



## Austin-Travis County Food Policy Board

February 1, 2021



**EQUIDAD ATX**

A Holistic Mobile Ecosystem Serving Austin's Eastern Crescent

*Not a replacement for, but a bridge until.*

PROPRIETARY

A. Cumberbatch, Jr. / 9.2020

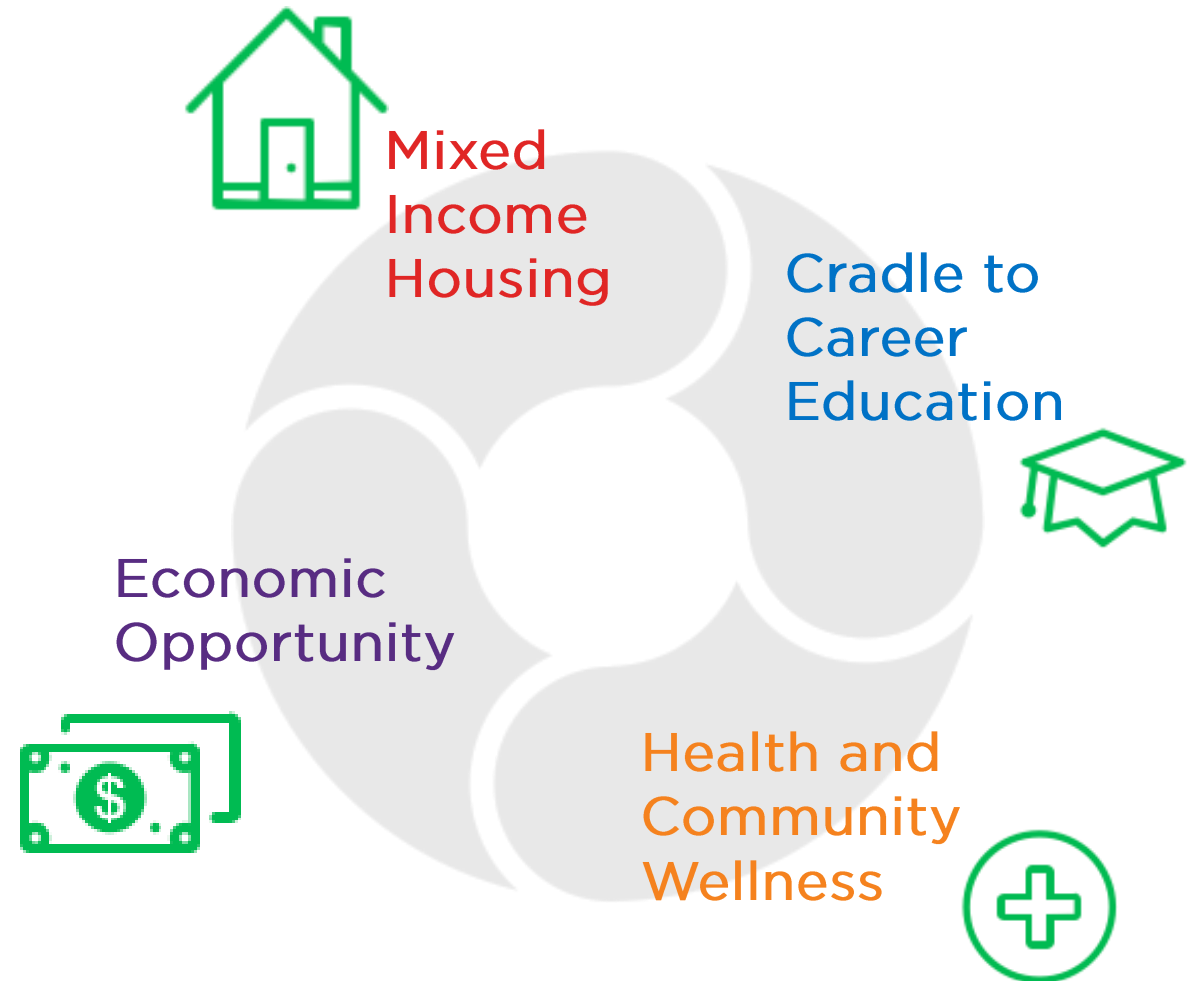
# EQUIDAD ATX

Texas nonprofit 501(c)(3) tax-exempt corporation. “Equidad” is the Spanish word for “equity”, a core principle.

**Mission:** Catalyst for collaboration to accelerate holistic, equitable, sustainable & transformative development in Austin’s Eastern Crescent.

**Vision:** Thriving communities everywhere.  
No barriers. No boundaries.

**Values:** Cultural competency & preservation. Place-based planning. Racial Equity. Strengths-based focus.



Holistic, Coordinated Strategy For Neighborhood Revitalization

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- A collaboration of over 15 service providers bringing holistic services to EC residents on a regularly scheduled basis.
- A disruptor of resource deserts.
- Service providers coordinate re health resources, e.g., pediatric, primary and mental health care; grocery, e.g., produce, proteins, personal products; education, e.g., library services, financial literacy, and workforce development.
- Not a replacement for brick and mortar, but culturally dynamic support for historically undeserved communities populated primarily by Latinx, Black and low-income individuals and families.

# 1928 Master Plan

"There has been considerable talk in Austin... *in regard to the race segregation problem.* This problem cannot be solved legally under any zoning law known to us at present... Negroes are present in small numbers, in practically all sections... excepting the area just east of East Avenue ... *the solution of the race segregation problem will be the recommendation of this district as a Negro district.* This will eliminate the necessity of duplication of white and black schools, white and black parks, and other duplicate facilities."



# 'Negro District' aka Displacement

- The only part of the city where Blacks and later Hispanics could access **public services, e.g., schools, utilities.**
- "Home" to the city's weakest zoning restrictions, allowing the development of "**a number of slightly objectionable industrial uses**" —e.g. City Dump, Petroleum Tank Farm, Recycling Plant.



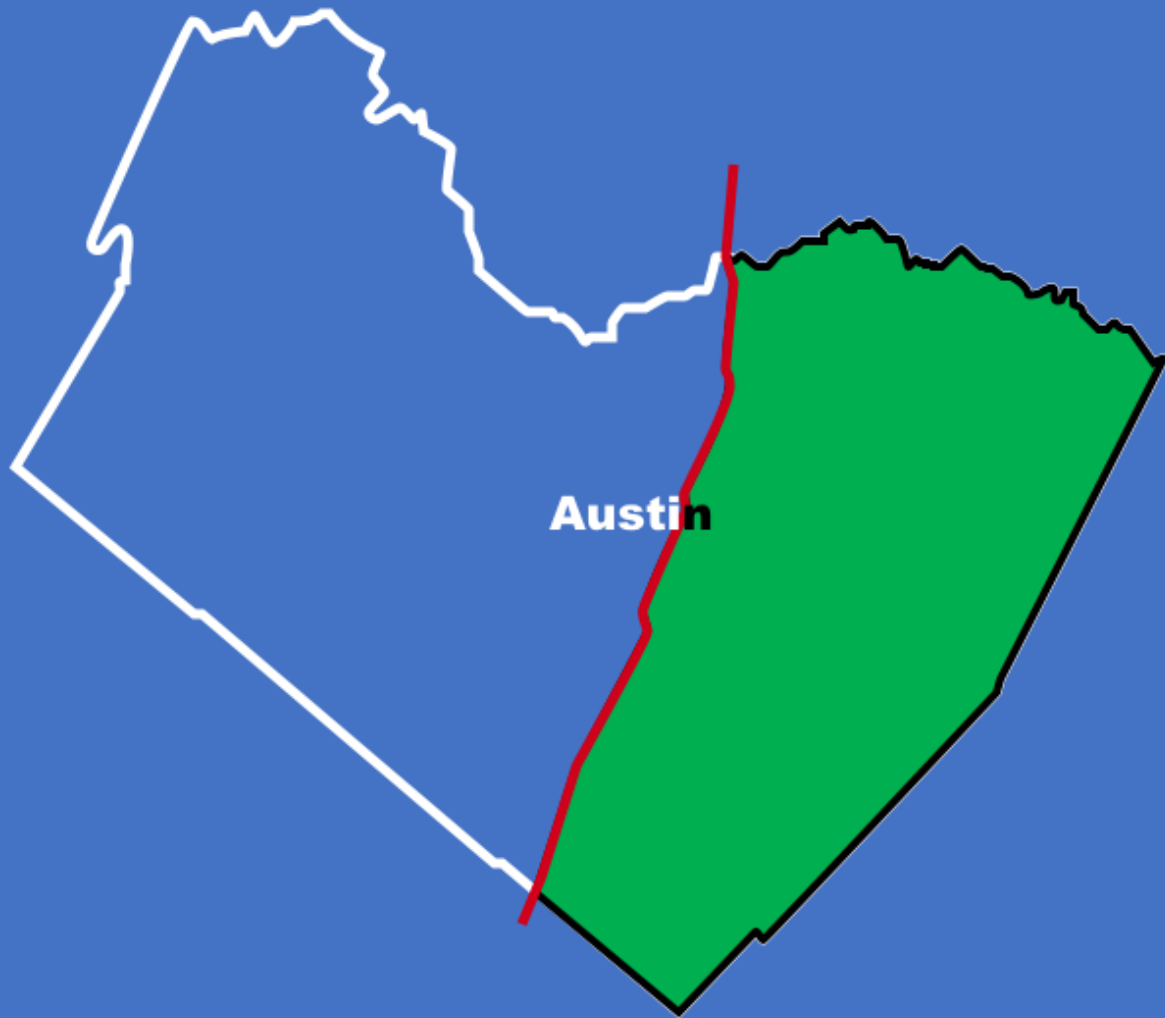
# Legacy of the 1928 Master Plan

## Urban Deserts

Absence of essential products + services in low-income Eastern Crescent neighborhoods:

- Food Desert (Fast Food Oasis)
  - Limited Access to Affordable and Nutritious Food
  - More Than One Mile From a Supermarket
  - Low-Income Residents
- Healthcare Desert
- Financial Services Desert
- Retail & Personal Services Desert
- Childcare Facilities Desert
- Library Desert





Austin's Black population by zip code is concentrated in northeast Travis County east of IH-35

Austin's Hispanic population by zip code is concentrated in southeast Travis County east of IH-35

### Poverty Rates:

Overlap of **Black and Hispanic populations and poverty** east of IH-35.

### Health Disparities:

**Life expectancy** greater west of IH-35, **21 years difference** between 78731 and 78741.

### Mortality Rates:

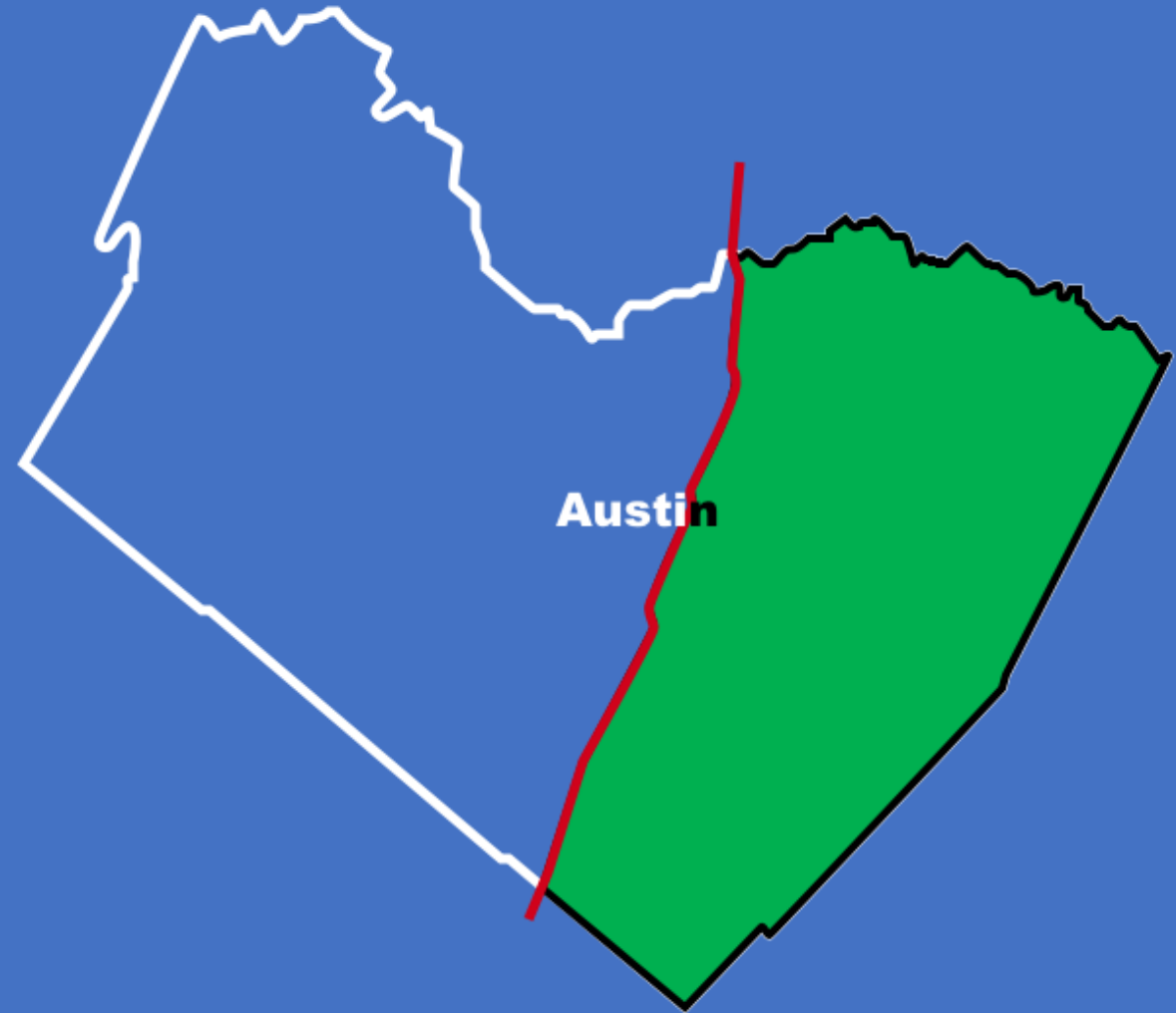
Age adjusted mortality rate by zip code: 7 zip codes with **highest rates of death are east** of IH-35.  
4/5 zip codes with **lowest rates of death are west** of IH-35.

### Urban Food Deserts:

Residents in these low-income census tracts **do not have easy access** to affordable & nutritious food.

### Hospital and Clinics:

Locations of most **hospitals are located west** of IH-35. **Shortage of health facilities east** of IH-35.





# Target Population - Eastern Crescent

## CommUnityCare's 2018 Community Health Needs Assessment:

- Explosive **population growth** changed ATX and Travis County
- Rapid **gentrification** driving demographic shifts
- CommUnityCare's target population is below 200% of the federal poverty level and are being **displaced** from Central East core into the balance of the Eastern Crescent (EC), an area of social disadvantage.

## The Uprooted Project (UT Austin, 2018):

- Confirms the **devastating impact of displacement through gentrification**
- Identifies several EC neighborhoods vulnerable to displacement



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The typical market response will take many years to overcome these inequities, e.g., 60K more rooftops.

Q: What Can Be Done *Now*?

A: **live**well **vive**bien



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- A mobile ecosystem
- Addressing social determinants of health
- Consistent and convenient access to:
  - Affordable groceries, e.g., fresh food, hygiene products, and diapers
  - Health and wellness resources, e.g., dental, pediatric, primary care/mental health, breast cancer screening
  - Financial literacy resources
  - Library services
- **To improve individual/community health outcomes**
- **While simultaneously working for brick and mortar.**

Several organizations already provide mobile services in the Eastern Crescent, but not in a coordinated, holistic manner.



CommUnityCare



Texas Capital Bank



St. David's Foundation



Seton Healthcare Family



Austin Public Library



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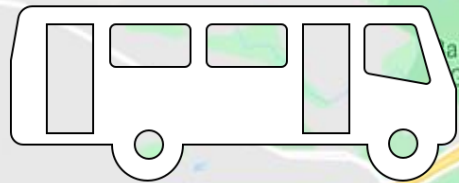
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Medical Clinic



Financial Services



Dental Clinic



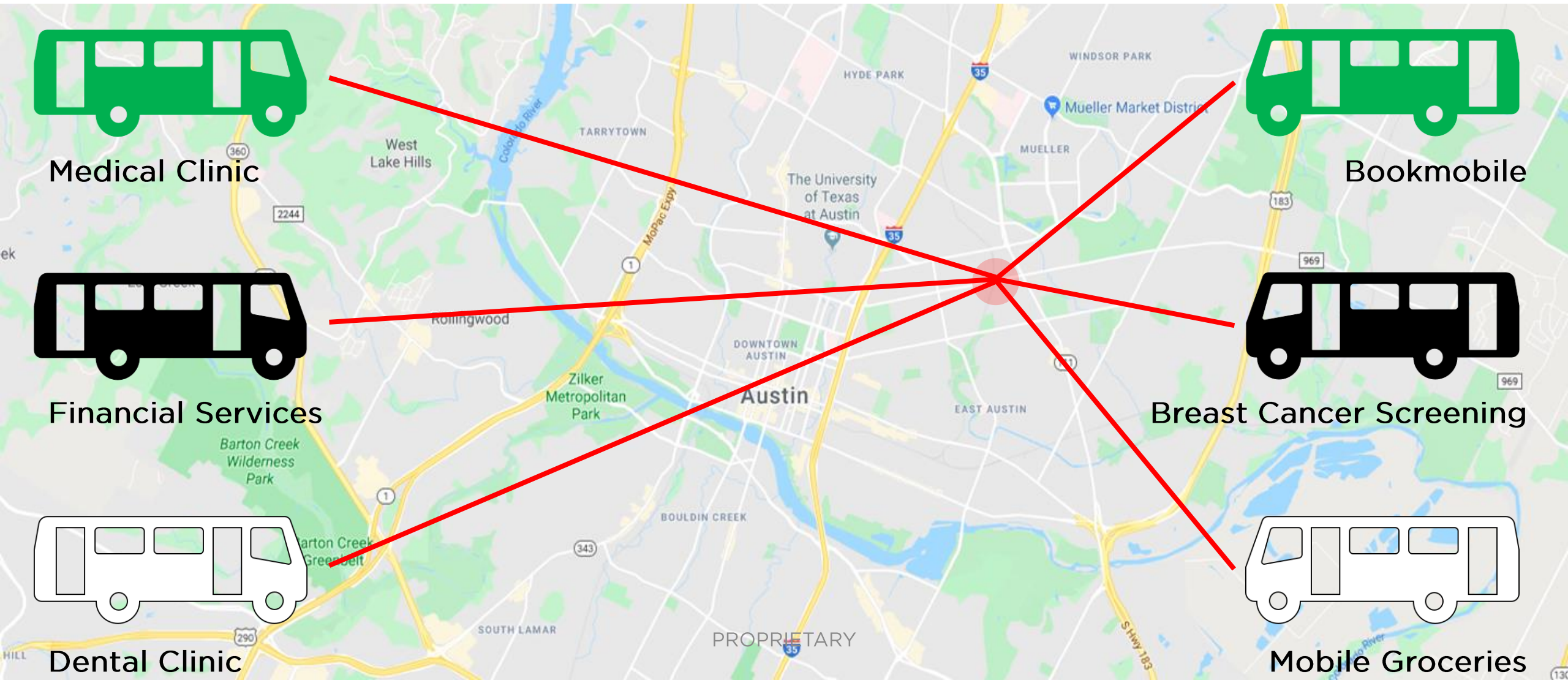
Bookmobile



Breast Cancer Screening



Mobile Groceries



# Mobile Grocery Stores



Fresh Express Phoenix



Fresh Moves Mobile Market Chicago



Capital Metro will donate a retired bus...



Which will be retrofitted as a mobile grocery store.

Central Texas Food Bank will be the operator.



# Multiple Buses

- Food
- Hygiene products

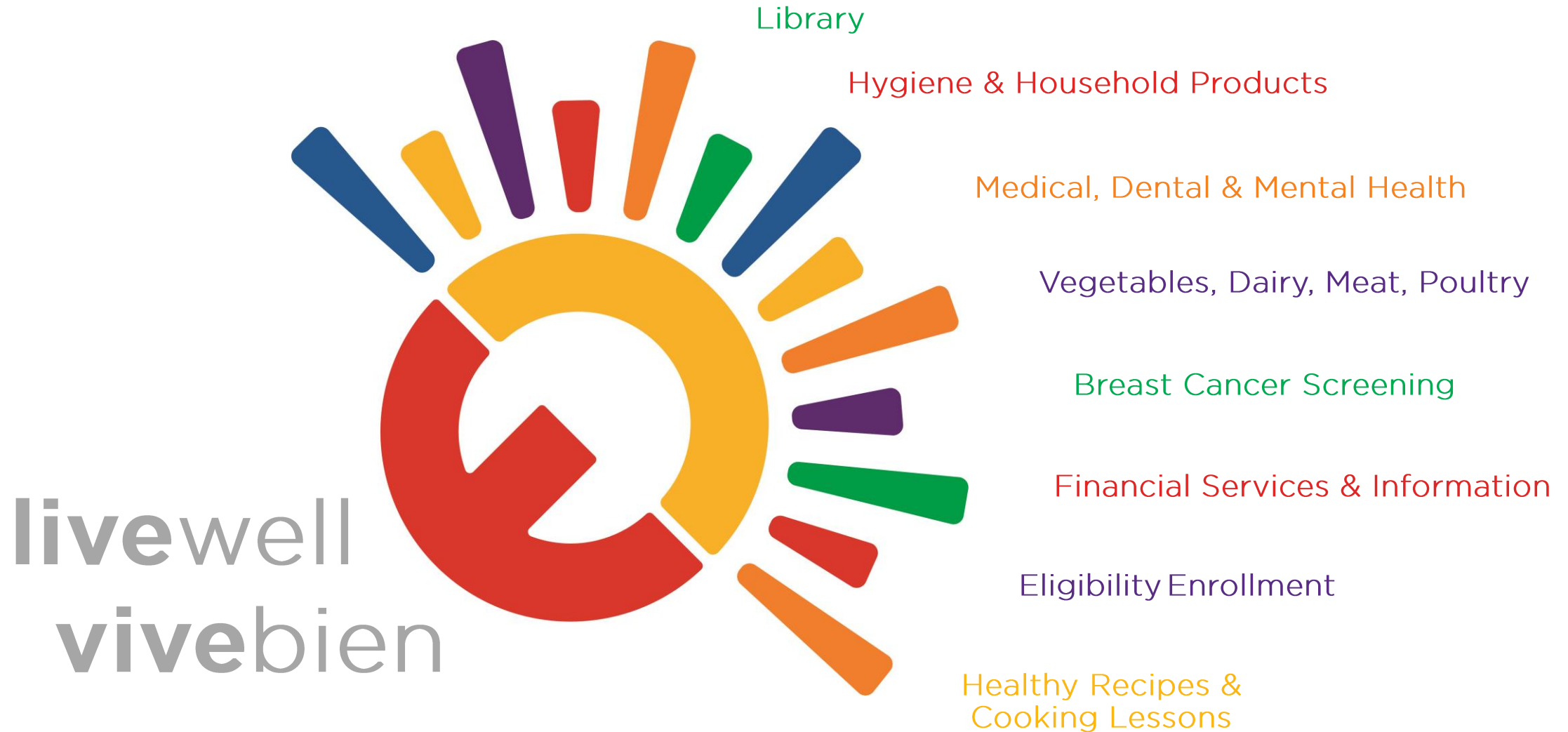


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# Multiple Products & Services



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# Holistic & Coordinated

Customer Dignity

Synchronized Dates & Times

Strategic Locations

Community Specific Services

Time & Cost Efficiencies

Data Analytics:  
Monitor Utilization and KPIs

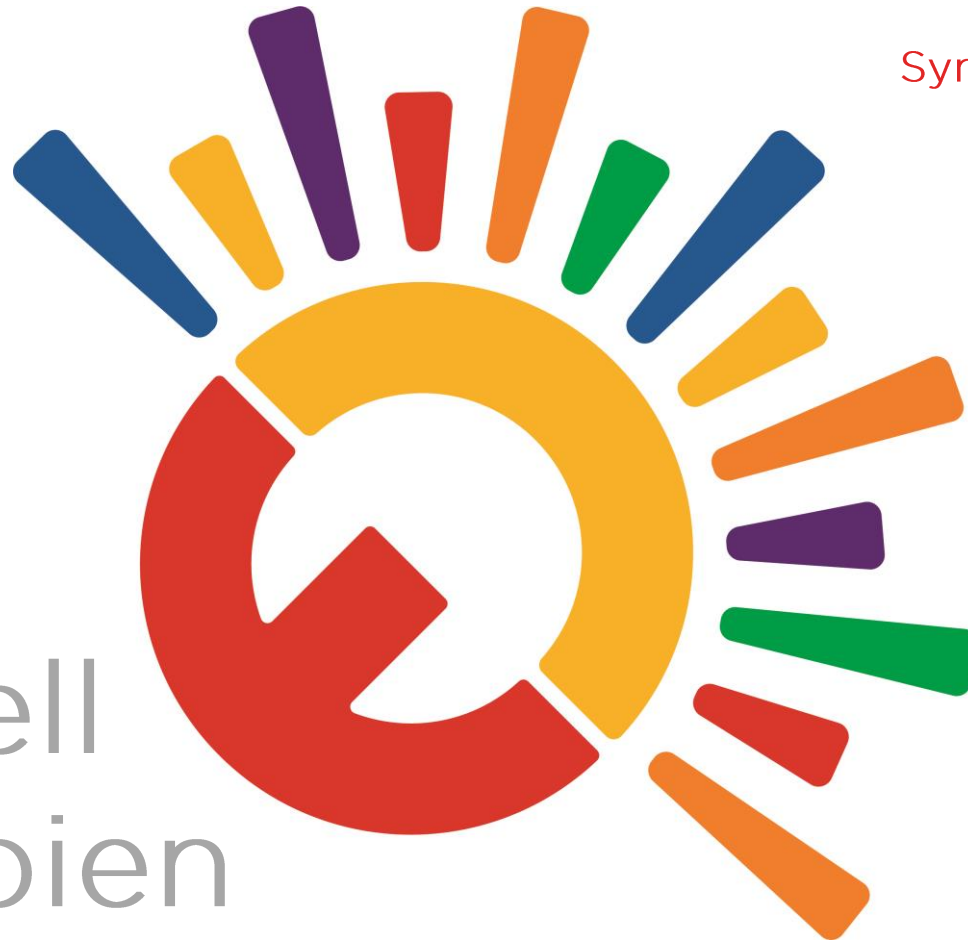
Two Generation  
Workforce

Project Management

Synergistic Referrals

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# 2019 Pilot

## Partners:

- Central Texas Food Bank
- Texas Capital Bank
- CommUnityCare

## Dates + Locations:

- July 2019 in NE Travis County: Colony Park
- October 2019 in SE Travis County: Creedmoor
- CommUnityCare--80 unique patients / *+350% increase over solo mobile outings*

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# 2021

- Q2-Q3 2021 (April 15, 2020 start date pushed back due to COVID-19)
- Initial Locations:
  - Colony Park
  - Del Valle
  - Creedmoor
- Designing for COVID Compliance (safety + innovation)
  - Design Institute for Health (+ Design in Health Studio Interns) / Gensler / frog / Central Health / Central Texas Food Bank...



# PARTNERS



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# PARTNERS



# CONTRIBUTIONS (KIND)

*Teamwork Makes the Dream Work*

## Central Health:

- Project Manager

## Gensler (Architects):

- Community Engagement
- Brand ID / Visuals
- Human Design / Visioning

## frog design:

- Social Media/Communications
- Human Design

## Cap Metro:

- Bus
- Mechanics

## Design Institute of Health (U.T. Dell Med School + College of Fine Arts):

- Design
- Community Engagement
- Research



# CONTRIBUTION\$

- City of Austin (Equity Office / Austin Public Health)
- Episcopal Health Foundation
- J.P. Morgan Chase
- Texas Capital Bank
- Transportation Empowerment Fund





# How will people be able to pay for services?

## Health and Wellness

- Medical Care: *Free* for people who are at or below 100% FPL and 200% for elderly/disabled
  - MAP, Medicaid, Medicare, CHIP, Commercial Insurance
- Health Resources: *Free*

## Groceries

- *Free*
- Sliding Scale–*Free* to market rate, e.g., SNAP, cash, credit, debit

## Library, Financial Literacy, Workforce Development...

- *Free*
- *Excellent Customer Experience (Dignity, Respect, Patience...)*
- *Stigma Free*



Q & A

thank you



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