

# CORE SUMMER MEALS STRATEGIES TO OVERCOME TRANSPORTATION BARRIERS

2019 'School's Out, Food's In' Webinar Series  
Thursday, April 11 (2:00-3:00pm Eastern)

#nokidhungry



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

Webinar recordings and slide decks for all webinars will be [available here](#).

**April 11:** Core Summer Meals Strategies to Overcome Transportation Barriers

**May 23:** Leverage User Insights to Enhance Program Design and Outreach

**June 13:** Engage Community Leaders to Strengthen Your Program



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# SUMMER MEALS MEMORANDA RESCISSION: UPDATES AND RESOURCES

- USDA Summer Rescission Webinar Update (Parts 1 and 2)
  - Part 1 (Feb. 12): [webinar recording](#) and [slide deck](#)
  - Part 2 (April 3): [webinar recording](#)



- USDA Policy Updates
  - [Summer Food Service Program Memoranda Rescission](#)
  - [Summer Meals Rescission – Questions and Answers](#)







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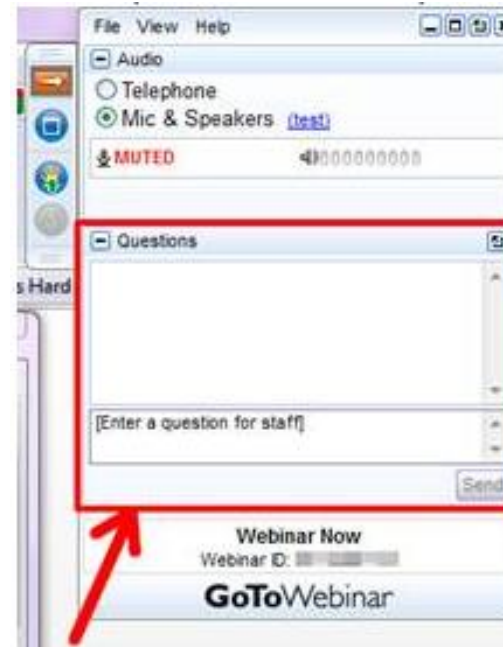
## Webinar Agenda

- Identify Core Summer Meals Transportation Challenges
- Mobile Meals: Common Delivery Models, Key Considerations
- Additional Service Options (Low-Volume or Highly Rural Sites)
- Audience Q+A
- Resource Review

## MODERATED PANELIST Q&A

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



## CORE SUMMER MEALS TRANSPORTATION CHALLENGES: ASSUMPTIONS

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**Fully compliant**



**Financially viable**



**Satisfied customers**

## CORE SUMMER MEALS TRANSPORTATION CHALLENGES: FRAMING THE ISSUE

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### Challenges:

1. Meals to sites
2. Kids to sites
3. Program compliance
4. Food safety
5. Staffing constraints

### Solutions Require:

1. Program experience
2. Organizational buy-in
3. Proper equipment

### Benefits Include:

1. User accessibility
2. Additional revenue
3. Expanded partnerships
4. Deliver on mission

**Poll question:** What is the transportation challenge you most commonly face in your summer meals program?





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## Featured Panelist:

Shawn Mason

New Partner Development Manager, PepsiCo Food for Good  
Disaster Relief Manager, PepsiCo Foundation



## PEPSICO FOOD FOR GOOD



### **Our Mission:**

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

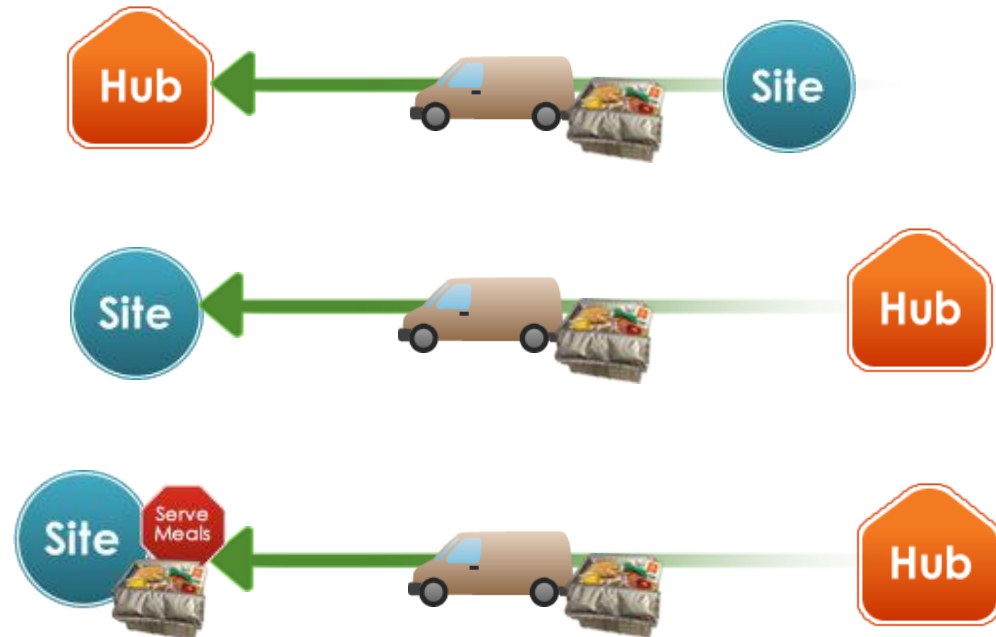
### **The Food for Good Model:**

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

## MOBILE MEALS: COMMON MODELS

### Three ways sites can get meals:

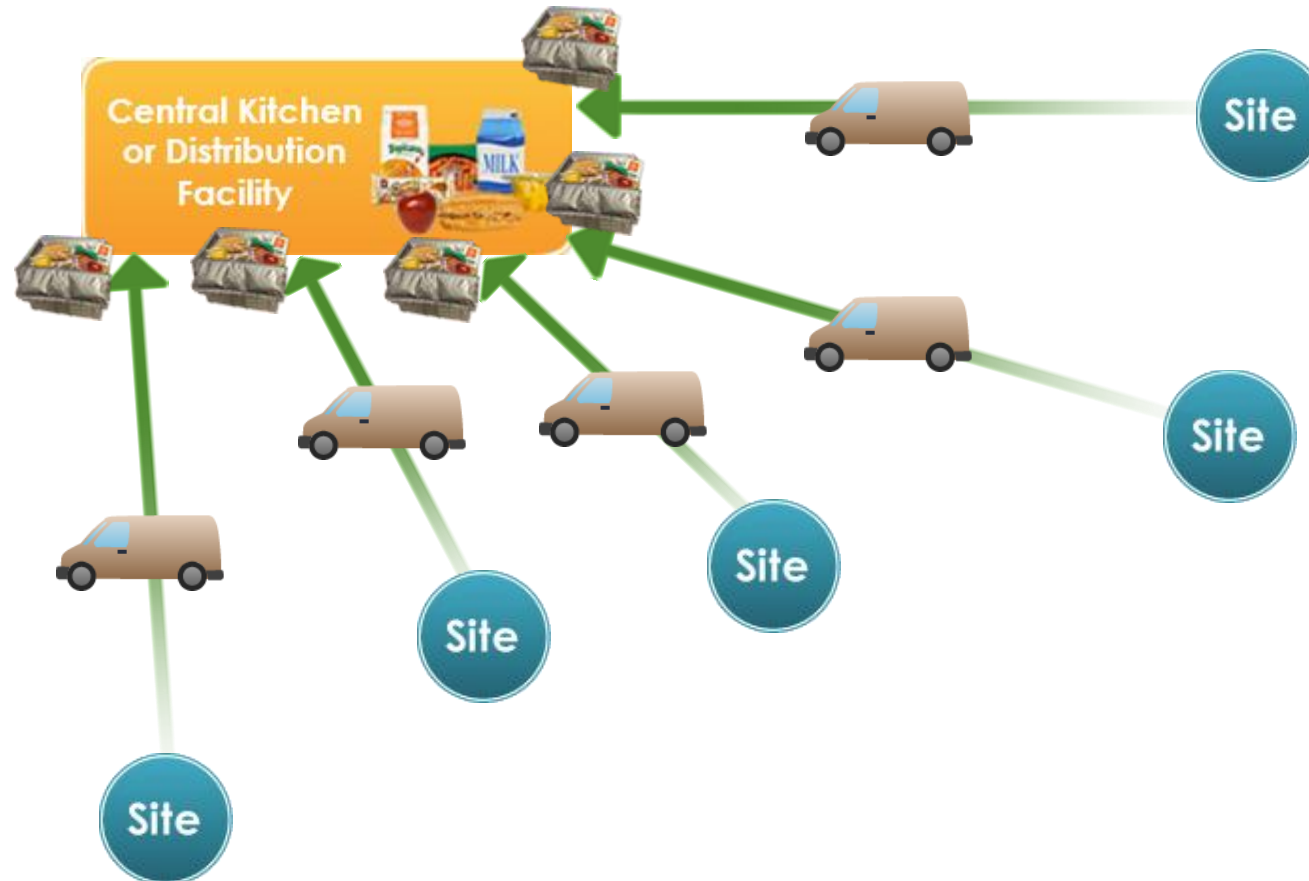
1. Sites pick up meals from sponsor
2. Sponsor delivers meals to sites (site serves)
3. Sponsor delivers meals to sites (driver serves)



# MOBILE MEALS: COMMON MODELS

## Core Distribution Models:

- 1. Site Pickup:** Site staff are responsible for meal pickup, delivery and service.



### Highlights

- ✓ Lower price option for sponsor
- ✓ Ability to serve a high volume of sites
- ✓ Cold or hot boxes maintain temperature until meal service
- ✓ Requires site staff to arrange transportation and ensure food safety



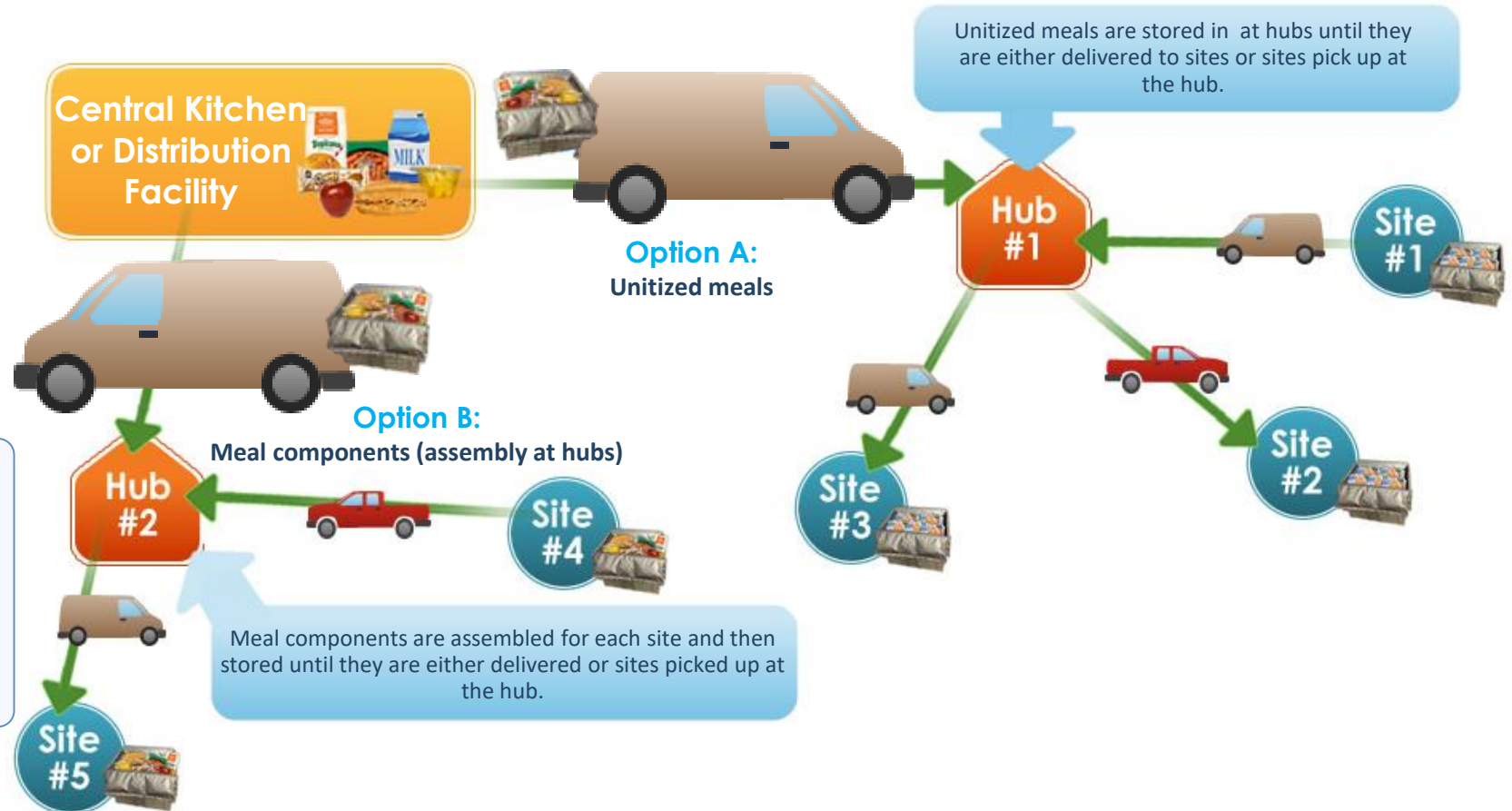
# MOBILE MEALS: COMMON MODELS

## Core Distribution Models:

2. **Hub and Spoke:** Vehicles deliver **either** unitized meals or bulk meal components to hubs, from which meals are picked up or delivered.

### Highlights

- ✓ Lower price option for sponsor
- ✓ Sponsor can coordinate either pick-up or delivery to sites
- ✓ Ideal for cold meals: cold boxes enable transportation in any vehicle



## MOBILE MEALS: COMMON MODELS

### Core Distribution Models:

- Drop and Go:** Vehicles deliver unitized meals to sites. Site staff are responsible for meal service.

#### Highlights

- Most common 'vended' delivery option
- Unitized meals simplify distribution for site staff
- Cold or hot boxes maintain temperature until meal service



## MOBILE MEALS: COMMON MODELS

### Core Distribution Models:

- 4. Stay and Serve:** Vehicles deliver meals to each site. Drivers remain onsite to serve meals to participating children.

#### Highlights

- Enables delivery to sites with lots of children but no programming
- Ideal for cold meals: cold boxes maintain temperature all day to minimize waste
- Most expensive 'vended' delivery option





## Mobile Meals: Key Considerations for Common Delivery Models

Model	Potential # of Sites	Coverage Area	Logistics (for sponsor)	Staff Labor (for sponsor)	Recommended Meal Type(s)	Anticipated Cost
<b>Site Pickup</b>	More	Larger	Simplest	Less	Hot or Cold	Lower
<b>Hub and Spoke</b>	More	Larger	Less simple	Variable	Cold	Lower
<b>Drop and Go</b>	Fewer	Smaller	More simple	Less	Hot or Cold	Variable
<b>Stay and Serve</b>	Fewest	Smallest	Less simple	More	Hot or Cold	Higher

### Key factors to consider:

- How large is my service area?
- How many sites do I plan to serve?
- How many meals do I need to deliver?
- Would my program budget permit additional staffing?
- What is the capacity of site staff to receive and/or serve meals?
- What cold/hot food storage equipment do I have as a sponsor? What storage equipment is available at sites?
- Is it possible to re-heat meals at sites?

## MOBILE MEALS: EXAMPLES FROM THE FIELD

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**Garrett County Public Schools (MD)**  
Mobile food trailers (no CDL required)



**Hopkinsville YMCA (KY)**  
Van delivery with service at outdoor sites



**Seaford School District (DE)**  
Mobile food truck with van relays



**Food for People, Inc. (CA)**  
UPS and public bus deliveries

# MOBILE MEALS: EQUIPMENT AND DELIVERY VEHICLES

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Adapt investments to organizational capacity and community needs/interest

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### Guiding questions:

- What assets are **already present** in the community? How can we reallocate or **optimize existing assets** to expand access to summer meals?
- Are investments **adapted to the scale and needs** of our summer meals program?
- Will it be possible to **repurpose this investment** for additional programs?

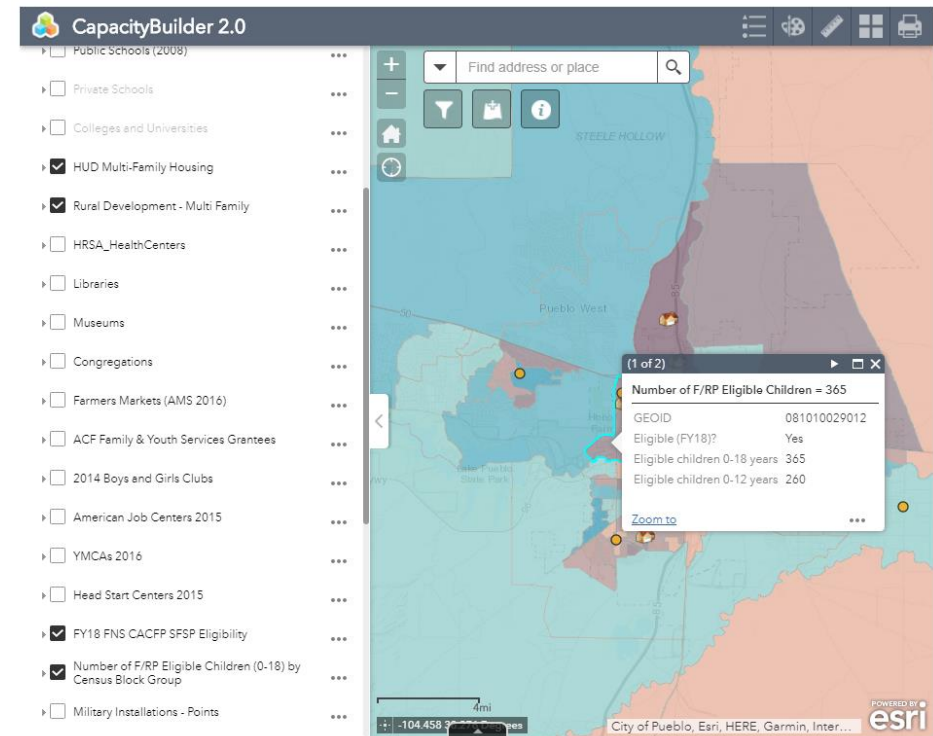


# MOBILE MEALS: SITE SELECTION

## Leverage data layers to assess community need:

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

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



[USDA Capacity Builder](#)

## MOBILE MEALS: CONGREGATE MEAL REQUIREMENT

### Make staying onsite the easiest choice for children and families:

- Tables and chairs/picnic tables
- Shade (outside) or air conditioning (inside)
- Activities
- Adult meals for purchase

### Three ideas to consider:

- Consider engaging **volunteers from local business or community organizations** to read to children or play games.
- Have a 'fun bucket' onsite with games and toys.
- Engage **teens as volunteers** at your site.



## ADDITIONAL SERVICE OPTIONS (LOW-VOLUME OR HIGHLY RURAL SITES)

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- Shared logistics partnerships
- Demand-response public transportation
- Multi-day meal deliveries to sites
- Shelf-stable meals shipped directly to sites

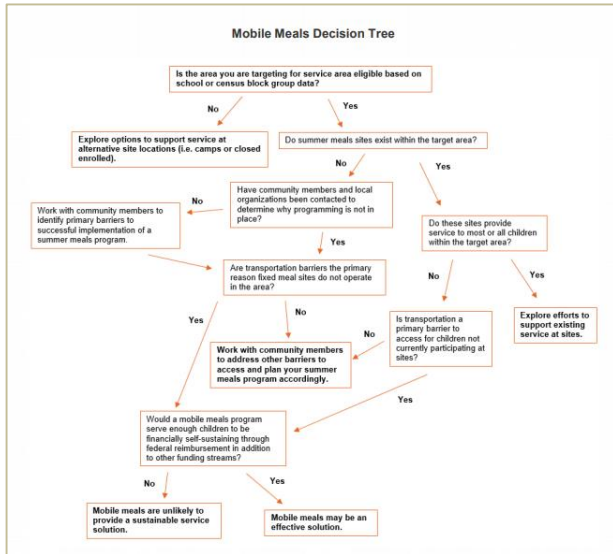




# AUDIENCE Q&A

## Check out No Kid Hungry's updated [Mobile Meals Toolkit!](#)

### Part I: Overview and Needs Assessment



### Part II: Planning and Implementation

Staff Position <sup>5</sup>	Key Responsibilities
<b>Program Manager:</b> Paid, salaried position(s) filled by staff of the sponsoring organization	<ul style="list-style-type: none"> <li>Oversees startup and management of the program</li> <li>Represents the program to the public, especially media and key partnerships</li> <li>Manages the program budget</li> <li>Hires volunteers and staff</li> <li>Oversees monthly reimbursement claims submission</li> <li>Conducts routine site visits and reviews</li> <li>Ensures program compliance</li> </ul>
<b>Program Coordinator:</b> Paid, salaried position(s) filled by staff of the sponsoring organization	<ul style="list-style-type: none"> <li>Supports the program manager</li> <li>Manages daily logistics and operations</li> <li>Conducts training for volunteers and staff</li> <li>Prepares and submits monthly reimbursement claims submission</li> <li>Ensures program compliance</li> </ul>
<b>Vehicle Driver:</b> Paid hourly and contracted for the summer	<ul style="list-style-type: none"> <li>Transports meals to sites along a planned and timed delivery route</li> <li>Collects food storage and delivery equipment along route for return to meal prep facilities</li> <li>Collects daily meal count forms from sites</li> <li>May be assigned to facilitate meal service</li> <li>May be assigned to ensure program compliance</li> </ul>
<b>Site Supervisor:</b> Paid or unpaid staff (i.e. intern) or dedicated volunteer	<ul style="list-style-type: none"> <li>Accountable for all onsite program-related activities, including meal service and associated documentation</li> <li>Transmits required documentation and relevant feedback to program sponsor</li> <li>Ensures site-level compliance with USDA program regulations and state and local health code regulations</li> <li>May record daily participation at site using approved meal count form</li> <li>May check food temperatures upon delivery and monitors food safety</li> <li>Takes appropriate action if delivered meals do not arrive within a safe temperature range</li> <li>Facilitates meal service</li> <li>Supports site programming</li> </ul>

### Includes: No Kid Hungry [Summer Meals Calculator](#)

Summer Meals Calculator - High-Level Budget			
REVENUE	Year 1	Meal Assumptions	Estimated number of meals
<b>Rural SFSP Reimbursement</b>		<b>Rural Areas</b>	
SFSP Reimbursement - Breakfast	\$5,581	Breakfast	50
SFSP Reimbursement - Snacks	\$0	Snack	0
SFSP Reimbursement - Lunches/Suppers	\$9,806	Lunch/Supper	50
<b>Non-rural SFSP Reimbursement</b>		<b>Non-Rural Areas</b>	
SFSP Reimbursement - Breakfast	\$10,950	Breakfast	100
SFSP Reimbursement - Snacks	\$2,275	Snack	50
SFSP Reimbursement - Lunches/Suppers	\$38,575	Lunch/Supper	200
<b>Total SFSP Reimbursement</b>	<b>\$67,188</b>	<b>Total Meals (Daily)</b>	<b>450</b>
<b>Existing Program Funding</b>	<b>\$500</b>		
<b>Total Revenue</b>	<b>\$67,688</b>		
EXPENSES	Year 1		
<b>Staff Expenses</b>			
Allocation of Full-Time Staff	\$7,500		
Drivers	\$0		
Site Monitors	\$5,000		
AmeriCorps Vistas Members	\$3,000		
Other Staffing Costs	\$0		
General and Administrative	\$0		
<b>Total Staff Expenses</b>	<b>\$15,500</b>		

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<b>Food</b>		
Food Purchase/Prep		\$44,375
Food Waste		\$2,219
Supplies and Disposables		\$675
<b>Total food costs</b>		<b>\$47,269</b>
<b>Transportation</b>		
Vehicle Use Fees		\$4,000
Maintenance		\$0
Mileage		\$1,375
Insurance		\$0
<b>Total transportation costs</b>		<b>\$5,375</b>
<b>Outreach</b>		
Outreach (marketing and advertising)		\$450
<b>Total Outreach</b>		<b>\$450</b>
<b>Other Costs</b>		
Start-up Expenses		\$1,800
Other Costs		\$0
<b>Total Other Costs</b>		<b>\$1,800</b>
<b>TOTAL EXPENSES</b>		<b>\$70,394</b>
<b>Additional funding needed:</b> (If expenses are greater than revenue, additional funding will be needed. If revenue is greater than expenses, no additional funding is needed and any remaining funds may be reinvested to grow the program)		
		<b>(\$2,706)</b>

Thanks for joining us.  
Thanks to our panelist!



**Join us next month:**  
Leverage User Insights to Enhance Program Design and Outreach

Thursday, May 23 @ 2pm Eastern