

## Overview of Community-Led Engagement Initiative



### OUR CURBSIDE MARKET

The Curbside Market is a mobile market that makes shopping for healthy food both affordable and convenient. The market operates year-round at over 60 locations, including affordable housing sites, federally qualified health centers, and community-based organizations. Shoppers can use many payment methods, including cash, credit/debit, WIC, and SNAP. We also match eligible SNAP purchases up to \$20 per day!

### CURBSIDE MARKET AMBASSADOR SUMMARY

Foodlink's Community-Led Engagement Initiative recruits, trains, and compensates ambassadors that live and work in the neighborhoods we serve. Ambassadors are community leaders that work closely with Foodlink staff to conduct outreach and promote the Curbside Market and other community-based programs. Ambassadors share critical feedback to improve our operations and maintain consistent, reliable communication with the communities we serve. Ambassadors are selected annually, with an opportunity to provide various levels of service and to extend timelines based on past performance and engagement. **Please note that this is not an employment opportunity. View our job board at [foodlinkny.org/careers](https://foodlinkny.org/careers) if you are interested in applying for a career at Foodlink.**

### SUPPORT THE CURBSIDE MARKET

- Regular attendance at the Curbside Market
- Conduct on and offsite outreach to bring new customers to your location.
- Ensure sites are clear and safe for Curbside vehicles to park and serve customers.
- Provide exemplary customer service at your site, including reading assistance.
- Share customer feedback and suggestions for improvement with Foodlink staff

### INFORM THE COMMUNITY

- Complete a minimum of 15 hours of outreach from October – March; and 35 hours of outreach from April-September.
  - Outreach should include posting up-to-date information on the Curbside Market schedule and other Foodlink community-based events and sharing printed materials with residents.

## BUILD CONNECTIONS

- Maintain regular communication with residents and onsite staff to create a trusted, welcoming customer service experience for Curbside Market shoppers.
- Complete bi-weekly check-ins with Foodlink and/or PIRI staff to discuss Curbside Market site performance, opportunities for improvement, and customer requests.
- Attend monthly Ambassador meeting and all required training opportunities to learn from peers, Foodlink staff, and other community-based organizations.
- Partner with Foodlink staff to connect the community to important resources and organizations for support.
- Work with Foodlink staff to set a goal centered around improving resident participation, engagement, and retention with Foodlink's community-based programs.
- Support Foodlink's broader community engagement and advocacy efforts, including staying up to date on news and information shared regarding food access and preparation, state and federal benefit navigation, and local food assistance resources.

## OPPORTUNITIES FOR FURTHER ENGAGEMENT:

All new applicants will begin as Level 1 Ambassadors, whose responsibilities are outlined above. Ambassadors that demonstrate strong leadership and engagement skills may be offered the opportunity to advance after a minimum of 9 months of service. Level 2 & 3 Ambassadors receive additional compensation for their commitment.

### Level 2:

- Complete the Community Health Advocacy Training (CHAT).
- Learn Human Centered Design practices to understand the needs of specific communities we serve and propose programmatic improvements.
- Set a secondary goal and develop an action plan to improve Foodlink's community-based programming at their assigned site.
- Participate in external events, trainings, and meetings that prioritize community partnerships, resource navigation, and Foodlink's advocacy agenda.

### Level 3:

- **Level 3 Ambassadors complete Level 2 requirements in addition to...**
  - Mentoring at least one fellow Ambassador for the duration of their service term. Assisting Foodlink staff with Ambassador orientation and outreach training.
  - Working with Level 3 Ambassadors to create and facilitate a training topic for peers.

## COMPENSATION

Foodlink will provide an honorarium to all Ambassadors in appreciation for their consistent program participation. The required time commitment for level 1 ambassadors is approximately 1.5 hours per week, and increases by approximately 1 hour per level above.

- The Level 1 Ambassador honorarium is set at **\$125** per month.
- The Level 2 Ambassador honorarium is set at **\$175** per month.

- The Level 2 Ambassador honorarium is set at **\$250** per month.
  - Ambassadors may reduce their honorarium based on their unique financial situations and may do so using the “Honorarium Reduction Election Form”.
- This Honorarium is provided **based on regular participation** at the Curbside Market and Foodlink-related special events.
- Ambassadors that provide transportation assistance to fellow CLEI participants (at least twice per month) may request to receive a transportation reimbursement. This can be requested a maximum of 6 times per calendar year.

### **FOODLINK SUPPORTS AMBASSADORS BY...**

- Maintaining clear, open communication with all Ambassadors via email and phone.
- Providing outreach tools, technology, and weather-appropriate apparel necessary for Ambassadors to perform the agreed-upon duties.
- Providing technical assistance for Ambassadors to participate in virtual meetings.
- Hosting training sessions to educate Ambassadors on issues surrounding food security, community organizing, leadership, food assistance benefit programs and initiatives, etc.
- Providing direct transportation or a bus pass to attend required meetings.
- Connecting Ambassadors with PIRI staff to assist with needs unrelated to this initiative.
- Providing each Ambassador with W9 and 1099 tax forms annually.
- Connecting Ambassadors with a community partner to assist with tax preparation.

### **EXPECTATIONS AND CODE OF CONDUCT**

- Weekly attendance is expected of all Ambassadors, including monthly meetings. In the event of a prior engagement, please inform Foodlink staff at your earliest convenience.
- Ambassadors are required to document monthly attendance and outreach in their work logs. Work logs must be submitted to Foodlink staff on time to receive your honorarium.
- Chronic absences, failure to perform duties or communicate with staff may result in a reduced honorarium or early suspension of service term if a solution cannot be reached.
- Treat all staff, volunteers, interns, and community members with respect. Harassment, violence, or offensive speech will not be tolerated.
- Foodlink welcomes all individuals regardless of race, sex, sexual orientation, immigration status, or religious affiliation. Discrimination directed at anyone will **NOT** be tolerated.
- Do not make statements on behalf of Foodlink without express authorization to do so.
- Wear closed-toed shoes and weather-appropriate attire for outdoor activities.
- Must not be under the influence of drugs, tobacco and/or alcohol while on duty.
- Report all accidents and injuries immediately to Foodlink staff.

### **Interested in applying?**

You can complete our application online at [surveymonkey.com/r/Ambassador\\_10](https://surveymonkey.com/r/Ambassador_10). If you do not have Internet access, please call Ebony Eli at 585-328-3380 to request a paper application.