



Food Security in the City of Geneva, New York 2017-2018

ABSTRACT

This analysis of Geneva, NY uses demographic data to examine potential issues of food access in the city. Research on several types of programs implemented elsewhere to alleviate food security issues are presented after the demographic analysis, along with suggestions to help Geneva improve food access.

AUTHOR

Bailey Simons Gathany
Master of Regional Planning
Candidate, 2018
Cornell University
Department of City &
Regional Planning



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Introduction

"The right to adequate food is a right to be able to feed oneself, rather than simply a right to be fed." -Christopher Bosso, Feeding Cities¹

The purpose of this report is to provide the City of Geneva with an analysis of potential issues of food access in the city. USDA designations do not provide much detail to help the city understand the geography or potential causes of food insecurity. This report combines American Community Survey estimates with city and county data to elucidate trends and issues in Geneva on a much more intimate scale. The report is intended to provide the city with demographic analysis and references that might be useful in creating programs and policy to further food access initiatives in the city.

The USDA uses two basic metrics to establish areas as food deserts at the census tract level. Tracts that are shown to be 'low-income' and 'low-access' are considered deserts. Low-income communities are tracts that have either a poverty rate of 20% or more *or* a median family income below 80% of the area's median. Low-access communities are tracts in which at least 500 residents *or* 33% of the census tract population resides more than one mile from a supermarket, meaning families are more than one mile away from healthy, fresh food options.²

By these measures, census tracts 517 and 518 (only the Northeast corner) in the City of Geneva are food deserts. 'Walking distance' is a relative term, but with groceries in tow one mile is a long walk to make. In his book *Feeding Cities*, Christopher Bosso discusses various interpretations of the term 'low-access'.³ For Bosso, low-access varies with density rates, rates of vehicle ownership, and other factors. Relevant analysis should be used to determine the appropriate intersection of low-income and low-access. Studies cited in this report use 1/2 mile, 400m, or 800m as a sensible walking distance.^{4 5}

When the 1/2 mile buffer is used on the USDA Food Access Research Atlas, the entire city of Geneva is considered low-access. The same tool renders the entire Northern half of the city as 'low vehicle access,' which, as Bosso defines it, means less than 80% of the population has access to a reliable vehicle.⁶

¹ Bosso, Christopher J. *Feeding Cities: Improving Local Food Access, Security and Sovereignty*. Routledge, an Imprint of the Taylor & Francis Group, 2017.

² "Food Access Research Atlas." USDA ERS - Food Access Research Atlas, USDA, 18 May 2017, www.ers.usda.gov/data-products/food-access-research-atlas.

³ Bosso, *Feeding Cities*, 25-35.

⁴ Gottlieb, Robert, et al. *Homeward Bound: Food-Related Transportation Strategies in Low Income and Transit Dependent Communities*. University of California Transportation Center, University of California, 1996.

⁵ Delbosc, Alexa, and Graham Currie. "Using Lorenz Curves to Assess Public Transport Equity." *Journal of Transport Geography*, vol. 19, no. 6, 2011, pp. 1252-1259., doi:10.1016/j.jtrangeo.2011.02.008.

⁶ Bosso, *Feeding Cities*, 35.

So where is Geneva's intersection? If the USDA definitions are utilized, the majority of Geneva is left out of the equation. To better understand which areas of Geneva might have less access to healthy, fresh foods, this report engages in a demographic analysis at the census tract block group level. This is followed by mapping of vehicle access in the city and mapping of grocery and other food resource locations. Some summarized examples of other food access models from around the U.S. and U.K. are provided, followed by recommendations for Geneva in its pursuit of equitable food access.



Photo 1

Image Source: TripAdvisor | VisitFingerLakesNY

Block Group Designations

The following analysis of the City of Geneva is based on data from the 2015 American Community Survey 5-Year Estimates, GIS data from Ontario County Online Resources (OnCOR), city records of Department of Social Services cases (February 2017), and active Section 8 recipients (Summer 2017), neighborhood boundaries from czb LLC, and New York State Department of Motor Vehicles records of registered vehicles (July 2017). This study includes all areas within the boundaries of the City of Geneva and focuses on several census tract block groups that make up the Northeast of the city: Ontario County block groups 516-3, 517-2, 518-2, and 518-3. To simplify the analysis and report the block groups within the city, all block groups contained in Census Tracts 516, 517, 518, and 519, have been assigned letter designations to facilitate identification. The map in *Figure 1* and *Table 1* below display these assignments. *Figure 2*, on the following page, illustrates where Geneva's current neighborhood boundaries are in relation to the census tract block group used for analysis.

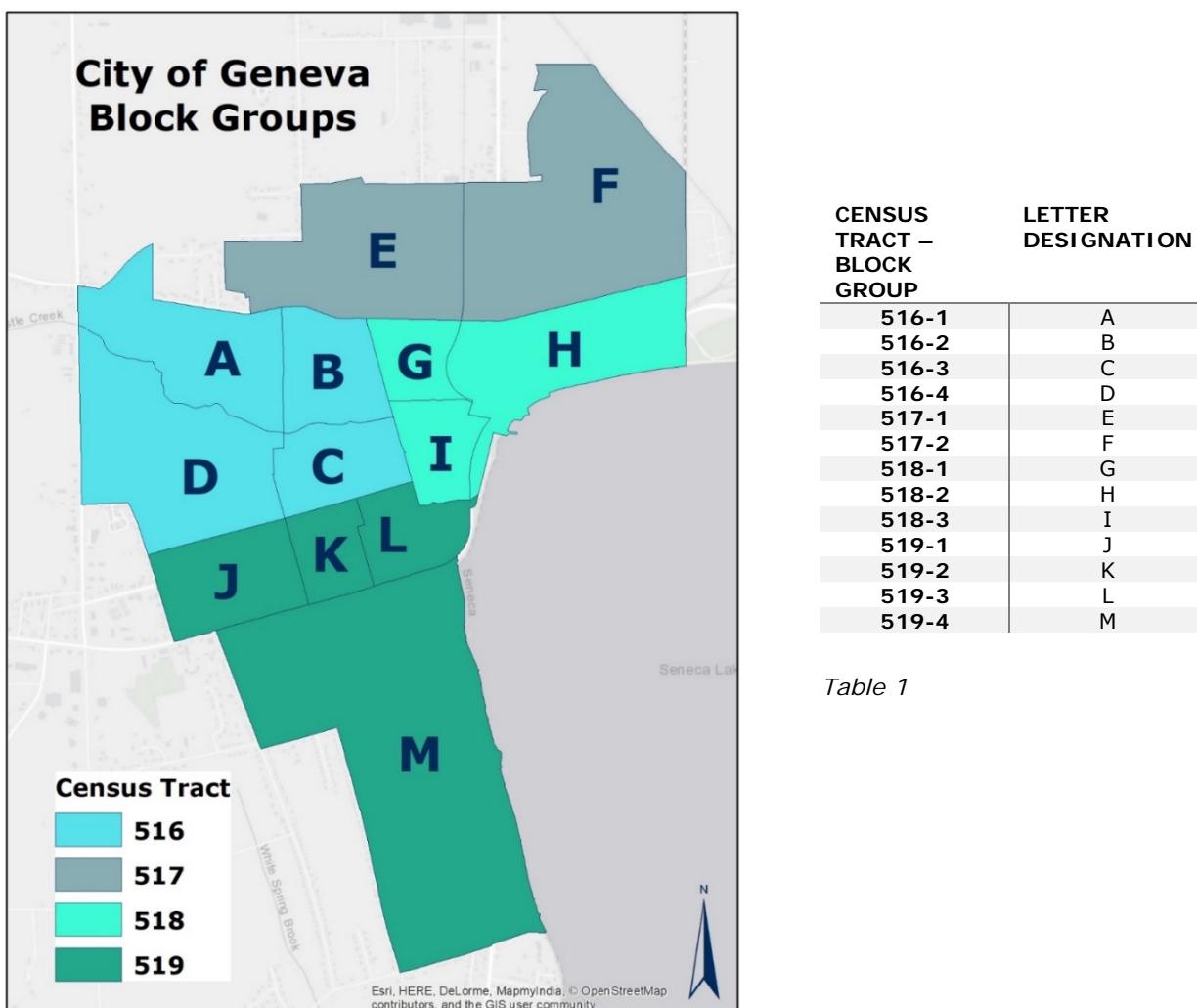


Figure 1

Neighborhoods in Relation to Block Groups

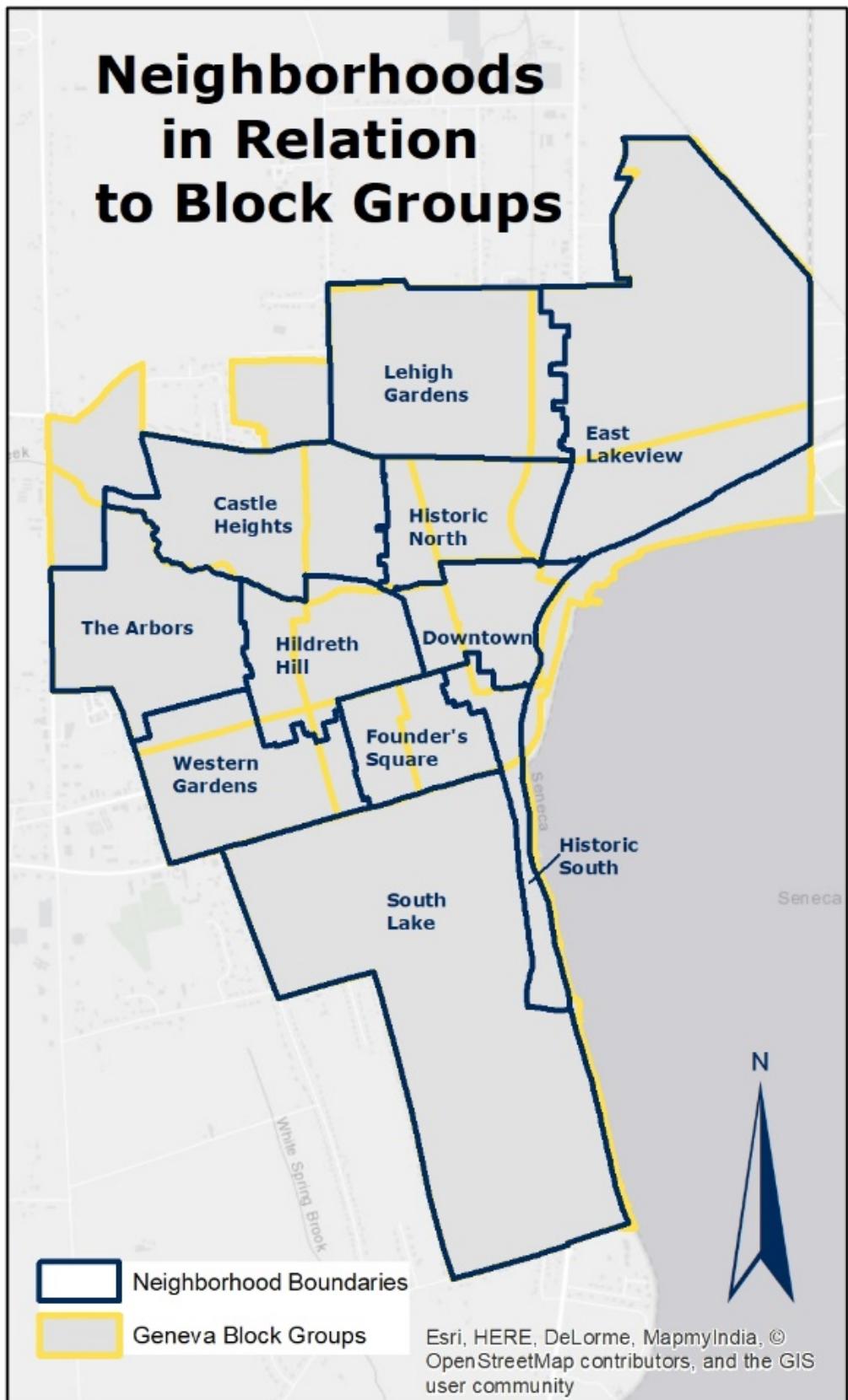


Figure 2

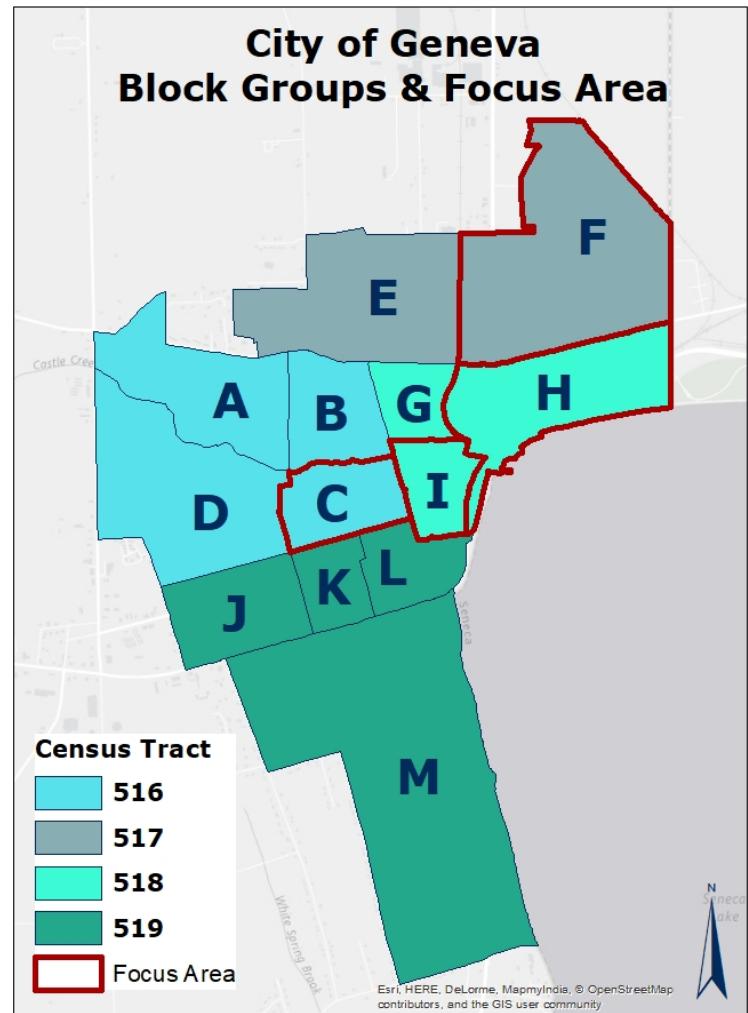
Sources: ACS 2015 5-year estimates, Ontario County Online Resources, and czb LLC.

Focus Area

To determine an area of focus, a number of attributes were selected to represent either indicators of disadvantage or indicators of affluence. These attributes include racial constitution, concentration of single parent households, educational attainment, employment status, alternative forms of income (such as SSI or retirement), median household income, tenure, rent as a percentage of income, poverty status, and commute by private vehicle, walking, bicycle, or public transportation. A block group is highlighted as having one of these indicators if the given quantity in the block group is greater than (or in the case of some attributes, less than) the citywide average. *Table 2* (see: page 6) records these indicators.

Although the categories are not all mutually exclusive, in no case did a block group exceed the average in indicators of both disadvantage and affluence. The selected areas of focus are those in which the number of indicators of disadvantage exceeded the average amount of indicators of disadvantage for all thirteen block groups. The five groups in which this is the case are C, F, H, I, and M. Block groups C, F, H, and I are selected as the focus area of analysis, as shown in *Figure 3*. These block groups compose the neighborhoods locally known as Hildreth Hill (C), Downtown (C & I), and East Lakeview (H & F).

The block groups selected share overlap with the USDA food desert designated census tracts. However, the focus area selected here is more specific. The USDA uses a wider brush in its categorizations by analyzing at the census tract level. Using block groups here allows for a more specific analysis. The USDA designation would include block groups G and E, which are exempted from the focus area here. The USDA system would not include block group C, which here shows an above average number of indicators of disadvantage.



| | Citywide | A | B | C | D | E | F | G | H | I | J | K | L | M |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Population | 13,184 | 564 | 831 | 1,282 | 888 | 956 | 970 | 555 | 1,009 | 1,048 | 741 | 576 | 1,099 | 2,665 |
| Non-Hispanic White | 70.2% | 70.6% | 95.8% | 57.6% | 93.5% | 74.3% | 32.9% | 77.8% | 56.2% | 45.9% | 96.4% | 67.7% | 86.8% | 72.4% |
| Non-Hispanic Black or African American | 10.5% | 22.9% | 0.0% | 20.6% | 1.1% | 13.8% | 25.3% | 3.2% | 16.9% | 14.1% | 0.0% | 4.2% | 2.4% | 8.3% |
| Non-Hispanic Asian | 2.9% | 1.8% | 1.2% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% | 9.2% | 1.3% | 0.0% | 11.6% | 0.7% | 6.6% |
| Hispanic or Latino: | 13.7% | 4.8% | 1.0% | 19.0% | 3.6% | 9.3% | 36.1% | 16.0% | 16.6% | 30.5% | 3.6% | 16.2% | 9.7% | 9.8% |
| Households | | | | | | | | | | | | | | |
| Households with One or More People Under 18 Years: | 26.3% | 22.9% | 9.2% | 33.7% | 16.6% | 27.1% | 58.9% | 23.0% | 35.3% | 19.5% | 24.7% | 39.7% | 19.4% | 27.2% |
| Single Parent: | 14.5% | 7.9% | 1.7% | 22.5% | 4.1% | 10.9% | 43.6% | 13.8% | 16.4% | 16.0% | 8.6% | 15.9% | 8.4% | 24.4% |
| SE:T25. Educational Attainment for Population 25 Years and Over | | | | | | | | | | | | | | |
| Less than High School | 12.8% | 0.2% | 2.0% | 13.6% | 9.1% | 16.9% | 19.3% | 16.3% | 12.6% | 22.7% | 2.0% | 19.8% | 23.5% | 15.1% |
| Bachelor's Degree | 12.5% | 19.6% | 16.4% | 17.9% | 14.8% | 9.6% | 3.0% | 15.2% | 3.4% | 5.0% | 17.1% | 4.7% | 13.3% | 20.6% |
| Master's Degree | 8.3% | 20.1% | 18.0% | 4.4% | 11.4% | 7.1% | 4.7% | 1.7% | 1.3% | 4.0% | 5.4% | 14.1% | 4.4% | 14.2% |
| Doctorate Degree | 3.5% | 7.0% | 7.4% | 2.5% | 0.0% | 0.7% | 0.0% | 1.9% | 1.3% | 2.5% | 2.0% | 13.2% | 15.1% | 0.0% |
| Employment Status for Total Population 16 Years and Over | | | | | | | | | | | | | | |
| With Earnings | 74.4% | 77.1% | 76.3% | 79.1% | 70.8% | 71.7% | 73.7% | 83.5% | 86.5% | 55.2% | 72.6% | 87.4% | 83.7% | 62.6% |
| With Supplemental Security Income (SSI) | 9.6% | 0.0% | 2.1% | 8.8% | 9.0% | 2.7% | 20.1% | 3.1% | 27.6% | 22.7% | 2.1% | 6.5% | 1.8% | 4.1% |
| With Public Assistance Income | 7.5% | 4.7% | 2.1% | 13.4% | 1.0% | 2.7% | 10.7% | 10.0% | 1.8% | 23.6% | 3.0% | 0.0% | 0.8% | 13.0% |
| With Retirement Income | 18.9% | 27.7% | 25.4% | 20.7% | 30.2% | 11.3% | 7.5% | 27.6% | 14.3% | 12.3% | 23.8% | 27.1% | 8.7% | 17.9% |
| In Labor Force: | 60.9% | 73.8% | 71.7% | 66.6% | 67.9% | 53.3% | 64.2% | 76.7% | 73.1% | 52.7% | 68.1% | 78.2% | 51.4% | 48.2% |
| Not in Labor Force | 39.1% | 26.2% | 28.3% | 33.4% | 32.1% | 46.7% | 35.8% | 23.3% | 26.9% | 47.3% | 31.9% | 21.8% | 48.7% | 51.8% |
| Median Household Income (In 2015 Inflation Adjusted Dollars) | \$40,008 | \$72,350 | \$65,043 | \$39,451 | \$44,219 | \$40,469 | \$33,281 | \$42,951 | \$33,264 | \$18,947 | \$63,846 | \$53,125 | \$41,136 | \$45,750 |
| Tenure | | | | | | | | | | | | | | |
| Owner Occupied | 50.2% | 98.0% | 64.8% | 37.3% | 82.6% | 52.9% | 33.5% | 53.6% | 37.3% | 5.4% | 89.3% | 80.8% | 29.3% | 43.5% |
| Renter Occupied | 49.8% | 2.0% | 35.2% | 62.8% | 17.4% | 47.1% | 66.5% | 46.4% | 62.7% | 94.6% | 10.7% | 19.2% | 70.7% | 56.5% |
| Gross Rent as a Percentage of Income | | | | | | | | | | | | | | |
| Renter-Occupied Housing Units: | 2,344 | 5 | 168 | 315 | 68 | 155 | 212 | 121 | 245 | 562 | 36 | 41 | 277 | 139 |
| Less than 10 Percent | 5.1% | 0.0% | 0.0% | 0.0% | 0.0% | 11.6% | 11.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 21.7% | 11.5% |
| 10 to 29 Percent | 46.1% | 0.0% | 67.3% | 60.6% | 45.6% | 45.2% | 48.1% | 71.9% | 42.0% | 43.6% | 77.8% | 80.5% | 10.5% | 35.3% |
| 30 to 49 Percent | 22.6% | 100.0% | 6.6% | 19.4% | 41.2% | 15.5% | 17.5% | 11.6% | 31.0% | 34.9% | 0.0% | 19.5% | 16.3% | 17.3% |
| 50 Percent or More | 24.4% | 0.0% | 26.2% | 20.0% | 0.0% | 23.2% | 19.8% | 16.5% | 26.9% | 19.9% | 5.6% | 0.0% | 51.6% | 30.9% |
| Poverty Status in 2015 of Families by Family Type By Presence of Children Under 18 Years | | | | | | | | | | | | | | |
| Income in 2015 Below Poverty Level: | 16.0% | 0.0% | 3.9% | 18.5% | 0.0% | 13.9% | 39.7% | 14.3% | 30.5% | 5.8% | 1.0% | 12.5% | 27.3% | 40.8% |
| Income in 2015 at or Above Poverty Level | 84.0% | 100.0% | 96.1% | 81.5% | 100.0% | 86.1% | 60.3% | 85.7% | 69.5% | 94.2% | 99.0% | 87.5% | 72.7% | 59.2% |
| SE:T28. Means of Transportation to Work for Workers 16 Years and Over | | | | | | | | | | | | | | |
| Drove Alone | 62.6% | 86.9% | 86.0% | 71.2% | 82.8% | 74.0% | 77.4% | 77.9% | 68.7% | 49.0% | 81.8% | 58.6% | 37.2% | 24.8% |
| Public Transportation (Includes Taxicab) | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% | 3.1% | 2.1% | 0.0% | 0.0% | 0.0% | 0.0% | 3.2% |
| Walked | 17.7% | 0.0% | 6.5% | 4.8% | 2.8% | 3.0% | 6.4% | 10.3% | 11.8% | 23.0% | 5.7% | 6.6% | 29.0% | 57.0% |
| Other Means | 1.9% | 0.0% | 0.0% | 6.1% | 1.0% | 1.9% | 4.1% | 0.0% | 0.0% | 13.3% | 0.0% | 1.4% | 0.0% | 0.0% |
| Indicators of disadvantage | 7 | 3 | 2 | 11 | 3 | 4 | 12 | 5 | 11 | 13 | 2 | 5 | 6 | 11 |
| Indicators of Affluence | 5 | 8 | 9 | 4 | 5 | 5 | 3 | 7 | 2 | 1 | 6 | 6 | 5 | 4 |

Indicators of disadvantage are represented in pink, indicators of affluence in yellow.

Table 2

Source: ACS 2015 5-Year

Removal of Block Group M from Focus Area

Block group M was removed from the focus area because of the high population of college students attending Hobart and William Smith College present. The overwhelming presence of these students is indicated below in *Table 3*. 79.6% of the reported population is between the ages of 18 and 24, and 1,911 of the 2,251 children over the age of 3 that are enrolled in school in block group M are enrolled in a private college.

College students seldom rely on their own income, typically living off student loans or money from relatives, and report very low incomes which statistically reduce the area's average household income and income below poverty level figures. The obfuscatory effects associated with student populations have affected the indicators of disadvantage in block group M accordingly. From anecdotal evidence as well as reported home values, block group M has the highest number of relatively high-valued homes of any of the thirteen block groups, (see: *Housing Costs and Tenure* on page 16) it is understood that block group M, also known as the neighborhood South Lake, is not to be considered an area of disadvantage.

| Age | M | | Citywide | |
|---|--------------|-------|--------------|-------|
| Total Population: | 2,665 | | 13,184 | |
| Under 5 Years | 4 | 0.2% | 580 | 4.4% |
| 5 to 9 Years | 57 | 2.1% | 754 | 5.7% |
| 10 to 14 Years | 66 | 2.5% | 663 | 5.0% |
| 15 to 17 Years | 0 | 0.0% | 476 | 3.6% |
| 18 to 24 Years | 2,121 | 79.6% | 3,683 | 27.9% |
| 25 to 34 Years | 49 | 1.8% | 1,471 | 11.2% |
| 35 to 44 Years | 48 | 1.8% | 1,252 | 9.5% |
| 45 to 54 Years | 83 | 3.1% | 1,183 | 9.0% |
| 55 to 64 Years | 112 | 4.2% | 1,390 | 10.5% |
| 65 to 74 Years | 56 | 2.1% | 864 | 6.6% |
| 75 to 84 Years | 62 | 2.3% | 475 | 3.6% |
| 85 Years and Over | 7 | 0.3% | 393 | 3.0% |
| Population 3 Years and Over Enrolled in School | 2,251 | | 5,345 | |
| Public School: | 340 | 15.1% | 2,621 | 49.0% |
| Pre-School | 0 | 0.0% | 90 | 1.7% |
| K-8 | 147 | 6.5% | 1,272 | 23.8% |
| 9-12 | 14 | 0.6% | 619 | 11.6% |
| College | 179 | 8.0% | 640 | 12.0% |
| Private School: | 1,911 | 84.9% | 2,724 | 51.0% |
| Pre-School | 0 | 0.0% | 38 | 0.7% |
| K-8 | 0 | 0.0% | 62 | 1.2% |
| 9-12 | 0 | 0.0% | 48 | 0.9% |
| College | 1911 | 84.9% | 2,576 | 48.2% |

Table 3

Source: ACS 2015 5-Year

Geneva Demographics

As of the 2015 ACS estimates, the population of the city of Geneva is about 13,184 residents. Around 70.2% of these residents identify as non-Hispanic White. This is approximately 20% less than the Ontario County average of 90.8% identifying as White; Geneva has a higher concentration of minority residents than the surrounding area. Of the minority populations in Geneva, 13.7% identify as Hispanic or Latino, 10.5% identify as non-Hispanic Black, and 2.9% identify as non-Hispanic Asian.

Citywide in Geneva nearly three-quarters (73.7%) of households do not have children under 18 present, which is similar to county and statewide averages. Although Geneva figures for single male held householders with children under 18 are slightly less than county average, single female held households containing children under 18 (12.1%) are nearly double county averages (6.9%). In some block groups in Geneva the amount of families which are single female led with children present jumps to nearly a quarter (block group C with 22.5%) or even a third (block group F with 33.2%) of total households. In these block groups the relative amount of single-mother households approaches (in the case of block group F surpasses) the county average for households with children present at all. For further details on the intersection of single mother population and poverty levels see section *Poverty* (page 13).

These same block groups, along with block group A, have approximately double the non-Hispanic Black population as the city average. The reported Hispanic population in block group C is 1.4 times greater than the city average and is about twice as large in block group F. Both of these block groups are included in the focus area of this analysis.

| Race | Citywide | | Ontario County | | New York | | | | | | | | | | | | |
|---------------------|----------|-------|----------------|-------|------------|-------|--|--|--|--|--|--|--|--|--|--|--|
| Population | 13,184 | | 109,192 | | 19,673,174 | | | | | | | | | | | | |
| Non-Hispanic White | 9,260 | 70.2% | 99,152 | 90.8% | 11,170,518 | 56.8% | | | | | | | | | | | |
| Non-Hispanic Black | 1,387 | 10.5% | 2,518 | 2.3% | 2,831,813 | 14.4% | | | | | | | | | | | |
| Non-Hispanic Asian | 386 | 2.9% | 1,306 | 1.2% | 1,558,536 | 7.9% | | | | | | | | | | | |
| Hispanic or Latino: | 1,812 | 13.7% | 4,445 | 4.1% | 3,619,658 | 18.4% | | | | | | | | | | | |

| Race | A | B | C | D | E | F | G | H | I | J | K | L | M | | | | |
|---------------------|-----|-------|-------|-------|-----|-------|-----|-------|-------|-------|-----|-------|-------|-------|-----|-------|-----|
| Population | 564 | 831 | 1,282 | 888 | 956 | 970 | 555 | 1,009 | 1,048 | 741 | 576 | 1,099 | 2,665 | | | | |
| Non-Hispanic White | 398 | 70.6% | 796 | 95.8% | 739 | 57.6% | 830 | 93.5% | 710 | 74.3% | 319 | 32.9% | 432 | 77.8% | 567 | 56.2% | 481 |
| Non-Hispanic Black | 129 | 22.9% | 0 | 0.0% | 264 | 20.6% | 10 | 1.1% | 132 | 13.8% | 245 | 25.3% | 18 | 3.2% | 170 | 16.9% | 148 |
| Non-Hispanic Asian | 10 | 1.8% | 10 | 1.2% | 9 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 93 | 9.2% | 14 |
| Hispanic or Latino: | 27 | 4.8% | 8 | 10% | 244 | 19.0% | 32 | 3.6% | 89 | 9.3% | 350 | 36.1% | 89 | 16.0% | 167 | 16.6% | 320 |

| Household Type | Citywide | | Ontario County, New York | | New York | | | | | | | | | | | | |
|---|----------|-------|--------------------------|--------|-----------|--|-----------|-------|-----------|-------|--|--|--|--|--|--|--|
| Households: | 4,705 | | 44,252 | | 7,262,279 | | | | | | | | | | | | |
| Households with One or More People Under 18 Years: | | | | | | | | | | | | | | | | | |
| Family Households: | 1,238 | 26.3% | | 12,627 | 28.5% | | 2,243,159 | 30.9% | | | | | | | | | |
| Married-Couple Family | 555 | 11.8% | | 8,043 | 18.2% | | 1,403,631 | 19.3% | | | | | | | | | |
| Male Householder, No Wife Present | 114 | 2.4% | | 1,415 | 3.2% | | 179,128 | 2.5% | | | | | | | | | |
| Female Householder, No Husband Present | 569 | 12.1% | | 3,051 | 6.9% | | 644,279 | 8.9% | | | | | | | | | |
| Households with No People Under 18 Years: | | | | | | | 31,625 | 71.5% | 5,019,120 | 69.1% | | | | | | | |
| Family Households: | 1,164 | 24.7% | | 16,420 | 37.1% | | 2,398,922 | 33.0% | | | | | | | | | |
| Married-Couple Family | 943 | 20.0% | | 13,835 | 31.3% | | 1,790,379 | 24.7% | | | | | | | | | |
| Male Householder, No Wife Present | 86 | 1.8% | | 1,057 | 2.4% | | 181,506 | 2.5% | | | | | | | | | |
| Female Householder, No Husband Present | 135 | 2.9% | | 1,528 | 3.5% | | 427,037 | 5.9% | | | | | | | | | |

| Household Type | A | B | C | D | E | F | G | H | I | J | K | L | M | | | | |
|---|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-------|-------|-------|
| Households: | 253 | 477 | 502 | 391 | 329 | 319 | 261 | 391 | 594 | 336 | 214 | 392 | 246 | | | | |
| Households with One or More People Under 18 Years: | | | | | | | | | | | | | | 58 | 22.9% | 44 | 9.2% |
| Family Households: | 58 | 22.9% | 44 | 9.2% | 169 | 33.7% | 65 | 16.6% | 89 | 27.1% | 188 | 58.9% | 60 | 23.0% | 138 | 35.3% | 116 |
| Married-Couple Family | 38 | 15.0% | 36 | 7.6% | 56 | 11.2% | 49 | 12.5% | 53 | 16.1% | 49 | 15.4% | 24 | 9.2% | 74 | 18.9% | 21 |
| Male Householder, No Wife Present | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 9 | 2.7% | 33 | 10.3% | 6 | 2.3% | 5 | 1.3% | 31 |
| Female Householder, No Husband Present | 20 | 7.9% | 8 | 1.7% | 113 | 22.5% | 16 | 4.1% | 27 | 8.2% | 106 | 33.2% | 30 | 11.5% | 59 | 15.1% | 64 |
| Households with No People Under 18 Years: | | | | | | | | | | | | | | 195 | 77.1% | 433 | 90.8% |
| Family Households: | 102 | 40.3% | 163 | 34.2% | 85 | 16.9% | 184 | 47.1% | 119 | 36.2% | 31 | 9.7% | 80 | 30.7% | 75 | 19.2% | 40 |
| Married-Couple Family | 90 | 35.6% | 145 | 30.4% | 57 | 11.4% | 184 | 47.1% | 67 | 20.4% | 26 | 8.2% | 45 | 17.2% | 58 | 14.8% | 26 |
| Male Householder, No Wife Present | 12 | 4.7% | 0 | 0.0% | 10 | 2.0% | 0 | 0.0% | 7 | 2.1% | 0 | 0.0% | 28 | 10.7% | 0 | 0.0% | 14 |
| Female Householder, No Husband Present | 0 | 0.0% | 18 | 3.8% | 18 | 3.6% | 0 | 0.0% | 45 | 13.7% | 5 | 1.6% | 7 | 2.7% | 17 | 4.4% | 0 |

Table 4

Source: ACS 2015 5-Year Estimates

Education Attainment

Eight of the city's thirteen block groups have percentages of educational attainment for population over 25 years-of-age that exceed the city average of 12.8%. It is more notable that three of the block groups, A, B, and J, report 2.0% or less of the population over 25 not having completed high school or equivalent education. Block groups A and B also show an atypically large proportion of those holding Bachelor's degrees, Master's degrees, and Doctorate degrees. This concentration of highly educated adults indicates affluence in this area of the city, locally referred to as the neighborhood of Castle Heights. Another cluster of highly educated adults is demonstrated in the block groups K, L, and M. Exceedingly high concentrations of adults holding Doctorate degrees, 13.2% in K and 15.1% in L, reflect approximately four times more Doctorate degrees than the citywide average of 3.5%. This is very likely attributable to the presence of the faculty of Hobart and William Smith College, which is located nearby in block group.

EDUCATION ATTAINMENT FOR POPULATION 25 YEARS AND OVER

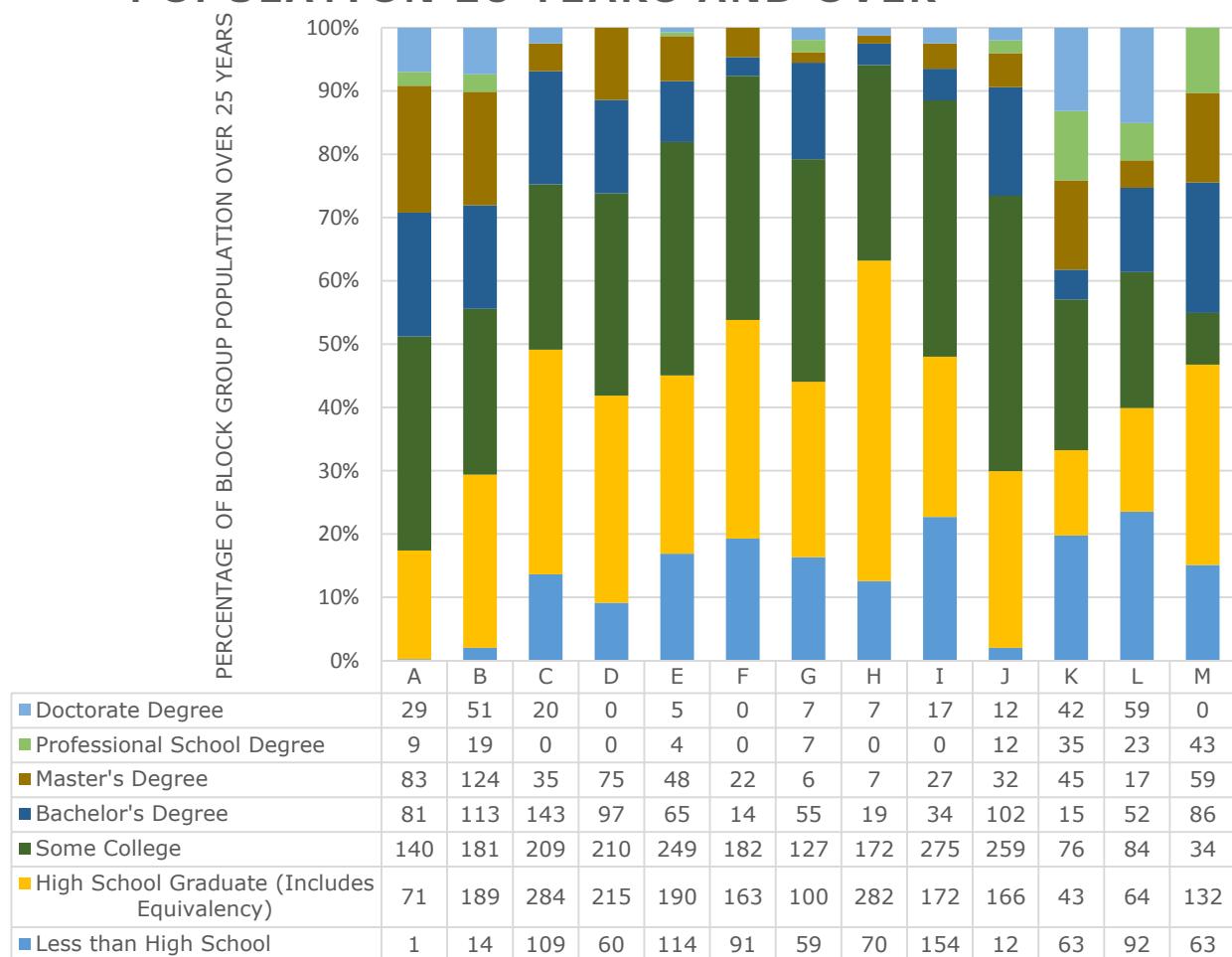


Figure 4

Source: ACS 2015 5-Year Estimates

Employment

Unemployment is a major influence on food security because of its impact on income. Unemployment also concentrates in the focus area block groups. While most of the city's block groups have populations over 16 years with less than 3% unemployed, the city average is 4.5%. Block groups C (9.1%), F (14.0%), G (11.2%), H (8.1%), and I (8.4%) each have over twice the amount of unemployed as the less concentrated block groups. Block groups A, K, and L have virtually no unemployed residents.

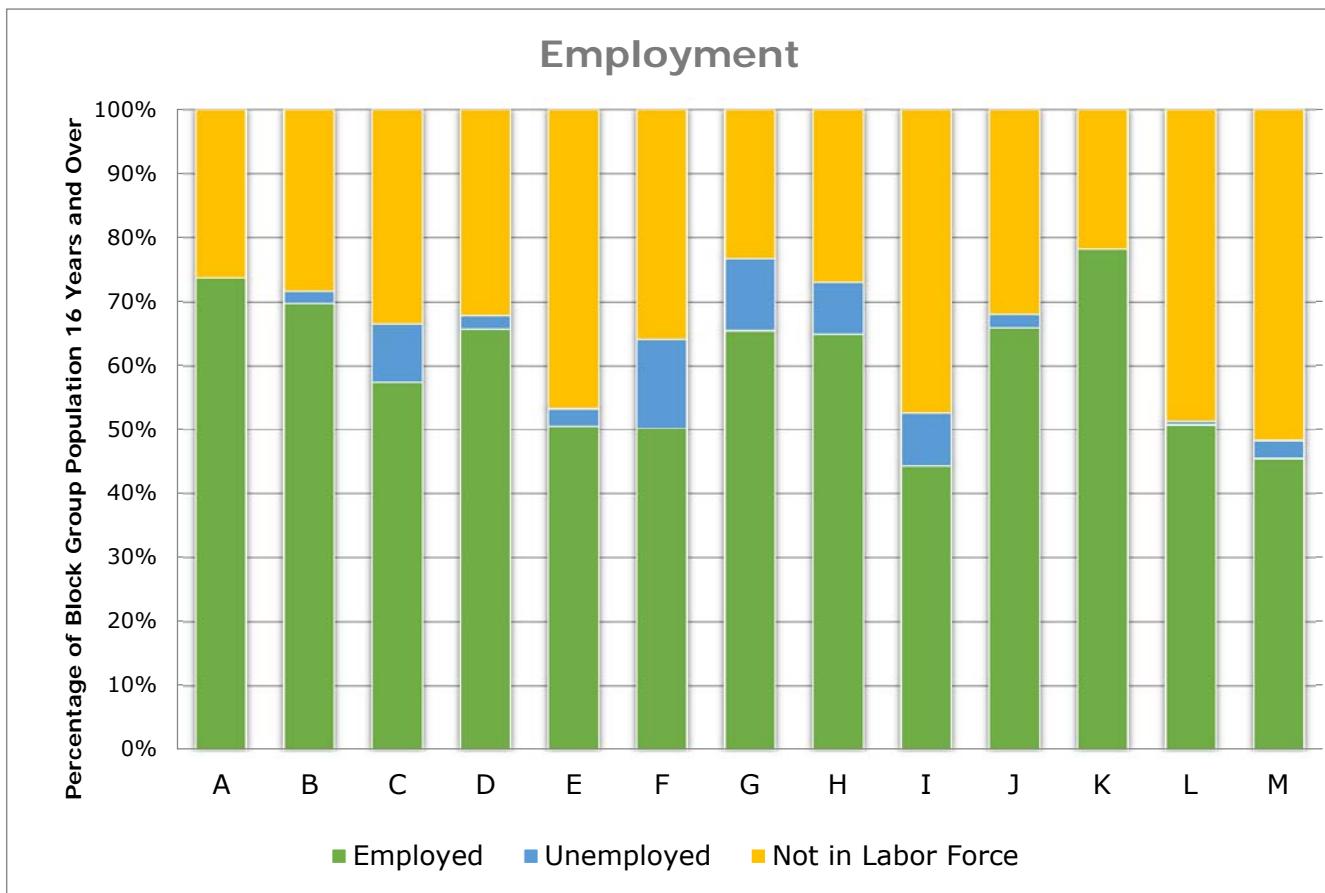


Figure 5

Income

Geneva's citywide average median household income is approximately \$40,000. The only four block groups that report less than this average are the four included in the focus area, C, F, H, and I. Block group I, which roughly corresponds to the Downtown neighborhood, claims the lowest median household income, at \$18,947, less than half the city average.

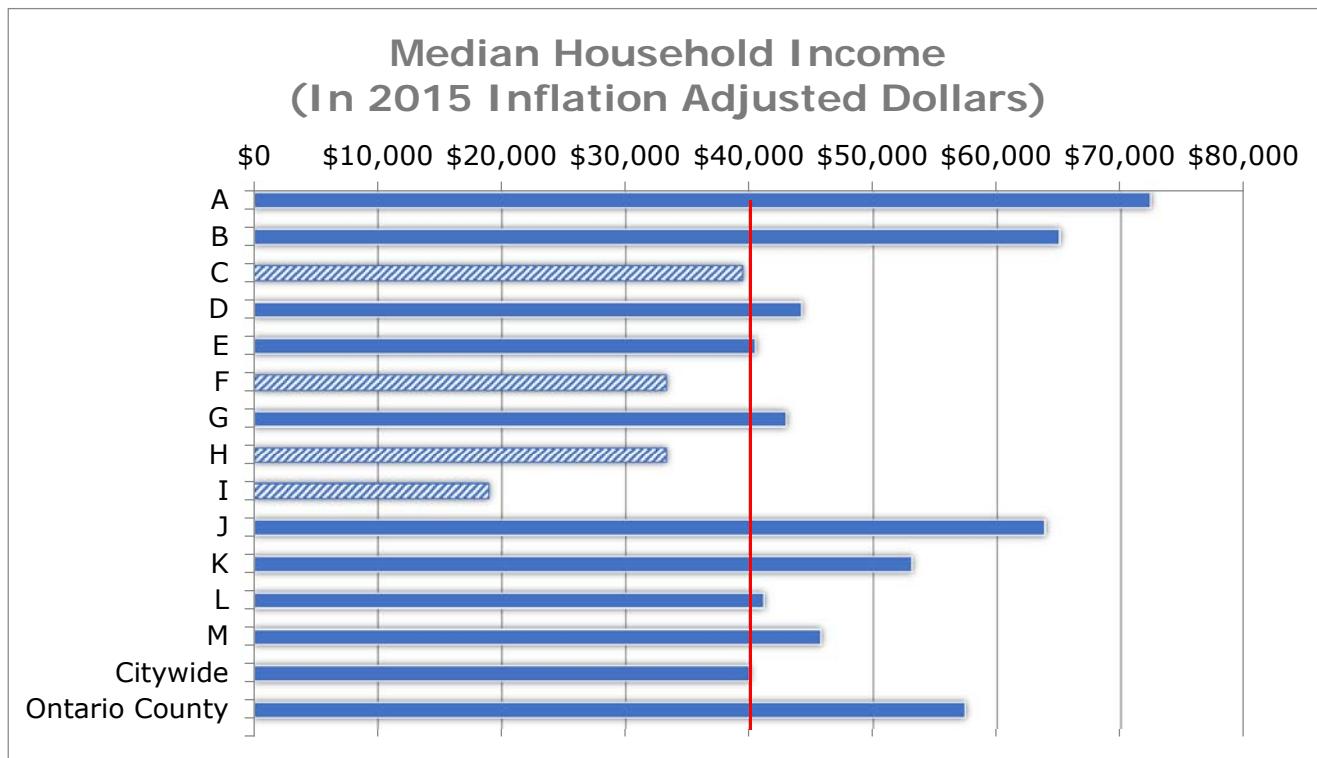


Figure 6

Poverty

2015 ACS 5-year estimates show that incomes deemed below poverty level also concentrate in the focus area and nearby block groups. Block groups C, F, L, and M display the highest concentrations of poverty-level incomes, and block group C also surpasses the citywide average. As described in *Focus Area* (page 5), the high rate of poverty level incomes in block group M is largely tied to the student population living there. Geneva's average (16.0%) for below-poverty incomes is higher than the county average (6.5%) by more than two times. The only block groups in Geneva that fall below the county average are A, B, I, and J. Block group A reports 0% income below poverty-level, and J reports 1%.

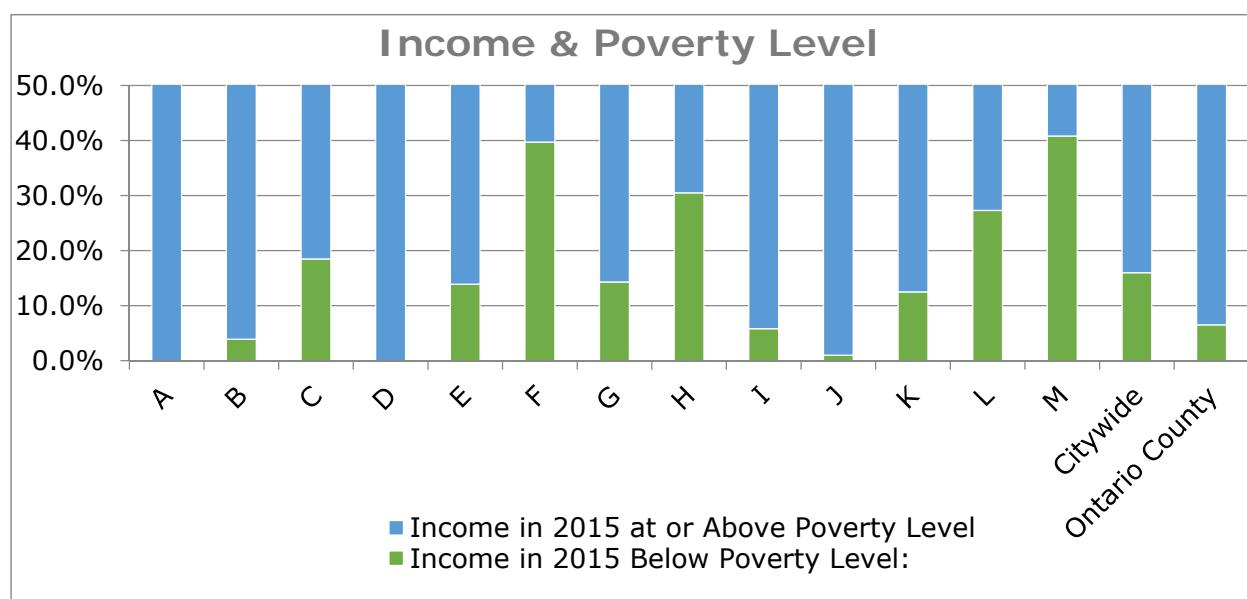


Figure 7

Source: ACS 2015 5-Year Estimates

Families led by single mothers in Geneva show higher rates of below-poverty incomes than any other family structure (see: Table 5). In three block groups, B, C, and J, the entire below-poverty level income population is comprised of single-mother households. In most block groups the single-mother households make up the majority of the block group's poverty-level income population.

| Income in 2015 Below Poverty Level, Families with Children: | Citywide | A | B | C | D | E | F | G | H | I | J | K | L | M |
|---|----------|------|------|-------|------|-------|-------|-------|-------|------|------|-------|-------|-------|
| | 16.0% | 0.0% | 3.9% | 18.5% | 0.0% | 13.9% | 39.7% | 14.3% | 30.5% | 5.8% | 1.0% | 12.5% | 27.3% | 40.8% |
| Married Couple | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 1.9% | 0.0% | 0.0% | 5.2% | 0.0% | 0.0% | 12.5% | 13.3% | 0.0% |
| Single Male Householder | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 7.3% | 8.6% | 0.0% | 5.8% | 0.0% | 0.0% | 0.0% | 4.0% |
| Single Female Householder | 11.5% | 0.0% | 3.9% | 18.5% | 0.0% | 11.1% | 30.1% | 5.7% | 25.4% | 0.0% | 1.0% | 0.0% | 14.1% | 28.2% |

Table 5

Source: ACS 2015 5-Year Estimates

Social Services Recipients

In the U.S. low-income communities tend to have the least access to healthy food.⁷ In order to get a better idea of which Geneva neighborhoods might follow this trend and need more access to food, the report here maps those with SSI, Public Assistance, DSS cases, and Section 8 vouchers. Retirement income is shown to establish where aging populations might cluster – because senior citizens are often transit-dependent, they more frequently lack access to food.⁸

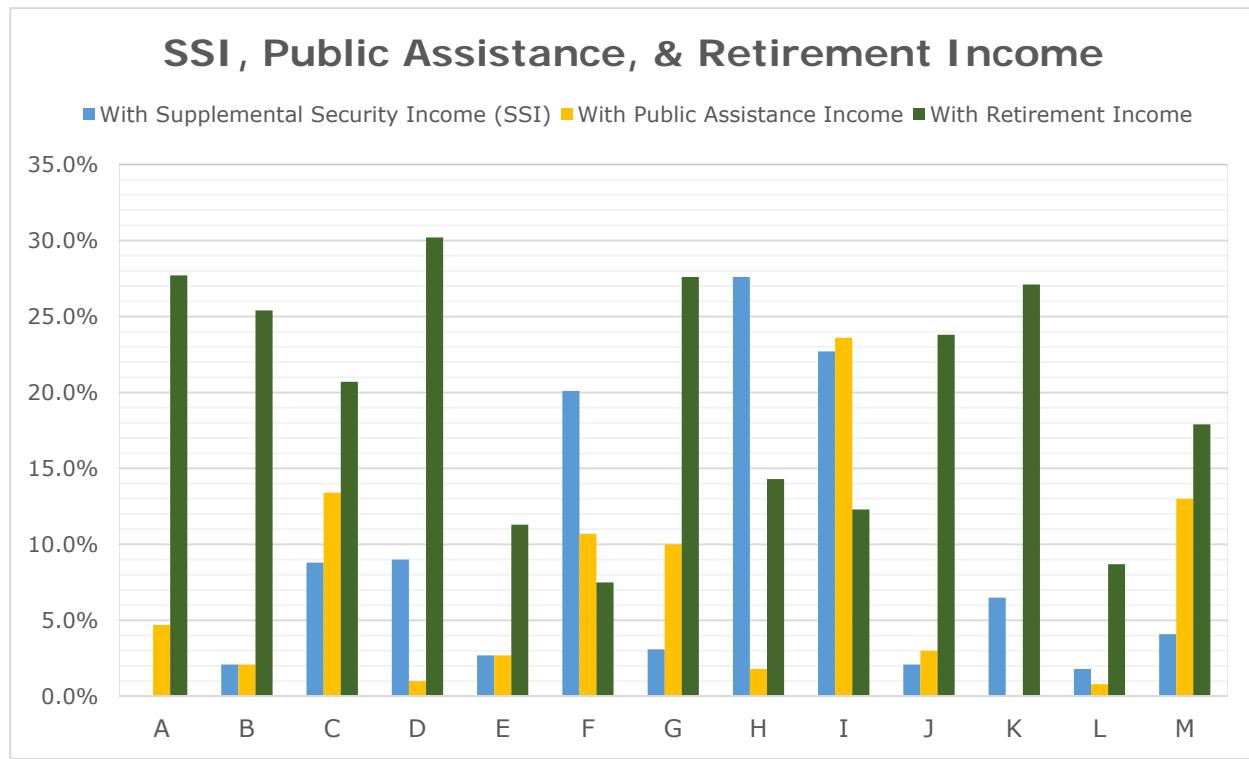


Figure 8

Source: ACS 2015 5-Year Estimates

Supplemental Security Income, Public Assistance and Retirement Income

Citywide, 9.6% of Geneva residents of working age receive SSI. The three block groups that exceed this average, F (20.1%), H (27.6%), and I (22.7%), each more than double the citywide rate. Block groups C (8.8%) and D (9.0%) approach the citywide average.

Of Geneva residents above 16, 7.5% receive public assistance income. While eight of the city's thirteen block groups do not exceed 5% of residents receiving public assistance, block groups C, F, G, and M all exceed 10%. Block group I, the downtown neighborhood, more than triples the citywide average at 23.6%.

More than half of Geneva's block groups have percentages of retirement income recipients that exceed the city's 18.9% average. Block groups A, B, C, D, G, J, and K all show between 20% and 30% residents receive retirement income. Although

⁷ PolicyLink, *Access to Healthy Food*, 2., Gottlieb, et al, *Homeward Bound*, 7.

⁸ Gottlieb, et al, *Homeward Bound*, 16.

this is not evidence of a community at risk, this pattern might point to areas best served by shuttle service or meal delivery as the residents age in place.

Department of Social Services Cases and Section 8 Voucher Recipients

The map below shows which tax parcels in Geneva are associated with active DSS cases (as of February 2017) and active Section 8 voucher redemptions (as of July 2017). Many of the parcels overlap, and many of the parcels house multiple units (for more information, see *Tenure* on page 17). Section 8 recipients are most concentrated in the center and Northeast areas of the city, including the entire focus area plus block groups B and E. DSS cases are slightly more concentrated in the same corridor, though they are more evenly distributed across the city than Section 8 recipients.

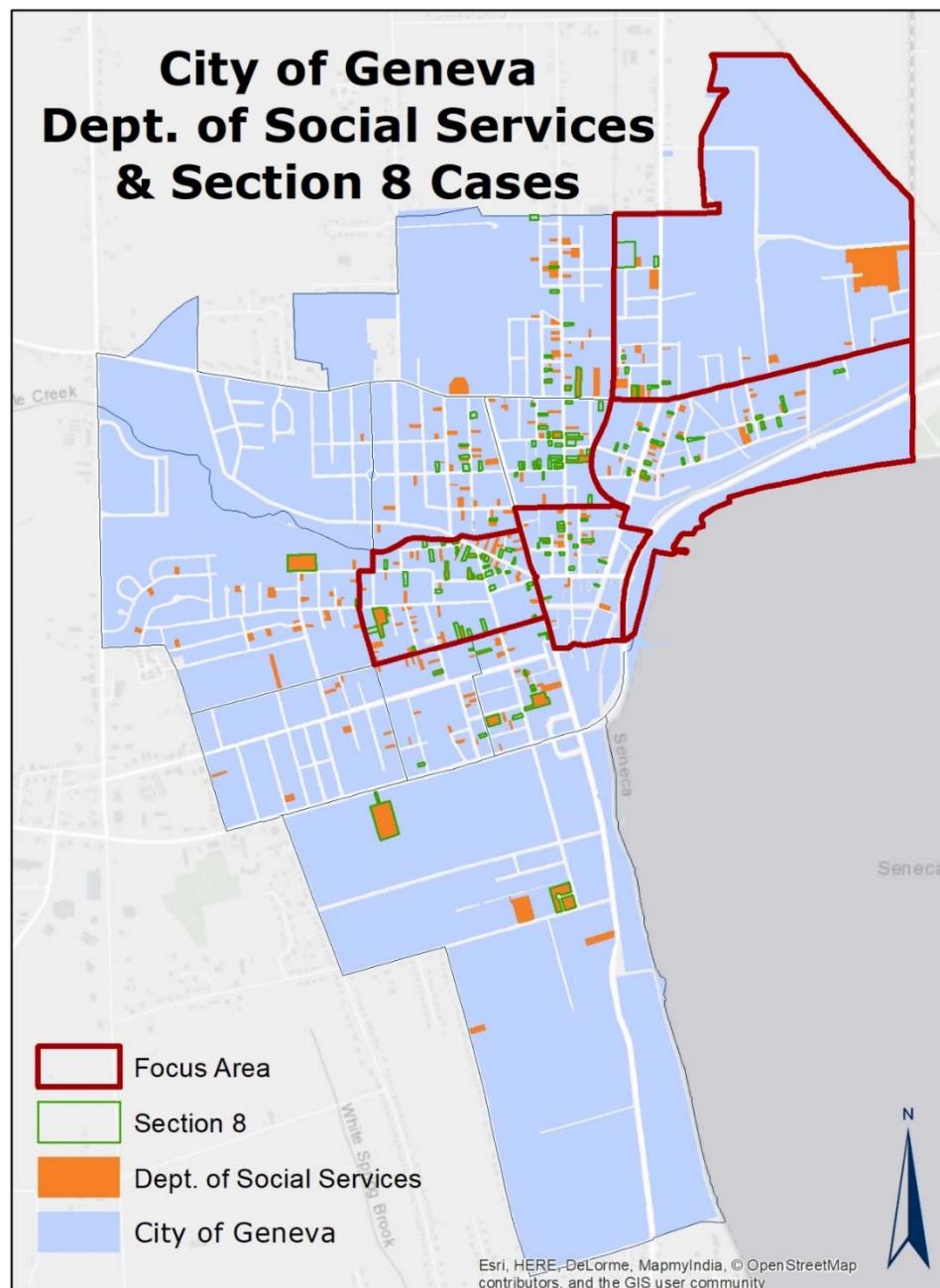


Figure 9

Sources: ACS 2015 5-year estimates, Ontario County records, City of Geneva records, OnCOR

Housing Costs and Tenure

Property Values and Housing Unit Averages

Geneva's citywide average home value of \$90,669 is less than two thirds of the county average of \$145,700. Within the city, property values vary. Block groups that correspond with the neighborhoods Castle Heights, Founder's Square, and South Lake all reflect median home values greater than the citywide median. All other block groups have median home values of less than the citywide median. The block group with the lowest median home value, H at \$62,900, still has a median value of approximately 70% of the citywide median. (see: Figure 10, below)

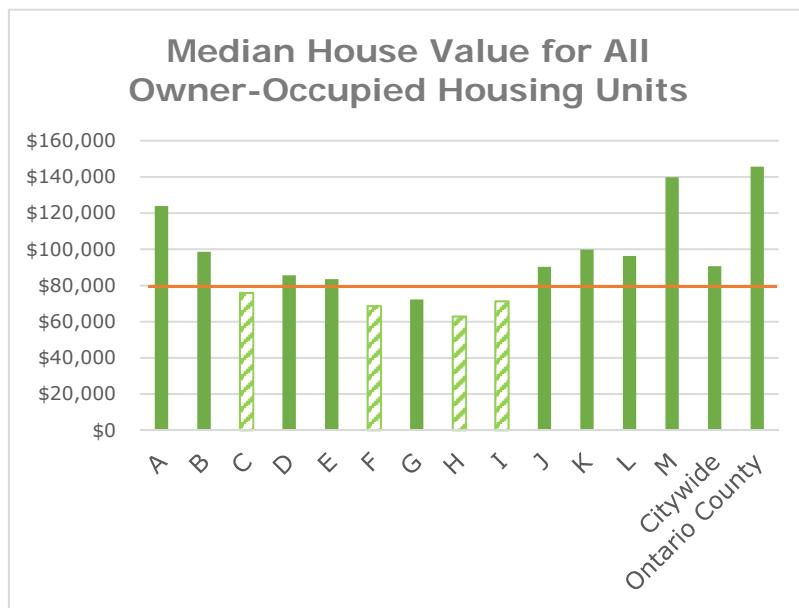


Figure 10

Focus area shown with diagonal fill,
Source: ACS 2015 5-Year Estimates

| House Value for All Owner-Occupied Homes | Ontario County | Citywide | A | B | C | D | E | F | G | H | I | J | K | L | M |
|--|----------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| < \$20,000 | 3.9% | 0.4% | 0.0% | 3.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| \$20,000-\$49,999 | 16.4% | 8.3% | 0.0% | 3.2% | 15.5% | 5.3% | 5.2% | 19.6% | 37.1% | 30.1% | 46.9% | 0.0% | 0.0% | 0.0% | 0.0% |
| \$50,000-\$99,999 | 28.5% | 54.8% | 23.8% | 45.0% | 59.4% | 81.7% | 77.0% | 46.7% | 48.6% | 58.2% | 18.8% | 70.7% | 50.3% | 51.3% | 17.8% |
| \$100,000-\$149,999 | 23.0% | 18.8% | 47.6% | 21.0% | 17.7% | 10.2% | 10.9% | 14.0% | 5.0% | 5.5% | 0.0% | 14.7% | 31.2% | 0.0% | 44.9% |
| \$150,000-\$299,999 | 13.4% | 14.3% | 28.6% | 24.0% | 7.5% | 2.8% | 6.9% | 10.3% | 9.3% | 6.2% | 34.4% | 14.7% | 4.6% | 35.7% | 18.7% |
| \$300,000-\$499,999 | 7.7% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 7.0% | 18.7% |
| \$500,000-\$749,999 | 3.6% | 1.8% | 0.0% | 3.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 13.9% | 6.1% | 0.0% |
| \$750,000-\$999,999 | 3.5% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 9.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 6

Source: ACS 2015 5-Year Estimates

That said, there appears to be a disparity in some block groups, which have a large amount of homes valued between \$20,000-\$49,999 and a large amount of homes valued between \$150,000-\$299,999 with very few in between. For instance, refer to block group I, which has 46.9% of its owner-occupied homes valued between \$20,000-\$49,999, 18.8% between \$50,000-\$99,999, 0% valued between \$100,000-\$149,999, and 34.4% between \$150,000-\$299,999. Nearly half of the homes in this block group are relatively low-value homes that are worth less than \$50,000, and about a third of the homes are worth more than three times this amount. This indicates a schism within the block group, there are likely very wealthy areas of this block group and very low-income areas, with little middle ground. While block group I has the most severe divide of this fashion, several other block groups show high concentrations of properties valued at less than \$100,000, but a considerable number of high-value properties that draw up the block group median. These divided block groups are: B, E, F, G, and J.

Note that within the Focus Area, block groups C, F, and H each show the highest concentration of homes valued between \$50,000-\$99,999 and block group I's highest concentration is between \$20,000-\$49,999. Each of the four Focus Area block groups has a median owner-occupied home value of around \$75,000 or less. These four, plus block group G, are the lowest median home values in the city.

Tenure

Renting a home, rather than home ownership, is often an indication of financial instability. Neighborhoods with high rates of renters tend to also have high rates of low-income residents, which is a primary indicator of food insecurity.⁹ This pattern follows in Geneva, the block group with the lowest median household income (MHI), I, has almost no single-family residences. The chart on page 19 (*Figure 13*) demonstrates how many more renters live in block group I than other block groups. Additionally, 44% of its renters pay relatively low rents, between \$300 and \$599. Block groups C, F, H, I, and L are each more than 50% renter-occupied properties. The four focus area block groups, along with block groups E, G, and L, have the largest shares of multifamily residences. Block groups with mid-range MHIs (above \$20,000, below the city median of ~\$40,000) have more instances of multifamily buildings. Notably, block groups A and J are virtually 100% single-family units and also have two of the highest MHIs in the city.

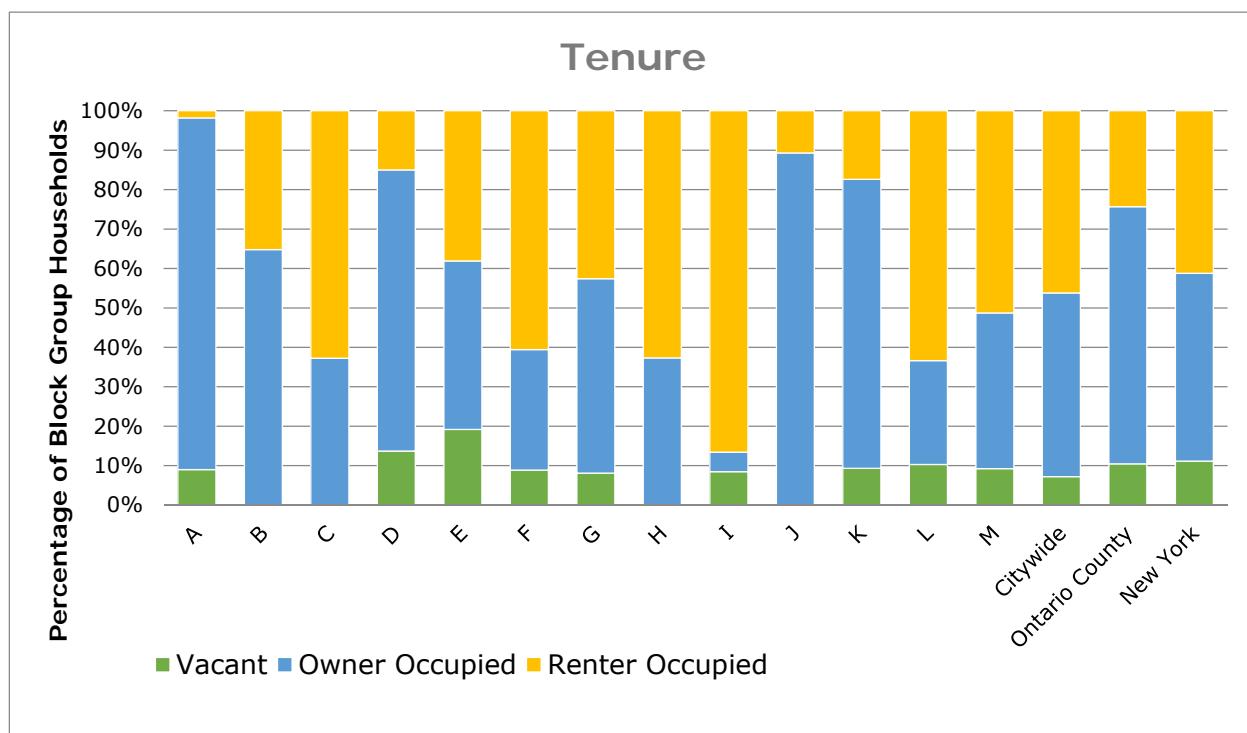


Figure 11

Source: ACS 2015 5-Year Estimates

⁹ Gottlieb, et al, *Homeward Bound*, 7.

City of Geneva Residences by Number of Units

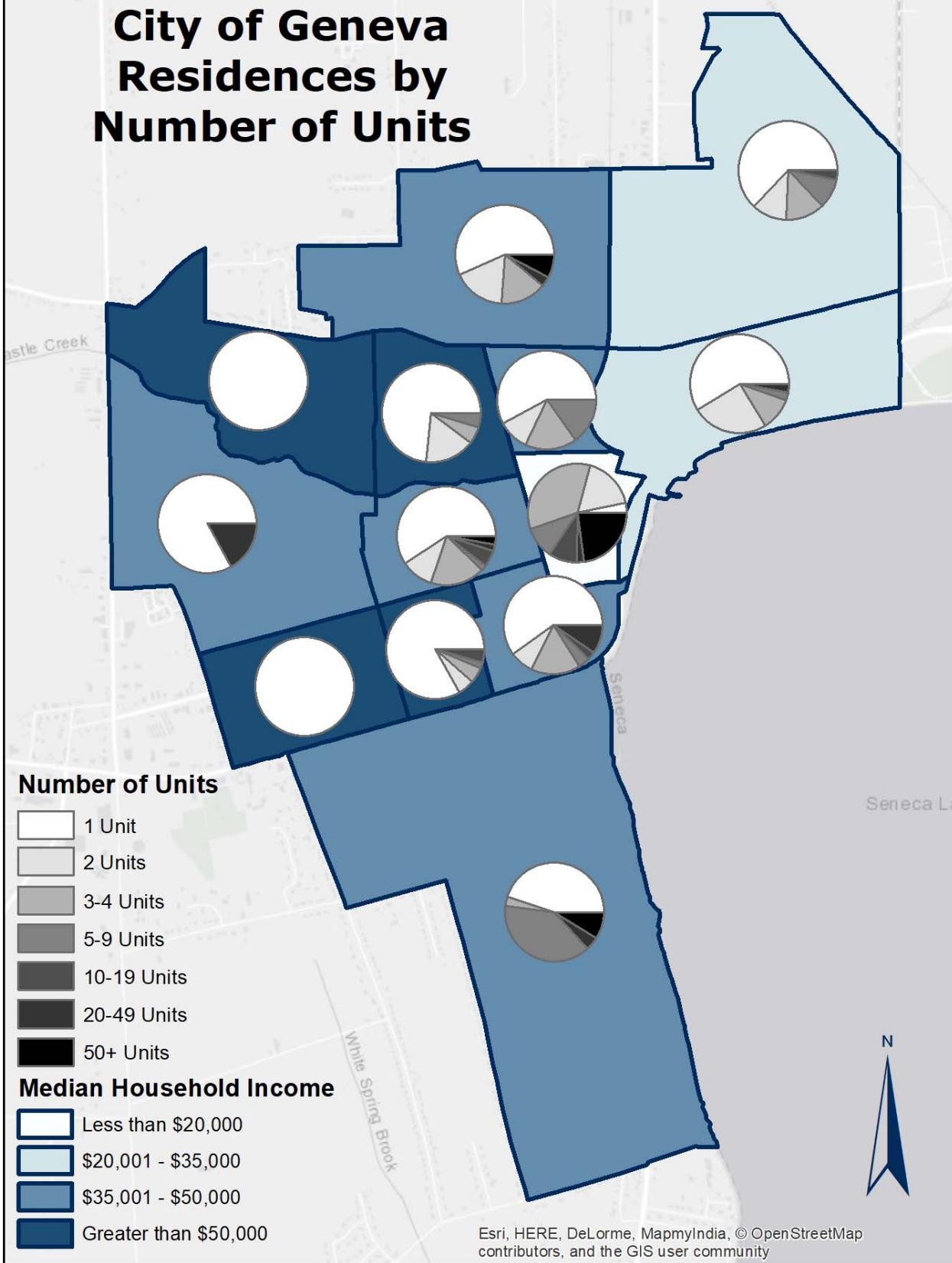


Figure 12

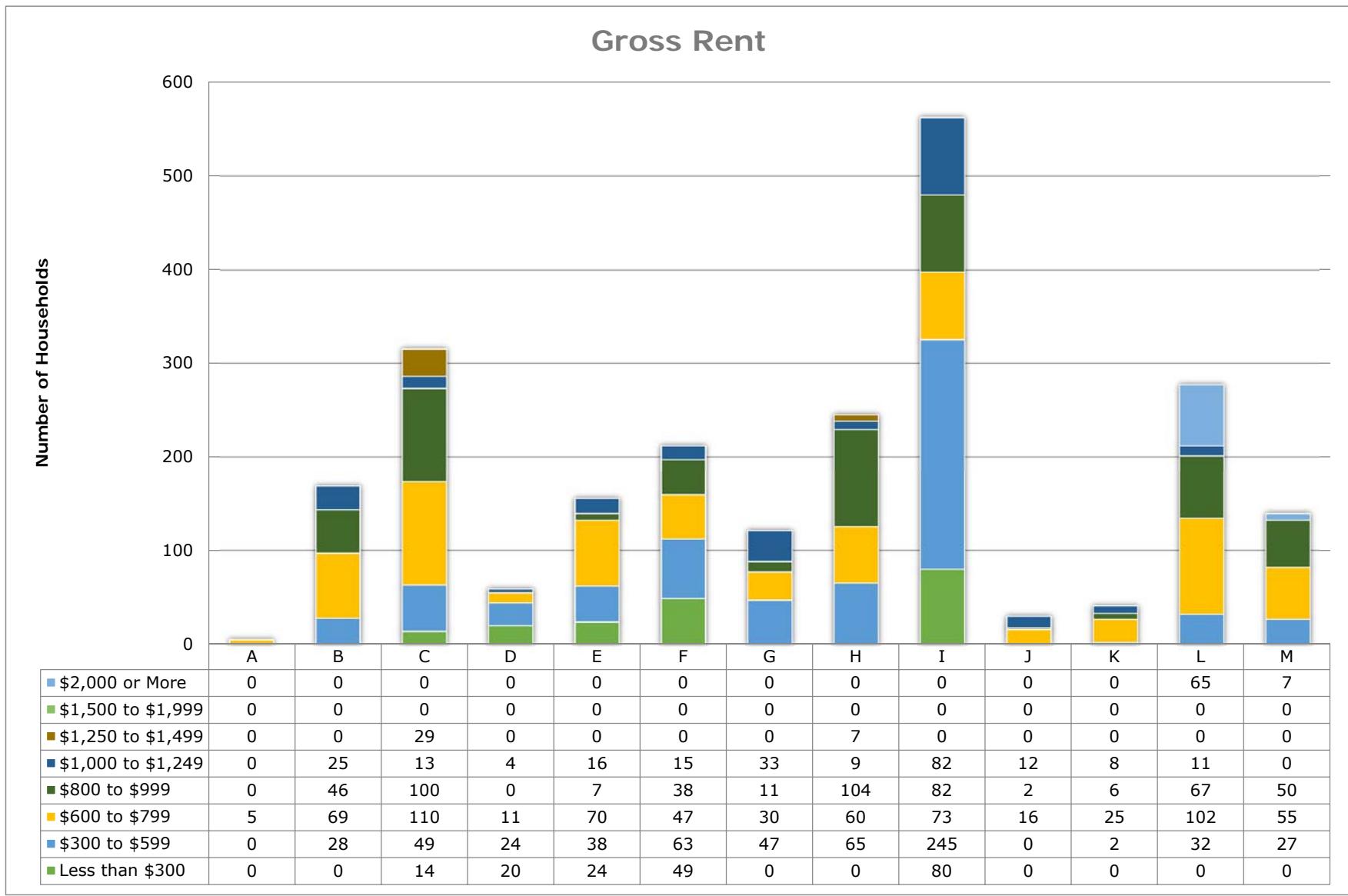


Figure 13

Source: ACS 2015 5-Year Estimates

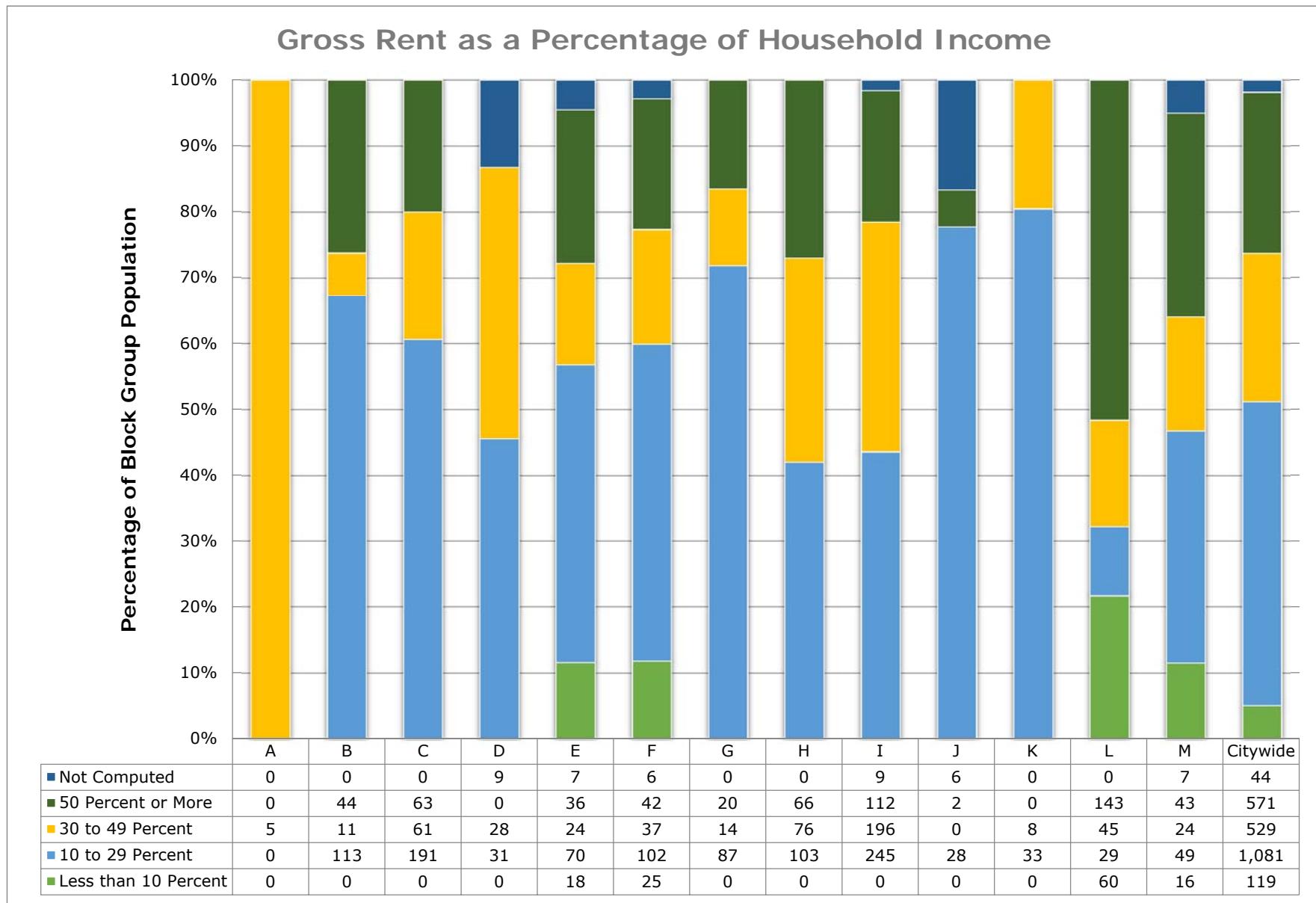


Figure 14

Source: ACS 2015 5-Year Estimates

Transportation

Registered Vehicles

Data was acquired from the New York State Department of Motor Vehicles identifying all addresses in Geneva with registered motor vehicles. This data was used to highlight all properties zoned as residential that *do not* currently have a registered vehicle. Mapping residential properties without vehicles shows clustering in familiar block groups in the city center and eastern edge – the same block groups that continually come up in discussions of low-income, high rental rates, and Section 8 redemptions. The block groups more associated with affluence in the preceding demographic analysis, those to the West and South of the city center, have higher incidence of vehicle registrations.

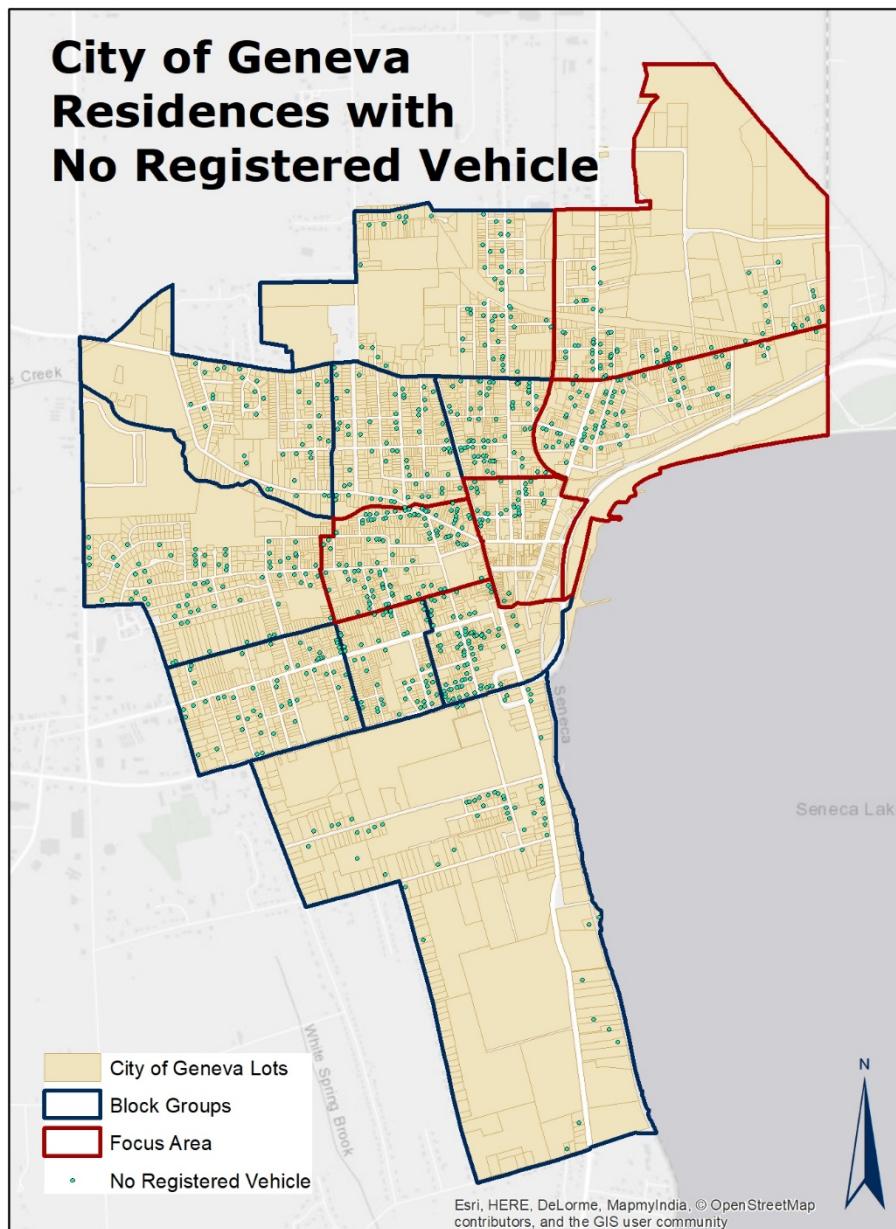


Figure 15

Source: ACS 2015 5-Year Estimates,
NYS DMV Records, OnCOR

Transport to Work

One of the key factors of food security is reliable transportation. Low income households are much less likely to own cars, a correlation that *Figure 15* indicates might hold true in Geneva.¹⁰ Despite this, a USDA study found that most low-income households still attempt to use cars for food shopping.¹¹ The following analysis uses census data on means of transport to work to analyze residents' transport options. It is recognized that this data inherently excludes households that rely on alternative forms of income.

In Geneva, most employed residents (62.5%) drive alone to work. The next most frequent option citywide was walking to work (17.7%). The block groups that are home to the greatest number of those who choose to walk to work are: M (57%), L (29%), and I (23%). As explained in *Removal of Block Group M from Focus Area*, the high number of residents who walk in block group M is likely explained by the high student population. Similarly, as documented in *Education Attainment*, block group L is likely home to many college faculty, who might walk to work at the college in block group M. Outside of block groups strongly influenced by the college, those that rely most heavily on walking or public transit are F, G, H, and I.

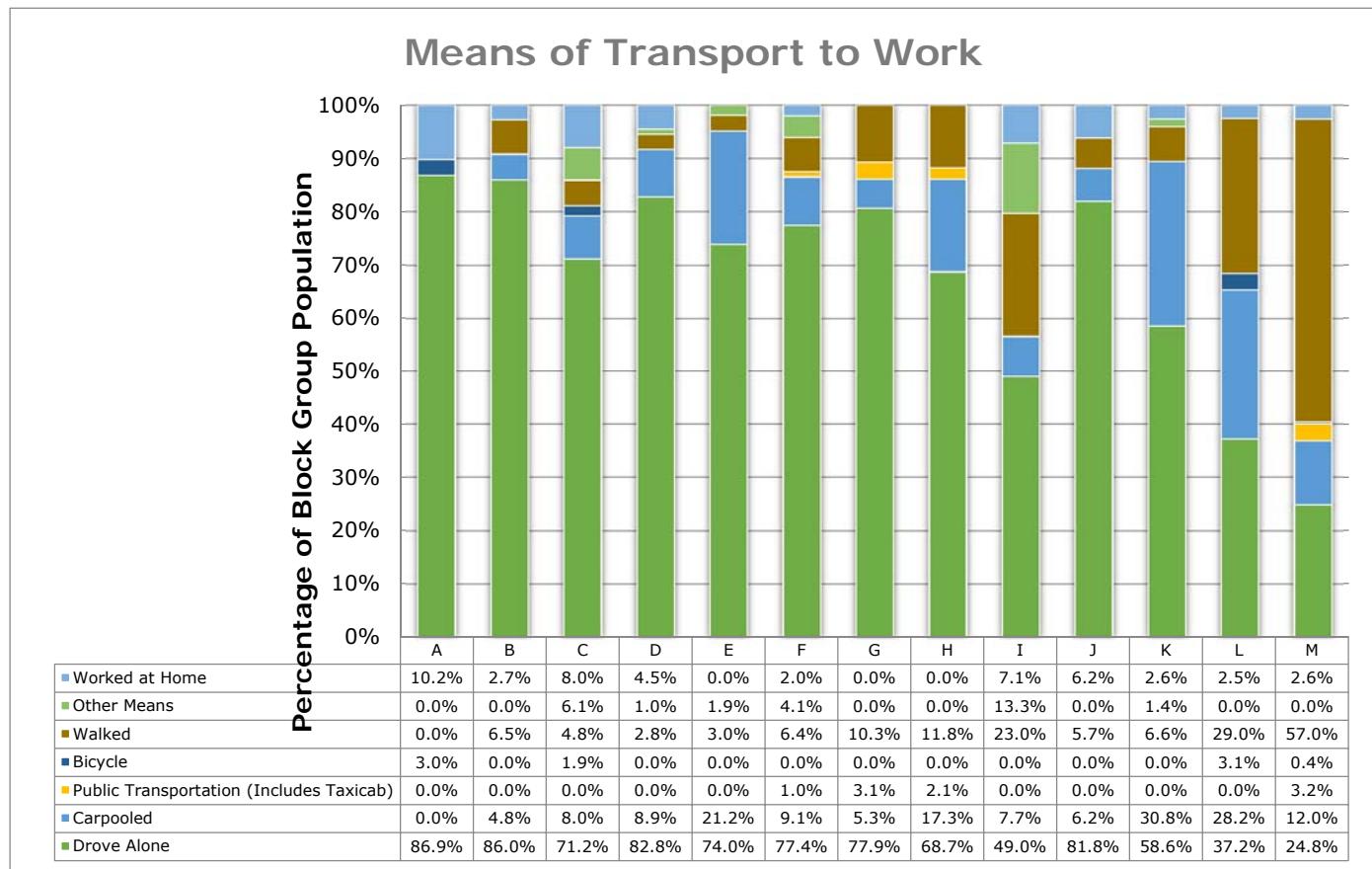


Figure 17

Source: ACS 2015 5-Year Estimates

¹⁰ Vallianatos, *Transportation and Food*, 1.

¹¹ Ibid., 1.

Access to Food

Supermarkets

Four supermarkets are available to Geneva residents. TOPS Market and Wegmans are both in the city, Southwest of city center, near the Northern border of block group M. Walmart and BJs Wholesale are located outside of the city limits, to the West, in the town of Geneva.

Using a half mile buffer to establish reasonable walking distance, no city residents are able to walk to Walmart or BJs Wholesale. There are 179 addresses with no registered vehicle within a half mile radius of TOPS or Wegmans. (see: *Figure 19*) In theory these residents would be able to walk for groceries, ability and weather permitting. There are 600 remaining addresses outside of walking distance with no registered vehicle.

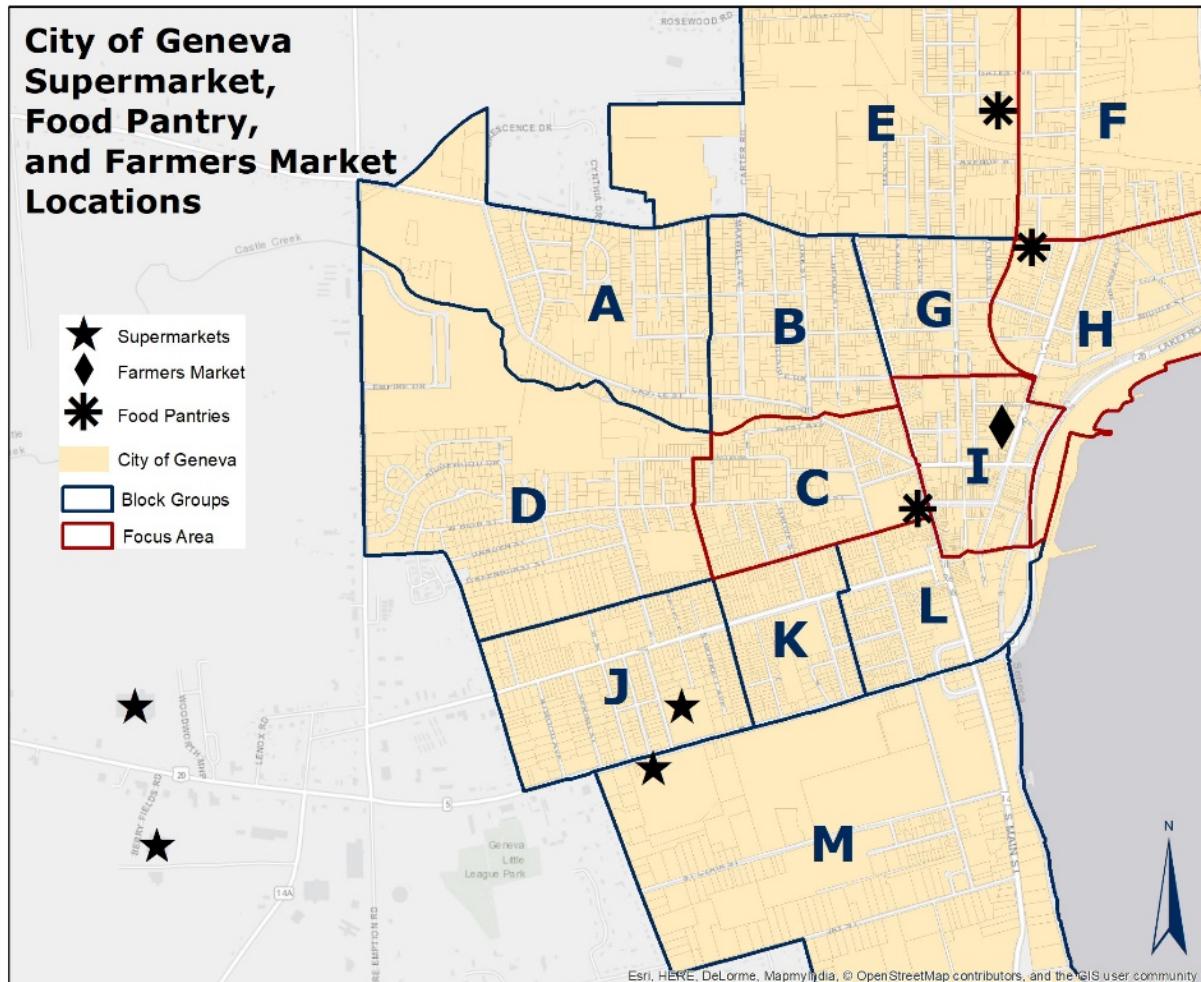


Figure 18

City of Geneva Residences with No Registered Vehicle and Supermarket Locations

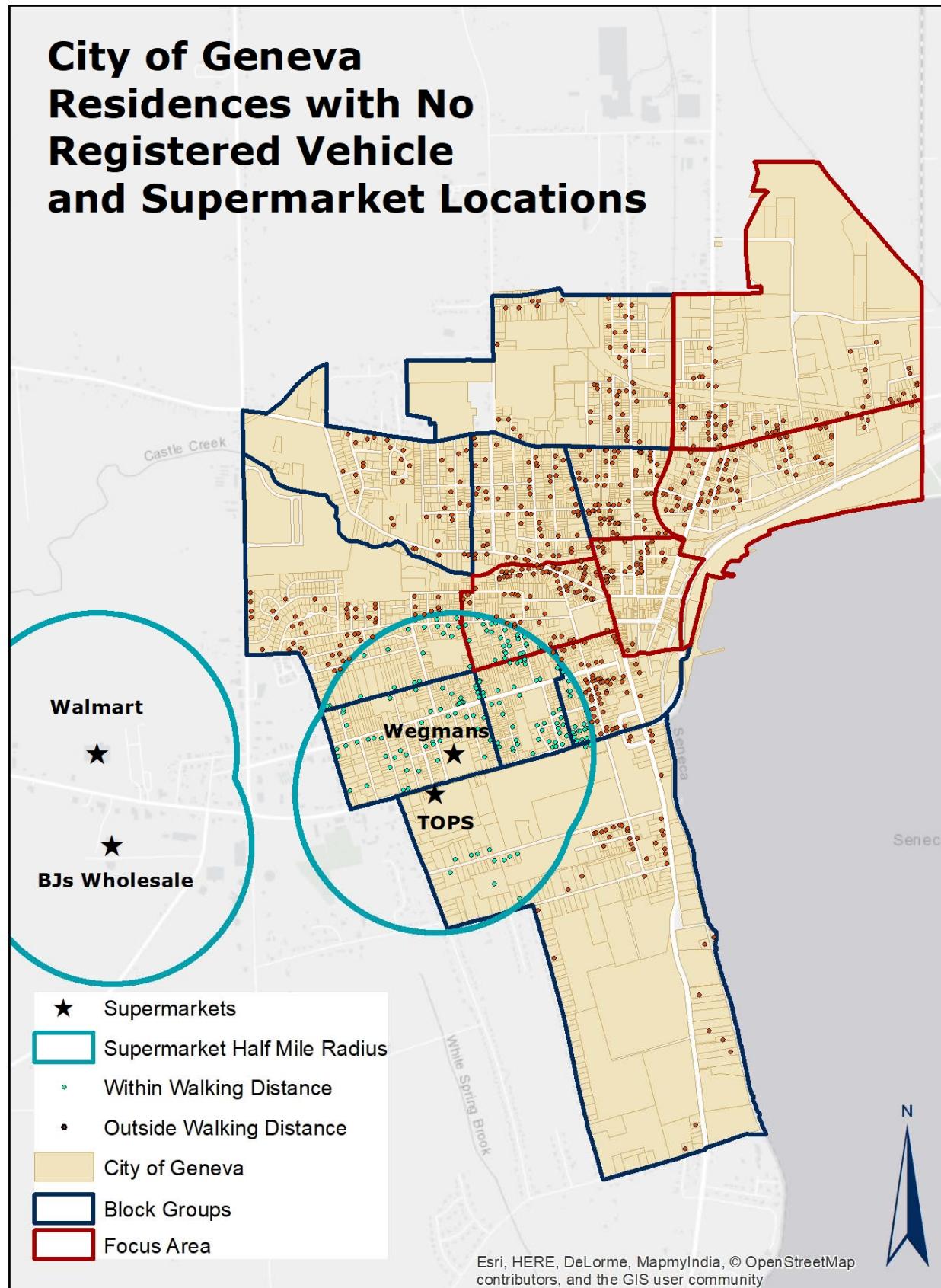


Figure 19

Source: ACS 2015 5-Year Estimates,
NYS DMV Records, OnCOR

Existing Food Resources

Food Justice Coalition

In addition to supermarkets, Geneva residents also have access to several Food Pantries and seasonal resources. Geneva's Food Justice Coalition formed in 2015 to begin addressing the city's food access issues. The coalition maintains a "Little Free Farm Stand," (see: *Photo 1*) akin to a free library, where local food growers can drop off surplus for residents to take at will. The coalition also pursues nutrition and food handling opportunities for community members through existing local institutions such as Hobart and William Smith Colleges and the county Cornell Cooperative Extension.

Finger Lakes Institute

The Finger Lakes Institute has extensive programming to engage Hobart and William Smith Colleges students with the community's food systems. Fribolin Farm is a campus food farm that educates about food production and encourages student engagement with the community food system. Finger Lakes Institute programming also includes: student hosted community dinners, community educational events, and community gardens at the college.

New York State Agricultural Experiment Station

In addition to having access to Ontario County's Cornell Cooperative Extension in Canandaigua, Geneva is home to the Cornell's New York State Agricultural Experiment Station. This longstanding satellite campus of Cornell University houses faculty from the Departments of Entomology and Food Science and the School of Integrative Plant Science. This facility is used for a variety of research including "programs to serve the state's grape and wine industries, hop producers, bioenergy crop production, food entrepreneurs, and farmers facing new crop pests and diseases."¹²

Farmers Market & Curbside Market

The city sponsors a seasonal farmers market during the summer. The market hosts a selection of local vendors on Thursdays during summer months.

A mobile 'Curbside Market' is available weekly on Fridays throughout the year. This produce truck, which is run by the Rochester based regional food hub Foodlink, visits three locations in block group I in sequence each Friday. The truck spends 45 minutes each at the Salvation Army, Elmcrest Apartments, then Seneca Apartments. Curbside Market has a variety of payment options to accommodate residents of all income levels and is regarded by residents as an affordable produce option.



Photo 2

Image Source: Food Justice Coalition

¹² "History of the Station." History of the Station | New York State Agricultural Experiment Station, nysaes.cals.cornell.edu/about/history-station.

Growing Geneva Together

Geneva is home to a community garden coalition, Growing Geneva Together. The coalition is funded by Hobart and William Smith Colleges' Finger Lakes Institute. The program sponsors around a dozen active edible community gardens in Geneva, most at schools for educational purposes. The coalition also distributes educational materials to help residents with home gardening.

Meal Programs

Several meal programs are available in the city throughout the year. During summer break the Geneva City School District funds the Summer Food Program at several locations to persons 21 years or younger. Catholic Charities runs a free hot lunch program at Geneva Methodist Church on weekdays (represented as a Food Pantry in *Figure 18*).

Culinary Incubator Kitchen

In 2017 Geneva finished renovations on a commercial kitchen for community shared-use. This culinary incubator project aims to enable residents and local businesses that work with food to be able to test and refine value-added food products right in Geneva. The kitchen is part of a larger effort to create a food and beverage innovation district in the city. Although this project doesn't directly address issues of food security for low-income residents, the presence of a large-scale food production facility leaves open the possibility of including food access goals in creative solutions for managing the externalities like the potential food waste or educational sessions.



Photo 3

Image Source: Steve Buchiere | Finger Lakes Times

Food Access Models in the U.S. and U.K.

A variety of programs have been created in recent years to combat similar food access issues to those experienced in Geneva. A selection of programs that address comparable problems are summarized here. Many of the following are considered 'food hubs.' Food Hubs are an imprecisely defined concept – they take different forms in their efforts to promote food access. A USDA report defines food hubs as organizations that "[facilitate] the aggregation, marketing and/or distribution of products from local farmers and ranchers to consumers...by developing scale efficiency and improving distribution."¹³ The PolicyLink "Equitable Food Hubs" development toolkit adds that the critical link between these growers and consumers needs to be mutually beneficial. That is, farmers gain access to new distribution channels and consumers gain access to fresh, affordable food.¹⁴

The following examples of food hubs contain strategies that may be of relevance to the city of Geneva. Aspects of some or all of these programs might be adopted by Geneva in the future to expand the city's food equity efforts.

Corbin Hill Food Share^{15 16 17}

Founded in 2010, the Corbin Hill Food Project is a network of 30 family owned farms in New York that supply fresh food to Harlem and the Bronx. The network was formed by private investors with social justice concerns who bought a farm upstate with the intent of using the farm's bounty to supply inner-city, low-income neighborhoods with food. The model evolved away from the project owned farm to the farmer network, in which the board meets in January to negotiate with various farmers to agree on prices and quantities before the growing season begins. The founder of the program, Dennis Derryck, emphasizes that the program is built around the farmers.

The design process for the farm share was created using a participatory process in the community. The community feedback established early on that traditional CSA payment structures, a type of subscription where community members sign up for a CSA program and pay in advance for regular parcels of food, is not practical for low-income families. The group determined that low-income families are unable to commit to paying for food so regularly and/or in advance, so they created their own payment structure. In this structure community members have the option of paying one week in advance, and members are not penalized for missing a payment or skipping weeks, as in many conventional farm share programs. Instead, their account is simply placed on hold until they are able to pay again.



Photo 4 Image Source: @amandamemoranda

¹³ United States, Congress, Matson, James, et al. "The Role of Food Hubs in Local Food Marketing." *The Role of Food Hubs in Local Food Marketing*, 2013.

¹⁴ Equitable Development Toolkit Equitable Food Hubs. PolicyLink, 2014, Equitable Development Toolkit Equitable Food Hubs, www.policylink.org/sites/default/files/access-to-healthy-food.pdf.

¹⁵ Derryck, Dennis. 29 July 2017.

¹⁶ "Farm Share FAQ's." Corbin Hill Food Project, corbinhill-foodproject.org/farmsharefaqs/.

¹⁷ Equitable Development Toolkit Equitable Food Hubs, 5.

St. Louis Food Hub¹⁸

The driving motivations behind the St. Louis Food Hub were addressing urban food deserts and promoting economic development in the same areas. The solution this food hub pursued in 2013 to satisfy both of these goals was to attract a grocery store to an area considered a food desert. The Fields Food store that was established created jobs in the community, as well as creating new distribution opportunities for local food growers and making available a fresh food selection to St. Louis residents.

Notably the local government had no active role in this project. The food hub was undertaken by local developers and related philanthropic organizations with some input from community groups. This project demonstrates the value of a market centered approach to solving food access problems, and though this case is entirely privately controlled, perhaps government entities or coalitions could leverage similar private involvement in Geneva.



Photo 5

Image Source:
Fields Foods

Foodlink¹⁹

Foodlink is a Rochester based food bank that focuses on food distribution in Western and Central New York. Geneva is in the Foodlink service area and receives services from Foodlink already, such as the curbside market truck. Foodlink is a part of the Feeding America food bank network.

Foodlink is a noteworthy example of a regional food bank that serves a large area. Because of this large service area Foodlink has massive food storage infrastructure and logistic framework in place already.²⁰ Foodlink is included here as a resource in addition to an example for Geneva.

CropCircle Kitchen²¹

Established in 2009 and run by the Dorchester Bay Economic Development Corporation, CropCircle Kitchen is a commercial, shared-use facility similar to Geneva's own. The Corporation is establishing a food hub in conjunction with CropCircle Kitchen, in order to improve food access in the Boston neighborhood where the kitchen is found. The food hub aims to be a zero-waste food facility.²²

¹⁸ Randol, Jeffery. "Fields Foods and The St. Louis Food Hub." [Http://www.risestl.org/Media/Jeffrey-Randol-STLFoodHubPresentation-3.28.Pdf](http://www.risestl.org/Media/Jeffrey-Randol-STLFoodHubPresentation-3.28.Pdf), St. Louis, MO.

¹⁹ "About Us." Foodlink, foodlinknny.org/fight_hunger/about_us/#tab-1.

²⁰ Equitable Development Toolkit Equitable Food Hubs. PolicyLink, 7.

²¹ Ibid., 11.

²² Namn, Ditt. "WE'RE GROWING!" CropCircle Kitchen, Inc., www.cropcirclekitchen.org/.

The Real Junk Food Kitchen^{23 24}

This United Kingdom non-profit is a chain of restaurants, created in 2013, that utilize food waste from a number of local sources. The small 'Pay as You Feel' restaurants take donations in exchange for meals crafted entirely out of food waste. They accept food waste donations from supermarkets, restaurants, wholesalers, food banks, food photographers, and other sources. The board of the organization has established a network with these local food sources to ensure ongoing acquisition of food waste.

This model exemplifies the potential uses for the array of food waste that is available. In establishing a food innovation district, Geneva could use a similar strategy for redistribution of otherwise wasted local foods. Existing Geneva projects like the culinary incubator kitchen, future projects such as a co-packing facility, or institutions like the New York State Agricultural Experiment Station are all potential sources of useable food waste. A more comprehensive summary of such programs and institutions can be found in *Existing Food Resources* (page 25).



Photo 6

Image Source: Social Business Editor, Trendhunter.com

The Farm Bridge²⁵

The Farm Bridge is a Hudson Valley based co-packing facility that serves local farmers and entrepreneurs since 2006. Like most co-packing facilities, the focus at this organization is on the distribution side of the food hub equation. The facility offers equipment and training in: shelf stable product, frozen products, sauces, roasting, and pickled items.

Such a facility has similar potential to further a culinary innovation district for entrepreneurs while keeping in mind the potential community benefits for residents.



Photo 7

Image Source: The Farm Bridge

²³ Bosso, Christopher J. *Feeding Cities: Improving Local Food Access, Security and Sovereignty*. Routledge, an Imprint of the Taylor & Francis Group, 2017.

²⁴ "About." The Real Junk Food Project, therealjunkfoodproject.org/about/.

²⁵ "About Us." The Farm Bridge, thefarmbridge.com/.

Ride Austin²⁶

Since a large part of Geneva's food security issues come from inadequate transportation options, the Ride Austin rideshare program is included here to provide a transport-based example. Ride Austin is the U.S.'s first non-profit rideshare program, established by the city of Austin, TX in 2015. The Ride Austin program was a massive undertaking, created to replace rideshare service like Uber and Lyft that the city considered predatory and prohibited. The rideshare is a 501c3 that emphasizes affordability for riders and better pay for drivers above all else. As of this writing Ride Austin is the only government sponsored, non-profit rideshare available in the U.S.

Though the Ride Austin program is a massive example to use for a city the size of Geneva, the basic idea of developing an app-based ride program to crowdsource transport to and from grocery stores might yet be useful to Geneva. Many locally owned grocery stores across the country have offered basic shuttle services for decades. Studies in the 1980s showed that offering a shuttle to customers often saved the stores the cost of stolen grocery carts. (See: *Grocery Shuttle Programs*, below) Combining the two models could offer a small city like Geneva the opportunity to offer an app-based shuttle service to move residents to and from the grocery stores in the Southwest of the city.



Photo 8 Image Source: Daily Texas Online

Grocery Shuttle Programs²⁷

Robert Gottlieb's book, *Homeward Bound*, describes a number of different types of early shuttle programs created to deal with food insecurity. Some, like the Knoxville Shop and Ride Program, create special buses fitted with shelves for grocery bags that run from low-income communities to grocery locations and back. The program struggled with efficient batching (guaranteeing a minimum number of riders on any given trip), but also existed in the 1990s, when far fewer resources were available to operators and riders. The widespread availability of cell phones and location services allow for a much more viable, contemporary version of such a program. Austin, Texas featured a similar program: the 'Grocery Bus,' is a bus route that runs exclusively from low-income neighborhoods to grocery centers and back for a reduced fare. The HOP shuttle in Boulder, Colorado uses a comparable model.

Gottlieb also describes several grocery chains that created shuttle services, sometimes partnering with local government entities, to reduce the cost of stolen shopping carts. Many stores found not just publicity benefits to the shuttle programs, but direct financial benefits as well. These shuttle programs were especially successful in primarily senior citizen communities.

²⁶ "Ride Local with RideAustin." Ride Austin, www.rideaustin.com/.

²⁷ Gottlieb, Robert, et al. *Homeward Bound: Food-Related Transportation Strategies in Low Income and Transit Dependent Communities*. University of California Transportation Center, University of California, 1996.

Discussion

A close analysis reveals that Geneva's food desert is similar to the one described by the UDSA Food Access Research Atlas. The neighborhoods most likely to be at risk of food insecurity are specifically Hildreth Hill, Downtown, and East Lakeview. This more specific lens on the demography and transportation options in the city's block groups provides more insight into where food access issues might arise. The potential issues in these neighborhoods could be viewed as either a transportation problem or a distribution matter.

The transportation issue is represented visibly in the map (*Figure 19*) found on page 24. 600 households in Geneva have no registered vehicle and are more than a half mile walk from the city's grocery stores. The areas of the city with the most low-income residents and the most public assistance recipients are the same areas where vehicles are most scarce. While bus routes are available, riding a public bus with groceries is time-consuming and cumbersome. A more specific transportation solution should be considered for this issue, such as a shuttle or a rideshare program, to provide low or no-cost transport to those who live in the focus area.

Thinking of Geneva's food access as a distribution matter would entail different solutions. The most obvious solution in this case is possibly the most difficult one – attracting a grocer to open a location in or near the focus area. Synthesizing public values with private business models is not always a viable task and other modes of distribution should be considered.

The food hub strategy equally considers new channels of distribution for food producers and access to a healthy variety of foods for residents. Geneva's momentum in creating a food innovation district might well be used in conjunction with this strategy. PolicyLink offers several toolkits to help understand issues of food access²⁸ and to help establish a food hub.²⁹ The toolkits explain the strategy much further as well as providing extensive information on successful food hub programs and where financing for food hubs can be found. Using these tools to create a food hub in Geneva could help the city moving forward as it both creates a food innovation district and addresses food access issues as they arise.

²⁸ PolicyLink, *Equitable Development Toolkit Access to Healthy Food*, 2010.

²⁹ PolicyLink, *Equitable Development Toolkit Equitable Food Hubs*, 2014.

Recommendations

The city of Geneva has a plethora of food resources and programs available already through many community partners. Institutional players such as the Finger Lakes Institute, Cornell Cooperative Extension, Cornell's NYS Agricultural Experiment Station, and Foodlink are all present in the city. The city has taken steps to begin creating a food innovation district in establishing the culinary innovation kitchen. The community has also begun to organize against food access issues through the creation of a Food Justice Coalition.

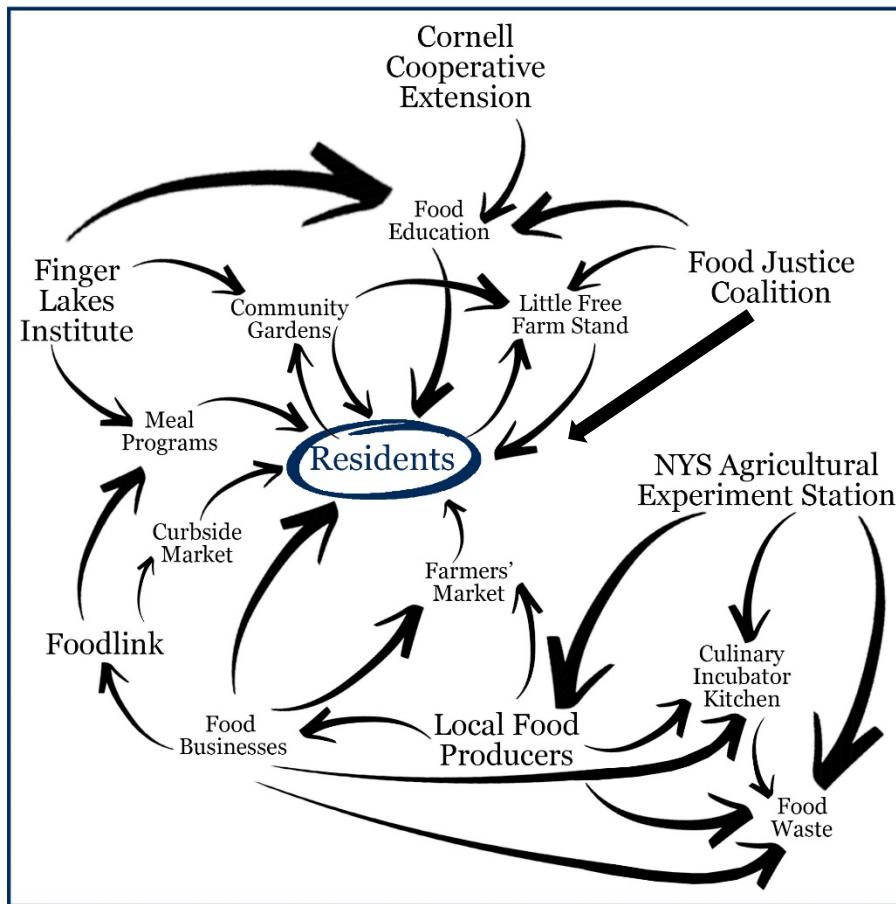


Figure 20

As Geneva moves forward with food innovation district ambitions, the city should refer to existing food hub models. Whether food access problems are viewed as issues of transportation or distribution, existing models offer many insights into ways in which Geneva's many food resources might better work together. Using the food hub approach, a mixture of aspects from different models are available for Geneva to piece together a system that works with the programs the city already has in operation. The Food Justice Coalition, or another organization, can serve to organize and coordinate between the many moving parts in the city's food distribution system. Connections can be drawn between the coalition, local agricultural institutions, local food farmers and wineries, value-added facilities, and the residents of the city. (Figure 20) Geneva can establish a food hub by connecting the dots that are already present to generate new channels of distribution that both reduce waste and offer residents greater options for fresh, healthy food.

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