



Mobile Market Community Partner Application

Massachusetts Avenue Project's mission is to nurture the growth of a sustainable and equitable community food system to promote local economic opportunities, access to affordable, nutritious food and social change education. The purpose of the Growing Green Mobile Market is to serve areas of Buffalo where access to healthy, affordable and fresh food is limited or non-existent. The Mobile Market brings produce, grown at MAP's urban farm and local partner farms, to the people. The Mobile Market also serves as a catalyst for community nutrition education and promotes food equity awareness.

The Mobile Market is stocked with a variety of seasonal fruits, vegetables, and eggs. Naturally grown¹ or certified organic produce is stocked whenever possible. Prices are generally lower than local grocery stores. The Mobile Market accepts [SNAP](#) (formerly Food Stamps), [Double Up Food Bucks](#)², [Farmers Market Nutrition Program](#) checks, [WIC](#) checks, cash, and credit cards. MAP also offers a cash incentive program using an application called [Credibles](#) as a payment type. Clear signage allows customers to easily navigate the various assistance programs accepted at the Mobile Market.

The Mobile Market operates from June to November, rain or shine, in daylight hours.³ The operation schedule is mutually determined between MAP and the Community Partner.

The Mobile Market truck is a 16-foot refrigerated box truck. Market operations require a clear space to park with street visibility. The vehicle must be parked on private property and cannot conduct business in the public right-of-way. Optimal operations occur in proximity to the vehicle, utilizing a space the size of 2-3 parking spaces or about 400-600 square feet in total. We are able to set up on grass or pavement. Alongside the Mobile Market truck, MAP sets up ≥3 banquet tables and a canopy. Configuration depends on the site and arrangements are flexible.



Mobile Market truck



MAP's Mobile Market set up at The Salvation Army of Buffalo in 2016

Recipes, food samples, nutrition information and customer surveys are all part of the Mobile Market program. MAP partners with [Eat Smart New York](#)⁴ to bring nutritionists to Mobile Market locations. MAP sends weekly emails containing cooking and nutrition information to anyone who signs up online. Paper copies of the weekly email are available upon request.

Weekly or monthly operation is ideal to establish a viable customer base. Event-based and seasonal visits are also an option and serve as a way to try out a new service in your community. MAP suggests partners choose a schedule that complements your facility's programs, including youth activities, senior services, community meetings and neighborhood events.

We bring plenty of fresh produce and supporting knowledge but count on our partners to gather community members. The community partner is responsible for managing promotion-related communication duties. This includes but is not limited to posting signage, social media announcements, and flyer distribution.

For Mobile Market updates, follow MAP social media posts tagged #FoodThatMoves!

¹ Naturally grown is defined, by MAP, as produce grown utilizing environmentally responsible methods that do not employ any chemicals or pesticides. All of MAP's produce is naturally grown.

² Double Up Food Bucks is a SNAP-based incentive program, managed by Field and Fork Network. Approval of sites is pending.

³ Lightening and/or high winds may inhibit safety.

⁴ Eat Smart New York is a SNAP education program managed by Cornell Cooperative Extension and funded by the Office of Temporary and Disability Assistance. Approval of site visitations for 2018 is pending.

2019 Mobile Market Community Partner Application

PARTNER RELATIONSHIP

The Growing Green Mobile Market operates in accordance with MAP's mission and values. All types of communities (interest, action, or place-based) are welcome and encouraged to apply to host the Mobile Market. MAP strives to build a relationship where both parties are working to build community around food.

The MAP Mobile Market has limited openings each season. The following criteria are utilized to prioritize candidates. Requirements are further described below.

Partner Requirements:

- demonstrate a **community need**¹ for Mobile Market site visits;
- provide a **location for operations**⁶ that is within the City of Buffalo, visible, high-traffic, off-street, and safe to park the Mobile Market vehicle with ample space to set up tables and canopy;
- identify and maintain a consistent **point of contact**⁴;
- maintain a **schedule**³ for market day that is consistent and convenient to consumers;
- create a plan for **communication duties**⁵ that attracts consumers to market day on a regular basis throughout the market season; and
- draw enough market sales and foot traffic to sustain the minimum programmatic costs to operate and meet MAP's **consumer activity**² requirement.

1. **Community need** is defined as a physical place or community group that does not have adequate access to fresh and affordable food. Need can be demonstrated using demographics, geographic location, circumstance, and/or obstacles such as car-ownership, income, or access to public transit.

2. The **location for operations** must be located in the City of Buffalo, on private property, off-street, in an area that is visible to public foot traffic. The Mobile Market cannot operate in the public right-of-way.

3. The community partner will provide a consistent **point of contact** that must be available for phone, email, and face-to-face communication with both MAP and the community regarding scheduling, operations, and promotion.

4. The community partner is required to maintain a consistent **schedule**. Community partners may operate weekly, monthly, or ad-hoc, depending on the relationship, availability, and consumer activity at each site. MAP requires 24-hour notice for one-time cancellation and 14-day notice to terminate the Site Agreement.

5. The community partner is required to create a plan for regular **communication duties** that reaches folks the community partner intends to support. MAP will provide the community partner with marketing materials, including digital flyers, posters, and social media tips. The community partner is responsible for informing the community about the Mobile Market and ensuring people shop on market day. Promotion may include but is not limited to distributing flyers door-to-door, posting information in public places where posting is permitted, regular social media blasts, emailing, and/or presenting to the community about market day. MAP will send a [weekly email](#) informing subscribers of produce availability, healthy recipes, and nutrition information and also post up-to-date information about market location/ time of operation [on social media](#). A successful partnership is one where MAP provides ample marketing materials and the point of contact works to distribute these materials on a consistent basis to the largest community base possible.

6. The community partner is required to draw enough **consumer activity** to sustain minimum program costs. Each weekly Mobile Market site will be granted a 4-visit probationary period to meet consumer activity requirement. Sites which generate a significant volume of transactions, (for example, >75 customers/week) yet do not meet sales goals, will be reviewed on a case-by-case basis. MAP reserves the right to continue/terminate operations as necessary.

Each Mobile Market site should generate at least \$110 in TOTAL SALES or 40 CONSUMERS per HOUR. A consumer is defined as a person or family who makes a single transaction. This requirement is put in place to ensure the Mobile Market program brings in enough revenue to sustain operations.

All ideas to get fresh food in the hands of your community members are welcome!

If you're thinking outside the box, please contact us to discuss.

2019 Mobile Market Community Partner Application

Organization/Business Name	
Address	
Main Phone	
Chief of Staff	Title
Point of Contact	Title
Point of Contact Phone	Email

Off-Street Parking Location

Proposed Market Schedule:	Day	Timeframe
1st Choice		
2nd Choice		

Please list any foreign languages spoken in your organization's community.	
Do you have access to a interpreter who can help translate marketing materials and/or volunteer to interpret for consumers?	Yes No

Do you give MAP permission to invite nutritionists, wellness educators, and/or representatives from SNAP and WIC to provide education during market visits?	Yes No
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Will market operators have access to a restroom?	Yes No
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Please answer the following questions. Attach separate sheets as necessary.

1. Please demonstrate your site's **community need**. Example questions: How far to the nearest source of fresh food? How many people does your facility serve? Are you located near a farmers' market? What are the socio-economic demographics of your area?
 2. Please detail the off-street **location** intended for operations. Attach a photo or sketch if necessary.
 3. How did you arrive at your desired **schedule**? List any activities occurring during the schedule time. Please include date ranges for summer programs when possible.
 4. Include a plan for **communications**. What is your facility's plan for reaching out? Please let us know if you have a printing budget for flyers, volunteers to canvass, etc.
 5. Please demonstrate your site's potential for **consumer activity**. Example questions: Is there sufficient foot traffic? Where will you flyer? What time of day is busiest?

The MAP Mobile Market Site Agreement is in place to ensure the sustainability and success of MAP's mission to improve access to healthy, fresh, and affordable food in Buffalo. MAP is committed to working with the community partner to develop the best relationship possible and distribute as much fresh food as we can.

By signing this agreement below we, the applicant, agree to carry out all duties as outlined in the Massachusetts Avenue Project Mobile Market Community Partner Application.

We, the applicant, understand that if we are unable to meet scheduling, communication, and/or distribution requirements, MAP reserves the right to reevaluate, adjust and/or suspend this agreement and terminate site visits.

Point of Contact	Date
Signature	

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NEW FOR 2019!

COMPLETE YOUR APPLICATION ONLINE

<http://bit.ly/mobilemarket2019>

MAIL, EMAIL OR FAX COMPLETED PAPER APPLICATIONS TO:

Massachusetts Avenue Project
Attn: Markets Director
387 Massachusetts Avenue
Buffalo, NY 14213

mobilemarket@mass-ave.org

phone: 716-882-5327 x4
fax: 716-882-5338

2019 Mobile Market Season Schedule

FEBRUARY 14	REQUEST FOR PARTNERS RELEASED
MARCH 1	SITE APPLICATIONS DUE
MARCH 4-8	SITE VISITS
MARCH 18-22	NOTIFICATIONS
MARCH 29	COMPLETED SITE AGREEMENT DUE
APRIL 2	MOBILE MARKET SCHEDULE ANNOUNCEMENT TO THE PUBLIC
JUNE-NOV	MOBILE MARKET OPERATIONS (EXACT START DATE IS WEATHER DEPENDENT)
DECEMBER	SEASON REVIEW AND PARTICIPANT SURVEY