Enhancing Community Partnerships with SNAP ED Funds – Within Atlanta’s Mass Transit System
How did you become aware of the Fresh MARTA Markets?

- 48% cited social marketing campaign posters
- 43% saw markets in stations
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

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

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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