

**Enhancing Community
Partnerships with SNAP
ED Funds –
Within Atlanta’s
Mass Transit System**



**OPEN
HAND**

MORE THAN A MEAL

Fresh MARTA Market Partners



MARTA

CFM

Organix Matters

ACFB/Food Oasis

SWAG

Wholesome Wave

Georgia

Open Hand Atlanta

Fresh MARTA Markets- Growing

- 2015 Launched with 1 market
- 2016 Expanded to 4 markets
- 2017 MARTA Receives
USDA's Local Food Promotion
Grant
- 2018 Expanded to 5 markets



Collaboration Increase Impact

The Fresh MARTA Market

Market Hours

- West End Station**
Open **Tuesdays**
3:00 to 7:00 pm, Beginning May 2
- H.E. Holmes Station**
Open **Wednesdays**
3:00 to 7:00 pm, Beginning May 24
- College Park Station**
Open **Thursdays**
3:00 to 7:00 pm, Beginning May 25
- Five Points Station**
Open **Fridays**
3:00 to 7:00 pm, Beginning May 12

1 STOP Enjoy the Convenience of Shopping on Your Way Home!
Bring your Georgia EBT Card to any Fresh MARTA Market at Five Points, West End, H.E. Holmes, and College Park.

2 SWIPE You'll Automatically Double Your EBT Benefits!
Bring your Georgia EBT Card to the Fresh MARTA Markets and we will double your EBT dollars, dollar-for-dollar in a terrific way to stretch your food budget!

3 SHOP Choose from a Great Selection of Fresh Produce!
Enjoy easy access to an abundance of fresh, seasonal, locally grown produce...and get recipes to help you feed your family fresh for less!

COOKING MATTERS
CookingMatters.org

GEORGIA FRESH FOR LESS
OPEN HAND
FOOD MATTERS

The Market is funded by USDA Supplemental Nutrition Assistance Program (SNAP). This initiative is an equal opportunity provider.

2017 Launched Social
Marketing Program

2018 Evaluation Plan

-M&E Plan and Logic
Model

-Survey of FMM
Shoppers & Riders

Fresh MARTA Market – Social Marketing

- Station Posters
- On Train Campaigns
- Videos



Reaching 159,000 riders a week

Fresh MARTA Markets

The Fresh MARTA Market
Stop, Swipe, Shop

Fresh MARTA Market provides MARTA riders convenient public transit-based locations to purchase fresh, affordable produce in the community.

Fresh MARTA Market at Hamilton E. Holmes
Wednesdays, 3:00 – 7:00 pm

Fresh MARTA Market at College Park
Thursdays, 3:00 – 7:00 pm

Fresh MARTA Market at West End
Tuesdays, 3:00 – 7:00 pm

Fresh MARTA Market at Five Points
Fridays, 3:00 – 7:00 pm

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For more information visit:
www.cmatl.org/marta/

This material was funded by USDA's Supplemental Nutrition Assistance Program-SNAP. This mission is an equal opportunity provider.

FMM Survey Respondents

- 42% on SNAP Benefits
- 48% Cite Social Marketing Campaign Awareness

FMM Survey Results

- Affordability
- Quality
- Convenience

Changing Produce Purchasing Habits?



Next Steps



- MARTA Rider Survey
- 2019 Expansion



Thank you

Questions?

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