

Before we begin...

- **Thank you for inviting us to the Northside Coalition meeting this evening!**
- We will give a brief presentation about progress made on the First Ward Food Study, and we will put up a few polling questions at points during the presentation.
- We will ask for questions/comments at the end of the presentation. But please feel free to ask a question (or put a question in the chat) at any time.
- A copy of the presentation will be uploaded to the project website after the meeting:
<https://brsinc.com/first-ward-food-study/>



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Polling question #1



PATERSON FIRST WARD
MARKET ANALYSIS AND DEVELOPMENT PLAN

FUNDED BY A NJEDA FOOD SECURITY GRANT

UPDATE



Grant Overview





The NJEDA-funded study will help to:

- Address First Ward community food security needs
- Develop a community-driven approach to improve food access in the neighborhood
- Promote use of the site to enable better food access for community members

Project planning partners

County of Passaic

Grace Chapel
Baptist Church

United Way of
Passaic County

Passaic County
Habitat for
Humanity

St. Joseph's Health

Rutgers
Cooperative
Extension of
Passaic County

City of Paterson

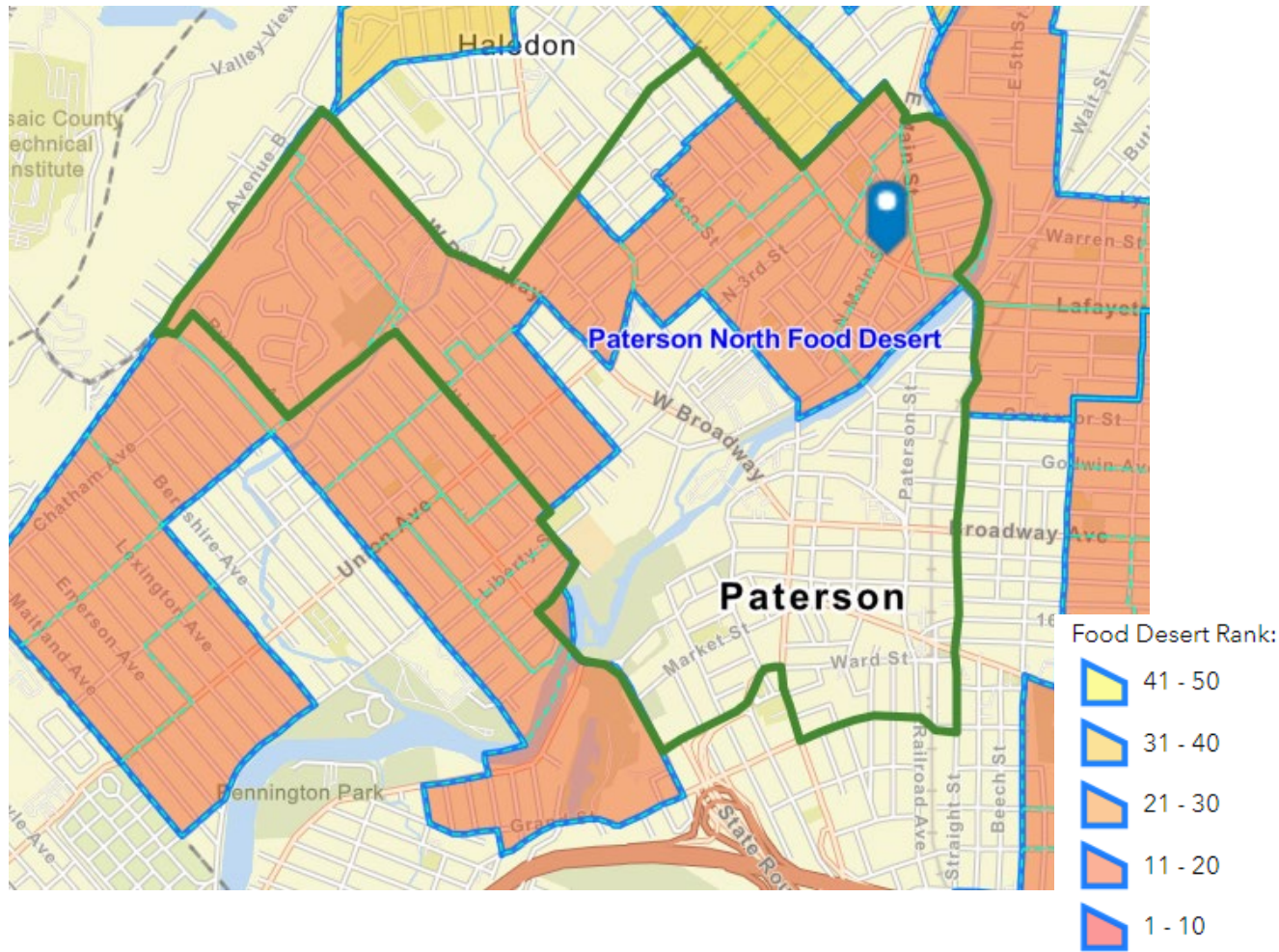
“Food Desert”



Inequitable food environments - disparities in availability of fresh, nutritious foods.

“Food deserts” are geographic areas with limited access to nutritious foods.

Low-income, low-access communities



NJEDA-
designated
“Food
deserts”

NJEDA-designated food deserts in Paterson area, 2022

Project scope & status



Project components & schedule

	<i>Month</i>							
	1	2	3	4	5	6	7	8
	December	January	February	March	April	May	June	July
Market Analysis	█							
Physical Site Evaluation		█						
Community engagement		*				*		*
Site Development Plan					█			
Client Communication	*	*	*	*	*	*	*	*

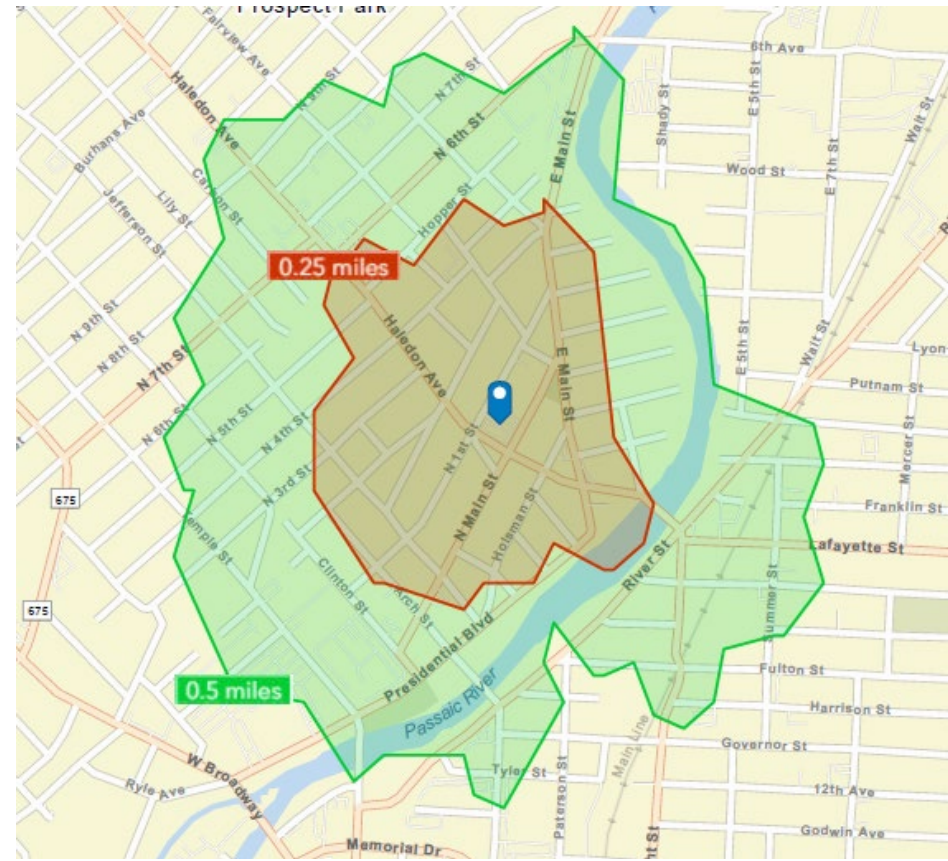
* = Meeting

Market Analysis

Objective: to determine market demand and guide development strategy

First Ward

Vicinity of Grace Chapel Baptist Church



Community profile

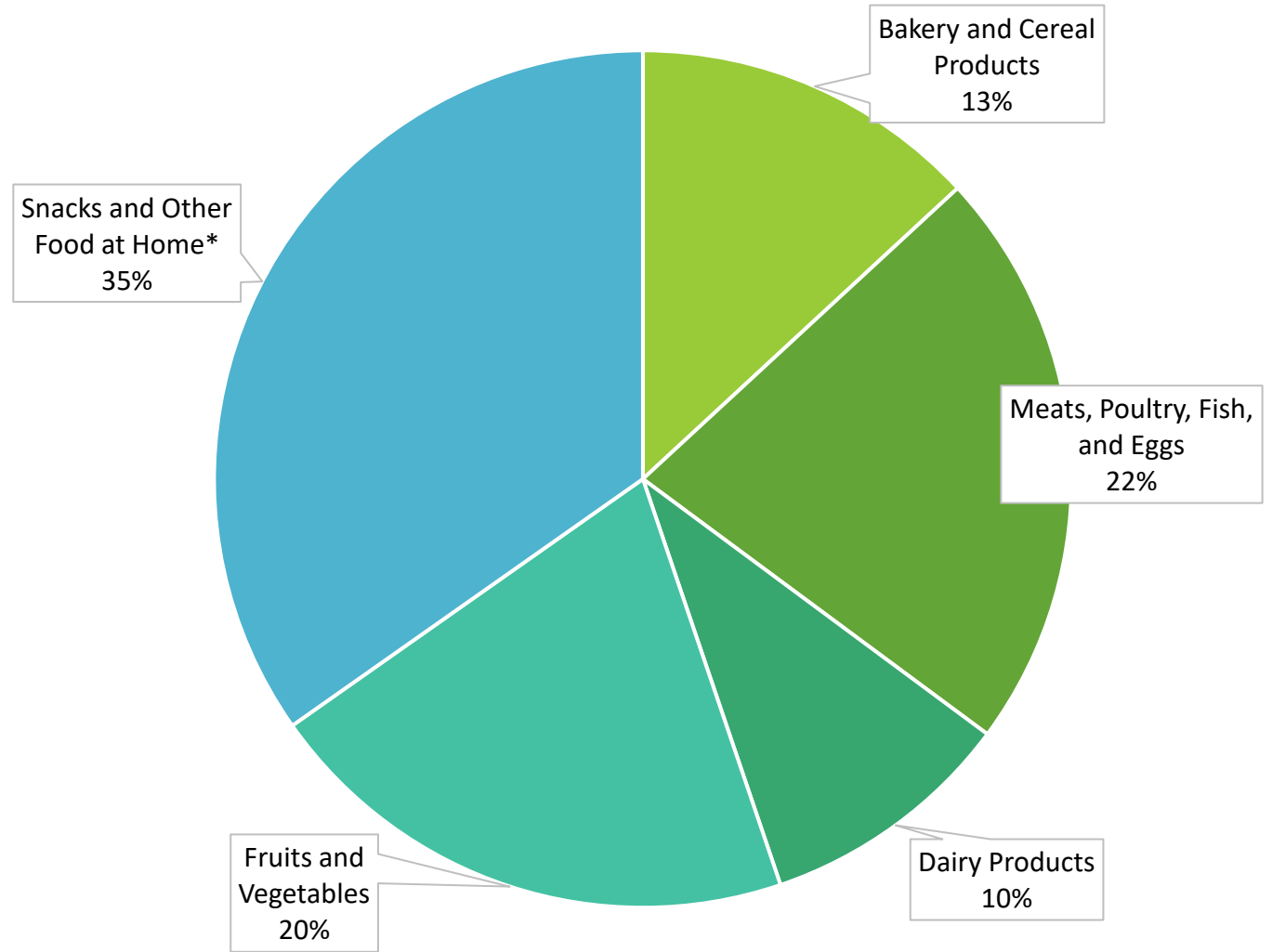


AREA IMMEDIATELY SURROUNDING GRACE CHAPEL BAPTIST

	FIRST WARD	CHURCH
POPULATION	28,528	3,387
PEOPLE PER SQUARE MILE	20,542	24,843
AVERAGE HOUSEHOLD SIZE	2.89	3.23
HOUSEHOLDS WITH CHILDREN	45%	56%
POPULATION 16+ IN WORKFORCE	56%	57%
MEDIAN HOUSEHOLD INCOME	\$38,889	\$38,810
HOUSEHOLDS WITH SNAP/EBT BENEFITS	41%	49%
PEOPLE OF COLOR	59%	90%
PEOPLE OF HISPANIC ETHNICITY	53%	59%

Consumption demand

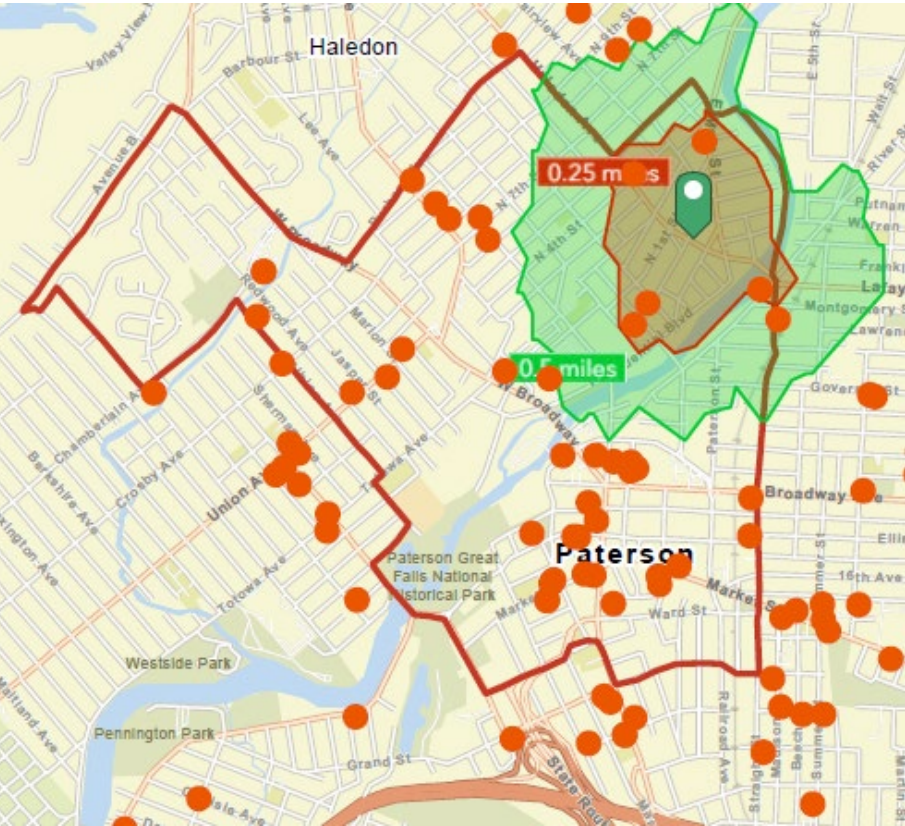
Average amount spent per year on food consumed at home in the First Ward



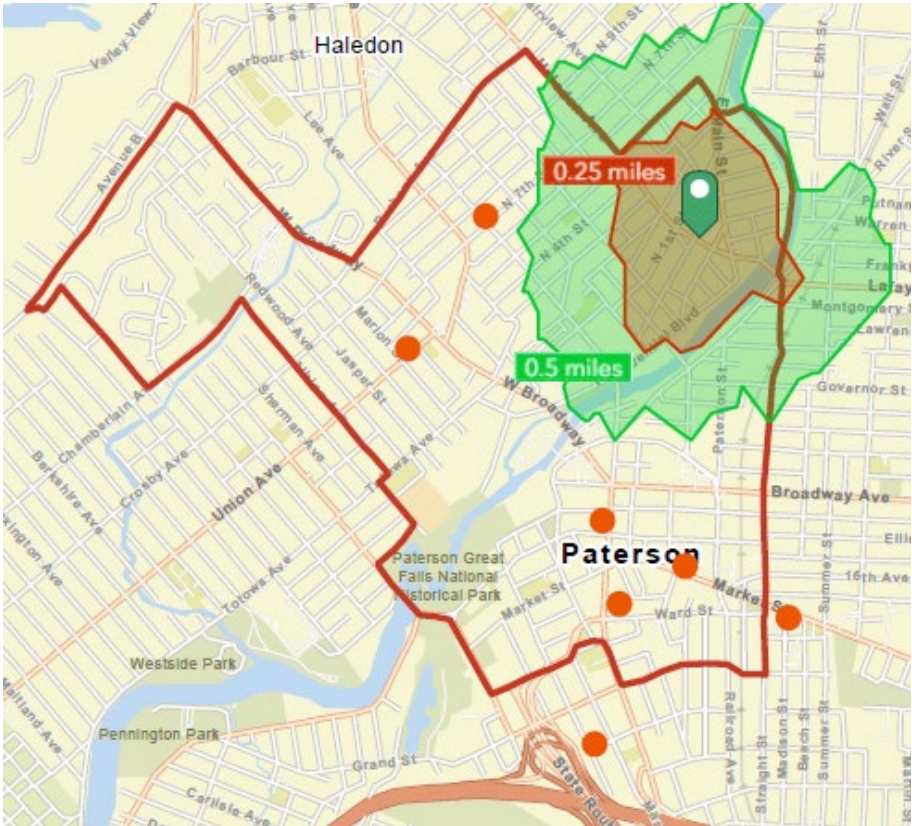
*Includes items such as baby food and certain prepared foods and salads

Existing food retailers

ALL FOOD & GROCERY STORES



FOOD & GROCERY STORES AT LEAST 5,000 SF



Types of food retailers:

TRADITIONAL RETAILERS

- **Large grocery store** (at least \$2mn in annual sales)
- **Supermarket** (average size of 45,000 square feet and total annual sales of \$14 million)
- **Farmers market**

NON-TRADITIONAL RETAILERS

- **Grant-funded grocery store**
- **Non-profit grocery store** that may be affiliated with an organization or institution
- **Food co-op**
- **Healthy bodega or corner store initiative**
- **Mobile grocery store**



Polling Question #2:

What item(s) would you NOT buy in a local corner store or bodega?

Site Evaluation

***Objective:** Identify constraints and impediments to development of a food retailer, and provide recommendations for addressing them*

- General physical evaluation of the sites
- Location and accessibility study
- Risk analysis
- Analysis of sustainability and environmental impact
- Legal and regulatory considerations
- Transportation analysis

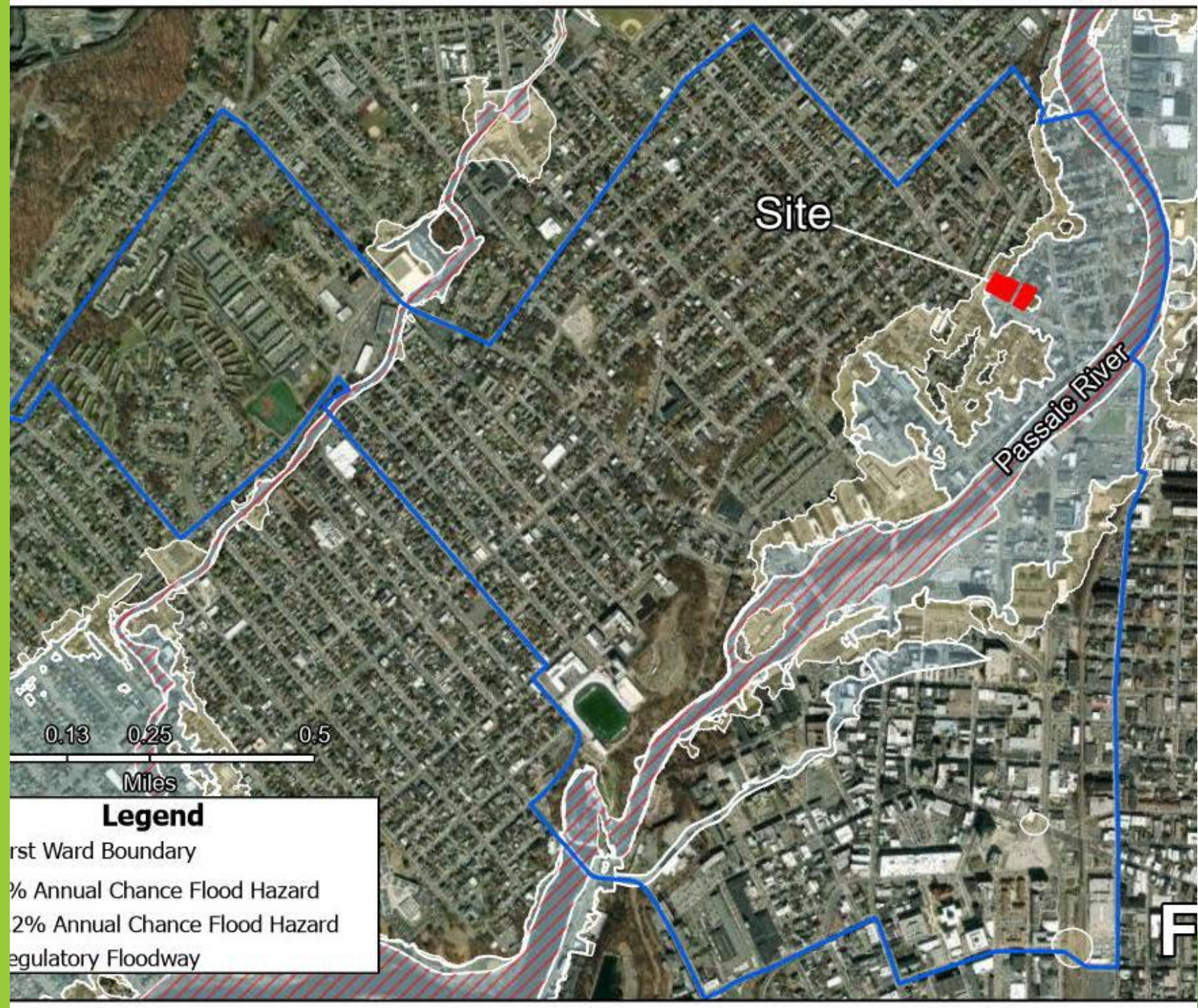


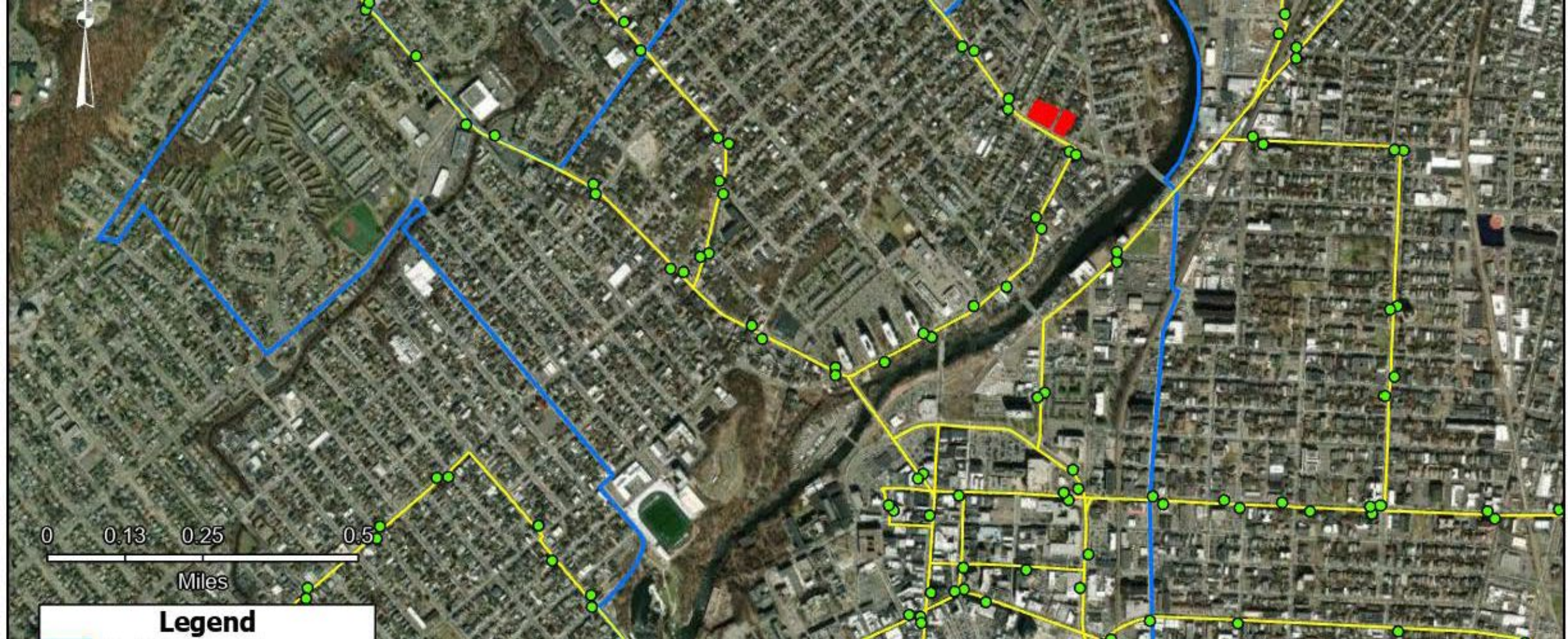
Target Site



Challenges

- Size of the site
- Location
- Transportation and Access
- Environmental Concerns
- Disposable Income





Bus Routes

Community Engagement

***Objective:** Seek feedback, local knowledge, and expertise to inform the study*

Three

Two public meetings

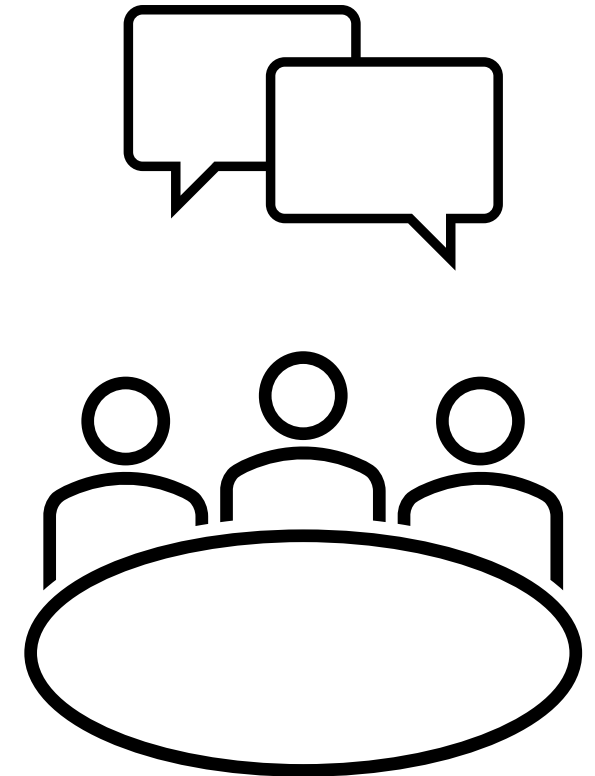
- January 2024
- May 2024
- June 2024

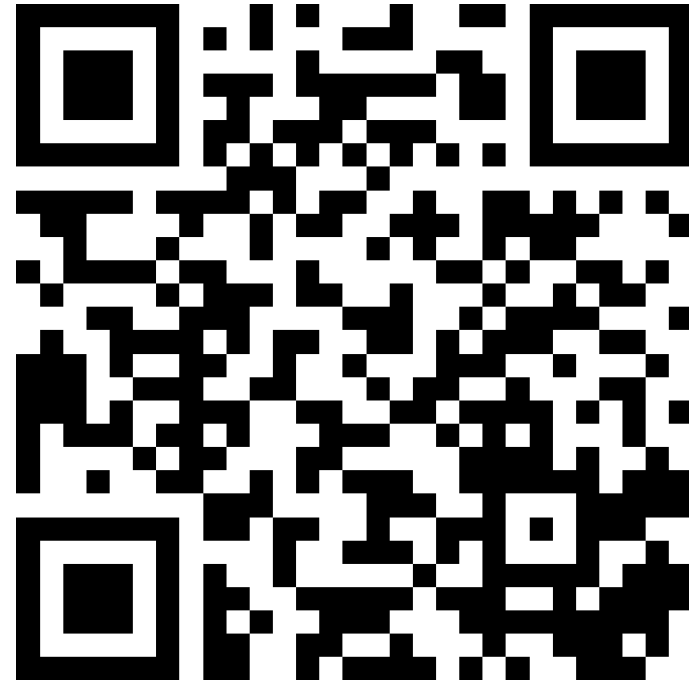
Community Survey

Interviews with community members

Interviews with organizations and topic experts

Project website

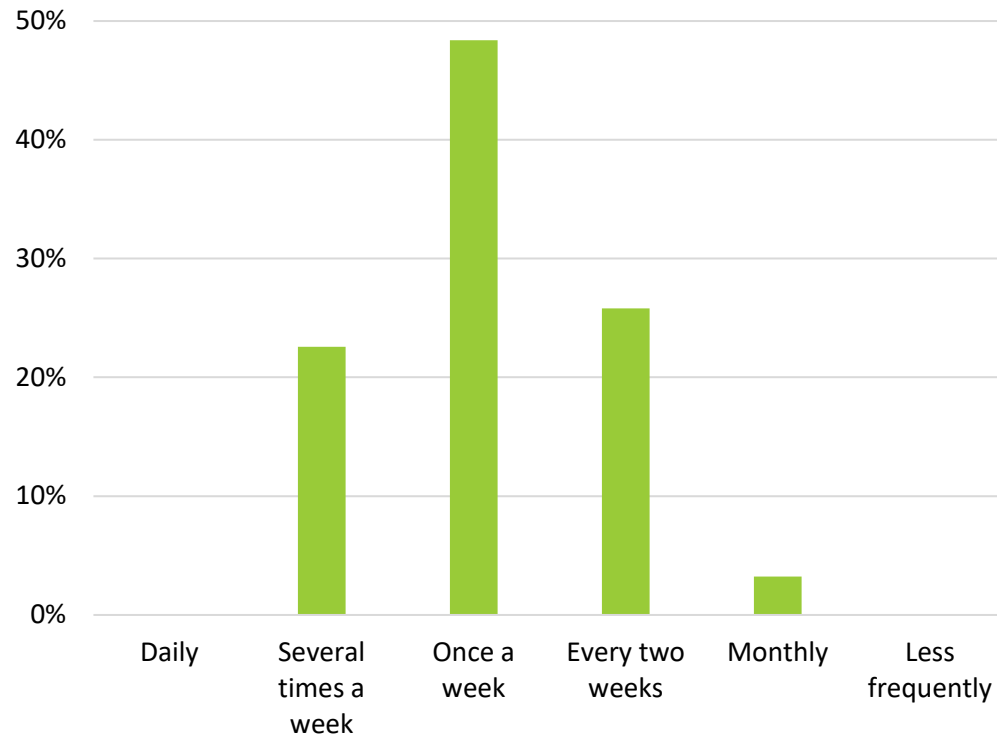




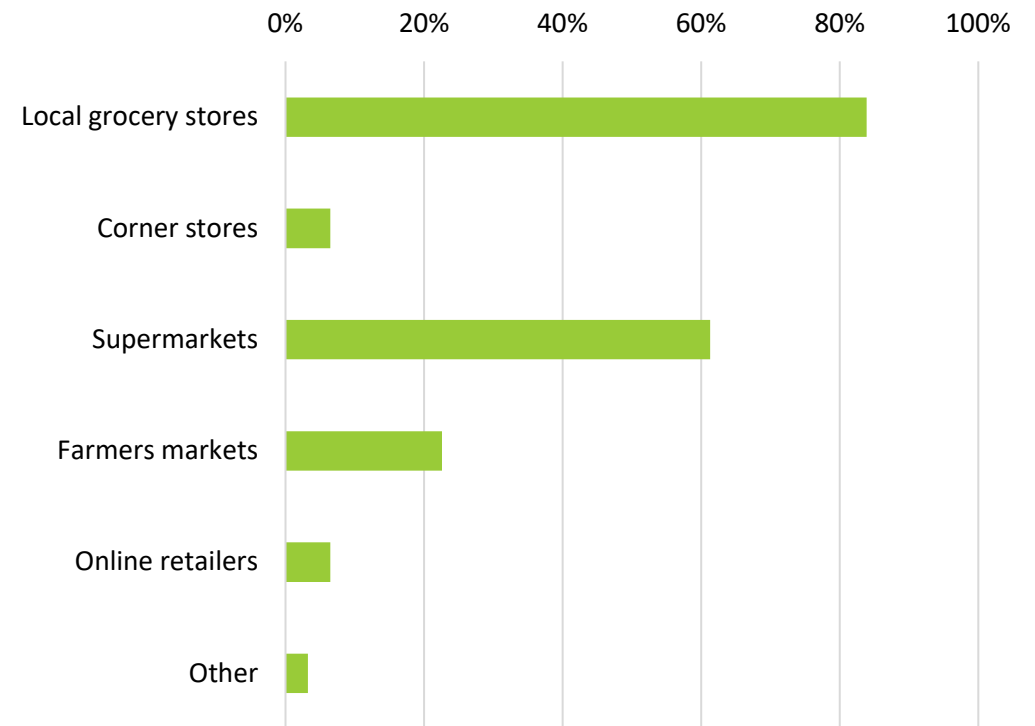
Polling Question #3: Farmers Markets

Community survey results

How often do you shop for groceries?

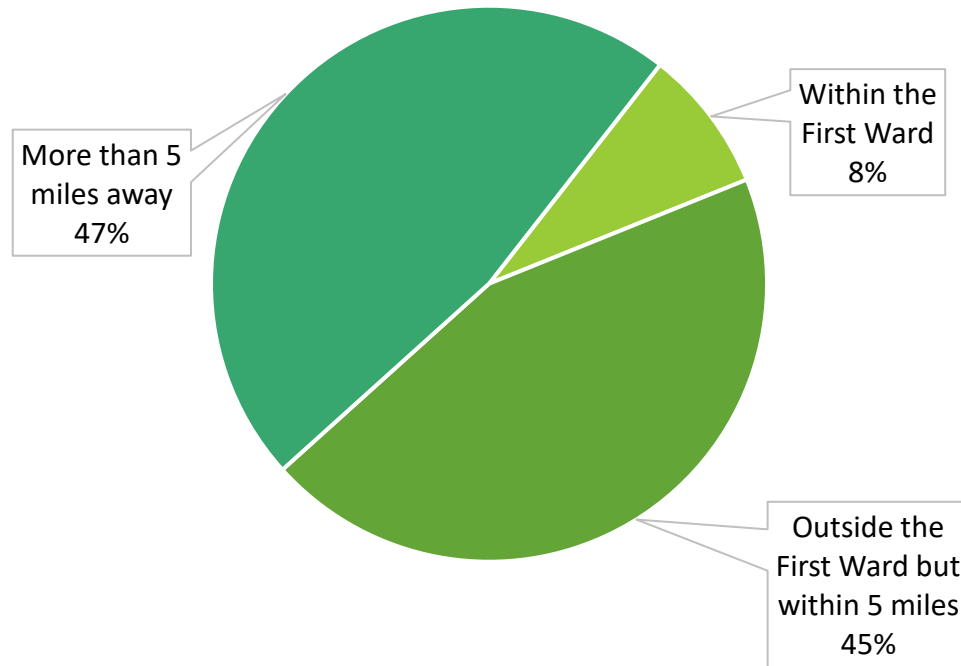


Where do you usually shop for groceries?

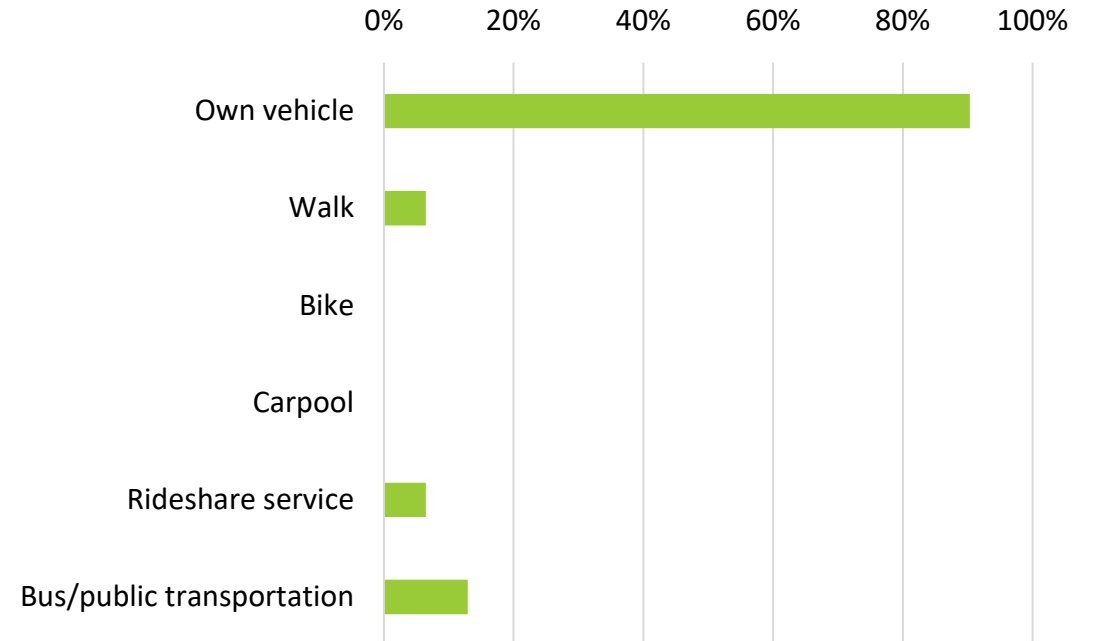


Community survey results (continued)

How far typically travel for groceries?

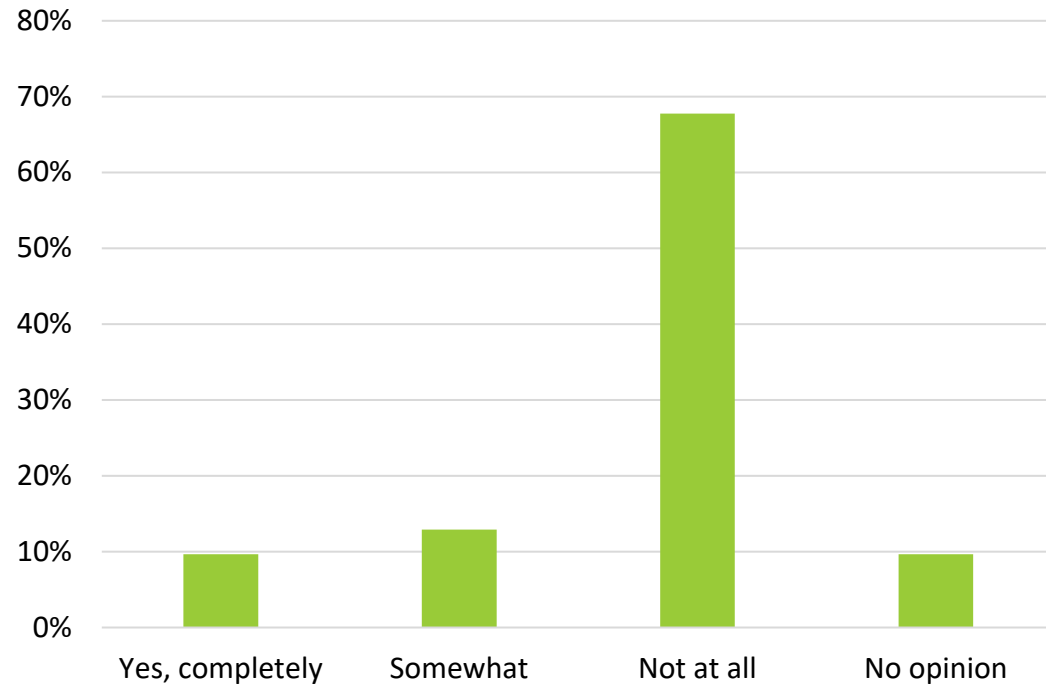


Means of travel to places where purchase food?

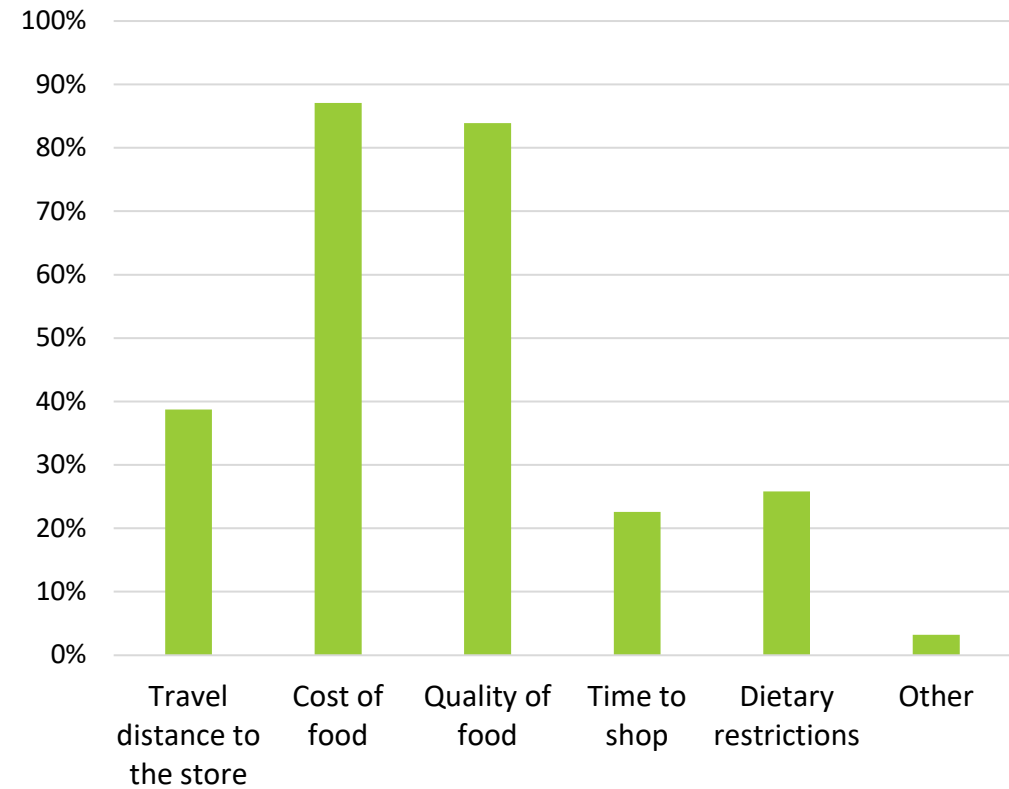


Community survey results (continued)

Do current grocery shopping options in the First Ward meet your needs?

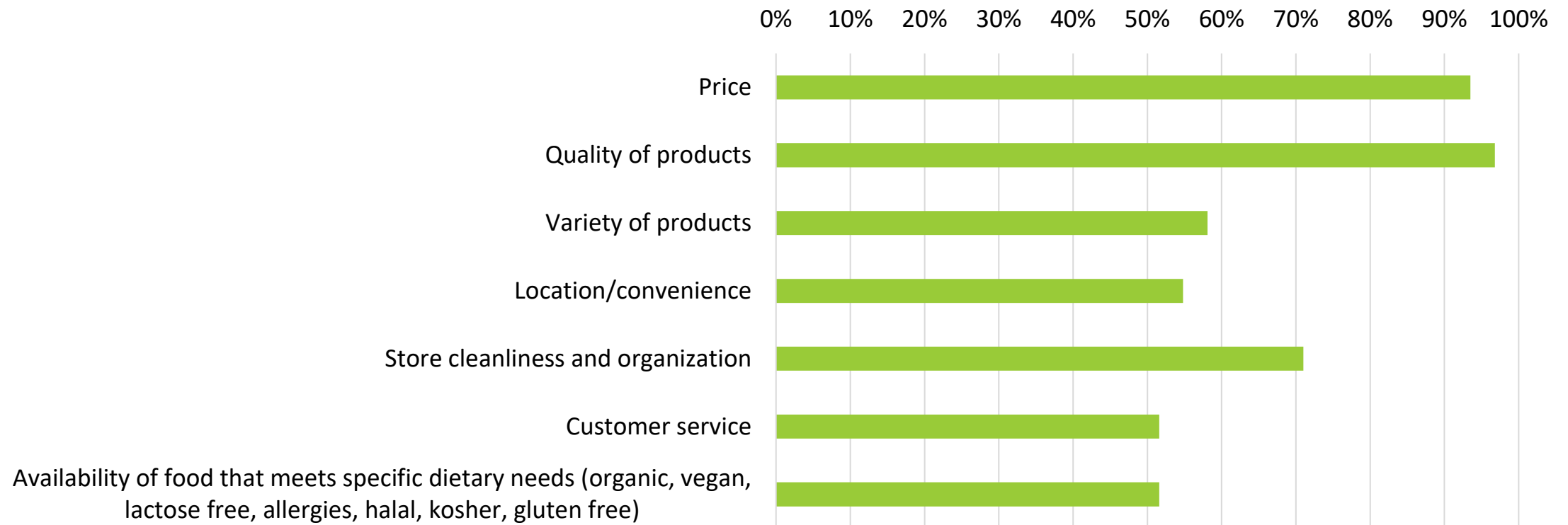


Challenges in acquiring groceries?



Community survey results (continued)

Most important factors when choosing where to shop for groceries



Polling Question #4: Mobile grocer



Site development plan & recommendations

***Objective:** Provide recommendations on how sites may be optimized for investment, and how to address issues that could make incorporating these new uses challenging*

- Identification of feasible food retailers
- Types of structures/structural changes needed
- Permitting
- Transportation
- Potential operators/managers
- Funding sources





Interested
in speaking
to us?

Questions or Comments?

IF YOU PREFER, YOU CAN ALSO PUT A QUESTION IN THE CHAT



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Thank you for your participation!

VISIT THE PROJECT WEBSITE AT: [HTTPS://BRSINC.COM/FIRST-WARD-FOOD-STUDY/](https://brsinc.com/first-ward-food-study/)

