CTSA and Community Partnership
Provides Petersburg’s Mobile Farm Market with the Analytic Capacity to Grow
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Disclosures

No conflicts of interest.
Petersburg Healthy Options Partnerships (PHOPs)

Awarded 5 year grant funding by Centers for Disease Control’s High Obesity Program

2018

Gained access to national database of metrics at census tract level, City Health Dashboard

2022

Launched Petersburg Offers Produce (POP!) mobile farm markets

2020

Began collaborating with iTHRIV Informatics Team
Goals of Collaboration Between PHOPs and iTHRIV Informatics

PHOPs

- Private, shareable data repository with live data update capability
- Up-to-date public-facing project reports to communicate with community partners and to serve as a resource to support other projects, grants, and community partners

iTHRIV

- Understand challenges in data collection, analysis, and dissemination experienced by PHOPs
- Provide feedback regarding best practices and insights into additional beneficial services and features
Data Collection

In [221]: # required packages
   ...: import requests
   ...: from lxml import html
   ...: from datetime import datetime
   ...: from dateutil.relativedelta import relativedelta
   ...: import json
   ...: import pandas as pd

In [222]: # setting up the connection with google spreadsheet
   ...: import gspread_dataframe as gd
   ...: import gspread as gs
   ...: gc = gs.service_account()  # if you want to move this elsewhere, add path to json file as an argument -- currently found in ~/conf
   ...: sh = gc.open("POPI Market Data_begin July 2020 (1)")
   ...: gd = sh.worksheet("Market Data 2022")

In [223]: # web scraping logic
   ...: payload = {
   ...:     "email": "info@riverstreetmarket.com"
## Data Analysis

<table>
<thead>
<tr>
<th>Market Location</th>
<th>Location Address</th>
<th># of Transactions AT THE MARKET</th>
<th># of SNAP Transactions AT THE MARKET</th>
<th>Total $</th>
<th>SNAP $</th>
<th>VA Fresh Match $</th>
<th>Incentive tokens - POP Club ($)</th>
<th>RSM Sales Sales ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner of Harding St. &amp; Halifax St.</td>
<td>217 Hallfax St., Petersburg, VA 23803</td>
<td>16</td>
<td>16</td>
<td>$160.75</td>
<td>$83.97</td>
<td>$41.97</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summit Pointe</td>
<td>233 Summit Street, Petersburg, VA 23803</td>
<td>8</td>
<td>8</td>
<td>$29.68</td>
<td>$4.49</td>
<td>$4.49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>River St. Market</td>
<td>30 River St., Petersburg, VA 23803</td>
<td>63</td>
<td>63</td>
<td>$638.39</td>
<td>$211.00</td>
<td>$15.90</td>
<td>$40.00</td>
<td></td>
</tr>
<tr>
<td>Corner of Harding St. &amp; Halifax St.</td>
<td>317 Hallfax St., Petersburg, VA 23803</td>
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<td>8</td>
<td>$79.96</td>
<td>$4.75</td>
<td>$4.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>River St. Market</td>
<td>30 River St., Petersburg, VA 23803</td>
<td>69</td>
<td>69</td>
<td>$681.91</td>
<td>$0.00</td>
<td>$28.90</td>
<td>$85.00</td>
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</tr>
<tr>
<td>Corner of Harding St. &amp; Halifax St.</td>
<td>217 Hallfax St., Petersburg, VA 23803</td>
<td>9</td>
<td>9</td>
<td>$175.10</td>
<td>$87.75</td>
<td>$15.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>River St. Market</td>
<td>30 River St., Petersburg, VA 23803</td>
<td>57</td>
<td>57</td>
<td>$856.29</td>
<td>$9.00</td>
<td>$18.90</td>
<td>$65.00</td>
<td></td>
</tr>
</tbody>
</table>

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```excel
=QUERY('Market Data'!$A$2:$Z, "SELECT AVG(H) WHERE A >= date '2022-01-01' AND A <= date 'CONCATENATE(2022, "-", TEXT(MONTH(TODAY()), "00"), "-", TEXT(DAY(TODAY()), "00"))' AND B CONTAINS "$548" LABEL AVG(H) "**", 9)
```
Data Dissemination

iTHRIV Research Concierge Portal

Resource/Event Details

HOME  >  Petersburg Project  POP! Markets

Petersburg Project: POP! Markets

The POP! (Petersburg Offers Produce) Market is a mobile farm market that travels to neighborhoods in the City of Petersburg, VA to offer LOCAL, FRESH fruits and vegetables directly from nearby farmers. The POP! Market also sells value-added products (jams, canned goods, salsa, etc.) produced in the Tri-Cities area. POP! Market accepts SNAP/EBT (Supplemental Nutrition Assistance Program) and Virginia Fresh Match (double bucks on fresh produce).

Below you will see some information about what the POP! Market is accomplishing in the City of Petersburg, VA.

Average sales per market, including overall sales, SNAP sales and Virginia Fresh Match (double bucks on fresh produce) sales. (Bar chart displaying year-to-year comparison.)

Click here to view Average POP! Market Sales

Average overall sales per market at each 2022 POP! Market site. (Bar chart for each site.)

Click here to view Average Sales at Each POP! Market Location

SNAP sales at each 2022 market location. (Bar chart of SNAP sales as a % of overall sales.)

Click here to view SNAP Sales as a % of Overall Market Sales

Information

Type
Center or Initiative
Home Institution
Virginia Tech
Institutions with access
UVA
Public
iTHRIV
Virginia Tech
Carilion
Inova
Frank Biomedical Research Institute
VCU
Categories
CONNECT  iTHRIV Community Groups and Initiatives

https://portal.ithriv.org/
Data Dissemination

POPs! Market Nutrition Program Cumulative Local Economic Impact

Average Sales at Each POP! Market Location (2022)

SNAP % of Average Overall POP! Market Sales

SNAP % of Sales

Average sales per market, including overall sales, SNAP sales and Virginia Fresh Match (double box).
Results and Feedback

“This is so important; it changes everything to be able to show this to people”.

~ Cheryl Bursch, PHOPs Food Access Director

"The technical assistance and support provided by iTHRIV, through our partnership, allowed us to spend less time and effort on data updates and analysis and more time on providing those numbers in communications and reports to community stakeholders and members. iTHRIV helped our team to be more efficient and functional."

~ Lisa Homa, Assistant Project Director/Evaluator

• Supported an evaluation of overall, SNAP and Virginia Fresh Match sales of current POP! Market sites, as the POP! Market looks to expand from two sites per week to six.
Future Plans

- Continued support for PHOPs with adjustments as needed based on feedback

- Cycle 2 of iTHRIV
  - Establish new data pathways for community partners
  - Develop process for community partners to receive project specific informatics and data management support
Please help us continue our support for clinical and translational research by citing our grant number in relevant publications: National Center for Advancing Translational Science of the National Institutes of Health Award UL1TR003015/ KL2TR003016.