

**Full Project Title:** Urbane Development LLC, Public Health Solutions, and City Harvest: The Bodega Report Project-- An Examination of the Economic Impact of Neighborhood Grocers in New York City

**General Course Information:**

SIPA U9000.026 CAPSTONE WORKSHOP: City Harvest/ Urbane Development/Public Health Solutions

W 06:10P-08:00P

INTERNATIONA 902

**Instructor Information:**

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Syllabus: The Bodega Report Project (BRP)

Course Number: SIPAU9000.026

**Meeting Date/Times:** Wednesdays, 6:10-8:00 pm

**Location:** International Affairs Building, Room 902

**Office Hours:** Wednesdays, 8:00-9:00 pm

Credits: 3

**Brief description of client:**

The Bodega Report Project (BRP) is a partnership between Urbane Development LLC (lead partner), Public Health Solutions, and City Harvest. The partners all work directly with corner stores (also known as bodegas) and the communities they serve. Corner stores are one of the main access points for food in communities throughout New York, as well as provide a myriad other products and services. Thus, corner stores serve as community anchor that act as a social hub for neighborhoods throughout the city.

Urbane Development (<http://urbane-dev.com>) is a community and economic development firm that combines innovative business and economic development solutions with avant-garde social entrepreneurship and sustainability strategies into the hearts and minds of its clientele.

Public Health Solutions (<http://www.healthsolutions.org/>) is a nonprofit organization that develops, implements, and advocates dynamic solutions to prevent disease and improve community health. It

conducts comprehensive research providing insight on public health issues, creates and manages community health programs, and provides services to organizations to address public health challenges.

City Harvest (<http://www.cityharvest.org/>) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. City Harvest also addresses hunger's underlying causes by supporting affordable access to nutritious food in low-income communities, educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, and enhancing the ability of our agency partners to feed hungry men, women, and children.

### **Summary of project:**

A report on the state of the bodega will shed light on one of New York's most important, yet underrated institutions. This project's ultimate goal is to create a road map to increase the quality and capacity of these stores, which we believe will lead to healthier lifestyles, stronger local economies, and a more dynamic quality of life for the communities in New York City. The BRP is designed to act as a "state of the industry" report covering multiple aspects of the corner grocery experience in NYC. The workshop will focus on the financial, operational, and workforce elements of the neighborhood grocery. Of particular interest is an examination of the macro-level economic impact neighborhood grocers have on the city's economy as well as examining store-level financial and operational trends. Through this analysis, we intend to determine which areas of the city have the greatest need for additional resources and services directed to its existing small corner grocers.

### **The specific tasks involved are:**

1. Secondary Data Collection and Analysis (from NYS Ag and Markets, NYC Dept of Consumer Affairs, Neighborhood WIC and WIC Vendor Management, Business Point Data) to determine city-wide "small grocery economy".
2. Creation of Database (Project Partners will have parallel master database, SIPA students will create database of findings for their subset of collected information)
3. Primary Data Collection (on-site at corner grocery stores in designated target areas for micro-level analysis)
4. Develop Additional Indices of Measurement to determine neighborhoods of greatest need
5. Conduct on-site interviews with grocers (SWOT Analysis and Needs Assessment)

### **Deliverables to client:**

1. Comprehensive database with raw and analyzed data
2. Draft Report outline
3. Draft Report

4. Final Report with recommendations for policy and action steps related to the financial, operational, and workforce aspects of the small grocer sector in NYC
5. Summary presentation of findings
6. Appendix Document with explanation of methodology used to analyze data sets for macro- and micro-economic analysis, assumption set for any financial analysis

**Special skills/knowledge needed by team members:**

1. Quantitative Analysis and Research Methods
2. Financial Analysis
3. Micro and Macro Economics and Econometrics
4. Statistical Analysis, Regression Analysis
5. Community and Economic Development
6. Retail and/or Small Business, particularly food/grocery-related fields
7. Operations/Organizational Management
8. Spanish, Korean, Arabic, Urdu language proficiencies
9. MUST be comfortable working in variety of diverse neighborhood settings and traveling through the city
10. Must be comfortable and willing to work with low-income individuals and families

**Initial meeting(s) in late November and early December:**

The team will meet twice in December on mutually convenient dates. The first meeting will be an overview of the project and the second will be with the client.

**Dates for meetings with client: TBD**

**Field component:**

Students will not be required to travel outside of New York City. However, there may be relevant site visits to orient the students around corner store interventions and store types in nearby cities (Newark, New Haven, CT, and Philadelphia). If all parties feel out-of-city site visits are necessary, Urbane Development will cover travel expenses.

**Student selection:**

All eligible students may apply for up to five workshops through a special online application process in October. Assignment of students will be coordinated by the Office of Academic Affairs, and relevant faculty will be consulted about team membership for their workshop(s).

**Grading (students receive an individual grade):**

Grades for the workshop will be based on the following criteria:

- Quality of individual written work (20%)
- Quality of participation in class, Peer review (20%)
- Overall professionalism, including timeliness, ability to work with team, etc. (20%)
- Quality of team's final report and briefing (40%)

**Readings:**

Any required reading materials will be distributed in class or will be posted to CourseWorks.

**\*Academic Integrity Statement\*: [The statement below must appear on all syllabi.]:**

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Please familiarize yourself with the proper methods of citation and attribution. The School provides some useful resources online; we strongly encourage you to familiarize yourself with these various styles before conducting your research:

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