

PG County Mobile Market

Business Plan Overview

by

Tim Gonzales

A Business Plan Overview in Partial Fulfillment
of the requirements for the Degree
Master of Science

Approved August 2025
Graduate Supervisor

Joe Dobrow

ARIZONA STATE UNIVERSITY

August 2025

ABSTRACT

The PG County Mobile Market is a forthcoming 501(c)(3) nonprofit initiative designed to address food insecurity and inequitable access to healthy foods in Prince George's County, Maryland. Despite being one of the most populous and diverse counties in the state, with over 950,000 residents, many neighborhoods remain classified as food deserts, where residents, particularly low-income families, seniors, and immigrant populations—struggle to access affordable, nutritious food. These barriers contribute to higher rates of chronic diseases such as diabetes, hypertension, and obesity, worsening health disparities and overall quality of life.

The Mobile Market aims to bridge this gap by bringing fresh, culturally relevant, and affordable produce directly to underserved communities through a fleet of refrigerated vehicles. Partnering with local farms, food recovery organizations, regional food banks, and community-based nonprofits, the program will source surplus produce, pantry staples, and prepared items to distribute equitably across high-need neighborhoods. By reducing food waste while simultaneously addressing hunger, the initiative provides a dual impact on both community well-being and environmental sustainability.

In addition to food distribution, the Mobile Market will integrate health education, cooking demonstrations, and nutrition resources in collaboration with public health partners. This holistic model not only increases food access but also empowers residents with the knowledge and tools needed to adopt healthier lifestyles. Strategic outreach efforts including partnerships with schools, churches, senior centers, and housing authorities ensure the program reaches residents most affected by food insecurity.

The project's first-year budget of \$450,000 will support operations, staff, food procurement, marketing, and logistics. Long-term sustainability will be achieved through a diverse revenue model of grants, donations, fundraising events, and community partnerships. Success will be measured through key performance indicators such as pounds of food distributed, households served, and improved nutrition outcomes in target populations.

Ultimately, the PG County Mobile Market seeks to transform food access in Prince George's County by delivering dignity, equity, and health to the communities most in need. Its scalable model provides a framework for other counties nationwide grappling with similar food insecurity challenges.



PG COUNTY MOBILE MARKET

Bringing Fresh Food to Every
Corner of Prince George's County

A Nonprofit Initiative for
Urban Food Distribution

Serving Prince George's County, Maryland
Distributing Fresh Produce, Dairy, and Essentials
Supporting Local Growers & Healthy Neighborhoods

Contact:

Website: [Website.org]

Email: info@pgmobilemarket.org

Phone: (301) 555-5555

Social Media: @PGMobileMarket

Table of Contents

- 1. Executive Summary.....1**
 - 1.1 Mission Statement
 - 1.2 Vision Statement
 - 1.3 Overview of Services
 - 1.4 Key Partnerships
 - 1.5 Organizational Goals and Impact Metrics
 - 1.6 The Why

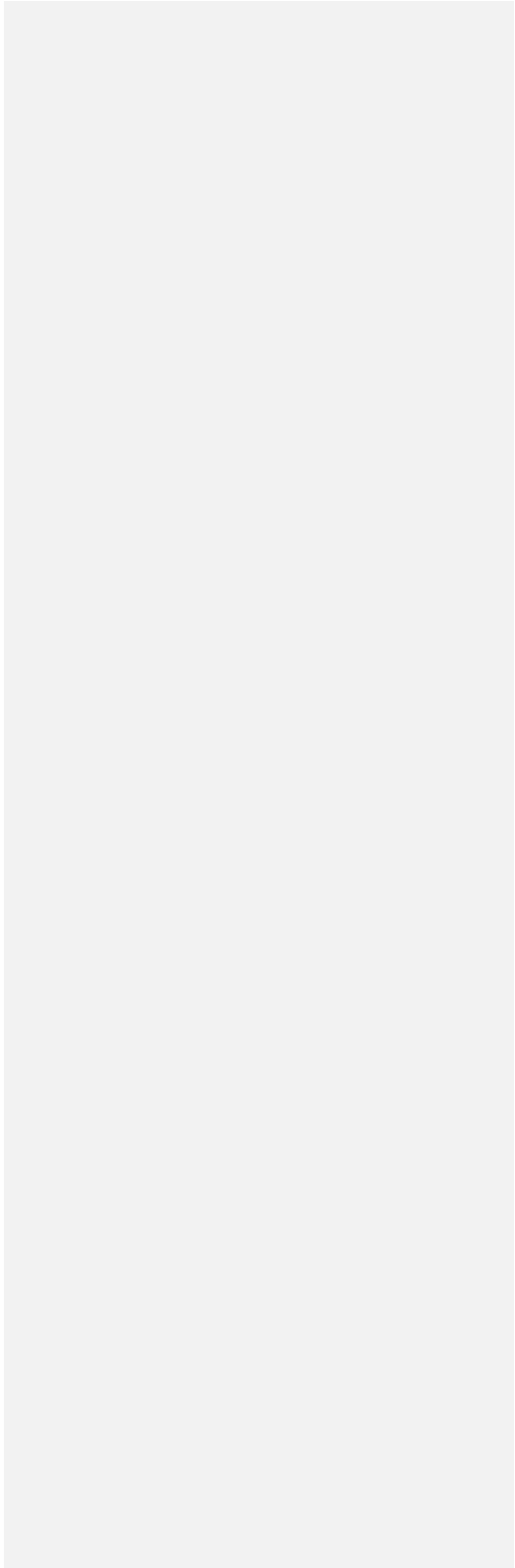
- 2. Organizational Overview..... 4**
 - 2.1 Legal Structure and History
 - 2.2 Governance and Leadership
 - 2.3 Organizational Chart
 - 2.4 Core Values and Community Commitment

- 3. Community Needs Assessment.....5**
 - 3.1 Demographic and Socioeconomic Profile of Prince George’s County
 - 3.2 Food Insecurity Statistics and Trends
 - 3.3 Barriers to Accessing Nutritious Food
 - 3.4 Stakeholder Input and Community Feedback

- 4. Programs and Services..... .7**
 - 4.1 Food Recovery and Redistribution Initiatives
 - 4.2 Nutritional Education and Cooking Classes
 - 4.3 Emergency Food Assistance and Mobile Pantry Services
 - 4.4 Special Programs for Vulnerable Populations (e.g., seniors, veterans)

- 5. Market Analysis and Strategic Positioning.....10**
 - 5.1 Overview of Local Food Systems
 - 5.2 Analysis of Existing Food Assistance Providers
 - 5.3 Identification of Service Gaps and Opportunities
 - 5.4 Competitive Advantage and Unique Value Proposition

- 6. Marketing and Outreach Strategy12**
 - 6.1 Branding and Messaging
 - 6.2 Community Engagement and Awareness Campaigns
 - 6.3 Digital Presence and Social Media Strategy
 - 6.4 Partnerships with Schools, Faith-Based Organizations, and Local Businesses



7. Fundraising and Sustainability Plan.....14

- 7.1 Revenue Streams (e.g., grants, donations, fundraising events)
- 7.2 Donor Stewardship and Recognition
- 7.3 Budget Overview and Financial Projections
- 7.4 Long-Term Sustainability Strategies

8. Operations and Logistics.....18

- 8.1 Food Collection and Storage Facilities
- 8.2 Transportation and Distribution Logistics
- 8.3 Inventory Management and Quality Control
- 8.4 Health and Safety Compliance

9. Volunteer and Staff Management.....20

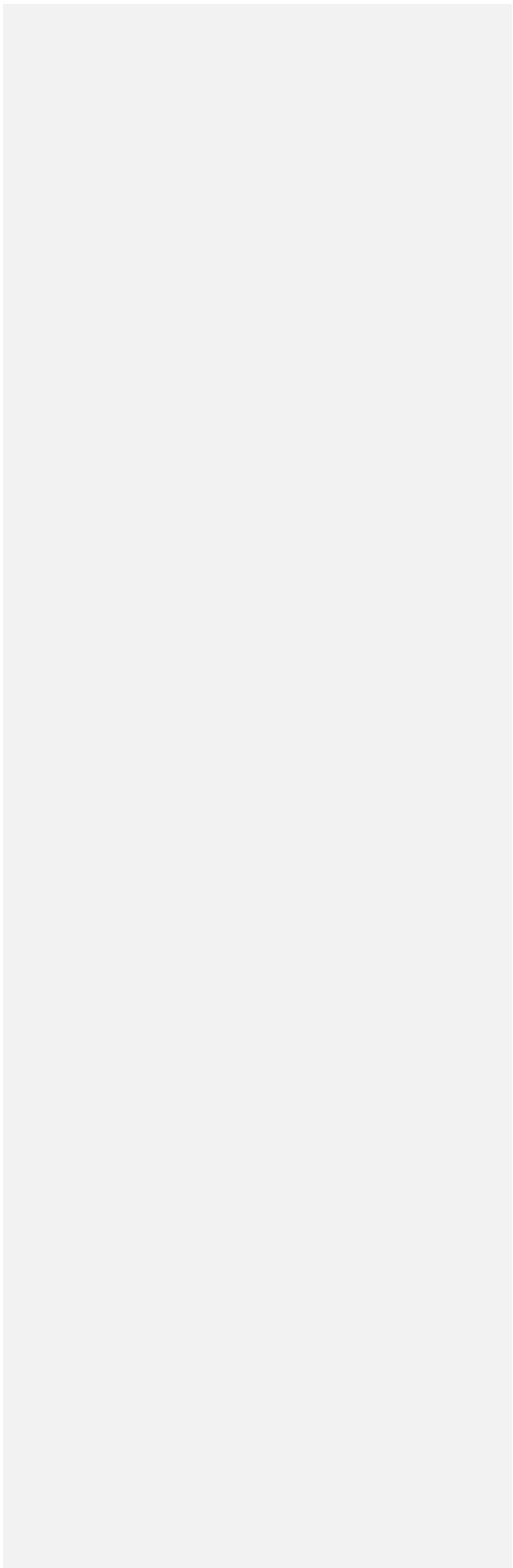
- 9.1 Recruitment and Training Programs
- 9.2 Volunteer Engagement and Retention Strategies
- 9.3 Staff Roles and Responsibilities
- 9.4 Performance Evaluation and Feedback Mechanisms

10. Monitoring, Evaluation, and Impact Assessment.....22

- 10.1 Key Performance Indicators (KPIs)
- 10.2 Data Collection and Analysis Methods
- 10.3 Reporting and Transparency Practices
- 10.4 Continuous Improvement Processes

11. Appendices.....24

- 11.1 Board of Directors and Advisory Committee Bios
- 11.2 Organizational Documents (Bylaws, IRS Determination Letter)
- 11.3 Letters of Support and Partnership Agreements
- 11.4 Additional Data and Research Findings



1. Executive Summary

1.1 Mission Statement

PG County Mobile Market is dedicated to eliminating food insecurity by delivering fresh, healthy, and affordable food directly to underserved neighborhoods in Prince George’s County, Maryland. Our mission is to ensure that all residents, regardless of income or location, have consistent access to nutritious options that support their health and well-being.

1.2 Vision Statement

We envision a Prince George’s County where equitable food access is a reality for every household. By connecting local resources with community needs, we strive to create a sustainable, inclusive food system that nourishes individuals, strengthens families, and builds healthier communities.

1.3 Overview of Services

PG County Mobile Market operates as a mobile food distribution program, bringing fresh produce, pantry staples, dairy products, and essential goods directly into food-insecure areas. Through refrigerated trucks and mobile pop-up events, we serve low-income families, seniors, and others with limited transportation access. Our services include:

- Weekly mobile market stops across the county
- SNAP/EBT acceptance and a pay-what-you-can model
- Health-focused food options sourced locally
- Community engagement through nutrition education and outreach

1.4 Key Partnerships

Strategic partnerships are vital to the success and sustainability of the PG County Mobile Market. These collaborations enable us to expand our reach, secure consistent food supply, and provide wraparound services that address not just hunger, but the underlying causes of food insecurity. Our key partnerships span local nonprofits, national food recovery networks, religious institutions, and regional food banks.

Local Farms

We work closely with area farms in Prince George’s County and Southern Maryland to source fresh, seasonal produce while supporting the local agricultural economy. These farm partners, many of them small, family-run, or minority-owned, contribute regularly to our distribution efforts and play a key role in our mission to provide culturally relevant, nutritious food options. Their involvement strengthens community ties and reinforces our shared commitment to sustainable, community-rooted food systems. A partnership with PG County Mobile Market offers farms multiple benefits beyond the immediate sale of produce. By collaborating, farmers can gain a consistent and reliable outlet for their products, helping reduce surplus waste and stabilize revenue streams.

Passion and Compassion

As a trusted local nonprofit committed to food justice and community outreach in Prince George's County, Passion and Compassion serves as a cornerstone partner. Their well-established network of volunteers and local donors provides essential support in meal prep, food sorting, and volunteer engagement. Together, we coordinate weekly mobile distributions and collaborate on faith-based community events, health fairs, and culturally relevant food programs.

Bowie Interfaith Pantry

The Bowie Interfaith Pantry provides both logistical infrastructure and a strong local reputation, helping us build trust within under-resourced neighborhoods. The pantry offers warehouse storage, access to surplus food donations, and assistance with community outreach. We work in tandem to identify high-need ZIP codes, engage local congregations, and co-sponsor seasonal food drives and pop-up markets.

Feeding America

As a nationally recognized hunger relief organization, Feeding America connects us with a larger network of food suppliers and funding opportunities. Through this partnership, we are eligible to receive surplus food donations, transportation subsidies, and technical assistance in logistics, data tracking, and compliance. Feeding America's national advocacy resources also strengthen our capacity for policy influence and scaling impact.

Southern Maryland Food Bank

The Southern Maryland Food Bank provides bulk food resources, cold storage coordination, and disaster relief food packs that are vital for our emergency response and mobile pantry services. They also support our nutrition education programming by offering healthy recipes, educational handouts, and access to their community kitchen for training and cooking demonstrations.

DC Central Kitchen

Our collaboration with DC Central Kitchen extends beyond food donations into workforce development. This innovative nonprofit not only provides surplus prepared meals and fresh produce but also shares best practices in culinary job training, food recovery, and health-focused meal preparation. We are exploring a pilot partnership to offer mobile cooking demos and career training pathways for residents in underserved communities.

These partnerships form the backbone of the PG County Mobile Market ecosystem, allowing us to operate more efficiently, equitably, and with greater impact across the region. By leveraging the strengths of each partner, we can ensure sustainable food access for the most vulnerable populations in Prince George's County.

1.5 Organizational Goals and Impact Metrics

The PG County Mobile Market is committed to advancing food equity through a data-informed and community-centered approach. Our goals are rooted in delivering measurable outcomes while ensuring long-term organizational sustainability and responsiveness to community needs. Over the next fiscal year and beyond, we aim to:

Expand Geographic Reach: Extend mobile market services to over 30 underserved neighborhoods across Prince George’s County, focusing on communities with limited access to full-service grocery stores and high rates of food insecurity. This expansion will be guided by USDA Food Access Research Atlas data and local community input.

- **Increase Food Distribution Volume:** Recover, procure, and distribute more than 100,000 pounds of fresh fruits, vegetables, dairy, protein, and pantry staples annually. This target will be achieved through strategic partnerships with regional food banks, farms, and food rescue organizations, ensuring consistent supply and reduced food waste.
- **Serve 6,000+ Households Annually:** Provide reliable and dignified access to healthy food for at least 6,000 unique households in the first year, with a focus on seniors, single-parent households, veterans, and immigrant families. We will track participation through digital check-in systems and distribution logs to ensure transparency and reach.
- **Improve Nutritional Behaviors:** Promote healthier eating habits by aiming to increase fruit and vegetable intake by at least 25% among program participants. This goal will be monitored through pre- and post-program surveys, cooking class attendance, and feedback from public health partners, particularly targeting households with chronic health conditions like diabetes and hypertension.
- **Strengthen and Expand Collaborations:** Deepen impact by formalizing new partnerships with at least five additional community-based organizations, including local clinics, schools, senior centers, and cultural groups. These partnerships will facilitate wraparound services such as health screenings, nutrition education, and translation support.

These goals serve as the foundation for our impact measurement framework and will be revisited quarterly to track progress, identify challenges, and make data-informed adjustments to our programs. Through transparency and community accountability, we aim not only to distribute food but to foster lasting health equity in Prince George’s County.

1.6 The Why

Under the 2025 Trump administration, sweeping changes to federal safety-net programs, including significant cuts to SNAP and Medicaid, are leaving vulnerable populations, particularly low-income families, seniors, and immigrants, with fewer food and healthcare resources. Simultaneously, funding reductions to USDA programs like The Emergency Food Assistance Program (TEFAP) and the elimination of local food purchasing initiatives have severely weakened the emergency food system and regional supply chains. Rising food prices, driven by renewed tariffs and immigration-related labor shortages, are compounding household financial stress, while regulatory rollbacks and agency restructuring have disrupted grant funding, slowed food safety enforcement, and destabilized federal nutrition programs. In this climate, locally driven, community-based efforts like the PG County Mobile Market are more critical than ever, offering a resilient solution to food insecurity through direct access, local partnerships, and equitable service delivery.

Through innovative delivery service and a deep commitment to equity, PG County Mobile Market is creating a healthier, more connected future for all residents of Prince George’s County.

2. Organization Overview

2.1 Legal Structure and Purpose

PG County Mobile Market is a registered 501(c)(3) nonprofit organization, officially launched in 2025 to address the escalating food insecurity challenges throughout Prince George's County, Maryland. Founded by a coalition of community advocates, public health professionals, and faith-based leaders, the organization will be established to provide direct access to nutritious food for residents living in food deserts or experiencing barriers to healthy nutrition. Over time, PG County Mobile Market is expected to grow into a trusted local resource, delivering mobile food distribution services to thousands of families across the county.

2.2 Governance and Leadership

The organization is governed by a Board of Directors that reflects the diverse communities we serve. Our board brings expertise in nonprofit management, public health, logistics, finance, and community development. Day-to-day operations are led by an Executive Director, supported by a small but dedicated team that manages logistics, partnerships, outreach, and program delivery.

Leadership is grounded in transparency, accountability, and community collaboration to ensure services align with local needs.

2.3 Organization

Board of Directors- The Board of Directors provides strategic oversight, governance, and fiduciary accountability for the PG County Mobile Market

Executive Director- The Executive Director is the chief executive responsible for the day-to-day management and implementation of PG County Mobile Market's vision and programs

Program Manager – Oversees mobile market operations

Culinary Director- The Culinary Director will lead the planning, development, and implementation of nutrition-focused culinary programs

Public Health Director- The Public Health Director is responsible for leading the health education, data evaluation, and community wellness strategies

Outreach & Volunteer Coordinator – Manages community engagement and volunteers

Partnership & Development Officer – Coordinates with donors, partners, and grant makers

Drivers & Distribution Staff – Operate mobile units and manage food delivery logistics

Administrative Support – Handles finance, compliance, and communications

Our commitment to community is more than food distribution—it's about empowering residents, listening to their needs, and co-creating solutions that promote long-term health and food justice across Prince George's County.

3. Community Needs Assessment

A comprehensive understanding of community needs is essential to the success and sustainability of the PG County Mobile Market. Prince George's County, Maryland, is home to a diverse population facing significant disparities in health, income, and food access. While parts of the county enjoy strong economic growth and development, many neighborhoods remain underserved by traditional grocery retailers and health-supportive resources. This section outlines the key demographic and socioeconomic characteristics of the region, explores trends in food insecurity, identifies systemic barriers to accessing nutritious food, and highlights insights gathered from community stakeholders. The findings underscore the urgency and relevance of launching a mobile market initiative tailored to address these inequities and improve health outcomes.

3.1 Demographic and Socioeconomic Profile of Prince George's County

Prince George's County, Maryland, is one of the most populous and diverse counties in the state, with over 950,000 residents. The population is predominantly Black or African American (over 60%), with growing Latino and immigrant communities. Despite a strong middle class and proximity to Washington, D.C., the county faces stark disparities in income, education, and health outcomes.

Approximately 10.6% of residents live below the federal poverty line, and thousands more are economically vulnerable, especially in communities such as Capitol Heights, Suitland, Bladensburg, and Langley Park. Seniors, single-parent households, and immigrant families are particularly at risk of food insecurity due to limited access to resources and support systems.

3.2 Food Insecurity Statistics and Trends

Food insecurity remains a persistent issue across Prince George's County. According to Feeding America and the Maryland Food Bank:

- Over 104,000 residents (around 11%) experience food insecurity
- Nearly 1 in 5 children live in homes without consistent access to nutritious meals
- Food insecurity disproportionately impacts Black and Latino communities, as well as neighborhoods with limited public transit or grocery infrastructure

During the COVID-19 pandemic, food insecurity rates surged, and while some stabilization has occurred, demand at food pantries and mobile food programs remains high. Rising food costs, inflation, and the expiration of pandemic-era support programs have further strained household budgets, especially for working families and the elderly.

3.3 Barriers to Accessing Nutritious Food

Key barriers to food access in Prince George's County include:

- **Geographic food deserts:** Many neighborhoods lack full-service grocery stores within a walkable or drivable distance, especially for residents without cars.

- **Transportation limitations:** Inadequate public transit options prevent residents from reaching food outlets, particularly seniors and low-income families.
- **Cost of healthy food:** Fresh produce and whole foods remain unaffordable for many residents relying on limited incomes, SNAP, or WIC benefits.
- **Cultural and language gaps:** Non-English speakers may struggle to navigate assistance programs or find culturally appropriate foods in local stores.
- **Stigma and awareness:** Some families are unaware of food assistance programs, or avoid using them due to shame, fear, or immigration concerns.

These challenges contribute to a cycle of poor nutrition, higher rates of obesity and diabetes, and increased long-term health costs in vulnerable communities.

3.4 Stakeholder Input and Community Feedback

PG County Mobile Market regularly engages with residents, partner organizations, and local leaders to ensure services are responsive to community needs. Through surveys, listening sessions, and collaboration with groups such as Passion and Compassion, Bowie Interfaith Pantry, and community health clinics, the following key themes have emerged:

- Strong desire for mobile options that bring food directly into neighborhoods
- Request for culturally relevant foods such as plantains, cassava, spices, and staples used in African, Caribbean, and Latin cuisines
- Need for education around healthy eating, budgeting, and food preparation
- Support for flexible pricing, with many expressing gratitude for pay-what-you-can models and SNAP/EBT access

Feedback has consistently emphasized the importance of dignity, consistency, and cultural sensitivity in food delivery models. PG County Mobile Market has used this input to shape service routes, product selection, and outreach methods—ensuring residents are not just fed, but supported in lasting, meaningful ways.

Formatted: Indent: Left: 0.25"

4. Programs and Services

The PG County Mobile Market is designed to address food insecurity through a comprehensive suite of programs that go beyond food distribution. Our services are built to meet the immediate nutritional needs of residents while also fostering long-term health and community empowerment. By combining mobile food access with culturally responsive education, emergency assistance, and targeted outreach to vulnerable populations, we aim to create a holistic, people-centered approach. Each program is informed by data, community input, and strategic partnerships, ensuring our services are both effective and sustainable across the diverse neighborhoods of Prince George's County.

4.1 Food Recovery and Redistribution Initiatives

PG County Mobile Market prioritizes food waste reduction by recovering surplus, high-quality food and redistributing it directly to residents in need. Our food recovery model strengthens the local food system, prevents unnecessary waste, and ensures consistent access to nutritious options.

4.1.1 Partnerships with Local Donors

Strategic Food Recovery Partnerships

We collaborate with a network of mission-aligned partners to support our food recovery and redistribution initiatives. These partnerships enable us to divert surplus food from landfills, reduce food waste, and provide consistent access to nutritious, culturally appropriate meals for underserved communities across Prince George's County. Our key collaborators include:

- **Food Rescue US – DC:** A vital link in our supply chain, this organization facilitates the recovery of surplus food from local restaurants, caterers, and retailers. Their volunteer-driven model allows us to receive high-quality prepared and perishable foods on a recurring basis, especially from partners in the Washington D.C. metropolitan area.
- **Capital Area Food Bank:** As one of the largest food distribution hubs in the region, the Capital Area Food Bank supplies us with bulk quantities of fresh produce, dairy, frozen proteins, and shelf-stable staples. Their strong purchasing power and logistics capacity support our ability to meet the needs of diverse families and individuals.
- **Southern Maryland Food Bank:** Serving the Southern Maryland region, this food bank provides supplemental goods that help bridge gaps in our inventory, especially during seasonal shortages. They are also an important collaborator in sourcing regional produce and fostering cross-county food relief coordination.
- **DC Central Kitchen:** We work closely with DC Central Kitchen to recover excess prepared meals and distribute them through our mobile markets and partner community sites. Their focus on job training and healthy food access aligns with our long-term vision of building food system resilience.
- **Local Grocery Stores and Farms:** We have ongoing donation relationships with area grocers (including independent stores and regional chains) and urban/suburban farms. These partners contribute fresh fruits and vegetables, meat, dairy products, and shelf-stable pantry items on a weekly basis. Not only do these donations increase food variety, but they also promote local sourcing and reduce overall procurement costs.

Collectively, these partnerships empower PG County Mobile Market to:

- Maximize food recovery volumes to serve more residents across multiple distribution points
- Reduce operational costs through consistent in-kind donations
- Increase food variety and nutrition to meet the needs of seniors, families, children, and veterans
- Strengthen regional collaboration across multiple counties and sectors

These relationships are foundational to our food justice mission, and we continue to expand our network of recovery partners to meet rising demand.

4.1.2 Volunteer Engagement and Coordination

Volunteers are essential to our operations. We maintain a robust volunteer network trained to:

- Collect, sort, and pack food donations
- Assist with mobile market setup and breakdown
- Support distribution and customer service at market sites
- Conduct outreach and food access education

Volunteers include individuals, student groups, corporate teams, and members of faith-based organizations. Coordination is managed through our Outreach & Volunteer Coordinator.

4.1.3 Distribution Channels

Food is distributed through multiple flexible and accessible channels:

- Pop-Up Markets at schools, libraries, churches, and apartment complexes
- Mobile Pantry Trucks equipped with refrigeration for fresh and perishable items
- Partner Sites such as community centers and healthcare clinics where regular deliveries are scheduled

These methods ensure that food reaches residents directly in their own neighborhoods, reducing transportation and time barriers.

4.2 Nutritional Education and Cooking Classes

Education is core to our mission of improving community health. Through partnerships with local chefs, dietitians, and community health educators, we offer:

- Live cooking demonstrations at mobile market events
- Hands-on workshops teaching affordable, culturally relevant meal preparation
- Nutrition talks focused on reading food labels, diabetes prevention, and healthy habits
- Recipe cards distributed in English and Spanish alongside ingredients

This program is led by our Culinary Director in coordination with the Public Health Director to align with local health priorities and cultural foodways.

4.3 Emergency Food Assistance and Mobile Pantry Services

To address urgent food insecurity, PG County Mobile Market offers:

- Emergency food boxes containing 3–5 days' worth of nutritious meals
- Rapid response mobile pantry deployments in collaboration with county officials during crises (e.g., weather emergencies, economic disruptions)
- No-barrier distribution, meaning no ID or proof of income is required to receive emergency aid

These services provide a safety net for individuals facing sudden food shortages due to job loss, displacement, or disaster.

4.4 Special Programs for Vulnerable Populations

We tailor services to meet the unique needs of at-risk community members, including:

- **Seniors:** Weekly mobile stops at senior housing facilities with mobility accommodations, nutrition info for chronic disease management, and delivery options for homebound individuals.
- **Veterans:** Collaborations with veteran service organizations to offer market vouchers, nutritional support, and peer-driven wellness events.
- **Immigrant and refugee families:** Culturally specific food items, multilingual outreach, and trust-based partnerships with community navigators to reduce participation barriers.

Our programs are designed with equity and dignity at the core, ensuring that every resident regardless of age, income, or ability can access the food they need to live a healthy life.

5. Market Analysis and Strategic Positioning

Prince George's County has a dynamic yet fragmented food system. While it benefits from proximity to major wholesale distributors, regional farms, and food banks, the infrastructure needed to equitably distribute food across all communities remains uneven. A mix of supermarkets, ethnic grocery stores, farmers markets, and convenience stores serves the county's diverse population; however, access to fresh and healthy food is not consistent across zip codes. Despite local agricultural potential, small farms face distribution challenges, and many communities remain disconnected from healthy food sources due to transportation limitations, income disparities, and geographic isolation. The rise of mobile markets and alternative food delivery models has begun to bridge some of these gaps, but service coverage is still insufficient to meet total demand.

5.1 Analysis of Existing Food Assistance Providers

Prince George's County has several active food assistance organizations, including:

- **Capital Area Food Bank** – Provides bulk food distribution to pantries and shelters across the region.
- **Maryland Food Bank** – Serves as a key food supplier for local nonprofits.
- **Community Food Pantries** – Such as Bowie Interfaith Pantry, Largo Student Support Center, and Elizabeth House.
- **Faith-based Programs** – Numerous churches and mosques provide food relief on a rotating basis.
- **Public Initiatives** – County-level programs, such as the Department of Social Services' SNAP enrollment outreach.

While these groups offer vital services, most rely on static locations, limited operating hours, or inflexible qualification processes that create barriers for vulnerable populations. Additionally, programs often operate independently, leading to inefficiencies and duplicated efforts in some areas while leaving other communities underserved.

5.2 Identification of Service Gaps and Opportunities

Through extensive community outreach, mapping tools, and partner consultation, PG County Mobile Market has identified several key gaps:

- **Geographic Gaps:** Certain neighborhoods—such as Bladensburg, Suitland, Langley Park, and parts of Capitol Heights—experience high rates of food insecurity with few local food access points.
- **Limited Mobility Solutions:** Many residents, especially seniors and individuals without cars, cannot reach traditional food banks or grocery stores.
- **Cultural Mismatch:** Current food offerings at pantries may not align with the dietary preferences or cultural norms of immigrant communities.
- **Lack of On-Site Education:** Many food assistance programs do not include nutrition education, cooking demonstrations, or culturally relevant food literacy initiatives.
- **Stigma and Systemic Barriers:** Residents often feel shame or confusion when accessing food assistance services, especially when language barriers or documentation requirements are involved.

Opportunities exist in:

- Expanding mobile food access using data-driven service routing.
- Partnering with local health clinics to distribute food as part of preventative care.
- Increasing culturally tailored food offerings.
- Leveraging technology for efficient volunteer management, scheduling, and donation tracking.

5.3 Competitive Advantage and Unique Value Proposition

PG County Mobile Market stands apart in the regional landscape due to its flexible, community-embedded, and culturally responsive approach to food access.

Our Key Differentiators:

- **Mobility & Flexibility:** Unlike static food pantries, our market reaches people where they live, work, and gather removing barriers of transportation and time.
- **Equity-Centered Design:** We accept SNAP/EBT, and provide no-ID-needed emergency boxes to ensure everyone can access food without shame or judgment.
- **Community-Centered Outreach:** With input from residents, faith leaders, and local partners, we tailor our offerings to meet real, evolving needs.
- **Holistic Programming:** We combine food distribution with nutrition education, cooking demonstrations, and public health programming, creating more sustainable health outcomes.
- **Local Economic Support:** We source from local farms and minority-owned food producers, keeping dollars in the local economy and promoting regional food resilience.

This value-driven, responsive model allows PG County Mobile Market to serve as a trusted, strategic partner in building a healthier and more equitable food system across Prince George's County.

6. Marketing and Outreach Strategy

An effective marketing and outreach strategy is essential to building trust, raising awareness, and driving participation in the PG County Mobile Market's programs. Our approach is rooted in authentic community engagement, inclusive messaging, and strategic partnerships. Through consistent branding, targeted campaigns, and a strong digital presence, we aim to reach underserved populations, mobilize volunteers, attract donors, and cultivate long-term community support. By collaborating with local schools, faith-based organizations, and neighborhood leaders, we ensure that our messaging resonates across cultural and linguistic lines, creating a strong foundation for meaningful, lasting impact.

6.1 Branding and Messaging

The PG County Mobile Market brand is designed to reflect trust, accessibility, and dignity. The logo features vibrant produce and a mobile van, symbolizing freshness and movement. Our slogan, "*Fresh Food, Close to Home*," communicates our mission to bring nutritious food directly into neighborhoods that need it most.

Our messaging emphasizes community ownership, health equity, and cultural inclusivity. Marketing materials use approachable language and imagery that reflect the county's racial, linguistic, and socioeconomic diversity. All communication is bilingual (English and Spanish), with translation support for Amharic and French as needed.

Messaging pillars:

- Access without stigma
- Health begins with food
- Neighbors helping neighbors
- Locally rooted, community powered

6.2 Community Engagement and Awareness Campaigns

Our outreach strategy is rooted in hyper-local, relationship-driven engagement. We employ Community Ambassadors—trusted residents who serve as liaisons between the mobile market and their neighborhoods. These individuals distribute flyers, attend civic association meetings, and facilitate feedback loops to ensure services meet real needs.

Tactics include:

- **Pop-Up Market Launch Events** – Music, cooking demos, giveaways to draw initial interest.
- **Flyer Drops & Door-to-Door Canvassing** – Targeted campaigns in high-need areas.
- **Faith-Based Messaging** – Collaboration with churches, mosques, and temples to share info through bulletins and announcements.
- **Bus Stop and Library Posters** – Reaching residents where they gather and commute.
- **Food Justice Town Halls** – Co-hosted with partners to discuss hunger issues and gather feedback.

Additionally, we participate in seasonal community events—farmers markets, health fairs, Juneteenth festivals, etc.—to build visibility and trust.

6.3 Digital Presence and Social Media Strategy

Our digital strategy ensures that residents, donors, and partners can access timely and engaging content about our programs.

Website:

- Mobile-friendly, bilingual
- Updated calendar of stops and events
- Volunteer sign-ups and donation portal
- Impact stories and monthly blog

Social Media:

- Instagram and Facebook as primary platforms
- Weekly content themes: Nutrition Tips Tuesday, Volunteer Spotlight, Market Day Photos, Recipe Reels
- Facebook Live Q&A sessions with staff or partners
- Community polls to solicit feedback and preferences
- Stories and reels from market days to showcase energy and impact

Email Marketing:

- Monthly newsletter
- Special bulletins for new pop-up locations, grant awards, or emergencies

Text Message Alerts:

- Opt-in SMS reminders for upcoming market dates, weather updates, and urgent needs (e.g., volunteers, donations)

6.4 Partnerships with Schools, Faith-Based Organizations, and Local Businesses

We leverage trusted institutions to expand reach and impact.

Schools:

- Partner with Title I schools (public schools receiving federal funding to support students from low-income families by providing resources like additional staff, tutoring, and enriched programs to help them meet academic standards) to host mobile market stops
- Offer free fruit or snack bags for students
- Collaborate with school nurses and social workers to refer food-insecure families
- Nutrition education classes or garden kits provided through after-school programs

Faith-Based Organizations:

- Serve as host sites for markets and drop-off points
- Faith leaders share market info with congregations and assist with outreach
- Joint drives for diapers, shelf-stable goods, or hygiene items

Local Businesses:

- Corporate volunteer days with local employers
- Sponsorships and co-branded campaigns with grocery stores, banks, or fitness centers
- Restaurants contributing food or promoting our mission through events

Through these partnerships, we not only extend our geographic footprint but also deepen trust and relevance in communities where formal marketing might fall short.

7. Fundraising and Sustainability Plan

Sustainable funding is the cornerstone of the PG County Mobile Market's long-term impact and growth. Our fundraising strategy is designed to diversify revenue streams while building lasting relationships with donors, foundations, and community stakeholders. Through a mix of grants, individual donations, fundraising events, and in-kind contributions, we aim to secure the financial resources necessary to operate effectively and expand our reach. In addition to short-term fundraising, we are focused on long-term sustainability through strategic partnerships, transparent financial management, and ongoing donor stewardship. This approach ensures that we remain resilient in the face of changing economic and political landscapes while continuing to serve food-insecure residents across Prince George's County.

7.1 Revenue Streams

To ensure operational viability and program expansion, PG County Mobile Market will cultivate a diverse mix of revenue sources, including:

Grants:

- **Government Funding:** Local and federal sources such as USDA's Community Food Projects, MD DHMH nutrition initiatives, and Prince George's County Health Department mini-grants.
- **Foundation Grants:** Support from funders like the Cafritz Foundation, Greater Washington Community Foundation, and Robert Wood Johnson Foundation.
- **Faith-Based and Health Equity Initiatives:** Targeted proposals to organizations funding food justice, community health, or anti-poverty work.

Individual Donations:

- Year-round fundraising campaigns including Giving Tuesday, spring and year-end appeals.
- Monthly sustainer program encouraging small recurring gifts.
- Peer-to-peer fundraising via community ambassadors and volunteers.

Corporate and Institutional Giving:

- Local businesses sponsoring market days or mobile units.
- Workplace giving campaigns through United Way or Benevity platforms.
- In-kind donations such as produce, reusable bags, or vehicle maintenance.

Fundraising Events:

- Annual "Harvest & Hope" Gala featuring local chefs, music, and donor spotlights.
- Community Picnics or Cook-offs with sliding-scale tickets and community partner booths.
- Virtual Cooking Classes or wellness challenges with registration fees benefiting the market.

Earned Income:

- SNAP and WIC redemptions for eligible produce.
- Pay-what-you-can options and low-cost CSA-style produce boxes.
- Branded merchandise (tote bags, t-shirts) sold at markets and online.

7.2 Donor Stewardship and Recognition

Building long-term donor relationships is central to our fundraising strategy. We prioritize transparent, personalized, and meaningful engagement through:

- **Tiered Donor Recognition Program:**

Bronze (\$50+), Silver (\$250+), Gold (\$1,000+), and Legacy Circle (\$10,000+ annually), each with escalating benefits such as early event access, personalized updates, and public acknowledgments.

- Quarterly Impact Reports with data visualizations, beneficiary stories, and financial updates.
- Annual Gratitude Gathering to honor top donors and community champions.
- Handwritten thank-you notes for first-time or milestone gifts.
- Donor Wall of Honor at mobile unit hub or via digital recognition.

We also use donor feedback to refine our programs and communications, reinforcing a culture of transparency and accountability.

7.3 Budget Overview and Financial Projections

Our first-year operating budget is projected at **\$450,000**, allocated approximately as follows:

- **Personnel (50%)** – Salaries for Executive Director, Culinary Director, Public Health Director, and outreach staff.
- **Mobile Market Operations (20%)** – Fuel, vehicle maintenance, refrigeration, insurance.
- **Food Procurement and Storage (10%)** – Supplemental produce and dry goods not sourced from donations.
- **Marketing and Community Engagement (10%)** – Printing, digital advertising, translation services.
- **Administrative and Overhead (10%)** – Rent, technology, accounting, legal services.

3-Year Projections:

Year Revenue Goal/ Operating Costs/ Surplus/(Gap)

1	\$450,000	\$475,000	\$(25,000)
2	\$525,000	\$525,000	\$-
3	\$600,000	\$575,000	\$25,000

INCOME	Amount (USD)
Foundation Grants	200000
Government Grants (local, state, federal)	100000
Individual Donations (incl. monthly giving)	50000
Corporate Sponsorships	30000
Fundraising Events (gala, pop-up dinners)	25000
In-kind Donations (food, supplies)	15000
Merchandise Sales & Pay-What-You-Can Revenue	10000
SNAP/WIC Redemptions	20000
TOTAL INCOME	450000

EXPENSES	Amount (USD)
Executive Director (FT)	65000
Culinary Director (FT)	55000
Public Health Director (FT)	50000
Outreach & Volunteer Coordinator (FT)	40000
Payroll Taxes and Benefits (estimated 18%)	37800
Total Personnel	247800
Mobile Market Van Lease, Fuel, Insurance	25750
Food Procurement & Storage (non-donated)	45000
Kitchen Equipment & Cooking Class Supplies	30000
Nutrition Education Materials	24500
Volunteer Supplies & Training	17250
Total Program	142500
Printing, Signage, Flyers	2800
Social Media Management & Ads	4000
Website Maintenance and Hosting	2000
Community Events & Launch Activities	6000
Total Outreach	14800
Insurance (liability, D&O, vehicle)	10000
Technology & Software (CRM, accounting)	14000
Legal, Accounting, Registration Fees	10000
Rent (shared workspace or storage)	6500
Office Supplies	7000
Total Admin	47500
Contingency & Emergency Reserve (5%)	22630
TOTAL EXPENSES	475230

With increasing demand and visibility, we anticipate steady growth in donor and grant funding. Surpluses will be reinvested into program expansion, infrastructure improvements, and emergency reserves.

7.4 Long-Term Sustainability Strategies

To ensure resilience and adaptability, PG County Mobile Market has built a multi-pronged approach to long-term sustainability:

- **Strategic Partnerships:** Deep collaborations with health clinics, school systems, and food suppliers will reduce costs and maximize service efficiency.
- **Diversified Funding Portfolio:** No single funding stream will exceed 30% of the annual budget to minimize risk.
- **Reserve Fund Policy:** Establish a minimum 3-month operating reserve by Year 3.
- **Volunteer Pipeline Development:** Train and retain a steady base of community volunteers to reduce staffing dependency and deepen local investment.

- **Evaluation and Adaptability:** Annual program audits and community feedback sessions will guide adjustments and innovations to keep the model effective and relevant.
- **Scalability:** Develop templates and toolkits for replication in neighboring jurisdictions or satellite sites.

By prioritizing community trust, operational efficiency, and financial transparency, PG County Mobile Market is positioned to become a sustainable, permanent fixture in the fight against food insecurity in Prince George's County.

8. Operations and Logistics

Efficient operations and logistics are the backbone of the PG County Mobile Market's mission to provide fresh, healthy food to underserved communities. This section details the systems in place for food collection, storage, transportation, and safety compliance—ensuring reliable, high-quality service delivery across the county.

8.1 Food Collection and Storage Facilities

PG County Mobile Market will source fresh produce, pantry staples, and prepared foods through partnerships with regional food donors such as Food Rescue US, Capital Area Food Bank, local farms, and grocery stores. The organization will lease a centrally located warehouse in Prince George's County to serve as a collection and cold storage hub, equipped with commercial refrigerators, dry shelving units, and food-safe handling spaces.

In addition, temporary storage will be supported at partner sites, such as faith-based institutions and community centers, during pop-up events and mobile distribution days. All storage facilities will meet state and local health codes, and inventory will be rotated according to FIFO (first in, first out) principles to minimize waste.

8.2 Transportation and Distribution Logistics

The core of our outreach relies on a branded mobile market van, equipped for both dry and cold transport. This vehicle will be used to deliver food directly to underserved neighborhoods and facilitate pop-up markets, emergency relief efforts, and senior meal distributions.

Routes will be planned using GIS data and food desert heat maps to prioritize areas with limited access to grocery retailers and food pantries. Distribution events will be conducted 3–4 times per week, supplemented by special seasonal outreach events in collaboration with local schools and civic associations.

A transportation coordinator will oversee the vehicle maintenance schedule, fueling, volunteer driver scheduling, and on-site logistics during food drops. All drivers will be trained in safe food transport and handling.

8.3 Inventory Management and Quality Control

PG County Mobile Market will implement a cloud-based inventory management system (such as Link2Feed or Food Rescue Hero) to track food donations, expiration dates, and distribution metrics. This system ensures transparency, regulatory compliance, and responsiveness to changing needs.

Quality control protocols will include:

- Daily food inspection checklists
- Temperature monitoring logs for perishable goods
- Disposal logs for expired or compromised products
- Weekly inventory audits to ensure alignment with reporting and grant compliance

8.4 Health and Safety Compliance

The organization will adhere to Prince George's County Department of Health regulations and FDA food safety standards. All staff and volunteers will complete food safety training and obtain certifications as needed, such as ServSafe Manager or Food Handler certifications.

A dedicated Public Health Director will be responsible for:

- Conducting regular inspections of storage and transport operations
- Overseeing compliance with COVID-era food handling protocols
- Coordinating with local health authorities for incident reporting
- Ensuring handwashing stations, and sanitization practices are in place during distribution events

Additionally, all operational processes will be reviewed annually to adapt to new health regulations, improve efficiency, and minimize food waste.

9. Volunteer and Staff Management

The success of PG County Mobile Market relies on a committed team of staff and volunteers. This section outlines strategies for recruiting, training, and retaining dedicated individuals, while defining clear roles, responsibilities, and performance practices to ensure a motivated and effective workforce.

9.1 Recruitment and Training Programs

Staff Recruitment:

PG County Mobile Market will employ a team of dedicated professionals including an Executive Director, Culinary Director, Public Health Director, and part-time coordinators. Job postings will be shared through nonprofit job boards, local colleges, and community networks. Preference will be given to applicants with strong ties to Prince George's County and experience in food justice, public health, or nonprofit operations.

Volunteer Recruitment:

Volunteers will be recruited through partnerships with:

- **Faith-based organizations**
- **Colleges and universities** (e.g., Bowie State, PGCC)
- **Local corporate volunteer programs**
- **Service-based clubs and neighborhood associations**

All new volunteers will complete a **volunteer orientation program** which includes:

- Food safety and handling training (ServSafe-aligned)
- Cultural competency and community sensitivity training
- Review of roles, scheduling, and expectations

Training will be conducted monthly and supplemented with digital onboarding tools.

9.2 Volunteer Engagement and Retention Strategies

To build a reliable and committed volunteer base, PG County Mobile Market will invest in **meaningful engagement**:

- **Recognition Programs:** Monthly volunteer spotlights, appreciation events, and certificates
- **Leadership Pathways:** Empowering long-term volunteers as site leads, drivers, or trainers
- **Communication Channels:** Weekly email updates, a dedicated Slack channel, and a volunteer portal for schedules and announcements
- **Flexible Scheduling:** Opportunities for individuals and groups to serve based on availability

Surveys and informal check-ins will be used to gather feedback and adapt programs for volunteer satisfaction.

9.3 Staff Roles and Responsibilities

Each staff member plays a critical role in program delivery and organizational growth:

- **Executive Director:** Oversees strategic direction, fundraising, partnerships, and board relations

- **Culinary Director:** Leads nutritional education and cooking class programming; supervises food preparation and safety protocols
- **Public Health Director (PT):** Guides community health initiatives, evaluates impact metrics, ensures health compliance
- **Volunteer & Outreach Coordinator (PT):** Manages volunteer scheduling, community engagement, and pop-up market logistics
- **Administrative Support (as needed):** Assists with bookkeeping, donor database entry, and communications

Cross training and regular team check-ins will ensure collaboration and coverage across all operations.

9.4 Performance Evaluation and Feedback Mechanisms

To support continuous improvement, PG County Mobile Market will implement the following evaluation systems:

- **Annual Staff Reviews:** Formal evaluations based on role-specific goals, community impact, and leadership development
- **Volunteer Evaluations:** Regular feedback sessions to assess satisfaction, gather suggestions, and identify leadership potential
- **Peer and Supervisor Feedback:** 360° feedback tools for professional development and team cohesion
- **Program Impact Dashboards:** Staff and volunteers will have access to real-time metrics (e.g., meals served, families reached) to visualize their contribution and progress toward mission goals

Exit interviews will also be conducted for departing volunteers and staff to improve retention and onboarding practices.

10. Monitoring, Evaluation, and Impact Assessment

PG County Mobile Market is committed to being data-driven, transparent, and accountable to the communities it serves. This section outlines the framework for measuring success, evaluating impact, and ensuring continuous program improvement.

10.1 Key Performance Indicators (KPIs)

To assess the effectiveness of our programs and operations, PG County Mobile Market will track a robust set of Key Performance Indicators (KPIs) across core service areas:

Food Distribution & Access:

- Number of pounds of food recovered and redistributed
- Number of individuals and households served per month
- Number of distribution events held
- Number of food desert zip codes served

Nutritional Education & Health Promotion:

- Number of cooking classes and workshops delivered
- Pre- and post-survey scores on nutrition knowledge
- Participation rates among youth, seniors, and families

Volunteer & Community Engagement:

- Number of active volunteers and volunteer hours logged
- Volunteer retention rate
- Number of community partnerships and events

Operational Efficiency:

- Cost per pound of food distributed
- Inventory turnover rate
- Vehicle uptime and delivery reliability

These KPIs will be reviewed monthly and reported quarterly.

10.2 Data Collection and Analysis Methods

PG County Mobile Market will implement digital tools and manual tracking systems to gather both quantitative and qualitative data. Key methods include:

- **Participant Intake Forms:** To gather demographic data, dietary preferences, and needs
- **Volunteer Logs and Feedback Surveys**
- **Digital Inventory and Distribution Tracking Software** (e.g., Link2Feed or Food Rescue Hero)
- **Class Participation Surveys:** Pre- and post-assessments for nutritional education programming
- **GIS Mapping Tools:** To visualize geographic impact and identify underserved areas

All data will be compiled in a centralized dashboard that allows for visual tracking and real-time decision-making.

10.3 Reporting and Transparency Practices

PG County Mobile Market values transparency and accountability to donors, community members, and stakeholders. We will adopt the following reporting practices:

- **Quarterly Impact Reports:** Shared with funders, partners, and the community, including infographics and client stories
- **Annual Report:** A comprehensive overview of outcomes, financials, challenges, and future goals
- **Public Dashboards:** Website-based data visualizations for public engagement
- **Board of Directors Briefings:** Regular data review and strategic planning sessions

Additionally, we will conduct financial audits and third-party evaluations as required by major grantors or regulations.

10.4 Continuous Improvement Processes

Monitoring and evaluation will not be static; rather, they will fuel ongoing improvement. PG County Mobile Market will institutionalize the following continuous improvement practices:

- **Monthly Debriefs:** Program staff and volunteers will review lessons learned after events
- **Annual Program Evaluations:** Led by the Public Health Director and key stakeholders
- **Feedback Loops:** Open channels (e.g., suggestion boxes, online surveys) for participants to share ideas and concerns
- **Strategic Adjustments:** Programs will evolve based on data trends, emerging needs, and best practices in food justice and health equity

By embedding learning into our organizational culture, PG County Mobile Market will remain responsive, efficient, and impactful.

Appendices

Board of Directors and Advisory Committee Bios

This appendix includes short bios of PG County Mobile Market's Board of Directors and Advisory Committee members, highlighting their qualifications, community ties, and areas of expertise.

Contents Include:

- Full names, titles, and affiliations
- Relevant background in nonprofit leadership, food systems, public health, or Prince George's County advocacy
- Summary of roles and contributions to governance and oversight
- Term lengths and committee responsibilities

This section demonstrates the strong and diverse leadership structure guiding the organization's mission.

Organizational Documents (Bylaws, IRS Determination Letter)

This appendix provides copies of the core legal documents that affirm PG County Mobile Market's nonprofit status and internal governance structure:

- Articles of Incorporation
- IRS Determination Letter (501(c)(3))
- Organization Bylaws
- Conflict of Interest Policy
- Meeting and Voting Procedures
- Annual Meeting Schedule and Reporting Protocols

These documents serve as the legal and ethical foundation of the organization and may be required by funders, auditors, and regulatory bodies.

Letters of Support and Partnership Agreements

This section showcases PG County Mobile Market's collaboration network and the broad base of community support that underpins its work.

Contents Include:

- **Letters of Support** from:
 - Passion and Compassion
 - DC Central Kitchen
 - Local Farms
 - Bowie Interfaith Pantry
 - Prince George's County Health Department
 - Local churches, schools, and civic associations

- **Memorandums of Understanding (MOUs) or Partnership Agreements** outlining shared responsibilities with:
 - Food Rescue US
 - Feeding America
 - Southern Maryland Food Pantry
 - Capital Area Food Bank
 - Local farms and produce distributors
 - Senior centers and veteran organizations

These documents validate operational readiness and emphasize a united approach to addressing food insecurity.

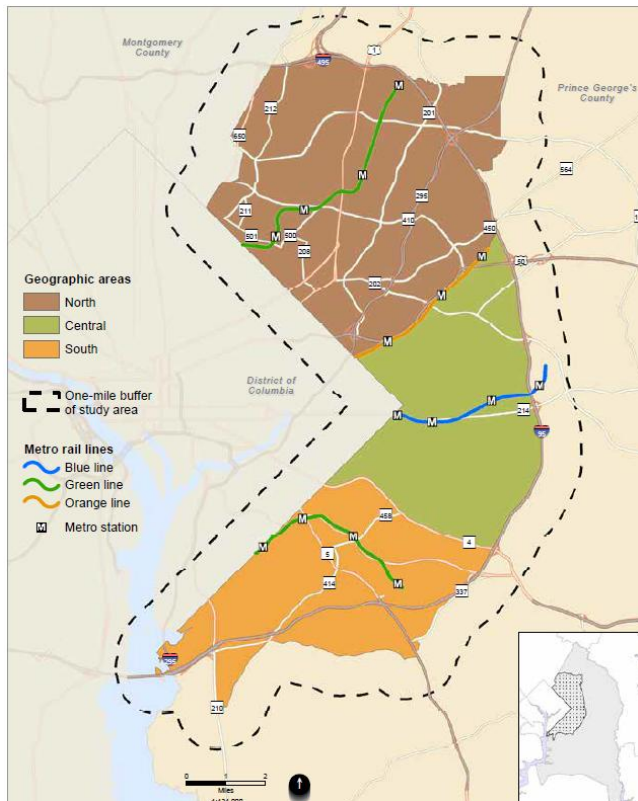
Additional Data and Research Findings

To provide deeper context and justify strategic decisions, this appendix includes data relevant to the Prince George's County food landscape.

Limited Metro Access

Traveling by Metro and bus in Prince George's County, Maryland, can be difficult for several reasons, particularly for those relying on public transportation to access fresh food and essential services.

- The Washington Metro (WMATA) only has a few stations in PG County, mostly along the outer edges.
- Many neighborhoods in the interior of the county are miles from the nearest metro station, making it inaccessible for those without a car.
- Stations are not always located near grocery stores or health clinics, reducing their utility for daily needs.

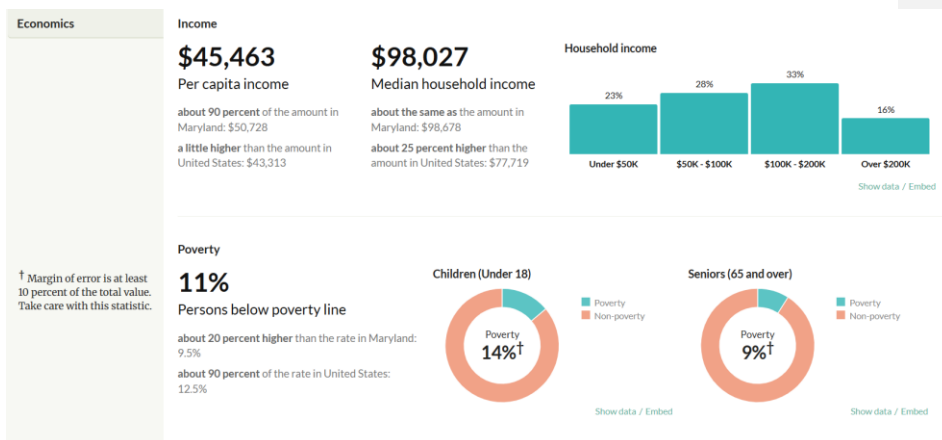


Economic Disparities

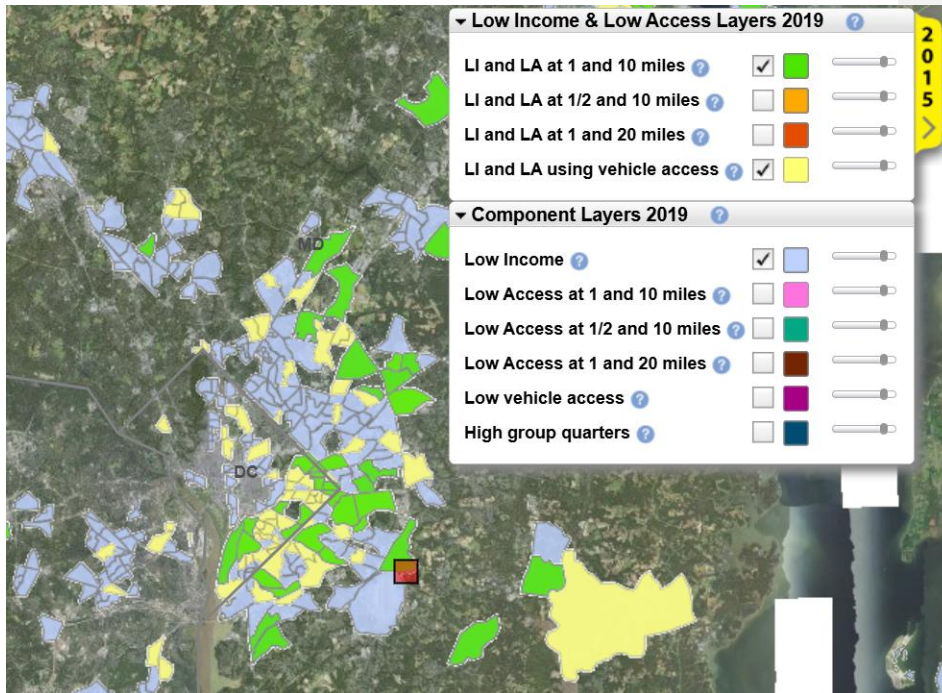
Despite progress, Prince George's County experiences wide economic disparities across regions and demographic groups.

- Wealth Gaps by Zip Code: Communities such as Bowie, Largo, and Upper Marlboro enjoy higher household incomes and access to amenities, while areas like Capitol Heights, Suitland, and Langley Park face poverty rates above the county average.

- **Poverty Rate:** Approximately 10.6% of residents live below the federal poverty line, but many more are classified as “working poor” or economically insecure.
- **Employment Inequities:** Unemployment and underemployment are more prevalent in majority-immigrant and historically disinvested neighborhoods.
- **Food Deserts:** Economic inequality contributes to the existence of food deserts, where full-service grocery stores and fresh produce are scarce or unaffordable.



In Prince George's County, low-income status combined with limited access to vehicles significantly compounds food insecurity. Many residents live in areas designated by the USDA as "low-income, low-access" census tracts—places where grocery stores are more than a mile away in urban zones or more than 10 miles away in rural ones.



Why Accessibility Matters

Improving access to nutritious food is not just about hunger, it's a health intervention. Mobile markets, food pantries, and community-supported agriculture programs can reduce disparities, improve community wellness, and prevent costly chronic illnesses. Limited access to healthy food leads many people to rely on processed and fast foods, which are high in sugar, salt, and unhealthy fats. Over time, this increases the risk of chronic diseases such as obesity, type 2 diabetes, high blood pressure, and heart disease.



HEART DISEASE

HEALTH INDICATORS & DISPARITIES

- #1 leading cause of death
- County mortality rate of 169.8 per 100,000 is higher compared to the state (163.2)
- Mortality rate for males is 225.6 per 100,000, compared to 128.7 for females
- White, NH residents have highest mortality rate (186.0 per 100,000)
- Black residents had the highest inpatient visit rate for heart failure (33.8 visits per 10,000 adults, 2017-2019)

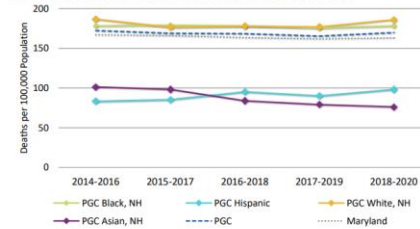
RISK FACTORS

- Age
- Gender (Male)
- Obesity
- Poor diet
- Lack of physical activity
- Tobacco/Alcohol Use

TRENDS (COMPARED TO 2019 CHA)

- Decrease in risk factor of adults who reported being obese from 42.0% in 2017 to 35.0% in 2019
- No neutral trends identified
- Increase in Heart Disease Mortality across nearly all races/ethnicity
- Increase in residents on Medicare being treated for Heart Failure (14.7% in 2018 compared to 13.4% in 2015)

HEART DISEASE AGE-ADJUSTED MORTALITY RATE, 2014-2020



Source: 2020 CDC Wonder Online Database; 2022 Community Health Assessment Resident and Community Expert Surveys, 2016-2018 HSCRC

COMMUNITY PERCEPTION

- Residents ranked as #7 for top health issues
- Community Experts ranked as #10 top health issue
- Overall chronic disease management was noted as a key issue in the county



DIABETES

HEALTH INDICATORS & DISPARITIES

- Nearly 14% of residents reported ever being diagnosed with diabetes (13.8%)
- #6 leading cause of death in the county
- Mortality rate (28.0) is higher than compared to Maryland (21.4)
- Mortality rate is highest for Black, NH residents (32.6 per 100,000)
- One in five residents ages 45-64 have diabetes

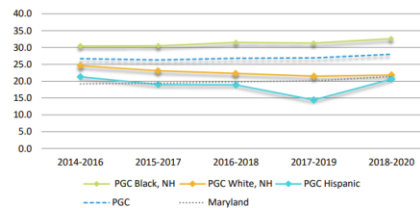
RISK FACTORS

- Overweight or obesity
- Age
- Race/ethnicity
- Hypertension
- No physical activity
- History of heart disease/stroke

TRENDS (COMPARED TO 2019 CHA)

- No positive trends identified
- No neutral trends identified
- Increase in prevalence from 12.3% in 2017 to 13.8% in 2019
- Increase in Inpatient visit rate due to Diabetes (18.2 per 10,000, 2017-2019); highest for Black residents at 18.5
- Increase in Diabetes Mortality to 28.0 per 100,000 residents

DIABETES AGE-ADJUSTED MORTALITY RATE, PRINCE GEORGE'S COUNTY, 2014-2020



Source: 2018 Maryland BRFSS; 2020 CDC Wonder Online Database; 2022 Community Health Assessment Resident and Community Expert Surveys

COMMUNITY PERCEPTION

- Residents ranked as #3 top health issue
- Community Experts tied as #1 top health issue
- Noted as a key chronic disease concern for key informant special populations

Sources:

Bell, Brad. "Prince George's County Struggles with Food Deserts; Study Proposed." ABC7 News (WJLA), 28 July 2025.

<https://wjla.com/news/local/prince-georges-county-maryland-food-deserts-study-giant-safeway-aldi-grocery-liquor-convenience-stores-cvs-dollar-tree-krystal-oriadha-seat-pleasant-central-avenue-fast>

Boules, Caroline. "Mapping a Path to Food Equity in Prince George's County." Momentum Magazine, College of Agriculture & Natural Resources at UMD, Winter 2022,

<https://agnr.umd.edu/momentum-magazine/winter-2022/mapping-path-food-equity-prince-georges-county/>

Collins, Jim. Good to Great & the Social Sectors. HarperCollins, 2005. ISBN 9780977326402.

"DMV Black Owned and Operated Farms." Maryland Market Money, 8 Feb. 2025,

<https://www.marylandmarketmoney.org/news/dmv-black-owned-and-operated-farms-d6ta3>

Healthy Food for All Prince Georgians. The Maryland-National Capital Park and Planning Commission, Prince George's County Planning Department,

<https://www.mncppcapps.org/planning/publications/PDFs/304/Cover%20page%2C%20Introduction%20and%20Executive%20summary.pdf>

Maryland Farm Bureau. "Prince George's County Farm Bureau." Maryland Farm Bureau,

<https://mdfarmbureau.com/prince-georges-2/>

"Prince George's County, MD." Census Reporter, Census Reporter, n.d.,

<https://censusreporter.org/profiles/05000US24033-prince-georges-county-md/>

Prince George's County Planning Department. Prince George's County Population, Housing, and Economic Survey. The Maryland-National Capital Park and Planning Commission, Feb. 2024,

https://www.pgplanning.org/wp-content/uploads/2024/06/02.2024.Population-Housing-Economic-Survey_web.pdf

Prince George's County Council. "Health, Human Services and Public Safety (HHSPS)." Prince George's County Legislative Branch, MD,

<https://pgccouncil.us/437/Health-Human-Services-and-Public-Safety->

Talajawala, Amena. "Opinion: It's Time for Md. Leaders to Address Food Insecurity" Maryland Matters Guest Commentary July 2022

<https://marylandmatters.org/2022/07/07/opinion-its-time-for-md-leaders-to-address-food-insecurity/>

"Transforming Health in Prince George's County, Maryland: A Public Health Impact Study." University of Maryland School of Public Health, July 2012,

<https://sph.umd.edu/sites/default/files/2024-07/Transforming-Health-PGC.pdf>

Taylor, Charles, Patrizia Nanz, and Madeleine Beaubien Taylor. *Reconstructing Democracy: How Citizens Are Building from the Ground Up*. Harvard University Press, 2020. ISBN 9780674244627.

University of Maryland Capital Region Health. *2022 Community Health Needs Assessment: UM Capital Region Health*. University of Maryland Medical System, 2022, <https://www.umms.org/capital/-/media/files/um-capital/community/2022-community-health-needs-assessment-um-capital-region-health.pdf>

Worth, Michael J. *Nonprofit Management: Principles and Practice*. 7th ed., CQ Press, 2024. ISBN 9781071884089.

<https://dcentralkitchen.org/>

<https://bowiefoodpantry.org/>

<https://southernmarylandfoodbank.com/>

<https://www.feedingamerica.org/>

<https://www.pandc outreach.org/>