



Project New Village is the nonprofit agency leading regenerative place making efforts in food insecure neighborhoods in SESD. It has created a platform for collaboration and convened cross sector partners, with the intent to promote food oriented-development by building on existing assets and securing needed resources. The Good Food District is a conceptual model to transform political, economic, social, and environmental conditions by building on urban agriculture as a strategy of resistance to food insecurity through community and civic engagement.

Social Equity Team

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Our Approach Strategy

Employment, affordable housing and gentrification, health care, educational opportunities are but a few of the issues that Project New Village continues to encounter in our work around food justice and food access. What we eat and where we get our food is a thread that is intimately woven into the fabric of community life. As such, we've come to a point in our work where we see the need for an innovative form of engagement that can positively disrupt many of our typical ways of knowing and doing. This concept is a form of regenerative place-making, called the "Good Food District" (GFD) on Market Street. The Good Food District aims to elevate and integrate urban agriculture as a key component of community revitalization. We are creating a food-oriented mixed development plan which incorporates arts, culture and wealth building as tools for place making.

Cultivate A Strong Resident Base



Leadership training and consensus building.

More deeply connect with long-term residents as to not cause gentrification.

Jobs, social/micro enterprises, small business/cooperative

Storefront improvements. Marketing/co-branding

Time banking / bartering.



Catalyze Wealth Development

Improve Social Equity



Food Equity: Investment in racial justice as a path to building stronger communities.

Health Equity: Investment in upstream contributing factors to health and well being - food security.

Green spaces / built environment.

Housing for most vulnerable populations.

Food-oriented retail space / wellness education.



Regenerative Place Making

Create Food Abundance



Creating more sustainable and just food systems.

Cooperatives of small integrated farms / gardens / backyard growers.

Value-based messaging: shaping the impact of our message on the public.

Authentic voice for neighborhood-based innovative and regenerative catalytic impact.



Give the Neighborhood a Voice

Identify Best Practices



Measure impact, identify and track indicators of progressive change and impeding factors.

Inform and influence resources and the flow of civic power across sectors regarding neighborhood-based food supply.

Measure, assess, and improve neighborhood transformation

Outcomes



Food abundance - Increase the neighborhood food economy: improve resident access to good food, create food industry jobs, and support local food businesses.



Enhance social capital; strengthen neighborhood cohesion (interdependencies among neighbors) within neighborhoods positively affecting the well-being of residents.



An improved built environment which can be economically, environmentally and socially sustainable.



Increased wellness - participation in an active process through which participants become aware of, and make choices toward, a more successful existence.



Creation of new affordable age-friendly and eco-friendly housing.



Resilient neighborhoods engaging in social and political actions to improve the quality of life.