

TOGETHER  
**NORTH  
JERSEY.**

# FOOD ENVIRONMENT

IN THE FIRST WARD OF PATERSON, NJ

TOGETHER North Jersey NGO Micro-Grant Project





## **ABOUT TOGETHER NORTH JERSEY**

In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded TOGETHER NORTH JERSEY a \$5 million Sustainable Communities Regional Planning Grant. The grant is matched with an additional \$5 million in leveraged funds from project partners. Grant funds have been used to implement the Local Demonstration Project (LDP) Program, fund the Local Government Capacity Grant and NGO Micro-Grant Programs, develop a Regional Plan for Sustainable Development (RPSD) for the 13-county planning region, and provide technical assistance and offer education opportunities that build the capacity of jurisdictions, organizations and the public to advance sustainability projects and initiatives. The plan is both “place-based” and “issue based” and uses sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. For more information, please visit

**[togethernorthjersey.com](http://togethernorthjersey.com)**

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- PlanSmart NJ
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- Participating local and county governments of the NJTPA region

## **DISCLAIMER**

The work that provided the basis for this report was supported by funding under an award from the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The authors of the report are solely responsible for the accuracy of the data, statements and interpretations contained in this document. Such statements and interpretations do not necessarily reflect the views the TOGETHER North Jersey Steering Committee or its individual members or any other agency or instrumentality of Government.

## NGO MICRO-GRANT PROGRAM



*Jewish Renaissance Foundation  
Discovery Phase Workshop*



*United Way of Passaic County  
Discovery Phase Workshop*



*WomenRising Walk Audit in  
the Bergen Hill, Jersey City*

The NGO Micro-Grant Program provides financial assistance to non-governmental organizations to meaningfully participate in the planning processes that will lead to the development of the Regional Plan for Sustainable Development (RPSD) for Northern New Jersey.

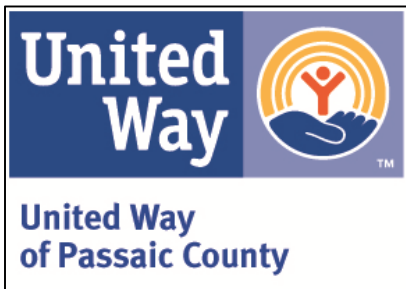
TOGETHER North Jersey's NGO Micro-Grant Program partners with community-based organizations, including community development corporations, social service, faith-based institutions, and other groups at the local level that regularly interact with, are trusted by, and include members of traditionally underrepresented populations.

The NGO Micro-Grant is targeted toward community-based organizations whose primary mission is to work on behalf of low-income or minority populations, persons with Limited English Proficiency (LEP), persons with disabilities, underprivileged youth and seniors or who work in communities with high concentrations of these traditionally underrepresented populations.

Grant recipients undertook small planning studies that focus upon neighborhood revitalization and designing and planning the built environment to promote health and well-being, safe neighborhoods, and active transportation (e.g., bicycling, walking, safe routes to transit, schools and parks). Key findings and lessons from these local studies are shared with the project team and members of TNJ. The expectation is that unmet needs and strategies and action recommendations will be identified and addressed by TNJ Project Team partners in the RPSD and in other planning and program activities.

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## ABOUT UNITED WAY OF PASSAIC COUNTY

The United Way of Passaic County (UWPC) is a community-based non-profit organization with a 75-year history of responding to the needs of the community. It is the mission of UWPC 'to improve the lives of people in Passaic County by mobilizing the caring power of our community.' To fulfill this mission, UWPC functions as a community impact organization that develops partnerships and collaborates with other organizations to provide needed and impactful direct services to the community.

UWPC currently works to address community needs in the areas of *Health, Income, and Education*. It is the long-term goal of UWPC to: increase the number of individuals who are healthy and avoid “risky behavior”; increase the number of individuals who are financially self-sufficient; and increase the high school graduation rates for the county.

To meet these goals, UWPC operates several programs that seek to address these specific impact areas, they include:

- Hunger-Free Communities: a county-wide planning and assessment process to address food insecurity, create a Hunger-Free Plan and organize a Food Policy Council, funded by the USDA;
- Financial Empowerment Zone: free tax preparation services, help with enrollment in income supports and financial literacy workshops to increase the financial stability among lower-income working families; and
- Financial Aid U: A nationally proven program to help first generation and poor students enroll in college, finance their education and ultimately persist and graduate, through assistance with the Free Application for Financial School Aid (FAFSA) preparation and ongoing financial education.
- Paterson Readers: a one-to-one literacy tutoring program for struggling first graders in the City of Paterson, modeled after the Book Buddies tutoring frame work.
- Back Packs for Kids – a yearly initiative that provides new school supplies to over 1,800 low-income children each year
- Winter Wishes: a yearly initiative that works with companies and individuals during the holidays to provide assistance to those in need including children, families, and persons with disabilities.

United Way of Passaic County is a unique organization within the non-profit landscape: part funder, part community planner/organizer, and part service provider. UWPC assumes the roles necessary to accomplish community change and address emerging needs. Within the past two years, UWPC has made significant progress toward advancement of the agency’s vision and responding to community needs.



One of the agency's most significant accomplishments in this period has been the receipt of the prestigious Hunger-Free Community planning grant from the USDA. UWPC was one of only 14 grant recipients selected nationwide. This \$100,000 grant award provided UWPC with the resources to conduct a countywide planning and assessment process to address food insecurity, as well as organize a Food Policy Council. In February 2012, UWPC released the *Where's the Food? A Report on Food Insecurity and Food Access in Passaic County, New Jersey*. This comprehensive report revealed sobering facts about hunger in Passaic County, particularly among the typically inaccessible Ramapo Indian Tribe, Muslim community members, and rural up-county municipalities. This assessment found that over 32,000+ individuals in Passaic County are food insecure, experiencing difficulty meeting the food needs of the individuals in their household. Other key findings included: 35% of those surveyed say "it is harder to get enough food now" than it was a year ago; only 7% of those who are "at risk" for food insecurity receive garden produce from their own garden or someone else; and 17% of those surveyed buy most of their food from corner stores/bodegas.

This critical data informed UWPC and the members of the Council as they worked to create the *Passaic County United to Stop Hunger (PUSH) Report: A Community Vision to Create Food Security for All*, an action plan publicly released on October 24, 2012. This plan seeks to guide legislators, stakeholders, and members of the community in addressing the key issues affecting food insecurity in Passaic County.

During the same time-period, UWPC launched the Financial Empowerment Zone (FEZ). This initiative is aimed at increasing financial stability of families and seniors with low/moderate income in the County's urban centers. The program model of the FEZ is based on research from the Annie E. Casey Foundation that shows participants experience better outcomes in financial stability when they received "bundled" services. Through the FEZ, low-income families can access free tax-preparation services, financial education, credit counseling, benefits screening, and assistance completing the Free Application for Federal Student Aid (FASFA) among other financial aid documents. Notably since its inception FEZ has served approximately 3,000 households, prepared 2,250 tax returns, helped over 400 students apply for financial aid, worked with 57 families for one-on-one on credit counseling and provided more than two dozen financial education classes; the estimated positive impact of these services over the past four years on Passaic County is over \$3 million.

## UNITED WAY OF PASSAIC COUNTY NGO MICRO-GRANT PROJECT

As the United Way of Passaic County strives to create lasting change that improves the lives of Passaic County residents, a key component of the agency's work includes convening diverse individuals to identify needs and develop solutions to community problems. In 2008, the United Way of Passaic County (UWPC) conducted a countywide needs assessment, *Passaic County Voices*, aimed at identifying the most pressing unmet needs for County residents. This process, which included convening several community forums and surveying 650 county residents, was the catalyst for the implementation of UWPC's Financial Empowerment Zone. Recent examples of UWPC's capacity as a convening agency have been the completion of a countywide food security assessment as part of UWPC's Hunger Free Community initiative in 2012. This assessment process engaged over 970 county residents including Ramapo Lenape Native American community, Arab-American community members, and rural up-county residents. Additionally during 2012, over 300 diverse residents took part in financial education seminars hosted by UWPC's Financial Empowerment Zone.

UWPC has demonstrated success convening diverse and underrepresented residents. This can be attributed to UWPC's strong collaborative relationships with non-profit, civic, cultural, and religious organizations throughout Passaic County. Through these relationships, UWPC has been able to engage residents from diverse background in a variety of UWPC initiatives and projects.

For the TOGETHER North Jersey "Discovery" Phase Workshops, the Hunger Free Communities Project Director served as a trusted "liaison." The Director previously served as UWPC's lead staff member during the execution of the Hunger Free Communities Project, funded by the USDA in 2011-2012. During this period, the director organized seven focus groups, key informant surveys at 27 locations, three community engagement events, and over twelve coalition meetings. Prior outreach to the Passaic County Food Policy Council led to the selection of a venue for the Discovery Workshop – BridgeHope Community Church in Paterson NJ. Close to 40 people participated in the "Discovery Phase" workshop, and thirteen people also participated in the Community Food Access dot-survey that UWPC staff members conducted at the event.

To complement the regional sustainable communities and equity focus planning process being conducted by TOGETHER New Jersey, and advance the ongoing work of the Hunger-Free Communities initiatives and Passaic County Food Policy Council, the United Way of Passaic County undertook a Healthy Foods survey of Bodegas and Convenience Stores in the City of Paterson's First Ward, using GIS participatory mapping tools to identify community assets that support food access.

Paterson is listed among the top ten towns in New Jersey with limited supermarket access in low-income communities with higher than average mortality rates from diet-related diseases (i.e., high blood pressure, diabetes, heart disease)<sup>1</sup>. The First Ward of Paterson is a particularly depressed area of the City. This heavily populated neighborhood is plagued by poverty, crime and abandoned properties. Census Data reveals that the First Ward in the City's most densely populated area with approximately 24,850 residents comprising 17% of the City's total population. The First Ward also contains the City of Paterson largest concentration of housing units, 8,871, among which are four (4) large high-rise apartment complexes occupied predominately by low-income residents.

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<sup>1</sup> New Jersey Supermarket Task Force. Expanding New Jersey's Supermarkets: A New Day for the Garden State. Available at: <http://www.njeda.com/web/pdf/ExpandingNewJerseySupermarkets.pdf>. Accessed on: August 23, 2012.



Without a full service supermarket in the First Ward, food access is an additional challenge for residents, particularly those without ready access to a vehicle. School representatives report a lack of nutritional awareness among both parents and students alike. The challenges of this ward are compounded by periodic flooding due to the areas in proximity to the Passaic River. The First Ward was devastated during Hurricane Irene in 2011 and unfortunately is still struggling to recover.

The goal of the project is to identify gaps in food access in order to assist in the development of strategies to increase access to healthy foods. An important step in this project was the development a visual representation of the food environment – a mapping of corner stores and bodegas offering healthy food options within the First Ward, as well as an overlay of existing public transit systems that service its residents. In preparing the maps, it is possible to identify places without healthy food options and to more closely examine the social characteristics of the populations living without ready access to healthy foods.

To achieve this goal, UWPC engaged three local college students to conduct field surveys and interviews to document the locations and usage of food access sites such as grocery stores, food retailers, and farmers markets. This data gathered was provided to the Passaic County Department of Planning and Economic Development and to staff at Rutgers-Voorhees Transportation Center for spatial analysis of the food environment in the City of Paterson and its relationship to existing transit systems. The map produced for the spatial analysis will be used by the UWPC and its partners on the Passaic County Food Policy Council to identify transportation gaps and advocate for strategies that increase access to healthy food.

The following sections provide greater detail on the methods and data gathered and next steps to be pursued by the Passaic County Food Policy Council.

## CORNER STORE SURVEYS

The food, or nutrition environment, is widely believed to contribute to the increasing epidemic of childhood and adult obesity in the United States. Nutrition environments are the places in a community where people buy or eat food. In order to identify and describe community nutrition environments, there is a need for well-defined and reliable tools to measure these environments, and for trained observers who can use the measures in their communities. The nutrition environment measurements survey (NEMS) is one such tool and its components were used for the assessment in the First Ward in Paterson.

All corner stores in Paterson's First Ward (47) were surveyed using a modified Nutritional Environmental Measures Surveys. The in-store surveys were conducted during the hours of 10 am to 2 pm, hours chosen because of staff and volunteer availability and safety. Of the 47 stores, only 31 were open for business at the time of the survey. All stores with the exception of two were located in the first ward of Paterson. A map of all corner stores surveyed along with bus lines can be seen in Figure 1. No train lines run in the area.

During the field inventory, it was often very clear which ethnic populations were being served by the products found on the shelf. For example, Hispanic stores had limited varieties of fruits and vegetables but a large variety of processed food, sodas, and canned foods. Asian and Bangladeshi stores on the other hand, carried fruits and vegetables that were native to their culture, such as bottle gourd (calabash), bitter melon, and imported frozen seafood (types of fish and shellfish not easily found or eaten in USA). One interesting finding in an Asian corner store was 2lb bags of MSG (Mono sodium glutamate). Figure 2 presents select images of the products found on shelves of the stores surveyed.

While food safety practices were beyond the scope of this project, a number of unsafe food handling practices were observed including: stocking cleaning supplies and food on the same shelf; not using gloves while preparing meat cuts for sale; improper refrigeration; and general unsanitary store conditions.

Almost all stores had only one cash register (30) and had over 50% of store space devoted to food and food items (23). Healthy food items sold at these corner stores were as follows:

- Milk (28): 22 of these stores had low fat varieties of milk (2% or less);
- Fruit (28): common fresh fruits were bananas (22), apple (14), and oranges (12); common frozen fruits were strawberry (3) and mango (3); and common canned fruits were pineapple (9);
- Vegetables (27): common fresh vegetables were onion (23), tomatoes (22), lettuce (19), and peppers (17); common frozen vegetables available were peas (12), carrots (12) and potatoes (10); and common canned vegetables were beans (23), green beans (18), and corn (14);
- Whole wheat bread (18) was available in 18 stores; and
- No baked potato chips were available at any of the stores.

Figure 1: First Ward Food Retail map with Transit Routes

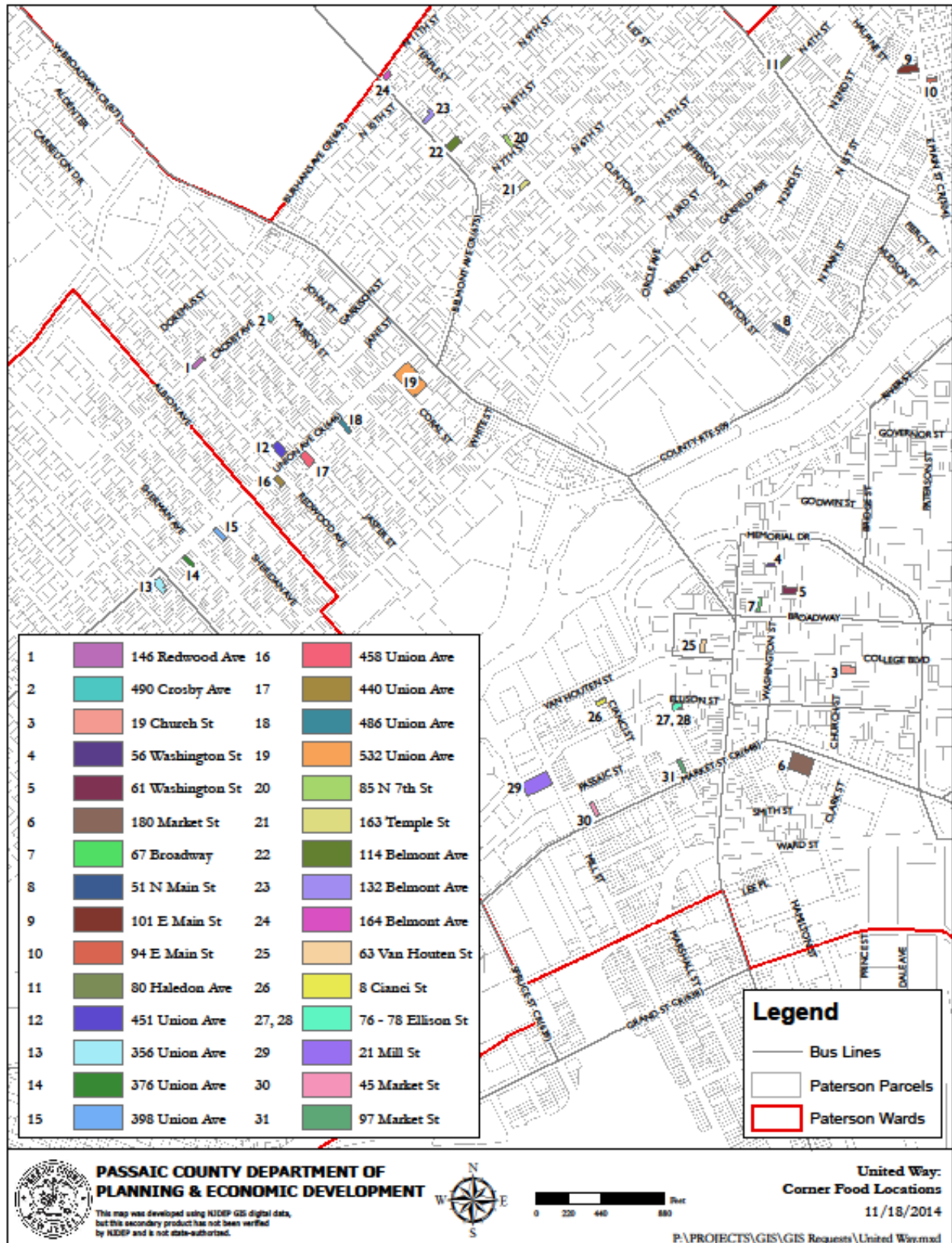




Figure 2: Examples of Food Items Available at Corner Stores in Paterson's 1<sup>st</sup> Ward



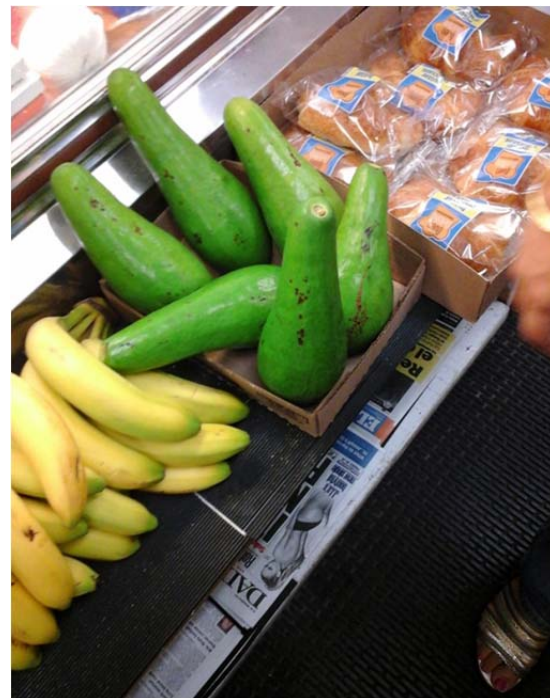
Example of produce being sold at a corner store



Large bags of MSG for sale



Variety of canned foods



Bottle-gourd Bangladeshi vegetable





Canned foods sold at corner stores in Paterson



Produce sold outside a corner store

## FOOD ACCESS SURVEYS

Originally, individuals were going to be surveyed while they shopped at the corner stores that were being assessed. However, when conducting the surveys, very few shoppers were available and none would agree to do the survey without receiving an incentive. Further, due to difficulties with volunteer retention, as well as safety concerns, it was determined that it would be more prudent to contact Paterson residents using other programs run by the United Way of Passaic County (i.e. the Winter Wishes program as well as the Free Tax Prep Program participants). Participants in these programs were contacted via in-person and telephone surveys. The survey was available in both English and Spanish, and can be seen in Appendix B.

A total of one-hundred residents were surveyed to assess the food environment in Paterson. The findings from the survey were as follows:

- The average age of the residents was 45 years. Most of the participants were female (57%) and majority of them lived in household of up to four individuals.
- Most of those surveyed indicated that they prepare meals at home 5-7 days of the week (57%).
- Corner stores (53%) and supermarket/grocery stores (63%) were the two primary shopping destinations for this population.
- One third of the residents also indicated that they shop at farmers markets in their community.
- Most individuals believe that the quality of fruits, vegetables, meats, dairy products and breads they have available were of high quality.
- The top three concerns with regard to food access for these individuals were: Cost of food (87%), time for shopping (50%), and distance to the store (50%).
- The primary means of transportation to do grocery shopping were driving own vehicle (45), walking (34), using public transportation (21), and/or riding along with friends and neighbors.
- While most individuals indicated that they were satisfied with their food environment, one in four of those surveyed indicated that they would like to see a major chain grocery store like Walmart, ShopRite or Pathmark in their neighborhoods.
- A small number indicated that they would like to see increased varieties of various ethnic food selections (Peruvian and Puerto Rican foods).
- More than two-thirds of the participants used their Food Stamps or WIC as supplemental income to shop for groceries and provide food for their families.

## FOOD ACCESS AND TRANSPORTATION IN THE FIRST WARD OF PATERSON, NJ

Below are key finding from an overlay mapping of healthy food options, transit service and First Ward demographics. Healthy food options and transit were considered accessible if located within 1/8 mile. While 1/4 mile would be a more typical walk-shed, crime and other public safety concerns of the First Ward limits a person's willingness to travel, making 1/8 mile a more realistic walk-shed for the First Ward.

- **Less than two-thirds of First Ward households enjoy quick access to corner stores.** Paterson's First Ward contains over 30 corner stores, but they are spatially concentrated in the southern and western areas. This distribution limits convenient and quick access (1/8 mile) to food to only 60% of the First Ward's population, or 61% of households. This limited access has important implications for residents of the First Ward, where almost 30% of households are carless and where poverty

rates are high. Twenty-two percent of families with children live below the poverty line and 32% are headed by a female. For poor, single-parents without a car, a lack of nearby grocery vendors adds greatly to the daily burden of providing for a family.

- **Only half of corner stores have a diverse offering of healthy foods.** Lack of quick access to healthy food becomes more apparent when corner store food offerings are considered. Only half of the corner stores offer more than 15 healthy food options, nine have at least 30 healthy food options, and only two have at least 50 healthy food options. Sixty percent of the First Ward’s population does not have quick access to a corner store that offers diverse healthy more options (more than 15).
- **Over half of residents lack easy access to a bus stop.** As shown in Table 1, some First Ward residents that lack quick access to diverse healthy food options do have quick access to a bus that could take them to a store with diverse healthy food options. However, 51% of residents do not have ready access to a bus stop, and 34% of First Ward residents and 33% of households have quick access to neither local diverse healthy food options nor bus stops.
- **Many minorities and vulnerable populations lack access to healthy foods, including over a quarter female headed households.** Well over half of First Ward minorities, Hispanics, and female heads of households with children lack quick access to diverse healthy food options. A third of the minority population lacks access to both diverse healthy food options and a bus stop. This is also true of 32% of the Hispanic population and 28% of female heads of households with children.

**Table 1: First Ward Residents without Access to Diverse Healthy Food Options, Without Access to Bus Stops or Both**

Variable	Areas without Quick Access to Diverse Healthy Food Options	Areas without Quick Access to Bus Stops	Areas without Access to Either
Population	16,490	14,165	9,421
% of First Ward Population	60%	51%	34%
Minority Population	15,159	12,956	8,435
% of First Ward Minority Pop	59%	50%	33%
Hispanic Population	7,839	7,508	4,637
% First Ward Hispanic Pop	54%	52%	32%
Female Head of Household with Children	1,725	1,210	777
% of First Ward Female Head of HH with Children	62%	43%	28%

Figures 3 through 6 illustrate the location of corner stores and those blocks within 1/8 mile (Figure 3), and those blocks with proximity to diverse healthy food options (Figure 4). Figure 5 shows places within 1/8 mile of a bus stop. Figure 6 identifies those places without diverse healthy food options or proximity to bus stops.

Table 2 compares the number and demographic composition of those persons living in the First Ward in Paterson with that of the TNJ region, indicating an area significantly more comprised of minority and low-income populations as well as female headed households, limited English proficiency and carless

households. The First Ward includes racially concentrated areas of poverty and high concentrations of public housing relative to the TNJ region.

Table 3 reveals that nearly 60 percent of residents do not live in areas with ready access to diverse healthy food options. Overlaying proximity to transit bus services (Table 4), Table 5 identifies that over about 9,400 residents live without ready access to diverse healthy food options or ready access to transit service, suggesting a particularly vulnerable population with fewer available food options. This population is overwhelmingly low-income and minority and includes some 775 female-headed households with children.



Figure 3: Blocks with Proximity to Corner Stores (within 1/8 Mile)

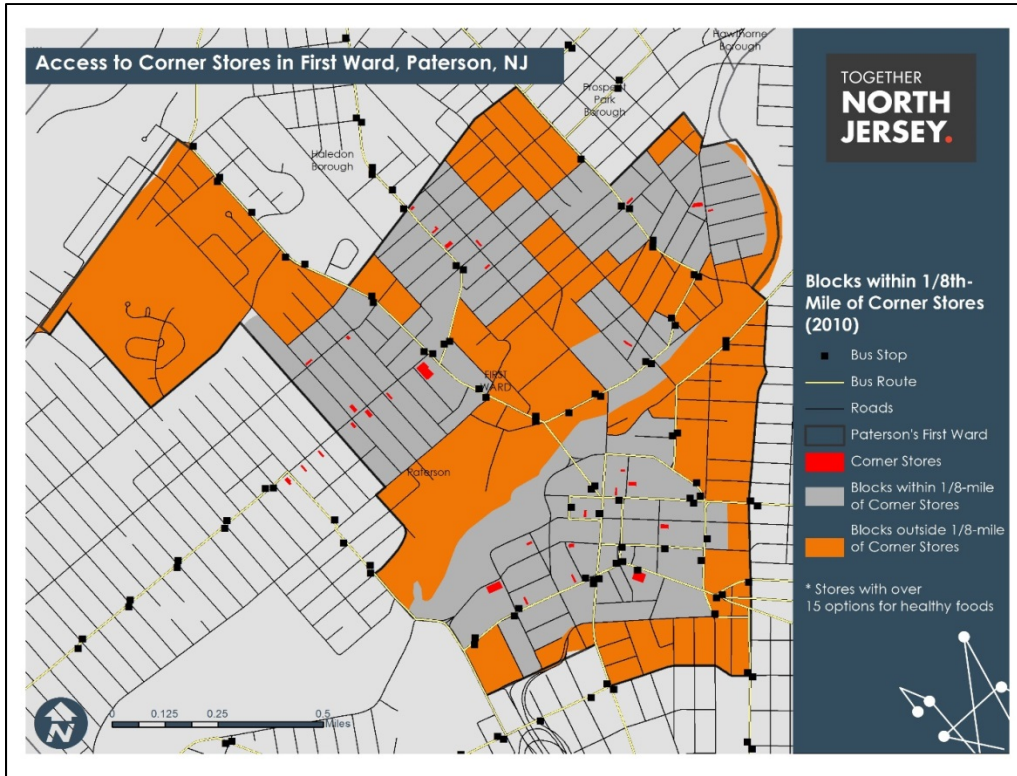


Figure 4: Blocks with Proximity to Diverse Healthy Food Options (within 1/8<sup>th</sup> mile)



Figure 5: Blocks with Proximity to Bus Stops (within 1/8<sup>th</sup> mile)

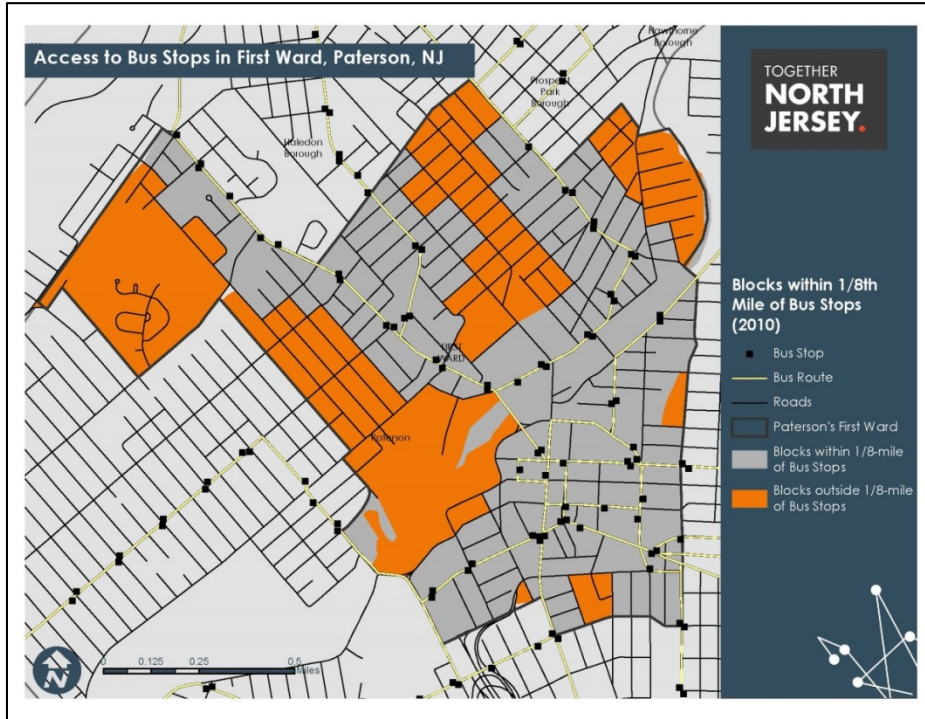


Figure 6: Blocks without Proximity to Diverse Healthy Food Options or Bus Stops



**Table 2: Comparative Demographic Profile of First Ward and TNJ Region**

<b>First Ward: Comparative Profile of Traditionally Disadvantaged Populations</b>		
<b>Variable</b>	<b>First Ward, Paterson</b>	<b>Together North Jersey Region</b>
<b>Population<sup>1</sup></b>	27,707	6,579,907
<b>Households<sup>2</sup></b>	8,756	2,365,263
<b>Households in Poverty<sup>2</sup></b>	2,674	209,488
<i>Percent Households in Poverty</i>	30.5%	8.9%
<b>Racially Concentrated Areas in Poverty (RCAPs)<sup>1,2</sup></b>	6	155
<b>Persons Living in RCAPs</b>	24,259	564,916
<i>Percent Living in RCAPs</i>	87.6%	8.6%
<b>Minority Population<sup>1</sup></b>	25,853	2,800,362
<i>Percent Minority</i>	93.3%	42.6%
<b>Non-Hispanic Minority Population</b>	11,423	1,515,462
<i>Percent Non-Hispanic Minority</i>	41.2%	23.0%
<b>Hispanic Population</b>	14,430	1,284,900
<i>Percent Hispanic</i>	52.1%	19.5%
<b>Families in Poverty with Children<sup>2</sup></b>	1,189	82,452
<i>Percent Families in Poverty with Children</i>	21.6%	5.0%
<b>Female Head of Household with Children<sup>2</sup></b>	2,789	153,224
<i>Percent Female Head of Household with Children</i>	31.9%	6.4%
<b>Persons with Limited English Proficiency (5 Years+)<sup>2</sup></b>	6,414	837,019
<i>Percent Persons with Limited English Proficiency</i>	25.3%	13.7%
<b>Carless Households<sup>2</sup></b>	2,577	295,271
<i>Percent Carless Households</i>	29.4%	12.5%
<b>Elderly Persons (75 Years+)<sup>1</sup></b>	838	431,770
<i>Percent Elderly Persons</i>	3.0%	6.6%
<b>Persons with Disabilities<sup>3</sup></b>	2,973	606,368
<i>Percent Persons with Disabilities</i>	11.7%	9.3%
<b>HUD Units<sup>4</sup></b>	1,608	84,907
<i>Units/1,000 Population</i>	58	13
<b>Public Housing Units</b>	182	31,069
<i>Units/1,000 Population</i>	7	5
<b>Multi-Family Housing Units</b>	1,002	38,689
<i>Units/1,000 Population</i>	36	6
<b>Low-Income Tax Credit Units</b>	424	15,149
<i>Units/1,000 Population</i>	15	2

Sources:

<sup>1</sup> U.S. Census Bureau, 2010 Census; <sup>2</sup> U.S. Census Bureau, 2006-2010 American Community Survey; <sup>3</sup> U.S. Census Bureau 2008-2012 American Community Survey; <sup>4</sup> U.S. Department of Housing and Urban Development, A Picture of Subsidized Households, 2012, Using 2010 Census Geography



**Table 3: Demographic Profile of First Ward Residents without Access to Healthy Food Options**

Access to Diverse Healthy Food Options in the First Ward:  
Comparative Profile of Traditionally Disadvantaged Populations

Variable	Over 1/8 Mile to Diverse Healthy Food Options	First Ward, Paterson
Population <sup>1</sup>	16,490	27,707
<i>Percent of First Ward Population</i>	60%	100.0%
Households	5,352	8,756
<i>Percent of First Ward Households</i>	61%	100.0%
Minority Population <sup>1</sup>	15,159	25,853
<i>Percent Minority</i>	92%	93.3%
<i>Percent of First Ward Minorities</i>	59%	100.0%
Non-Hispanic Minority Population	7,320	11,423
<i>Percent Non-Hispanic Minority</i>	44%	41.2%
<i>Percent of First Ward Non-Hispanic Minorities</i>	64%	100.0%
Hispanic Population	7,839	14,430
<i>Percent Hispanic</i>	48%	52.1%
<i>Percent of First Ward Hispanics</i>	54%	100.0%
Minority Population <sup>1</sup>	15,159	1,189
<i>Percent Minority Population</i>	92%	21.6%
<i>Percent of First Ward Minority Population</i>	59%	100.0%
Female Head of Household with Children <sup>1</sup>	1,725	2,789
<i>Percent Female Head of Household with Children</i>	32%	31.9%
<i>Percent of First Ward Female Head of Household with Children</i>	62%	
Elderly Persons (75 Years+) <sup>1</sup>	504	838
<i>Percent Elderly Persons</i>	3%	3.0%
HUD Units <sup>2</sup>	242	1,608
<i>Units/1,000 Population</i>	14.7	58
Public Housing Units	25	182
<i>Units/1,000 Population</i>	1.5	7
Multi-Family Housing Units	188	1,002
<i>Units/1,000 Population</i>	11.4	36
Low-Income Tax Credit Units	29	424
<i>Units/1,000 Population</i>	1.8	15

Sources:

<sup>1</sup> U.S. Census Bureau, 2010 Census; <sup>2</sup> U.S. Department of Housing and Urban Development, A Picture of Subsidized Households, 2012, Using 2010 Census Geography



**Table 4: Demographic Profile of First Ward Residents without Ready Proximity to Bus Stop**

**Access to Bus Stops in the First Ward: Comparative Profile of Traditionally Disadvantaged Populations**

Variable	Over 1/8 Mile to Bus Stop	First Ward, Paterson
<b>Population<sup>1</sup></b>	<b>14,165</b>	<b>27,707</b>
<i>Percent of First Ward Population</i>	<b>51%</b>	<b>100.0%</b>
<b>Households</b>	<b>4,134</b>	<b>8,756</b>
<i>Percent of First Ward Households</i>	<b>47%</b>	<b>100.0%</b>
<hr/>		
<b>Minority Population<sup>1</sup></b>	<b>12,956</b>	<b>25,853</b>
<i>Percent Minority</i>	<b>91%</b>	<b>93.3%</b>
<i>Percent of First Ward Minorities</i>	<b>50%</b>	<b>100.0%</b>
<b>Non-Hispanic Minority Population</b>	<b>5,448</b>	<b>11,423</b>
<i>Percent Non-Hispanic Minority</i>	<b>38%</b>	<b>41.2%</b>
<i>Percent of First Ward Non-Hispanic Minorities</i>	<b>48%</b>	<b>100.0%</b>
<b>Hispanic Population</b>	<b>7,508</b>	<b>14,430</b>
<i>Percent Hispanic</i>	<b>53%</b>	<b>52.1%</b>
<i>Percent of First Ward Hispanics</i>	<b>52%</b>	<b>100.0%</b>
<hr/>		
<b>Minority Population<sup>1</sup></b>	<b>12,956</b>	<b>1,189</b>
<i>Percent Minority Population</i>	<b>91%</b>	<b>21.6%</b>
<i>Percent of First Ward Minority Population</i>	<b>50%</b>	<b>100.0%</b>
<hr/>		
<b>Female Head of Household with Children<sup>1</sup></b>	<b>1,210</b>	<b>2,789</b>
<i>Percent Female Head of Household with Children</i>	<b>29%</b>	<b>31.9%</b>
<i>Percent of First Ward Female Head of Household with Children</i>	<b>43%</b>	<b>100.0%</b>
<hr/>		
<b>Elderly Persons (75 Years+)<sup>1</sup></b>	<b>346</b>	<b>838</b>
<i>Percent Elderly Persons</i>	<b>2%</b>	<b>3.0%</b>
<hr/>		
<b>HUD Units<sup>2</sup></b>	<b>287</b>	<b>1,608</b>
<i>Units/1,000 Population</i>	<b>20.3</b>	<b>58</b>
<b>Public Housing Units</b>	<b>137</b>	<b>182</b>
<i>Units/1,000 Population</i>	<b>9.7</b>	<b>7</b>
<b>Multi-Family Housing Units</b>	<b>144</b>	<b>1,002</b>
<i>Units/1,000 Population</i>	<b>10.2</b>	<b>36</b>
<b>Low-Income Tax Credit Units</b>	<b>6</b>	<b>424</b>
<i>Units/1,000 Population</i>	<b>0.4</b>	<b>1.5</b>

**Sources:**

<sup>1</sup> U.S. Census Bureau, 2010 Census; <sup>2</sup> U.S. Department of Housing and Urban Development, A Picture of Subsidized Households, 2012. Using 2010 Census Geography

**Table 6: Demographic Profile of First Ward Residents without Ready Proximity to Bus Stop or Healthy Food Options**

Healthy Food Access Gaps: Comparative Profile of Traditionally Disadvantaged Populations		
Variable	Over 1/8 Mile to Diverse Healthy Food Options and Bus Stop	First Ward, Paterson
Population <sup>1</sup>	9,421	27,707
<i>Percent of First Ward Population</i>	34%	100.0%
Households	2,732	8,756
<i>Percent of First Ward Households</i>	31%	100.0%
<hr/>		
Minority Population <sup>1</sup>	8,435	25,853
<i>Percent Minority</i>	90%	93.3%
<i>Percent of First Ward Minorities</i>	33%	100.0%
Non-Hispanic Minority Population	3,798	11,423
<i>Percent Non-Hispanic Minority</i>	40%	41.2%
<i>Percent of First Ward Non-Hispanic Minorities</i>	33%	100.0%
Hispanic Population	4,637	14,430
<i>Percent Hispanic</i>	49%	52.1%
<i>Percent of First Ward Hispanics</i>	32%	100.0%
<hr/>		
Minority Population <sup>1</sup>	8,435	1,189
<i>Percent Minority Population</i>	90%	21.6%
<i>Percent of First Ward Minority Population</i>	33%	100.0%
<hr/>		
Female Head of Household with Children <sup>1</sup>	777	2,789
<i>Percent Female Head of Household with Children</i>	28%	31.9%
<i>Percent of First Ward Female Head of Household with Children</i>	28%	100.0%
<hr/>		
Elderly Persons (75 Years+) <sup>1</sup>	247	838
<i>Percent Elderly Persons</i>	3%	3.0%
<hr/>		
HUD Units <sup>2</sup>	6	1,608
<i>Units/1,000 Population</i>	0.6	58
Public Housing Units	0	182
<i>Units/1,000 Population</i>	-	7
Multi-Family Housing Units	0	1,002
<i>Units/1,000 Population</i>	-	36
Low-Income Tax Credit Units	6	424
<i>Units/1,000 Population</i>	0.6	15

Sources:

<sup>1</sup> U.S. Census Bureau, 2010 Census; <sup>2</sup> U.S. Department of Housing and Urban Development, A Picture of Subsidized Households, 2012, Using 2010 Census Geography

## **NEXT STEPS FOR FOOD ENVIRONMENT AND UNITED WAY OF PASSAIC COUNTY**

The completion and analysis of the GIS Mapping will support the continued work of UWPC's Hunger Free Communities Initiative and the Passaic County Food Policy Council. The *Where's the Food? : A Report on Food Insecurity and Food Access in Passaic County, New Jersey*, completed by UWPC in 2012, revealed Paterson, NJ to be a municipality in the county facing significant food access challenges, characterizing the municipality as a food desert. As UWPC and the Passaic County Food Policy Council begin to implement interventions and initiative to address food access across Passaic County, it remains critical to obtain and monitor information about high needs areas such as Paterson.

The UWPC and Passaic County Food Policy Council are committed to ending hunger in Passaic County. Currently, the Food Policy Council is comprised of 19 non-profit organizations and public officials who are actively dedicating resources towards the elimination of hunger. These organizations will serve as champions and supporters of the GIS Mapping Project, as the data gathered will advance both the work of the Food Policy Council as well as the mission of each individual organization.

The information and insight gained by this Food Environment Study will also complement and support the goal of TOGETHER North Jersey's Regional Plan for Sustainable Development. In keeping TOGETHER North Jersey's Neighborhood Revitalization goals, UWPC is seeking to identify strategies that will improve neighborhood health through improved access to healthy food and transit. The lessons and insights gained through a visual representation of Paterson's Food Environment, coupled with key informant surveys, will provide valuable data to inform sustainable development that can be used to improve transit to provide equity to food access for urban residents across northern New Jersey.

## **DESIRED LONG-TERM OUTCOME**

The goals of the GIS participatory mapping project are to identify community assets that support food access within the City of Paterson and examine their relationship to existing transit systems. The Passaic County Food Policy Council along with United Way of Passaic County will now work toward identification of a minimum of three strategies to support or improve access to healthy foods in the City of Paterson.

## Appendix A – CORNER STORE SURVEY

### 1. Surveyor name

### 2. Store Name

### 3. Date

MM DD YYYY

 /  / 

Date / Time

### 4. Start time

HH MM AM/PM

 :  - 

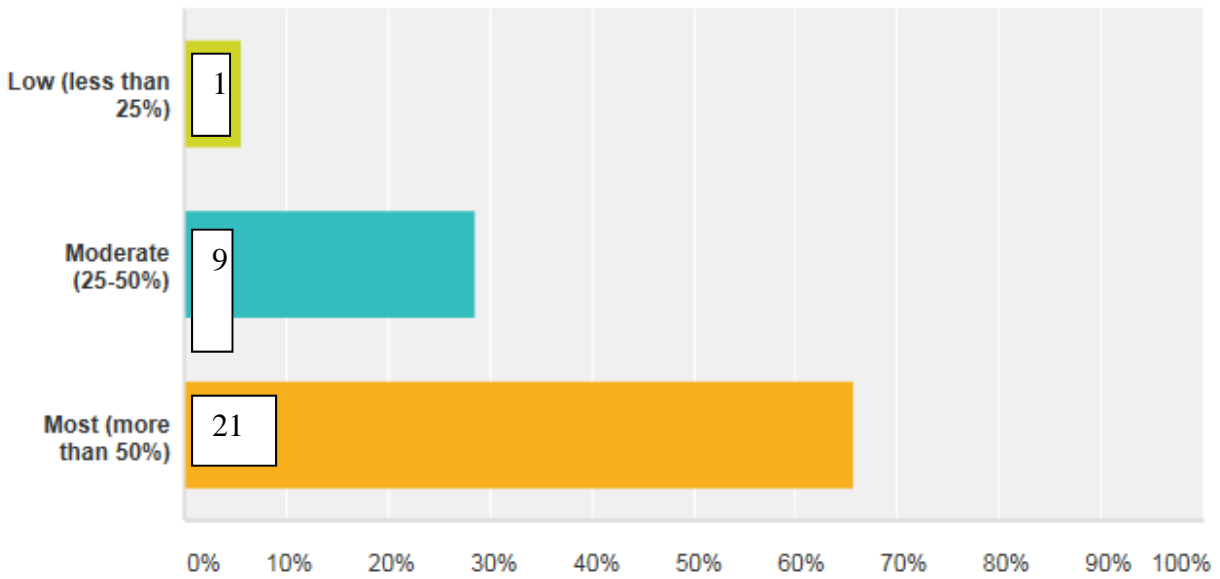
### 5. Number of Cash Registers

Number of Cash Registers = 1 (n=30)

Number of Cash Registers = 2 (n=31)



**6. How much of the store space is for FOOD?**



**7. Is milk sold at this store?**

Yes (n=28)

No (n=3)

**8. Reference Brand with the most shelf space**

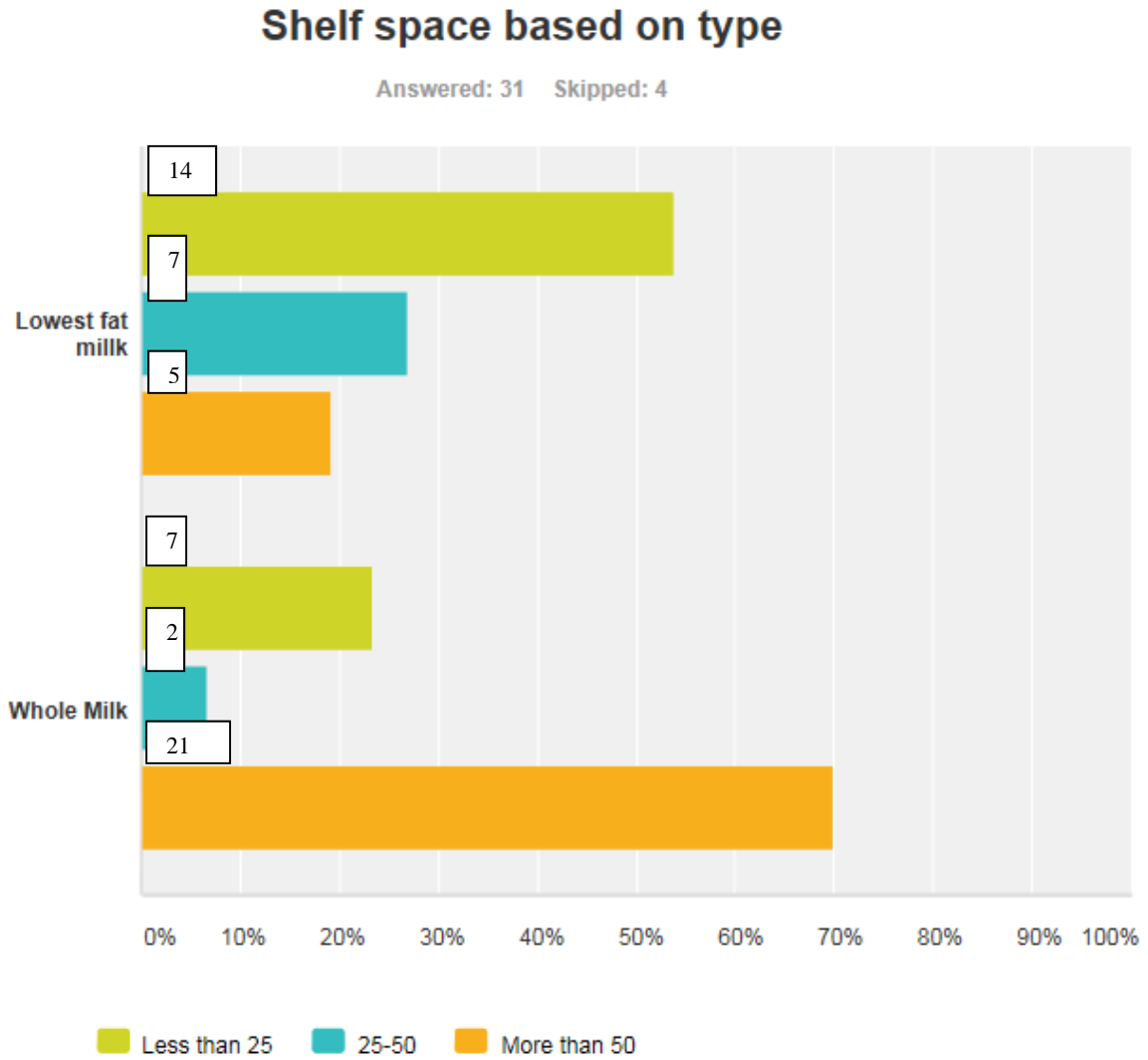
**9. What is the lowest fat milk available?**

Skim (n=2)

1% (n=2)

2% (n=18)

10. Shelf space based on type



11. Is fruit sold at this store?

Yes (n=28)

No

**12. Number of fruits sold**

Average = 9

**13. Which of these fruits were sold?**

	<b>Yes</b>	<b>No</b>
<b>Bananas</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Apple</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Oranges</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Grapes</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Cantaloupe/Melon</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Peaches</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Berries</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**14 Other fruits available**

**15. Are frozen fruits available (no sugar added)?**

Yes (n=3)

No

**16. What types of frozen fruits are available?**

**17. Are canned fruits available (in natural juice or water)?**

Yes (n=9)

No

**20. What types of canned fruits are available?**

**21. Are vegetables sold at this store?**

Yes (n=27)

No

**22. Number of veggies sold**

**23. Which of these veggies are sold?**

	Yes	No
<b>Onions</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Tomatoes</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Broccoli</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Carrots</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Peppers</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No



- |                        | Yes                          | No                          |
|------------------------|------------------------------|-----------------------------|
| <b>Lettuce</b>         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <b>Cucumber/Celery</b> | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

**25. Other veggies available**

**26. Are frozen veggies available (in water/without sauce)?**

Yes (n=10)

No

**27. What types of frozen veggies are available?**

**28. Are canned veggies available (in water/without sauce)?**

Yes (n=24)

No

**29. What types of canned veggies are available?**

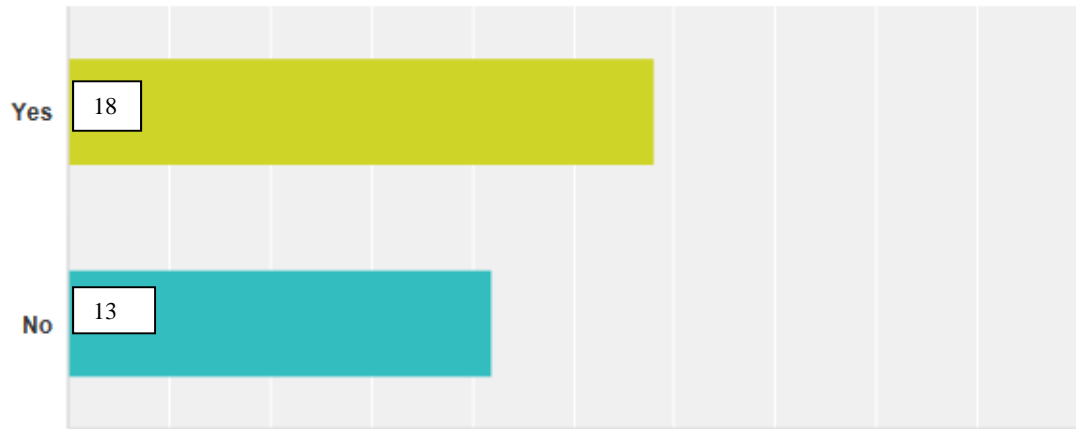
**30. Whole wheat bread**

Yes

No

### Whole wheat bread

Answered: 31 Skipped: 4

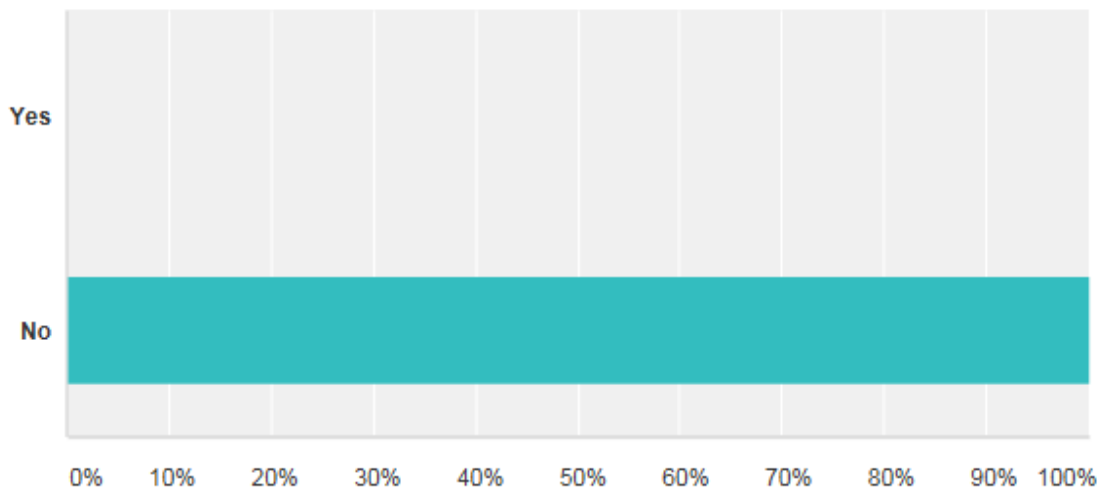


### 32. Are baked potato chips available?

- Yes
- No

### Baked potato chips

Answered: 31 Skipped: 4



## Appendix B - FOOD ACCESS SURVEY IN ENGLISH

### UNITED WAY FOOD ACCESS SURVEY



1. What is the nearest intersection near your home?

2. Do you identify yourself as:

- a. Male
- b. Female

3. Where do you go to buy your groceries?

4. Including yourself, how many people live in your household?

- a. 1-2
- b. 3-4
- c. 5-6
- d. 7-8
- e. >8

5. How long does it take you to get to your usual grocery store?

- a. 0-5 minutes
- b. 5-10 minutes
- c. 10-20 minutes
- d. 20-30 minutes
- e. 30-45 minutes
- f. >45 minutes

6. Which of the following other places do you get your food from?

- a. Farmers Market
- b. Home gardens
- c. Community gardens
- d. School Cafeteria
- e. Food Bank
- f. Senior meal site
- g. Fast food
- h. Church
- i. Home delivered meals
- j. N/A
- k. Other (please specify)

How do you arrive at places where you buy your food?

- a. Own vehicle
  - b. Walk
  - c. Bike
  - d. Bus/Public transportation
  - e. Other (please specify)
7. On average, how many days a week do you prepare meals at home?
- a. 1
  - b. 2
  - c. 3-4
  - d. 5-7
8. How would you rate the quality of the fresh food sold in the store you shop in most frequently?
1. Worst 2. 3. 4. 5. Best
- a. Fruit
  - b. Vegetables
  - c. Meats / protein
  - d. Bread
  - e. Dairy products

9. Are there any foods that you need but are difficult to get in your neighborhood?

10. What are the three main problems in getting the foods you need?
- a. Cost of Food
  - b. Quality of Food
  - c. Safety
  - d. Time for shopping
  - e. Distance to the store
  - f. Other (please specify)
  - g. N/A
11. How often do you eat fresh fruits or vegetable?
- a. Rarely
  - b. Most days of the week
  - c. one time a day
  - d. 2 -4 times a day
  - e. 5 or more times a day

12. What would you like to see change in your neighborhood and the community in terms of food?

13. How old are you?

14. Do you use?

- a. SNAP/Food stamps
- b. WIC



## Appendix C - FOOD ACCESS SURVEY IN SPANISH



1. Cuál es la intersección más cercana a su casa  
Cuál es la principal calle o avenida más cercana a su casa.

2. Como se identifica usted mismo
- c. Masculino
  - d. Femenino

3. Donde compra sus alimentos?

4. Incluida usted cuantas personas viven en su casa?
- f. 1-2
  - g. 3-4
  - h. 5-6
  - i. 7-8
  - j. >8

15. cuánto tiempo le toma llegar a su habitual tienda de víveres, comestibles, supermercado, marqueta o tienda local?
- g. 0-5 minutos
  - h. 5-10 minutos
  - i. 10-20 minutos
  - j. 20-30 minutos
  - k. 30-45 minutos
  - l. >45 minutos

16. De cuál de los siguientes sitios usted compra alimentos?
- l. Mercado de agricultores, cultivadores
  - m. Jardín o huerto de su casa.
  - n. Jardines Comunitarios
  - o. Bancos de comida o víveres
  - p. Sitio que provee comida para los ancianos.
  - q. Comida rápida
  - r. Iglesia
  - s. Entrega a domicilio
  - t. Otro ( Por favor especifique) \_\_\_\_\_
  - u. N/A

17. cómo llega a los lugares en los que compra la comida?  
Como se traslada o transporta a los sitios donde compra la comida?
- v. Su Propio auto
  - w. Caminando
  - x. Bicicleta
  - y. Bus/ transporte publico
  - z. Otro ( Por favor especifique)\_\_\_\_\_
18. En promedio ¿cuántos días a la semana usted prepara comidas o cocina en su casa?
- e. 1
  - f. 2
  - g. 3-4
  - h. 5-7
19. ¿cómo calificaría la calidad de los alimentos frescos que se venden en la tienda donde usted comprar con mayor frecuencia?
2. Muy malo 2. 3. 4. 5. El mejor
- f. Frutas
  - g. Vegetales
  - h. Carnes/Proteína
  - i. Pan
  - j. Productos Lácteos
20. Hay algún alimento que usted necesita, pero es difícil de conseguir en su vecindario?
- 
21. ¿cuáles son los principales problemas en conseguir la comida que necesita?
- h. Costo de la comida
  - i. Calidad de la comida
  - j. La higiene de comida
  - k. El tiempo que se gasta en ir de compras
  - l. La distancia de la tienda o supermercado
  - m. Otra razón (Por favor especifique )\_\_\_\_\_
  - n. N/A
22. Con cuanta frecuencia usted come frutas o vegetales?
- a. Casi nunca
  - b. La mayoría de días de la semana
  - c. Una vez al día
  - d. 2-4 veces al día
  - e. 5 o más veces al día
23. Cuales cambios le gustaría que ocurrieran en su vecindario en términos de comida?

24. Cuantos años tiene?

25. Usted tiene?

- c. SNAP/Food stamps
- d. WIC