

MAPLETON FALL CREEK NEIGHBORHOOD AREA

July 28, 2015

## OPERATION S.A.F.E.

**SUSTAINABLE ACCESS TO FOOD FOR EVERYONE**



Joyce L. Moore, Co-Founder / Project Manager

and

**OASIS**-The Food Access Project

"Oasis is a citizen-led initiative to address the lack of affordable quality and fresh food in our neighborhood."

# Tonight's Agenda

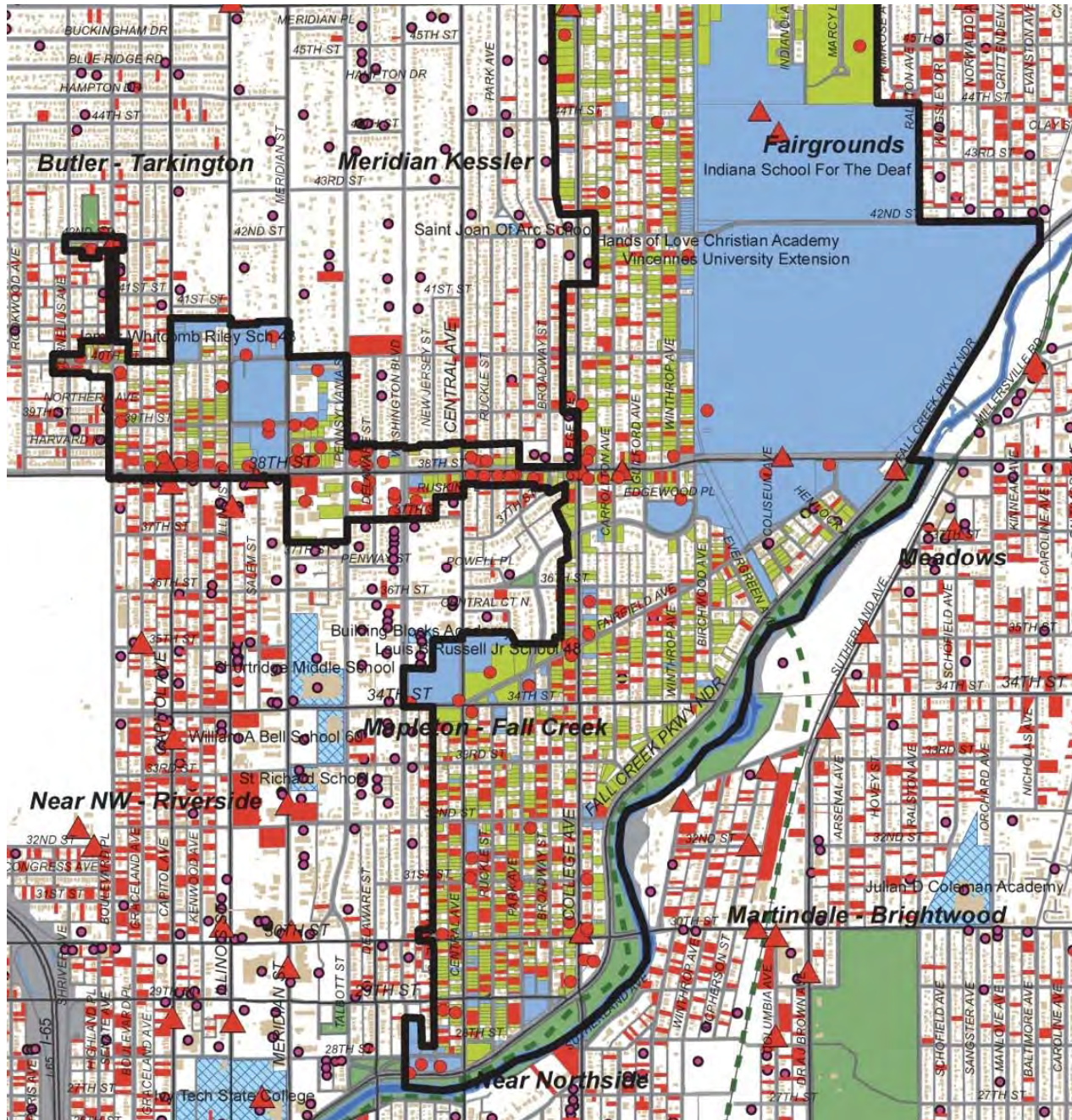
- Video – IOBY **(4 Minutes)**
- Welcome and Introductions - E. Joyce Moore
  - Room Introductions **(10 minutes ?)**
  - Community Organizer - Joyce L. Moore, Co-Founder of Urban Patch **(15 minutes)**
    - The Plan – "Oasis is a citizen-led initiative to address the lack of affordable quality and fresh food in our neighborhood."
    - Farmer – Mathew Easley **(5 Minutes)**
      - Local Farmers as a resource
      - Maximizing urban community gardens for food production
      - Market Link – for food purchase EBT cards / 360 Access Cards 5/3<sup>rd</sup> Bank
- Small selection committee has been formed to get this started and coordinate efforts in the MFC community.
  - Other communities are welcomed to attend so they may glean info for their efforts in their communities as well.
- Input from Community / Neighborhood Stakeholders **(25 minutes)**
- Final Comments and Remarks **(8 minutes)**



# The Goal

- **What do we do now and how do we plan for a sustainable long-term solution?**
  - **Multi-tasking teams**
  - **Incremental progress**
    - **Immediate - OASI\$**
    - **Mid term \_\_\_\_\_?**
    - **Long term \_\_\_\_\_?**
    - **Sustainability based on changing population**

# Mid-North current development patterns and vacancy



## LAND USE

- VACANT:  
397 Parcels= 50 Acres
- PUBLIC OR NOT-FOR-PROFIT:  
234 Parcels = 526 Acres
- PARCELS WITH LOWER ASSESSMENTS  
(Valued at less than \$500,000 per Acre)  
= 1617 Parcels = 364 Acres  
(Public Property not included)
- ZONING VARIANCES:  
592 Cases = 365 Parcels = 405 Acres
- VACANT ADDRESSES :  
(Jan2011\_USPS) = 561 Parcels = 79 Acres
- ▲ BROWNFIELDS: 35 Parcels =  
320 Acres (Fair Grounds Included)



# Mid-North demographics

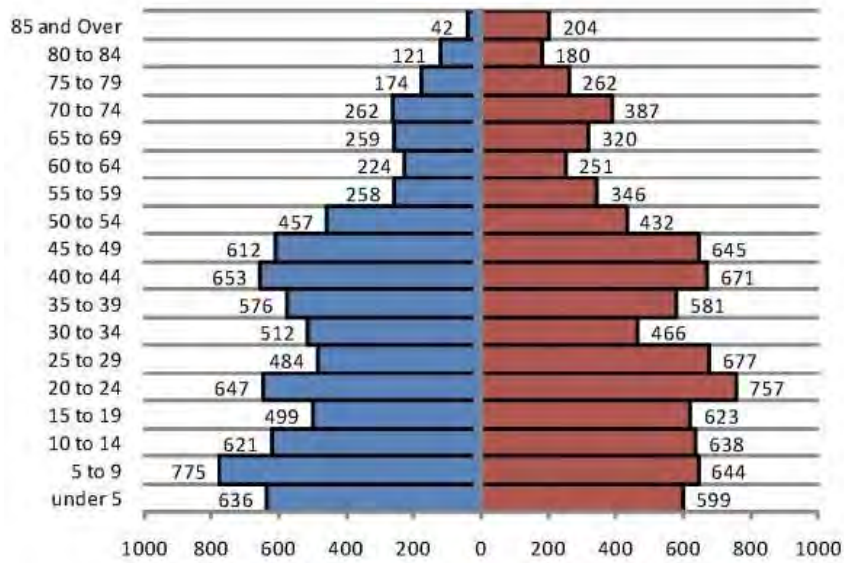
Mid-North has 5,170 people per square mile (2X the Indianapolis average density)

Mid-North has 10,900 people, 85% Black

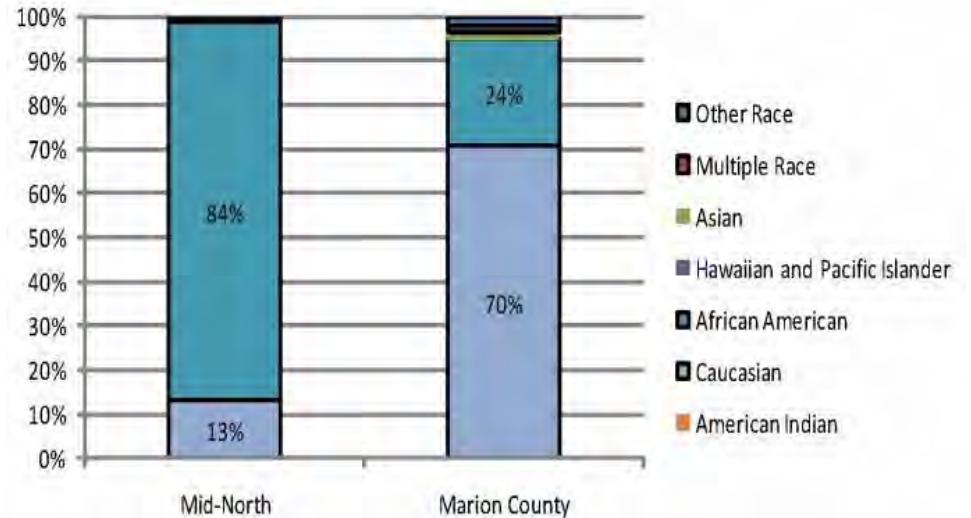
Large youth population (under 9 years old)

Household incomes are ~ \$34K/year (35% below the Indianapolis average)

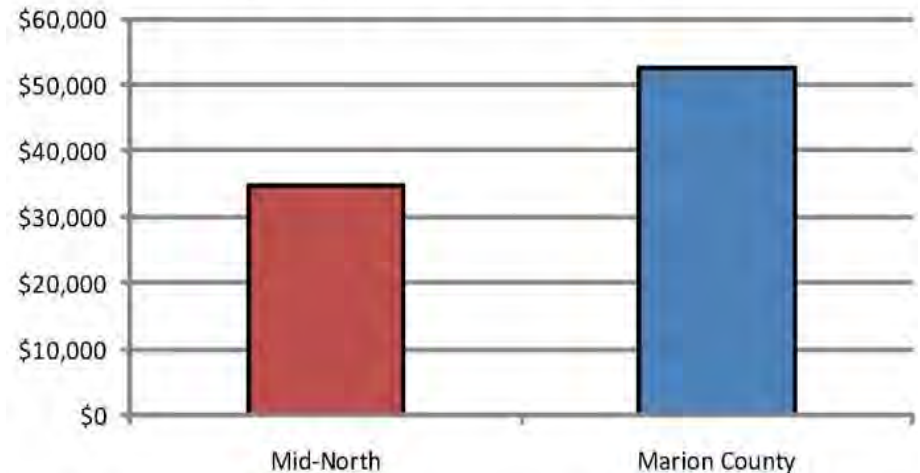
## AGE



## RACE



## INCOME

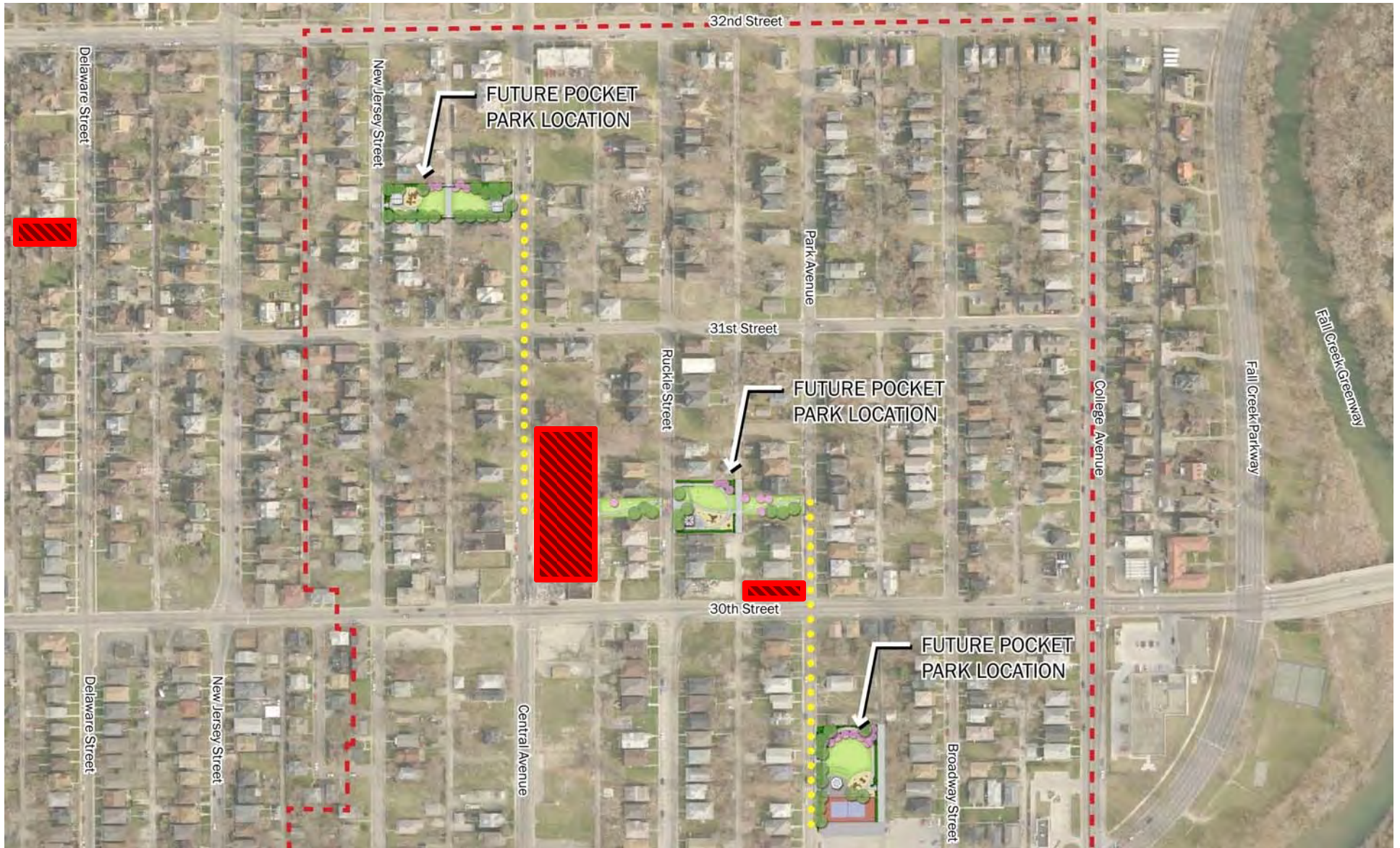


# Mapleton-Fall Creek development plans



MFCDC (local development corporation) food access is part of QOL Plan

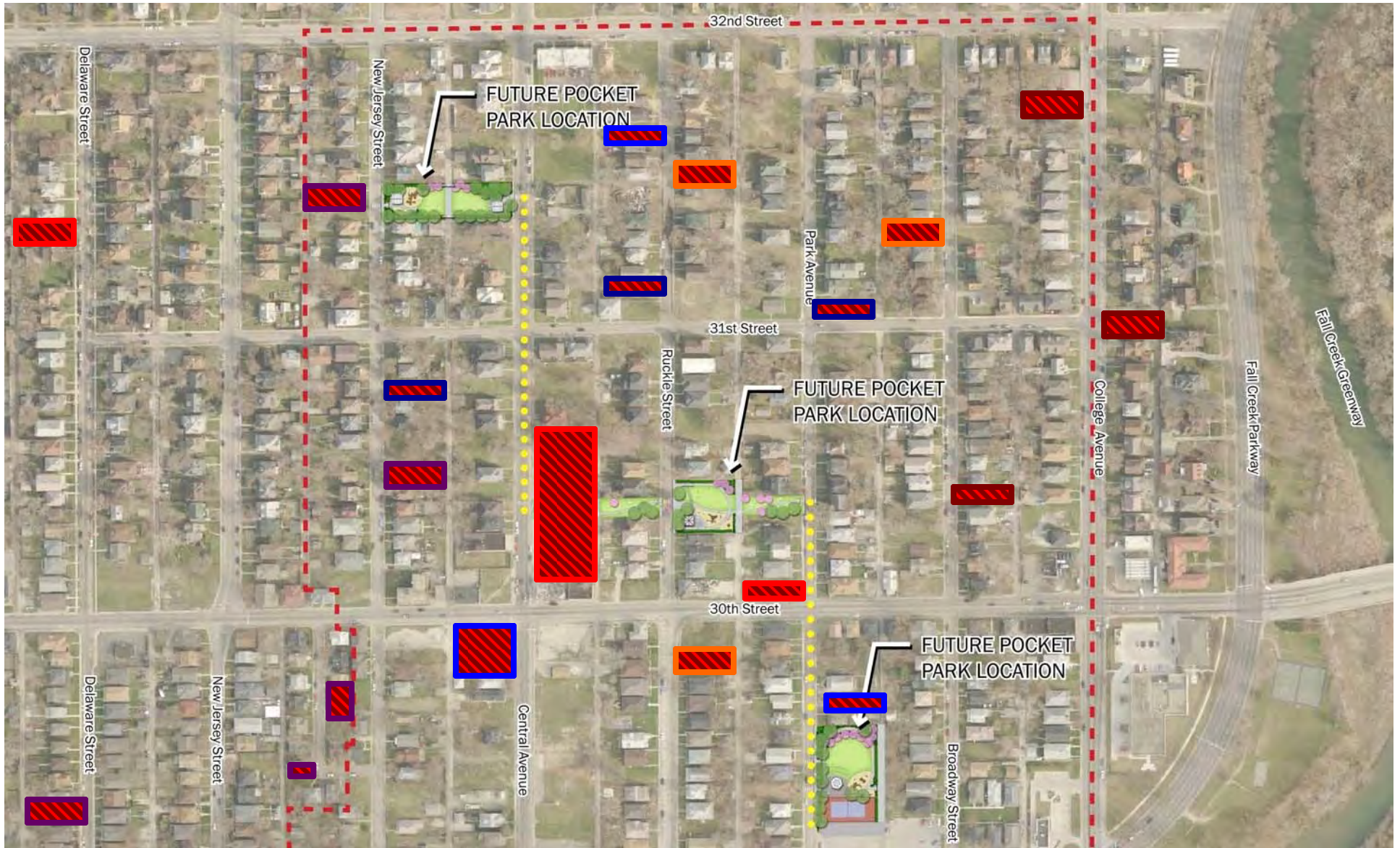
# Our model is designed to augment these existing efforts



Smaller-scale approach with building/open space/community programs  
**Urban Patch interventions**



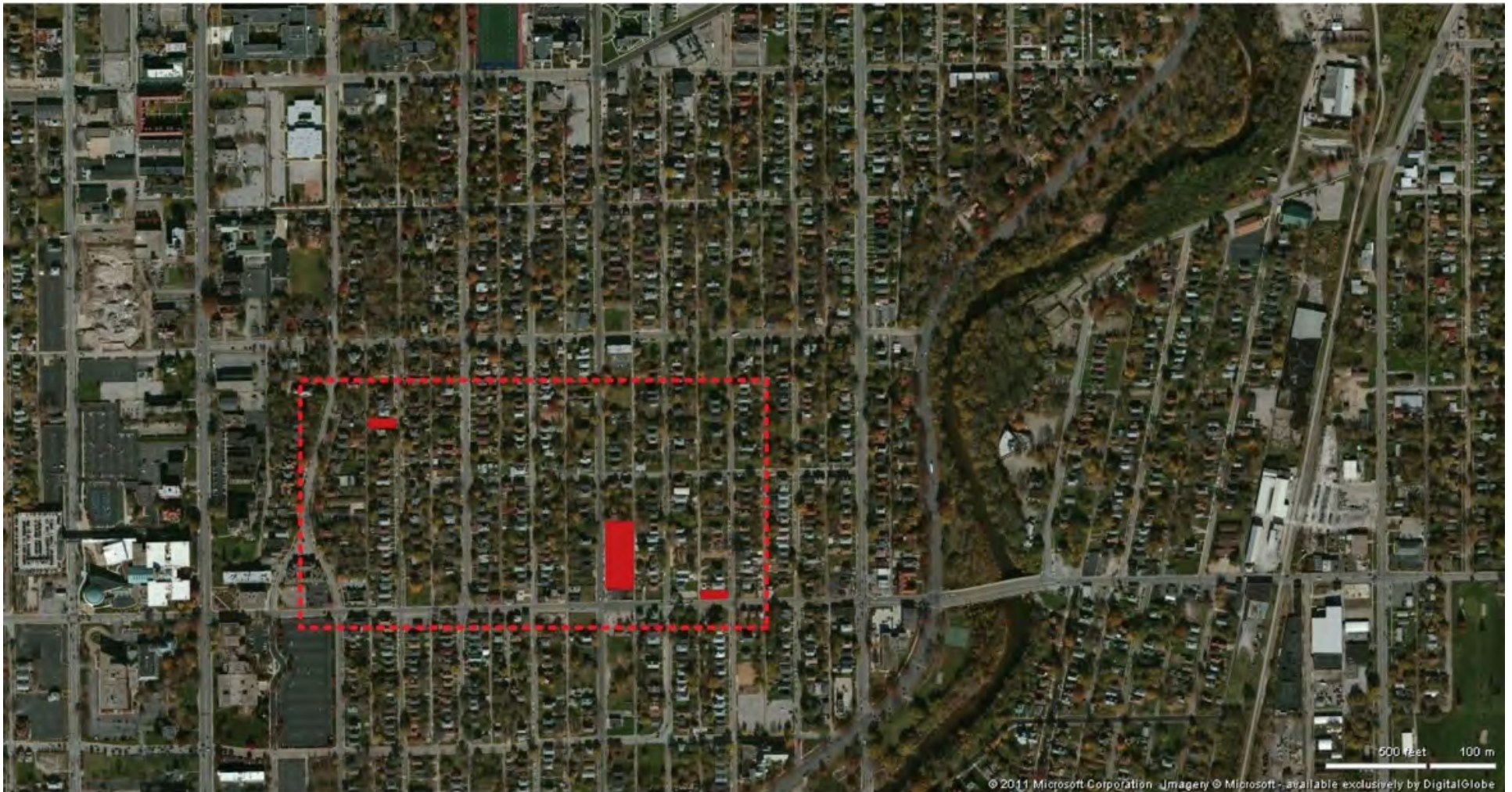
# Urban Patch “dynamic” community development model



Individual project goals are flexible, based on timing, funding, availability, etc.

# Phase 1: a geographically-targeted approach

MAPLETON FALL CREEK AREA, INDIANAPOLIS, IN

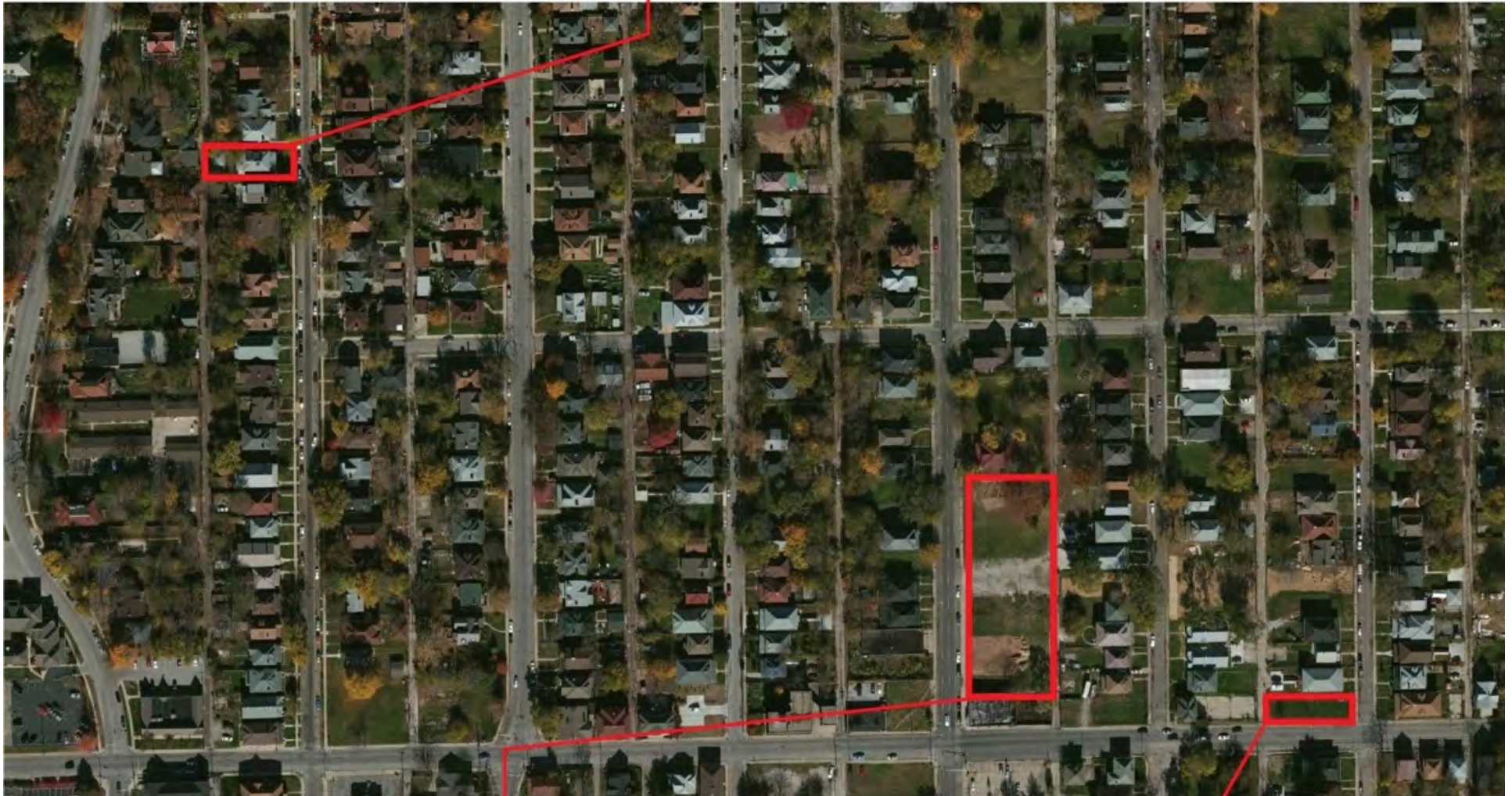


Generally located along the 30<sup>th</sup> Street Corridor with nearby existing community assets (schools, museums, etc.)

# Phase 1: projects are within walking distance

HISTORIC MERIDIAN PARK - DELAWARE PROJECT

foreclosure home rehabilitation



FALL CREEK GARDENS - STONE SOUP GARDEN

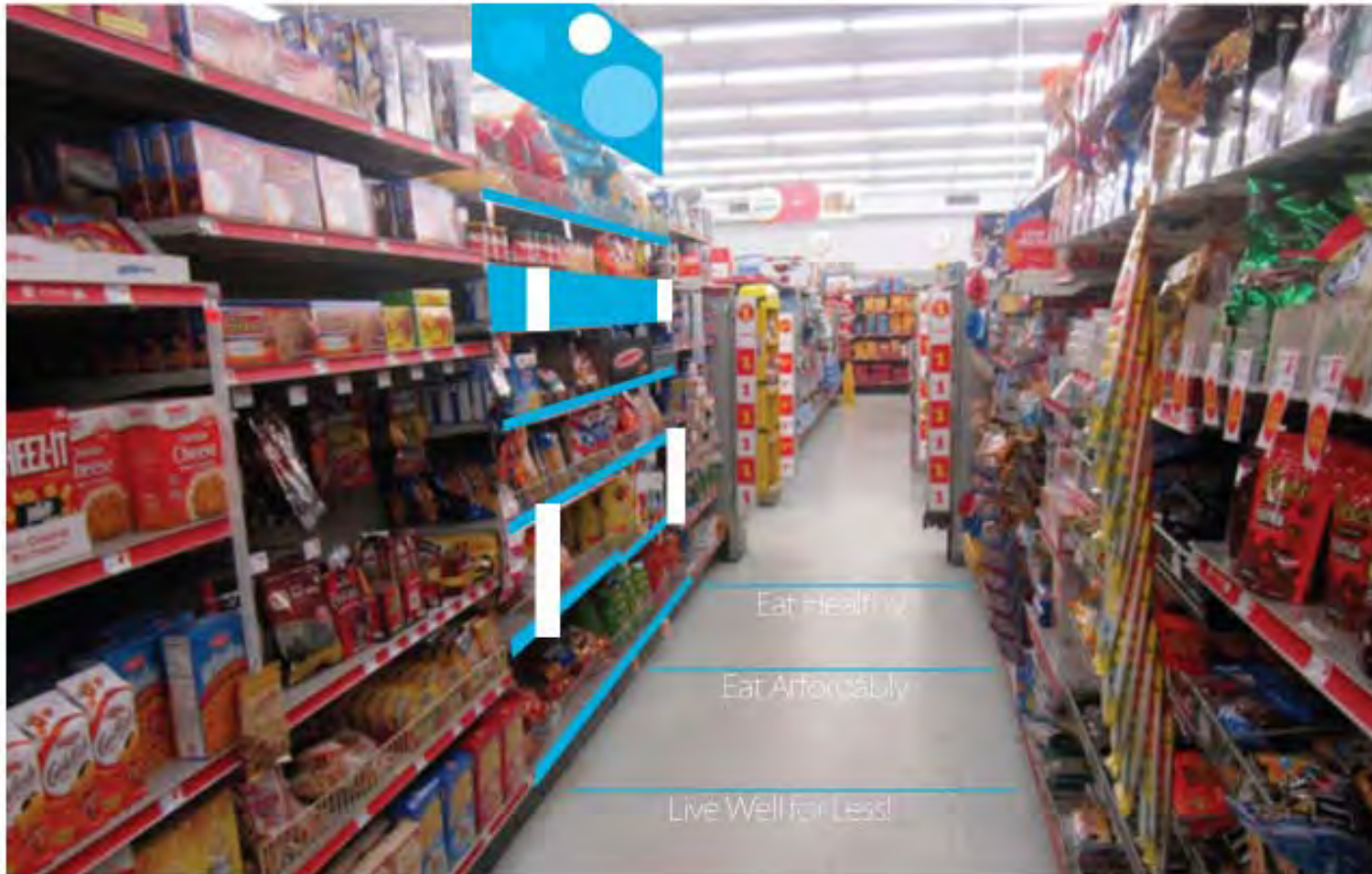
1 acre community garden

MFC - PARK GARDEN

5200 sf permaculture garden

# oas1\$

URBANPATCH DOLLAR STORE PROJECT



# Accessible and in place

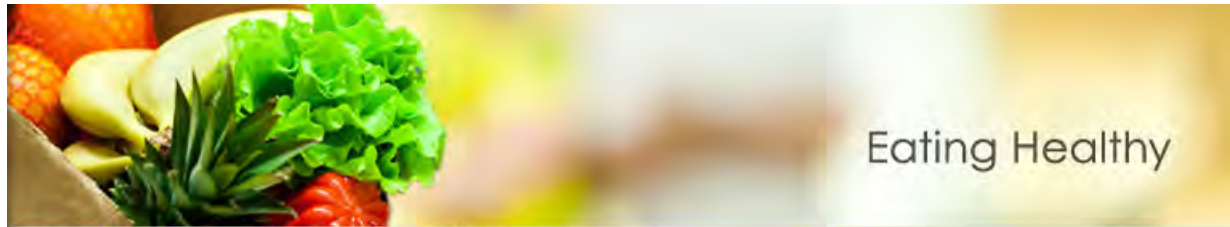


# Dairy and Eggs



# Good Food





# Eating Healthy

Home > Healthy Living > Eating Healthy > Green Carts

[Green Carts](#) | [Becoming a Green Cart Vendor](#) | [How to Apply](#) | [Costs](#) | [In the News](#)

## NYC Green Carts

### What are Green Carts?

Green Carts are mobile food carts that offer fresh produce in New York City neighborhoods with limited access to healthy foods. A Green Cart only sells fresh fruits and vegetables.

### What kinds of produce can you find on a Green Cart?

Vendors sell everything from tropical fruits, such as mangoes, papayas and quenepas, to more common items, like green beans, carrots, radishes and apples. Green Cart vendors often cater to the community they are serving. Can't find what you are looking for at your local Green Cart? Ask the vendor to stock what you need!



### Where are Green Carts located?

You can click on the map to the right to see neighborhoods which have Green Carts. Green Carts operate in areas which have limited access to fresh fruits and vegetables.

### Learn How to Apply to Be a Green Cart Vendor.

### Are you a Green Cart vendor who would like to accept EBT?

Email [greencarts@health.nyc.gov](mailto:greencarts@health.nyc.gov) to inquire about receiving a free wireless EBT terminal for your Green Cart!





# How do we start?

- I. **Market study: information we need to make a sustainable 'oasis' in the neighborhood and maybe in the process we can also -**
  - Bring back jobs
  - Bring back engagement of residents
  - Encourage business ownership

- **I. Market study: information we need to make a sustainable 'oasis' in the neighborhood**
  - **The CDC has done mapping, population and location studies and projections, etc.**
    - **We need to get engaged so we have say of what is already in place and work to help make happen.**



## II Some Options and Examples

- Pogue's Run Grocery – Co-Op:
- Bed-Stuy Fresh: <http://www.bedstuyfreshandlocal.net/>
- Shop-Rite:  
[http://www.nj.com/camden/index.ssf/2014/10/camden\\_pricerite\\_first\\_grocery\\_store\\_to\\_open\\_in\\_the\\_city\\_in\\_decades.html](http://www.nj.com/camden/index.ssf/2014/10/camden_pricerite_first_grocery_store_to_open_in_the_city_in_decades.html)
- Sterling Farms:  
<http://archive.thetowntalk.com/article/20140506/NEWS01/140506002/Sterling-Farms-close-flagship-store-Marrero-plans-open-stores-Alexandria-Atlanta>
- NYC Green Cart:  
<http://www.nyc.gov/html/doh/html/living/greencarts.shtml>

- Bed-Stuy Fresh Local: <http://www.bedstuyfreshandlocal.net/>



- Sterling Farms
- Shop-Rite
- Shop-Rite
- Sav-a-Lot
- Aldi,
- IGA
- ?



### Sterling Farms to close flagship store in Marrero; plans to open stores in Alexandria and Atlanta

Grocery store co-owend by "Treme" actor and New Orleans native Wendell Pierce

9:58 AM, May 6, 2014 | 0 Comments



Actor Wendell Pierce is seen in his mother's Gentilly home in New Orleans in this file photo. Pierce is co-owner of Sterling Farms grocery store in Marrero, which is shutting down on Thursday, after being open a year. Pierce and co-owner Troy Henry, plan to open two new stores, in Alexandria and Atlanta, but no timetable has been set.

WELCOME

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- **III. What do we do now and how do we plan for a sustainable long-term solution.**

- Green Carts

- Bodegas

- Other Development Sites

- CDC site Central and Fall Creek?,

- Fairgrounds Fairfield and Monon Site?

- Existing Double 8 site?

- More Regular Farmers Markets?

- Get an affordable grocery store (independent grocer?) to locate in the neighborhood?

- Shop-Rite, Sav-a-Lot, Aldi, IGA

- **IV. Next steps - and comments -- Form a neighborhood Food Access Advisory Group?**
  - CDC, City economic development (tax incentives, etc.?), neighborhood associations, Indy Food City Council, State Officials, IN Fairgrounds, Purdue Extension
  - Outreach to grocery store chains, real estate developers who do retail projects, what is already in the works, etc.
  - SWOT analysis, market study, case studies necessary research for what to do next.

# Park Garden



ioby brings environmental projects to life, block by block.

[see our progress](#)

[get started »](#)

STATUS: UNDERWAY, ACCEPTING VOLUNTEERS

## Urban Patch - Park Garden

The Park Garden is a new green space on Indianapolis' north side. It will be a permaculture garden with fruit trees and bushes, and native plant species.

SHARE THIS PROJECT

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$1,326



project leader  
Urban Patch

location  
3002 Park Avenue  
(Mapleton - Fall Creek / North Midtown)

latest update   
Your donation in action!

\$1,341

RAISED SO FAR

\$0

STILL NEEDED

\$

[donate to this project](#)



Social media campaign raised over \$1300 in 3 weeks using ioby.org





# Tonight's Agenda

- Advisory Food Access Team - Pass Around Team Sign-Up Sheets
  - Create a grassroots team model that can be easily duplicated in other impacted neighborhoods
- Small selection committee to be formed to get started and coordinate efforts in the MFC community.
  - Other communities are welcomed to attend and participate so they may glean from our efforts for their communities as well.
- Input from Community / Neighborhood Stakeholders (25 minutes)
- Final Comments and Remarks (8 minutes)

# Questions?



Visit us at:

[urbanpatch.org](http://urbanpatch.org)

[mfcdc.sharepoint.com/  
Pages/default.aspx](http://mfcdc.sharepoint.com/Pages/default.aspx)

[fallcreekgardens.org](http://fallcreekgardens.org)