hub. We found that about 20 minutes was closer to ideal.

  ▪ There are very practical reasons for this, one being that we kept extra meals at a hub because we tried to keep a close watch on meal counts.

❑ What does it cost you to operate Hub and Spoke?

  ▪ To really do hub and spoke well you need to do some assessment. It helps to conduct a needs assessment in the community you are looking at and do a cost analysis or at least a strong estimate of what costs you have and what your projected savings might be.

FEED THE CHiLDREN®

https://www.youtube.com/watch?v=Getqw6adaQU

Thank you!

Agenda

Program Overview
Key Partnerships
Best Practices

PROGRAM OVERVIEW

Sponsor Profile: Huntsville City Schools

- District Facts: 36 schools, 24,000 students (urban environment)
- Summer Meals program began in 2013
- 11 sites (9 Breakfast & Lunch; 2 Breakfast & Supper)
- Sites are located at/near schools with activities, day cares, etc.

KEY PARTNERSHIPS: CITY OF HUNTSVILLE

City of Huntsville Shuttle Bus System

- Began partnership in 2013 (First year of summer meals)
- Free summer bus passes available at sites (no charge to district)
  - Good PR for bus system; raise awareness of meals and transportation
  - Existing relationships helped facilitate partnership
- Mapping overlay of bus routes with meal sites (GIS department)
  - Maps available at all feeding sites
  - Posted at 25 shelters located on 'meals routes'
  - Maps included bus route and meal service schedules

Courtesy of Huntsville City Schools
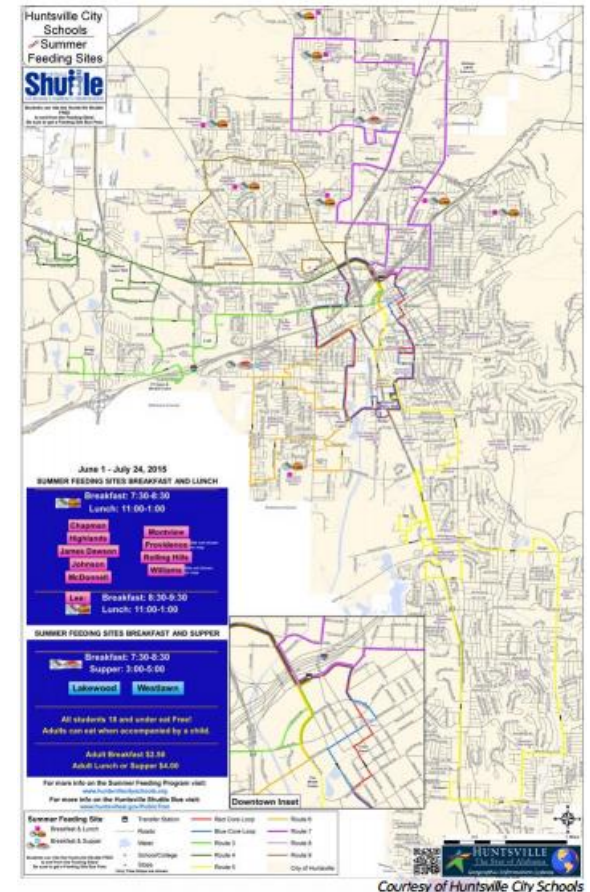
KEY PARTNERSHIPS: DURHAM SCHOOL SERVICES (BUS CONTRACTOR)

Operates school bus routes for district

- 25-30 routes continue service during the month of June (summer school)
    - District pays a per diem rate for bus service; in addition to daily summer school route, buses are used to deliver children from day cares to summer meals sites (no additional charge to district)
- 10 routes are maintained during the month of July (no summer school)
    - 2-3 routes are donated from contractor
- Contractor operates at reduced rate during summer months
    - Ensures year-round revenue for contractor
    - Provides steady employment for drivers

Donated bus to Huntsville City Schools
- Retrofitted to deliver meals to sites (no onsite prep)

BEST PRACTICES

- Leverage existing relationships and infrastructure (municipal government, contractors, etc.)
- Conduct outreach that benefits all partners
- Explore low/no-cost options for increased service (existing routes, per diem contracts, etc.)
- Consider expansion opportunities that build on existing service (i.e. July routes)
- Be open to new opportunities as they arise (i.e. donated bus)

Scott Gillies, Transportation Coordinator
Huntsville City Schools

Email: scott.gillies@hsv-k12.org

Agenda

1. Mobile Meals: What, Why, How
2. Stories from the Field
3. Resource Review: Mobile Meals Playbook
4. Q&A

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

[Center for Best Practices Website](#)

- About Mobile Meals
- Mobile Meals in Action
- Is Mobile Right for You?
- Planning Your Program
- Best Practices for Mobile Operation

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

[About Mobile Meals](#)
- Overview of Tool
- Program Checklist

General Planning:

☐ Identify a community of need that fits the mobile meals profile

☐ Identify specific site locations that are convenient for kids

☐ Identify the community partners – nonprofit, business and government – that can help make your program a success

☐ Develop an outreach plan to promote the program

Budget Planning To Dos:

☐ Create a budget that gets you to a sustainable program

☐ Identify your costs and sources of funding for the program

☐ Identify in-kind or volunteer capacity to help run the program

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

[Mobile Meals in Action](#)
- Case Studies
- Variety of Programs

Hunger Free Heartland

In 2011, a partnership between Food Bank for the Heartland, The Salvation Army and Hunger Free Heartland grew into a mobile meals program that delivers approximately 10,000 meals to children in rural, urban and suburban Nebraska communities during the summer. With two disaster relief trucks, three sites stops, and dedicated volunteers, Kids Cruisin' Kitchen serves kids hot meals to children where they live and play. Kids Cruisin' Kitchen is now focused on growing their program with additional programming at sites, evening meal offerings and additional routes and vehicles. Read more about how they spread the word about their program and other best practices.

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

Is Mobile Right for You?
- Market Research
- Financial Feasibility
- Mobile Meals Calculator

Does your community need a mobile meals program?

Does your organization have the capacity to manage a mobile meals program?

Will you have the financial resources to operate and sustain a mobile meals program?

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

Summer Mobile Meals Calculator - Set Assumptions

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.

Other Start-Up Assumptions	
Food warmers (per vehicle)	$0.00
Vehicle branding (per vehicle)	$1,400.00
Refrigeration/Coolers (per vehicle)	$400.00

Other Operational Assumptions	
Outreach/Marketing costs (per meal served)	$0.02
Food serving and clean-up supplies (per meal served)	$0.03
Food waste (percentage of total food expenditure)	5.0%

SFSP Meal Reimbursement Rates	
Breakfast	
Rural or Self-Prep	$2.1325
All Other Sites	$2.0925
Snack	
Rural or Self-Prep	$0.8875
All Other Sites	$0.8650
Lunch or Supper	
Rural or Self-Prep	$3.7450
All Other Sites	$3.6850

Summer Mobile Meals Calculator - Summary & Scenario Planning

Instructions: Review the Summary and Scenario Planning sections below. If your potential program will not cover its costs, then you may return to the Program Assumptions tab and make adjustments, as needed.

Summary	
Based on the program assumptions you entered, the additional funding you will need is estimated at:	$0

THE PROGRAM WILL NOT REQUIRE ADDITIONAL FUNDING AT THE CURRENT LEVEL OF MEALS SERVED AND COSTS

Scenario Planning	
What will happen to the additional funding needed if you serve more meals than expected?	
% Increase in Meals Served	Additional Funding Needed
10%	$0
25%	$0
50%	$0

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

[Planning Your Program](#)

- Reaching New Communities
  - Selecting Target Communities
- Partners & Resources
  - Identify potential government and nonprofit partners
  - Program Funding & Resources
- Serving Meals
  - Preparing Meals: Internal or Vended?
  - Selecting a Vendor
  - Hot v. cold meals

3. RESOURCE REVIEW: MOBILE MEALS PLAYBOOK

Best Practices for Mobile Operation

- Finding the Right Ride
- Staffing Your Program
- Creating Demand
- Meeting Demand
- Evaluating & Improving

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4. QUESTIONS & ANSWERS

SCHOOLS AS NUTRITION HUBS
The Business Savvy Strategy to Reduce Childhood Hunger

Thank you and please join us next month!
Save the Date: Wednesday, March 22 at 2:00 PM EST

Website: www.bestpractices.nokidhungry.org
Email: bestpractices@strength.org