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
‘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
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
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

Question or comment? Let us know!
CORE SUMMER MEALS TRANSPORTATION CHALLENGES: ASSUMPTIONS

- Fully compliant
- Financially viable
- Satisfied customers
# CORE SUMMER MEALS TRANSPORTATION CHALLENGES: FRAMING THE ISSUE

<table>
<thead>
<tr>
<th>Challenges:</th>
<th>Solutions Require:</th>
<th>Benefits Include:</th>
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<tbody>
<tr>
<td>1. Meals to sites</td>
<td>1. Program experience</td>
<td>1. User accessibility</td>
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<td>2. Kids to sites</td>
<td>2. Organizational buy-in</td>
<td>2. Additional revenue</td>
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<td>4. Food safety</td>
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<td>4. Deliver on mission</td>
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<td>5. Staffing constraints</td>
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**Poll question:** What is the transportation challenge you most commonly face in your summer meals program?
Featured Panelist:

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

![Diagram of mobile meal distribution](image-url)
MOBILE MEALS: COMMON MODELS

Core Distribution Models:

3. **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

Drivers stay and help serve unitized meals.
### Mobile Meals: Key Considerations for Common Delivery Models

<table>
<thead>
<tr>
<th>Model</th>
<th>Potential # of Sites</th>
<th>Coverage Area</th>
<th>Logistics (for sponsor)</th>
<th>Staff Labor (for sponsor)</th>
<th>Recommended Meal Type(s)</th>
<th>Anticipated Cost</th>
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</thead>
<tbody>
<tr>
<td>Site Pickup</td>
<td>More</td>
<td>Larger</td>
<td>Simplest</td>
<td>Less</td>
<td>Hot or Cold</td>
<td>Lower</td>
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<tr>
<td>Hub and Spoke</td>
<td>More</td>
<td>Larger</td>
<td>Less simple</td>
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<td>Hot or Cold</td>
<td>Higher</td>
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</table>

**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

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

$ Adapt investments to organizational capacity and community needs/interest $$$$$

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)

- Shared logistics partnerships
- Demand-response public transportation
- Multi-day meal deliveries to sites
- Shelf-stable meals shipped directly to sites
Check out No Kid Hungry’s updated Mobile Meals Toolkit!

Part I: Overview and Needs Assessment

Part II: Planning and Implementation

Includes: No Kid Hungry Summer Meals Calculator
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