

“80% of our city’s population doesn’t have access to healthy affordable foods; 100% deserve it ”

*Mayor William A. Bell, Sr.*



**BIRMINGHAM**  
— FORWARD —  
MAYOR WILLIAM A. BELL, SR.

Birmingham, AL

July 23, 2014



# Acknowledgement

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Sheila Tyson, District 6  
Jay Roberson, District 7  
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## Community Engagement

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### Stakeholders

Michael German, Director, HUD Alabama Field Office  
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Randall Woodfin, Pres., Birmingham Board of Education  
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Alonzo Darrow, Citizens Advisory Board  
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Corlette Burns, Shift Marketing  
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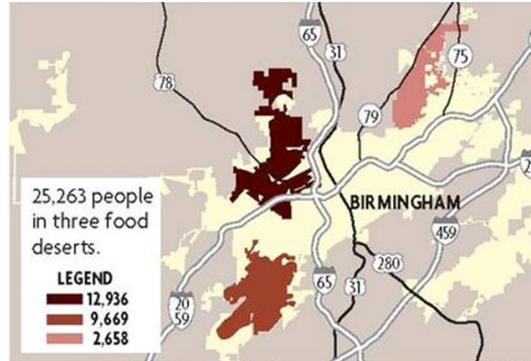
# Current Situation

## OVERVIEW OF CHALLENGE

Birmingham has faced challenges with the loss of key sustaining industries over the last several decades.

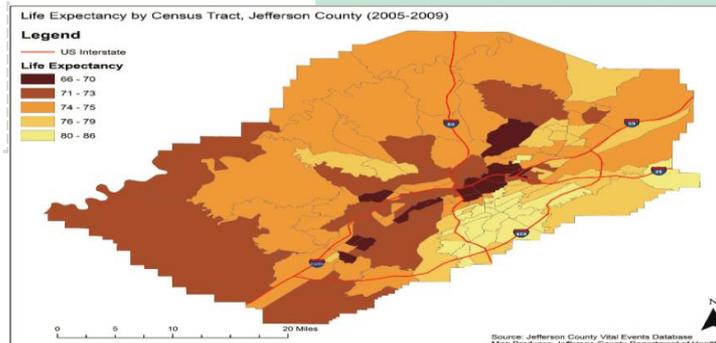
The loss of these industries has impacted neighborhoods across the city.

One major impact is the closure of full service grocery stores.



Source: UAB

## IMPACT



Source: Jefferson County Health Dept.

## FOOD INSECURITY KEY NUMBERS

Of the 151.9 square miles in Birmingham

- 43 square miles are considered food deserts
- 88,409 people (23,657 children) live in these neighborhoods
- 83 percent are Black and Hispanic

## HEALTH OUTCOMES FACING COMMUNITIES

- The top 3 areas of food insecurity also have the lowest life expectancy - up to 20 years less.
- Higher rates of obesity, diabetes, asthma, heart disease.
- Long term health costs multiply and strain service delivery organizations.

# Executive Summary

## Objectives

- Identify and develop strategies to reverse the community degradation cycle.
- Attract and increase access to fresh and healthy foods.
- Define short, medium, and long-term recommendations to address food insecurity.

## Recommendations

Community Food  
Insecurity Task Force

Community Nutrition  
Education

Mobile Food Markets

Optimize Transit  
To Improve Food Access

Information Sharing  
Platform

Economic Action  
Authority

Data-driven Decisions

## Expected Outcomes

Unified Focus and  
Common Vision

Quick Wins  
Addressing  
Food Insecurity

Expanded Nutrition  
Education for All  
Age Groups

Improved  
Communications

Sustainable  
Economic  
Development

Data-driven  
Decisions



# Holistic Transformation Approach to Address Food Insecurity

## RECOMMENDATIONS



1. Community Food  
Insecurity Task  
Force



2. Community  
Nutrition  
Education



3. Mobile Food  
Markets



4. Optimize Transit  
to Improve  
Food Access



5. Information  
Sharing  
Platform



6. Economic  
Action Authority



7. Data-driven  
Decisions

## Fundamental Change Enablers



Stakeholder Engagement  
and Communication



Change  
Management



Integrated Program  
Management





## Summary of Recommendations

# 1. COMMUNITY FOOD INSECURITY TASK FORCE

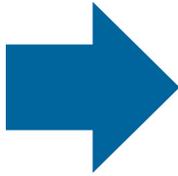
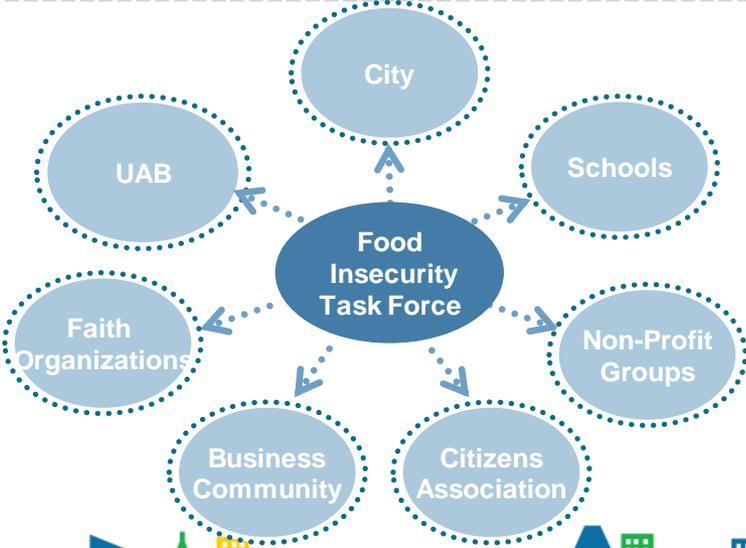


**DESCRIPTION**

The IBM Smarter Cities Challenge Team recommends the City establish a temporary community-wide task force accountable to the Mayor in charge of eradicating food insecurity.

**EXPECTED OUTCOMES**

- Increased focus on the issue of food insecurity.
- Improved knowledge sharing and coordination among the many stakeholders.
- Execution of recommendations to deliver tangible results and alleviate food insecurity.



## 2. COMMUNITY NUTRITION EDUCATION



### DESCRIPTION

The IBM Smarter Cities Challenge Team recommends a comprehensive nutrition education effort for youth and families to increase the consumption and demand of healthy food. The effort will create a drumbeat of the benefits of nutrition starting in pre-kindergarten and continuing as a lifelong benefit.

### EXPECTED OUTCOMES

- Heightened awareness of the benefits of healthy foods.
- Increased consumption and demand of healthy foods.
- Improvement in the academic and social achievement of children.
- Enhanced image of Birmingham as a place to live, work and invest.



Schools and  
Community  
Organizations



Students and  
Families



### 3. MOBILE FOOD MARKETS



#### DESCRIPTION

The IBM Smarter Cities Challenge Team recommends the City implement a mobile food markets program under the auspices of the Community Food Insecurity Task Force.

#### EXPECTED OUTCOMES

- Improved access to healthy food choices.
- Job creation.
- Increased demand for healthy food.



# Mobile Food Markets

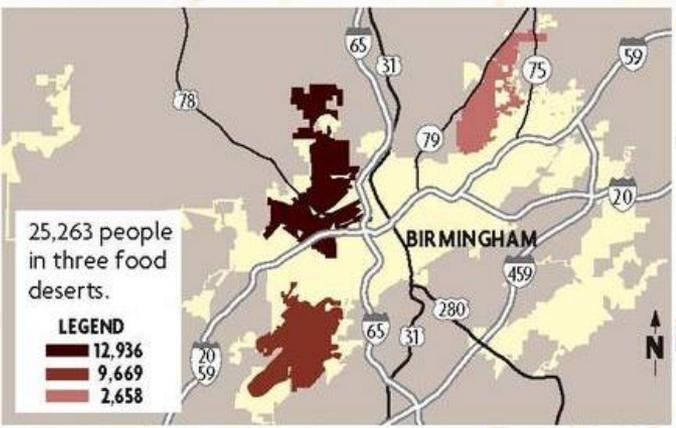
Leverage local farmers to provide fresh food access



Convert old transit buses as mobile food market



Provide fresh and healthy food to needy communities



Mobile food markets are a low cost alternative to brick and mortar markets.

This solution has numerous benefits:

- Low fixed cost investment.
- Routes based on community demand.
- Provide data for future economic development.

## 4. OPTIMIZE TRANSIT TO IMPROVE FOOD ACCESS

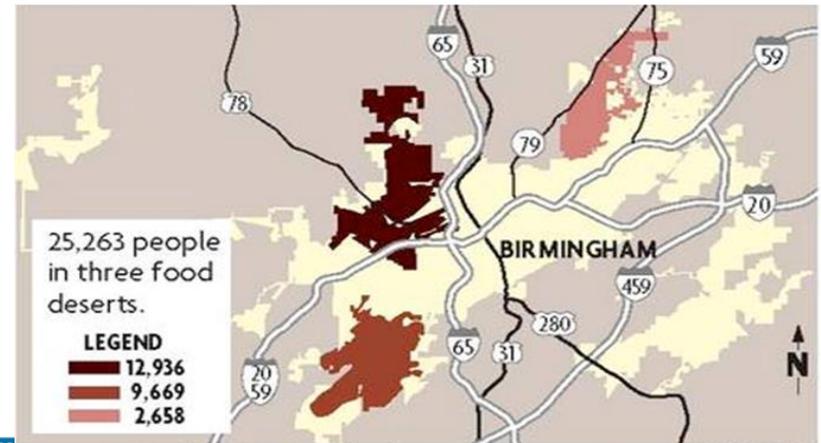
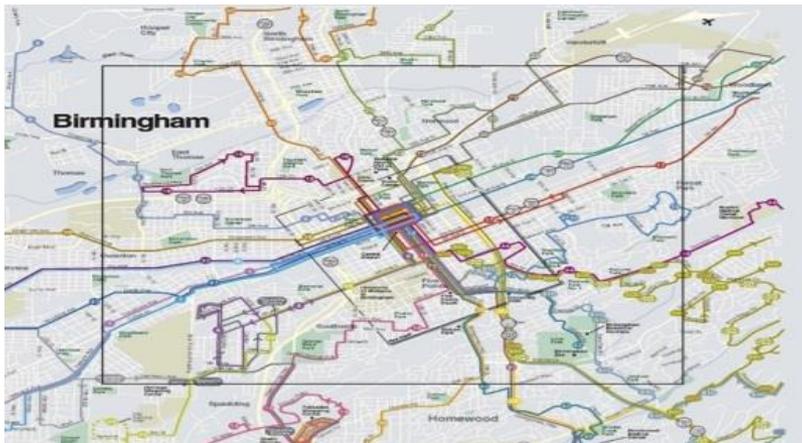


### DESCRIPTION

The IBM Smarter Cities Challenge Team recommends the City and the Birmingham Jefferson County Transit Authority (BJCTA) review the current bus routes to provide better access in areas of food insecurity.

### EXPECTED OUTCOMES

- Improved access to healthy food choices for residents in areas of food insecurity.
- Increased potential ridership.



## 5. INFORMATION SHARING PLATFORM



### DESCRIPTION

The IBM Smarter Cities Challenge Team recommends the City establish an expanded platform to communicate between citizens and the City. This platform would expand the City's 311 and website capabilities and add mobile and text options.

### EXPECTED OUTCOMES

- Increased channels of communication to the citizens.
- Delivery of a mobile app providing citizens information on activities around food insecurity efforts.
- Ready access to residents and tourists of “all things Birmingham”.



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Web



Mobile



Portal



## 6. ECONOMIC ACTION AUTHORITY



### DESCRIPTION

The IBM Smarter Cities Challenge Team recommends the establishment of a consolidated Economic Action Authority. The Authority would be chartered to improve economic vitality within the City of Birmingham and coordinate economic development activities.

### EXPECTED OUTCOMES

- Improved awareness and coordination of the vision, goals and roadmap for the City's economic development efforts.
- Sustainable economic development.
- A framework for a bold, decisive action plan with clear expectations driven by data.



## 7. DATA-DRIVEN DECISIONS



### DESCRIPTION

The Smarter Cities Challenge team recommends the City engage with the University of Alabama at Birmingham (UAB) to develop a comprehensive data and analytics framework. This framework would enable city and community leaders to make data-driven decisions.

### EXPECTED OUTCOMES

- Action driven by data and analytics that drive economic development, public safety, health and funding.



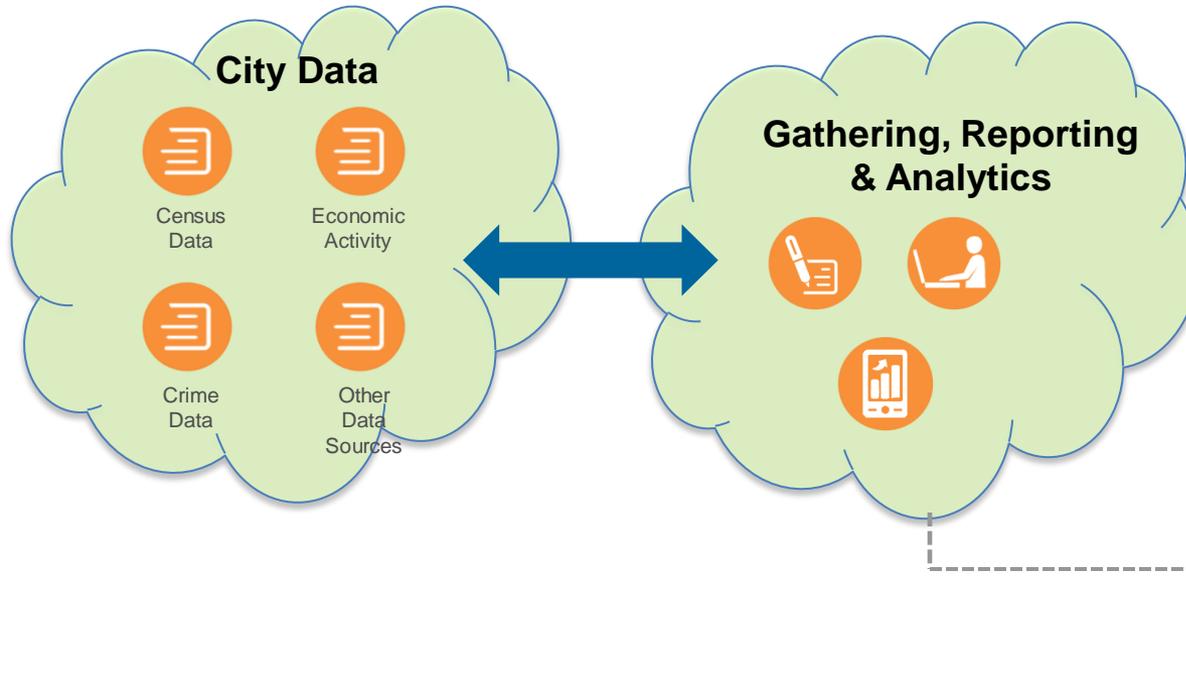
City Officials



# Data-driven Decisions Architecture

## DATA GOVERNANCE

-   
City of Birmingham
-   
Economic Development
-   
Social Services
-   
Citizens



Web



Mobile

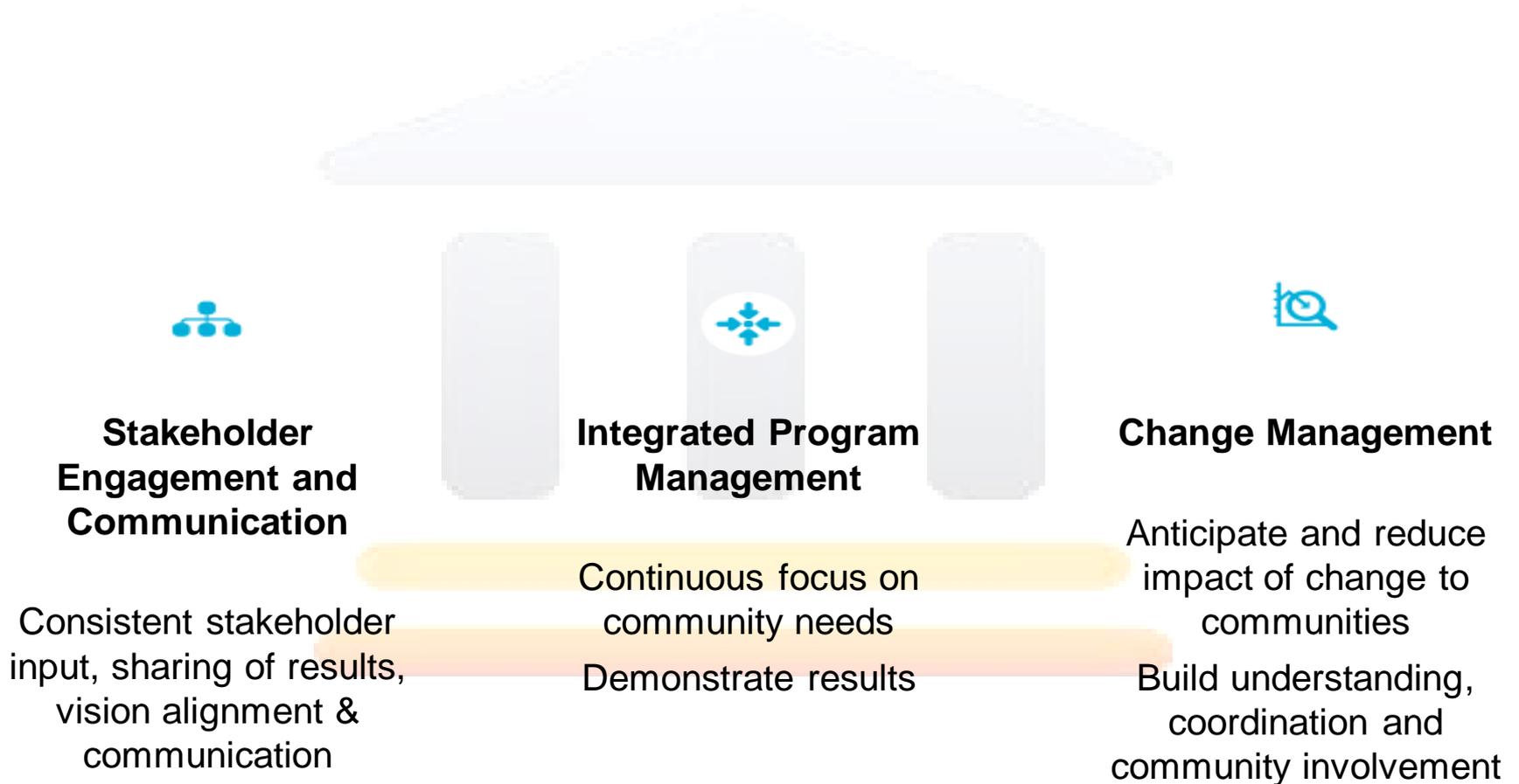


Portal



VIEWABLE  
REPORTS

# Fundamental Change Enablers





## Roadmap and Timeline

0-3 months

6 months

9 months

12 months

18+ months

Concept & Discovery

● Incubate

● Implement

● Enhance & Scale

IBM ▼  
Presents  
Report

Quick Wins

Food Insecurity Task Force, Mobile Food Markets, and Transit System Review

Economic Action Authority

Governance Strategy

Plan for Action & Metrics

Operate & Scale

Data-driven Decisions

Architecture

Build Data Sources, Dashboard, and Analytics

Operate and Scale

Education and Communication Platform

Nutrition Education and Information Sharing Platform



