

The Bagel Bus

A solution to malnutrition in the homeless community

By Kyle Slack



Agenda

Executive Summary

A brief overview of the project and some important takeaways.

The Problem & Data Collection

The best way to bring healthy solutions to those in need.

Developing a System

How its all going to work.

Key Insights & the Future

What has been accomplished and under further development what can be completed.



Executive Summary



Executive Summary

The Problem

Homeless communities in Denton struggle with malnutrition among many other issues. While the homeless community faces a large amount of additional challenges, the scope of the design would become so broad it would be almost entirely ineffective to try and cover and cure all of homelessness.

Resources

The Bagel Bus will be aided by local community resources such as, in this case, the Denton Police Department, food banks, and other businesses that donate food or supplies to the bus. The Bagel Bus will be intended to be staffed by volunteers that will go through moderate training to be able to creatively craft bagels out of the likely limited variety of foods given to them. A squad car of officers is preferred to remain nearby the bus for both security and increasing the image of the police by working closely with their community.

How we deliver

We wanted the solution to be mobile as it is the most effective way to get the resources to our target audience. The Bus will hand out Bagels made throughout the day to our patrons.

Why Bagels

Simply put, as this is a product of the police department, Police officers LOVE donuts and Bagels are a healthier version of Donuts. The name "Bagel Bus" also sounds both more healthy and unique to our brand and customers alike.

Spreading The Message

We found the most effective way for the Bagel Bus to advertise would be through handouts given by Officers directly to the homeless in need. The bus will handout Bagels to any customer regardless of income in order to be accessible by all. Future options could include water bottle packaging advertisements or stickers on specific canned goods that are purchased by our users.

Going Forward

There are many opportunities for the bus to be expanded through both branding and expanding to a fleet of Bagel Buses around America. More in depth research could be helpful in analyzing in greater depth the ways to improve the system behind the Bagel Bus to make it more effective at serving more patrons.



Problem / Data Collection



Addressing the Issue

Gathering Focus

Homelessness is not an issue exclusive to Denton or Texas. It is a world issue that would greatly require more than one designer and 7 weeks to completely eradicate. Compared with housed populations, alcoholism, anemia, and growth problems are more common among homeless persons, and pregnancy rates are higher. The risks vary among homeless persons for malnutrition, nutrition-related health problems, drug and alcohol abuse, and mental illness.

Malnutrition is a very large problem in homeless communities despite the wide range of supposed "resources" available (depending on the area). In Denton there are fewer than 10 of these resources and many of them only cater to specific persons, for example single mothers with children.

Not to mention malnutrition is already a large issue in America as a whole as **80% of Americans suffer from malnutrition.**

Why Police

The Bagel Bus will be lightly funded through the local police departments (in this case Denton's Police Department). Police could use a helping hand at improving the relationship between them and homeless individuals, and this is the best way to use the unused resources for the better of the community.

Officers of the law are the largest group of Americans that have continued interactions with homeless people, except for volunteers and those who choose to work with them.

Over time this created a complex relationship between law enforcement and the homeless as they continued to be the people responsible for forcing them to move or having to bring in the homeless people for warrants out for them, as we will discuss more later.

The Bagel Bus will be constructed from an impounded vehicle (preferably a bus) that has been abandoned. This is where the police will mainly come in, as they have the closest access to the impounded vehicles and the largest budget of the local government agencies.

The Police Department will also be responsible for assisting the bus's security through day to day operations.



Bagel Investigations (Interviews)

Insight Gained

From Interviewing a active on duty patrol officer and using brief surveys these are the key insights gained from my questions and interviews. They were all conducted anonymously but were from the Plano Police Department. Which notably is an area with a significantly smaller homeless population.

There are about 3-5 calls a week about involving a homeless person.

Aimless relocation is the current "solution"

80% of officers felt there was no better method then currently conducted to "deal" with calls involving homeless citizens.

20% of those conducted found they were "sometimes" less empathetic than they could have been when on a call.

"A lot don't have any identification"



Developing a System



Getting the Word Out

What's the Best Way to Reach an Unreachable?

Through research, the most effective method for getting people in need to find out about the bus would be to send out a physical note or form of information to them rather than a digital advertisement, so...

A brochure for the bus was created to be used as a pamphlet that officers will give clients when out on a call.

Homeless people were found to only accept help after being offered it on average of 16 times. Now this figure includes reaching out for things more complex such as mental health and addiction, but the main issue of stubborn-ness may likely still be prominent when trying to get homeless people help. That is why the BUS will go to them.



CONTACT & POLICY

The Bagel Bus eligibility is based on self-attested need. You do not need to have a referral, and income is not a factor to receive food. Visits are recommended to be limited to once a week due to the overall expected volume of both customers and available food. Please be dressed and cooperative with staff and enforcement on duty. Thank you for your compliance.

WHAT WE DO FOR YOU

The Bagel Bus is a service dedicated to helping malnutrition among those struggling in anyway that hinders them from providing for themselves. The Bus is constantly on the move to different locations in order to make sure everyone's needs are met.

The Bagel Bus is funded through the Denton Police Department as well as staffed with volunteers or other nearby community service center workers. In order to help improve the over all health and quality of life in local communities.

CONTACT & POLICY

☎ +01 209 547 8904
✉ Bagels@bagelbus.org
🌐 www.bagelbus.org

VOLUNTEER

The Bagel Bus is a non-profit organization and as such each Bagel Barista is a volunteer. Do you find yourself with extra free time and want to help make a difference in your community, then send us an email or call today.

DENTON'S FAVORITE BAGEL MAKERS

BAGEL BUS

FREE FOOD FOR YOU



BAGEL BUS MENU

MENU

Bagels - Free

The available "menu" is highly dependent on our partners and the stock we receive the previous nights.

All of the food we receive is then turned into various types of meals and bagels and then displayed or written on our menu on the back end of the order side of the bus. Feel free to ask for help if you find parts of the menu hard to read understand or simply have a suggestion.

WHERE WE WILL BE

Our weekly locations will be the same for every week.

Monday: Walmart parking lot, 2750 W University Dr, Denton, TX 76201

Tuesday: Salvation Army, 1508 E McKinney St, Denton, TX 76209

Wednesday: Monsignor King Outreach, 300 S Woodrow Ln, Denton, TX 76205

Thursday: Walmart parking lot, 1515 S Loop 288, Denton, TX 76205

Friday: REACH of Denton, 405 S Elm St Suite 202, Denton, TX 76201

Hours: 7AM - 6PM Week Days Only

PARTNERS

In association with local markets and government organization, the Bagel Bus works with these groups to give back healthy mobile meals to the community.

- Denton Police Department
- Walmart
- Denton Community Food Center
- Salvation Army
- To be Determined

WANT TO WORK WITH US?

Contact our phone line or a Bagel Barista to get in contact with a representative from our headquarters.

☎ +01 209 547 8904

MAP

Monday, Tuesday, Wednesday, Thursday, Friday

Tri Fold Brochure Mock Ups

These brochures will be printed out and directly handed to anyone the officer on duty thinks may need the information. The brochure explains the schedule the bus will follow as to its location and what service it provides its customers. The Bus and its volunteers, Bagel Baristas, will also be available on site to help give any assistance where they can.



The Bagel Bus Itself

Specially Simple Design

The Bus will come equipped with a mini kitchen to enable the creation of bagels and will need to be equipped with cooking tools that can help volunteers turn the food we are donated into healthy meals.

Ideally all the food that comes out will be given a bread base which will allow them to be considered "bagels". This is important to building the brand.

The bus will be subject to storing all of the food partners donate to keep it running as well as have a design easy enough to replicate for the further Bagel Buses of the future.

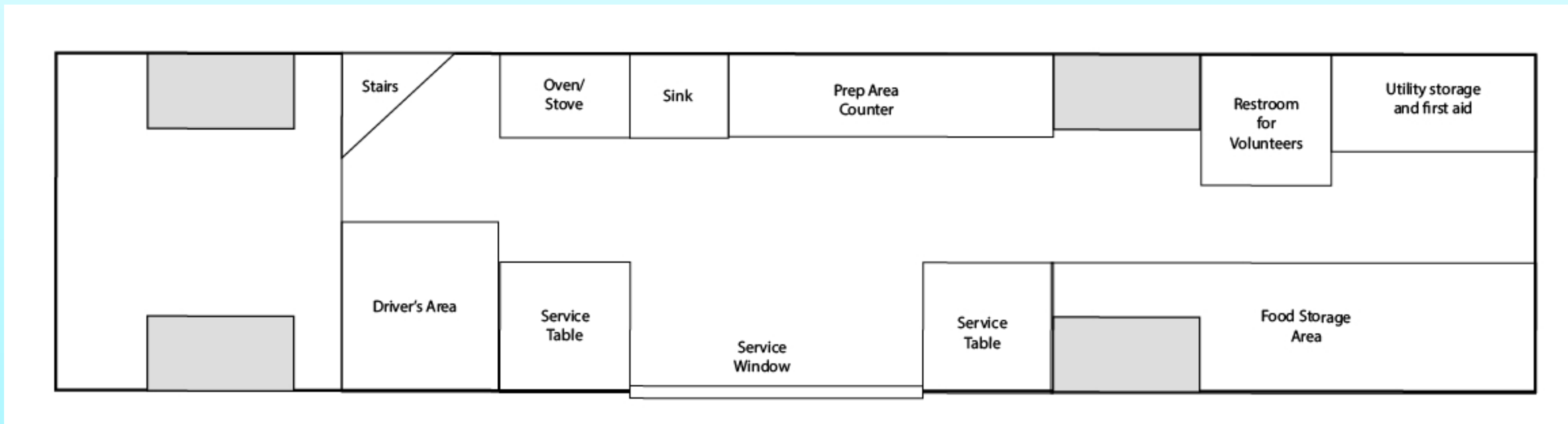
More or less the design revolves closely to that of pre-existing food trucks as they serve a similar purpose and have been proven effective.

Operations

The Bus opens to vend out bagels from 7AM to 6PM. After closing the doors, it will then proceed to go to its intended pickup locations where the local food businesses that previously threw out all the extra leftover food at the end of the day will generously donate it to the bus to be repurposed, while earning a tax break for doing so.

Throughout the day Volunteers will run the bus's day to day operations. Room for bunks or just sleeping areas could highly likely be implemented in order to provide light housing for some of the volunteers. Under current plans, the buses will not supply housing as that is an extra expense that my not be imperative to the structure of the bus.

The Bagels will be free of charge to all customers and anyone who visits the bus may be a customer, we only ask that they limit their visits each week as there will likely still be a limited amount of food each day. This model was also observed in local soup kitchens and other community service stores.



Key Insights & The Future



Key Insights

The Bagel Bus

Provide a source of healthy meals for free to the customers it serves on each day. Malnutrition is a huge problem in America much less in the local homeless communities. The homeless face issues that others overlook in their day to day life, a nice warm Bagel may be the difference in attitude that begins to help them towards recovery and a life of living alone in the streets.

Aid the relationship between law enforcement and homeless people. Over time this sort of trust between the homeless and the police has been tarnished through the frequent stops and what they would consider harassment each time an officer is called to the scene and forced beyond their will to move the person from their current residence.

Encourage socialization among customers in the local area. Frequent shoppers at the bagel bus may begin to recognize one another over time and begin to rebuild the part of them that has been dejected through their life as a social outcast.

Become an icon of Denton and any local area it offers its services to mostly thanks to the iconic bagel atop the roof. It could be something that is equivalent to the Oscar Meyer Weiner-mobile or the ice cream truck that used to stop by your neighborhood. While it doesn't directly profit each partner that works with the bus, it offers tax relief as well as a positive image to present to the media.



Going Forward

Expansion

When the first Bagel Bus is successful there can be the option to start selling out the idea to other cities and other organizations.

Increased advertising through package labels on soup cans or water bottles.

Opening up sales of special bagels that become more popular to help generate extra revenue to keep the bus running.

Employing other food trucks to look at our business model and give out free meals to select customers.

Finding other methods of funding to lessen the impact the bus has on the overall police budget.

More effective ways to maintain safety around the Bagel Bus besides those already addressed.

Finding a way to create a social space around the bus that can invite new customers to open the business model to one akin to food trucks.

Adding real photos of the bus to the brochure once the bus is officially built.

To Be Improved on

There is much research left to still be conducted. Under the timeframe of this project as much was done as necessary to layout a basic analysis, but more research certainly wouldn't hurt. Specifically a observational analysis of the interactions at soup kitchens and the movement patterns of homeless people throughout the week to better rationalize where the bus should make its stops.

The exterior and interior design of the bus are light mockups that could be changed through further investigation of both legal requirements (mandatory fire exits or height requirements for food truck-like workspaces).

Documentation of the available partners that the Bagel Bus would be able to work with. As well as a projected quantity of foods including which types of food would be available to the bus upon its construction.

Further interviews with local law enforcement to understand the likely-hood of cooperation and acquisition of a the chassis bus that will be improved into the actual Bagel Bus.

