

# Food Access Analysis

A decorative teal underline consisting of two parallel, slightly curved lines that taper at both ends, positioned directly beneath the title.

Wylliam Cheng

A large, thin white arc that starts from the top right and curves downwards towards the bottom right corner of the slide, framing the content.

# To make food access easier for your members...

## Maximum Potential Reach

We put a strong emphasis on region that presents the highest need, in terms of quantity.

## Customization for Higher Uptake

We draft potential pathways to refine programs and ensure high utilization over the program in impacted regions.

## Scalability

We focus on starting small, but also address potential future opportunity for program to expand to other regions with minimal cost and high returns.

# Strategies

Step 1



Step 2



Step 3



Step 4



## County-based Analysis

We unify the data from both CDC 500 Cities dataset & FDA Food Atlas to county level.

## Need Analysis

With county data, we put messy variables together into a score presenting needs.

## Population Analysis

We isolated communities within county population for further breakdown & potential opportunity discovery.

## State-based Analysis

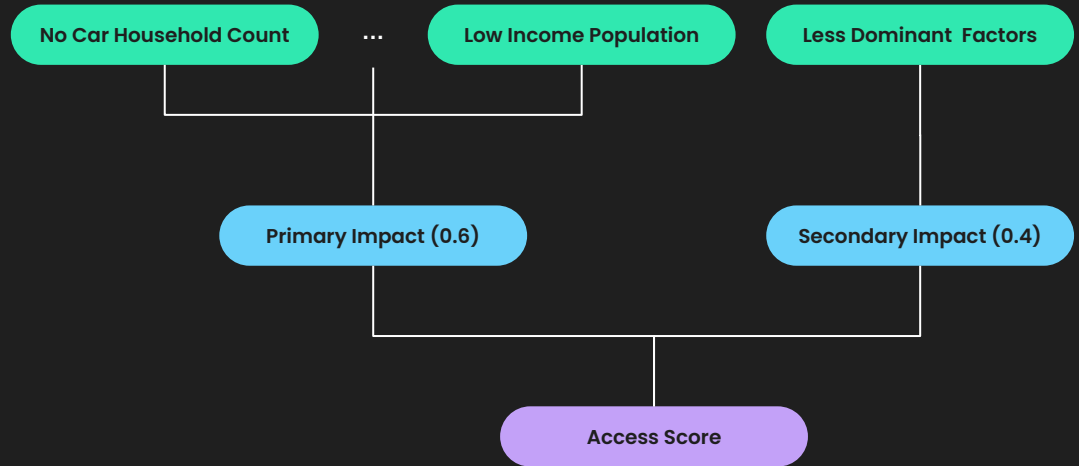
We lastly conduct state based analysis to observe & compare for growth opportunities.

# Quantifying Need – Scoring System

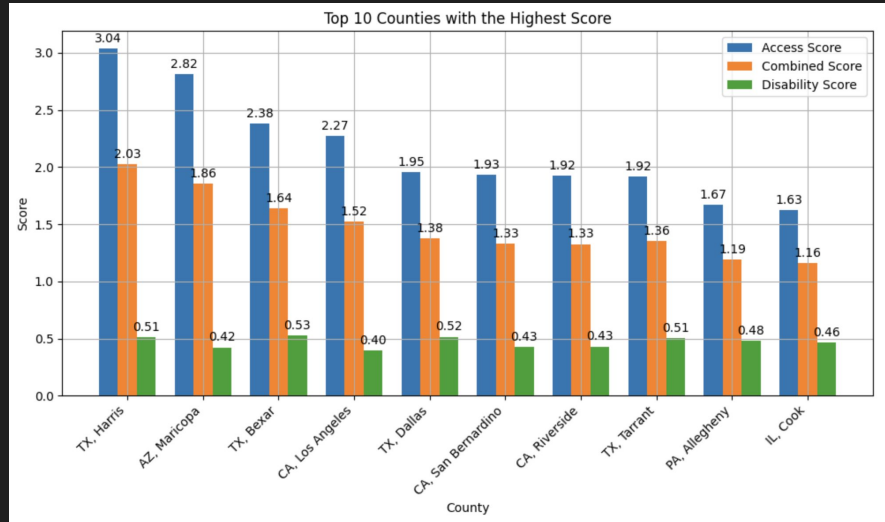
Each variable presents a standalone reason for customers' need of food access improvements

We designed a weighted score computation considering...

- All related variables
- How related they are to food access
- Penalty from decrease of population from 2010 to 2015



# Harris County, TX (Highest Need)



- Access Score → Highest risk for difficult food access
- Disability score → Among the top 3 counties with the highest disability need

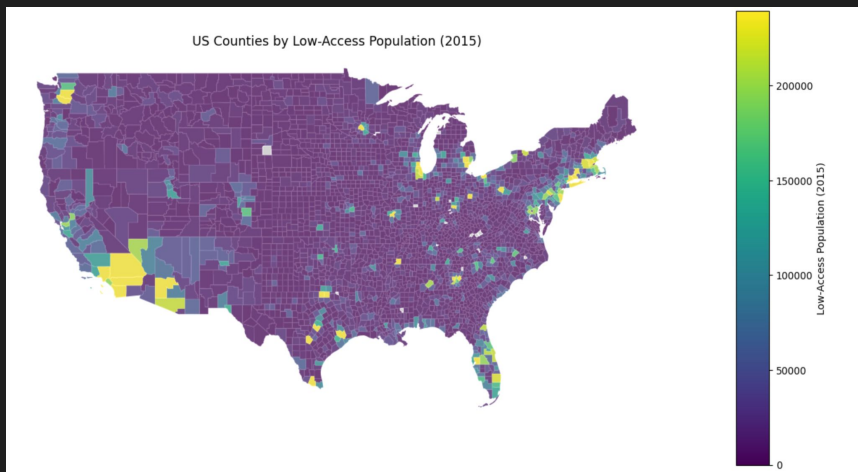


- Highest population with low access to store at Harris TX

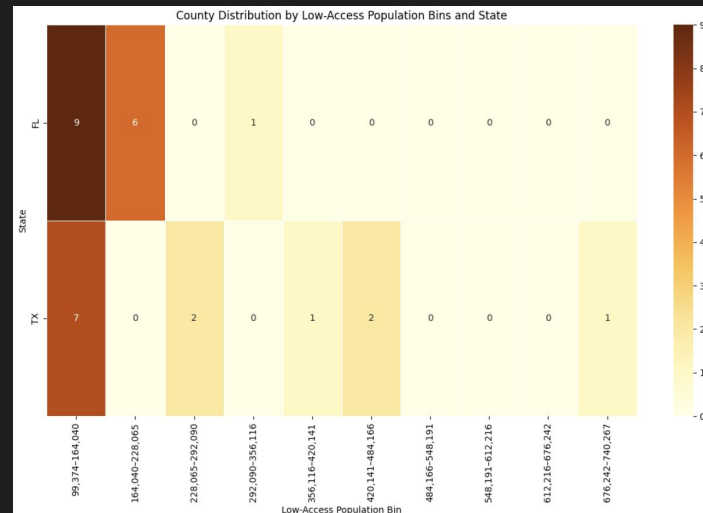
# Harris County, TX

## (Above Avg. Scalability)

- Highest population with low access to stores  
~5726930 individuals



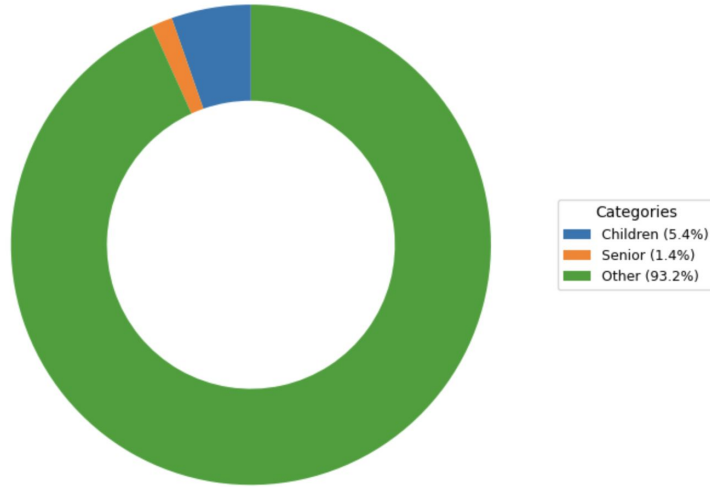
- Surrounded by other counties with low access to stores



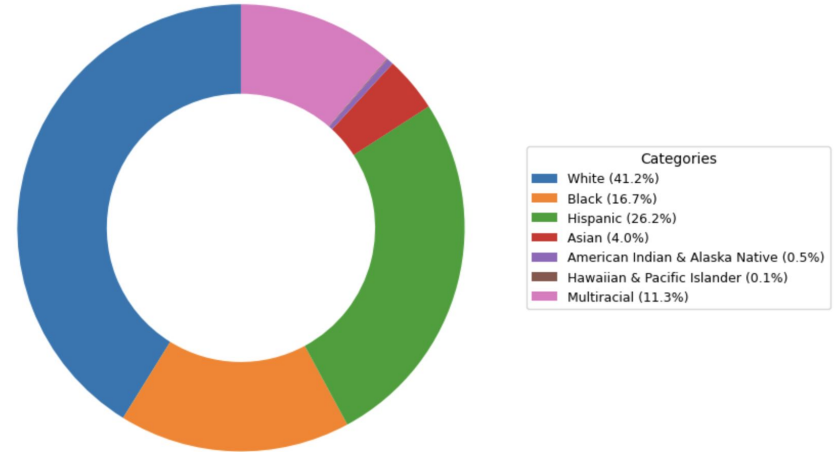
- High number of counties with high population of individuals facing low access to food stores
  - The basic threshold population is 100000

# Harris County – Demographics

Age Breakdown of Low-Access Population in Harris County (2015)



Racial Breakdown of Low-Access Population in Harris County (2015)



- Highest populated with low income & low access to food store individuals
- Highest count of SNAP households with low access to food store
- Top 5 highest populated with no car & low access to food store

# Projected Impacts

About 530000 individuals will have stable food resources upon a successful deployment of program & high engagement.

## Food Access for

- ~160000 children
- ~50000 seniors
- ~12000 households with improved physical food access

## Healthier Food for...

- ~160000 high blood pressure individuals
- ~180000 high cholesterol patients
- ~180000 obesity patient

## Affordability for

- ~210000 low income individuals will have affordable food resources





# Questions?