THESIS

DESERTS IN THE DISTRICT

Alice Kathryn Richardson
New Media Photojournalism

In partial fulfillment of the requirements
For the Degree of Master of Art
Corcoran College of Art and Design

New Media Photojournalism

Washington, D.C.
Spring 2013

Richardson 2

Corcoran College of Art and Design

9 May 2013

WE HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER OUR SUPERVISION BY ALICE KATHRYN RICHARDSON, ENITLED "DESERTS IN THE DISTRICT," BE ACCEPTED AS FULFILLING, IN PART, REQUIREMENTS FOR THE DEGREE OF MASTER OF ART IN NEW MEDIA PHOTOJOURNALISM.

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www.desertsinthedistrict.com

Abstract:
There are seven USDA-defined food deserts in DC, comprised of 11 neighborhoods. Many more than that struggle with issues of food scarcity, like Washington Highlands in Ward 8. This Ward has the highest rate of diabetes, the second highest rate of obesity and the fewest grocery stores of any Ward in the District. In cramped cities, corner stores often replace full-size grocery stores, providing residents a convenient place to shop. The corner store in Washington Highlands, however, cannot afford to carry fresh produce and has been struggling to do so for over a year. Through original photographs, video and essays, this project documents one neighborhood, its local economy, its food access, and several residents who all live with food scarcity.

Introduction:

The main feature of *Deserts in the District* is a video focusing on two co-owners of the only corner store in Washington Highlands. As corner stores owners, they have a responsibility to the residents of the neighborhood to provide healthy food options, and through them I explored their struggle with food access.

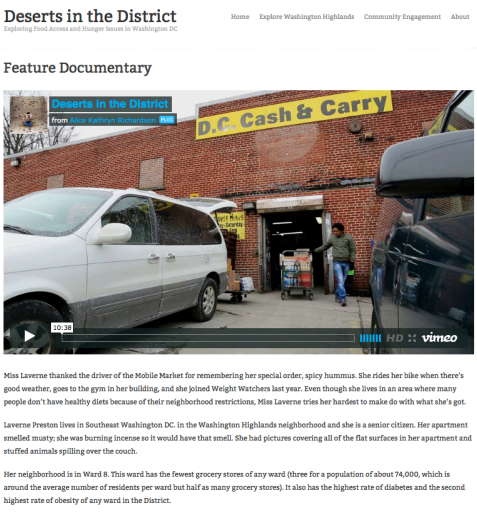


Figure 1

In a photo essay with accompanying written narrative, I introduce another resident who struggles with food access. I met Miss Laverne through the Mobile Market, a repurposed school bus that drives around the District selling fresh produce. While riding around with the Mobile Market, we stopped at the apartment building that Miss Laverne lives in. Laverne Preston, 66, is a senior citizen living in Washington Highlands in Washington, DC. She has high blood pressure and, after being a member of Weight Watchers for a year, lost about 40 lbs. Miss Laverne is retired and relies on E.B.T., formerly known as food stamps, as her only source of income. She goes to local food banks when she can get a ride from neighbors, and a trip to the Capital Area Food Bank means Miss Laverne can get a large bag of food with her food vouchers. Fortunately for her, the Mobile Market sells in front of her building once a week during the growing season so she has more than once-monthly access to fresh produce. The value of her vouchers is doubled at places like the Mobile Market; for $5 in vouchers, Miss Laverne can get $10 of food. Bartley says vouchers, such as E.B.T. and WIC, account for 40% of their income. But that's only during the growing season.

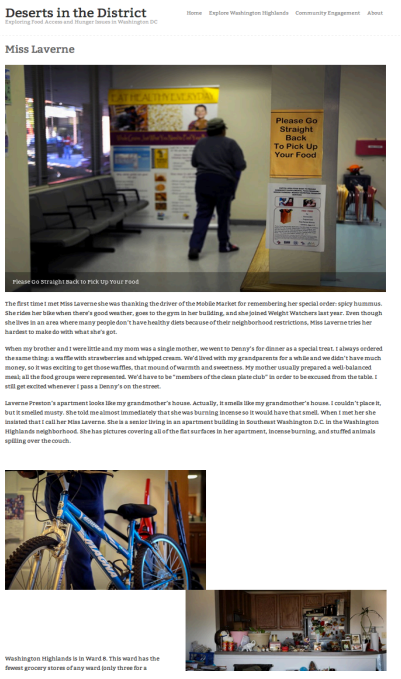


Figure 2

Preston represents only one of the many ways food deserts affect residents in low-income areas. The USDA defines a food desert as an area where residents do not have sufficient access to healthy food in order to maintain a healthy diet. Several factors lead to food deserts, such as accessibility to healthy food (as measured by distance to a store or by the number of stores in an area), individual-level resources (such as income or vehicle availability), and neighborhood demographics (such as the average income of the neighborhood and the availability of public transportation) (*Food Access*).

The ability to walk to places nearby, like businesses, schools, and grocery stores, is what makes the District the 7th most "walkable" city in the United States. Washington Highlands is in the lowest percentile of "walkability" for neighborhoods in the city. Because Washington Highlands is not an attractive neighborhood to a prospective business, not many businesses move in, including grocery stores (*Walk Score*).

That's a large part of why the Mobile Market was created. The Mobile Market is Arcadia Farms' response to the lack of food access across DC. Arcadia bought an old school bus and turned it into a traveling produce stand, which drives around the District selling fresh produce from their farm in Virginia. Benjamin Bartley, the Mobile Market director, was the first person that I interviewed for this project. He let me drive around with them on a couple of their stops. I made a short video about the Mobile Market and the work that they do and I've listed their stops for the 2013-growing season.

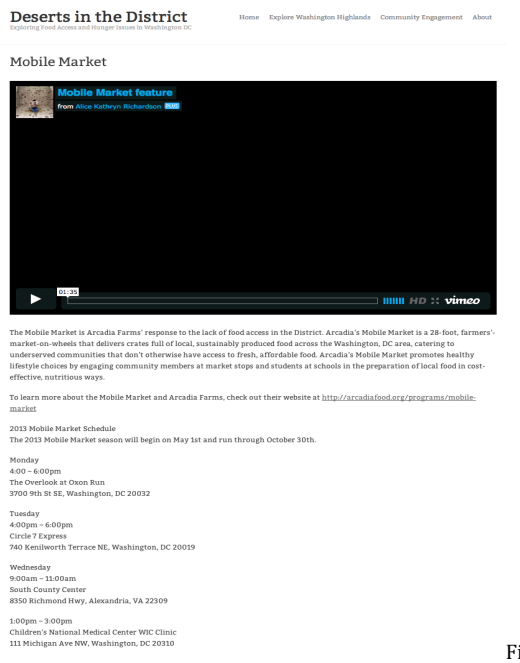


Figure 3

"Businesses are driven by profit, which is good because that ultimately provides jobs for people, but businesses look at the demographics about where they can best make their company viable," says Lynn Brantley, president and co-founder of the Capital Area Food Bank. Brantley has been working on hunger issues for over 40 years and she has not seen much improvement on a large scale. Better access to federal assistance programs will provide more residents with food stamps, which will also help stimulate local economy. But Ward 8 has had the highest number of food stamp recipients for the last ten years.

I also created a short video for the Capital Area Food Bank to highlight their good work and also list their contact information for people to find out more about them. Because of the CAFB, Miss Laverne was able to get food easily and cheaply.

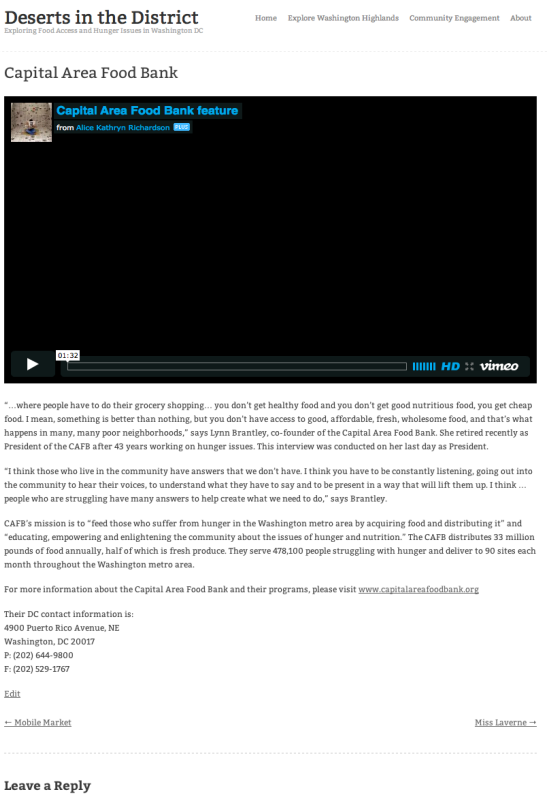


Figure 4

Over the course of my two year MA program at the Corcoran College of Art and Design, I wanted to focus on finding environmental stories in Washington, DC: the man who petitioned to have a rooftop garden built on top of his apartment building, the homeless woman who volunteered at an urban farm. After the first year, I realized that the issue at the heart of these stories was food access and what people, living without a yard and the means to grow their vegetables, do to eat healthy. Living in a city requires you to rely on public transportation or your own two feet to get around, and for me, that meant walking a mile with my groceries every week or taking an hour-long bus ride. For those who have a large family, transportation to and from the grocery store can be even more difficult. It was important to me to be able to show visually where the grocery stores and corner stores are

in relation to the residents of Washington Highlands and to show how all of them interact. I spent a lot of time creating an interactive map in Zeega.

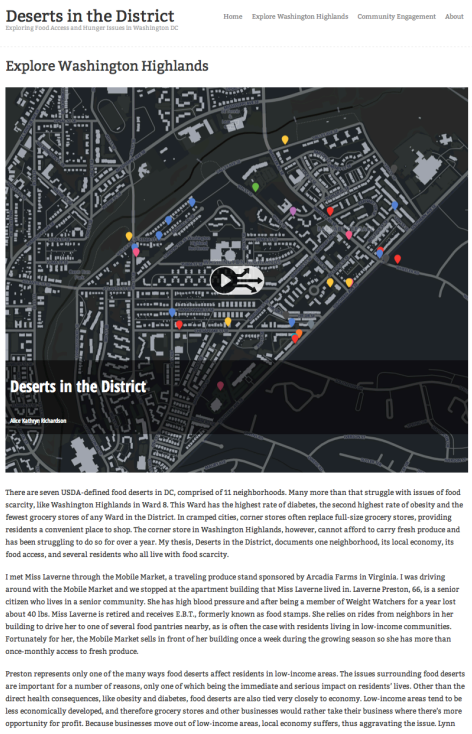


Figure 5

Project Rationale:

There are seven USDA-defined food deserts in DC, comprised of 11 neighborhoods (*Food Access*). Many more than that struggle with issues of food scarcity, like Washington Highlands in Ward 8. This Ward has the highest rate of diabetes, the second highest rate of obesity and the fewest grocery stores of any Ward in the District (*Neighborhood Info DC*). In cramped cities, corner stores often replace full-size grocery stores, providing residents a convenient place to shop. The corner store in Washington Highlands in Ward 8, however, cannot afford to carry fresh produce and has been struggling to do so for over a year.

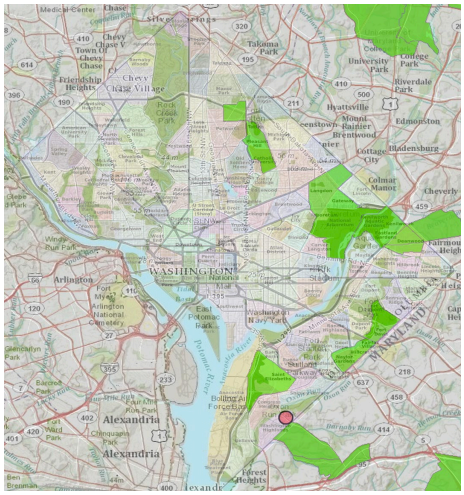
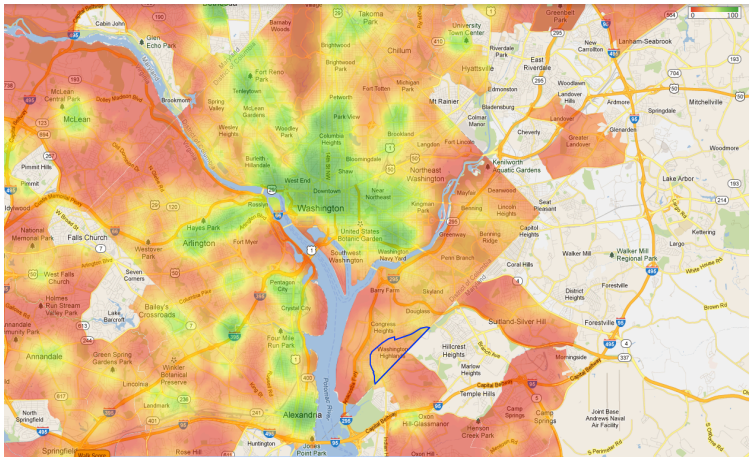


Figure 6

According to Lynn Brantley, co-founder and President of the Capital Area Food Bank, the food deserts we see today started back in the 1970s: "'Before the [food stamp] cuts came, hunger had nearly been obliterated in this country,' Brantley said. 'When the cuts came, we as a country have never rebounded from that'" (McCartney).

The ability to walk to places nearby, like businesses, schools, and grocery stores, is what makes the District the 7th most "walkable" city in the United States. Washington Highlands is in the lowest percentile of "walkability" for neighborhoods in the city (*Walk Score*). Because Washington Highlands is not an attractive neighborhood to a prospective business, not many businesses move in, including grocery stores. Lynn Brantley, president and co-founder of the Capital Area Food Bank, thinks that this is a main reason why fixing food deserts long-term proves difficult. Better access to federal assistance programs will provide more residents with more food stamps, which will also help stimulate local economy. But Ward 8 has had the highest number of food stamp recipients for the last ten years (*Neighborhood Info DC*).


Takoma Park
Chillum
Hyattsville
Riverdale Park
East Riverdale
Greenbelt Park
Lanham-Seabrook
New Carrollton
Mt Rainer
Edmonston
Bladensburg
Colmar Manor
Cheverly
Landover
Landover Hills
Ardmore
Springdale
Mitchellville
Glenarden
Greater Landover
Woodmore
Lake Arbor
Kenilworth Aquatic Gardens
Northeast Washington
Deanwood
Seat Pleasant
Capitol Heights
Kettering
Largo
Walker Mill
Walker Mill Regional Park
Coral Hills
District Heights
Forestville
Suitland-Silver Hill
Morningside
Washington
Arlington
Alexandria
McLean
Falls Church
Annandale
Bailey's Crossroads
Hillcrest Heights
Marlow Heights
Temple Hills
Camp Springs
Joint Base Andrews Naval Air Facility
Oxon Hill-Glassmanor
Fort Washington
Huntington
Rose Hill
Springfield
Lincolnia
Landmark
Seven Corners
Westover Park
Hayes Park
Fort Myer
Pentagon City
Crystal City
Four Mile Run Park
Congress Heights
Berry Farms
Skyland
Douglass
Penn Branch
Greenway
Benning Ridge
Lincoln Heights
Fort Lincoln
Brookland
Langston
Michigan Park
Fort Totten
Petworth
Park View
Columbia Heights
Woodley Park
Wesley Heights
Burleith/Hillandale
Georgetown
West End
Foggy Bottom
Shaw
Bloomingdale
Logan Circle
Dupont Circle
Kingman Park
Mayfair
Fort Reno Park
Tenleytown
Spring Valley
McLean Gardens
Brightwood
Brightwood Park
Takoma Park
Barnaby Woods
Glen Echo Park
Cabin John
Brookmont
Dover
Pimmit Hills
Idywood
Arlington Ridge
Columbia Pike
Four Mile Run
Potomac Yard
Alexandria Canal
Braddock Rd
Duke St
Van Dorn St
Backlick Run
Cameron Run
Holmes Run Stream Valley Park
Lake Barcroft
Green Spring Gardens Park
Annandale Community Park
Landmark
North Springfield
Springfield
Rose Hill
Huntington
Jones Point Park
Oxon Hill
Temple Hills
Marlow Heights
Hillcrest Heights
Suitland-Silver Hill
Forestville
Morningside
Camp Springs
Joint Base Andrews Naval Air Facility
Kenilworth Aquatic Gardens
Lake Arbor
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Pentagon City
Fort Myer
Arlington Ridge
Columbia Pike
Seven Corners
Westover Park
Hayes Park
Arlington
Fort Myer
Falls Church
Annandale
Bailey's Crossroads
Lincolnia
Landmark
Alexandria
Washington
Northeast Washington
Kingman Park
Mayfair
Fort Lincoln
Brookland
Langston
Michigan Park
Fort Totten
Petworth
Park View
Columbia Heights
Woodley Park
Wesley Heights
Burleith/Hillandale
Georgetown
West End
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Annandale Community Park

I was amazed by all of the good work that I found while researching food deserts. There seemed to be many people in the District who were trying to make a positive change. Non-profits and government alike were making strides that I thought would surely make a difference. I know that it takes a long time for things to change, but I haven't seen major, lasting change in the two years that I've been working on hunger issues in the District. Lynn Brantley, co-founder of the Capital Area Food Bank, says that more people are receiving food stamps now than back when the program was started. Of course, the most recent recession sent families who wouldn't normally need food stamps to the E.B.T. office, as Lynn Brantley reminded me in our interview, but I'm not sure how much has otherwise changed.

The statistics are devastating. The quadrants of DC are unbalanced; the number of grocery stores relative to the number of residents in each Ward is unequal, and I don't see how the residents of each can be supported.

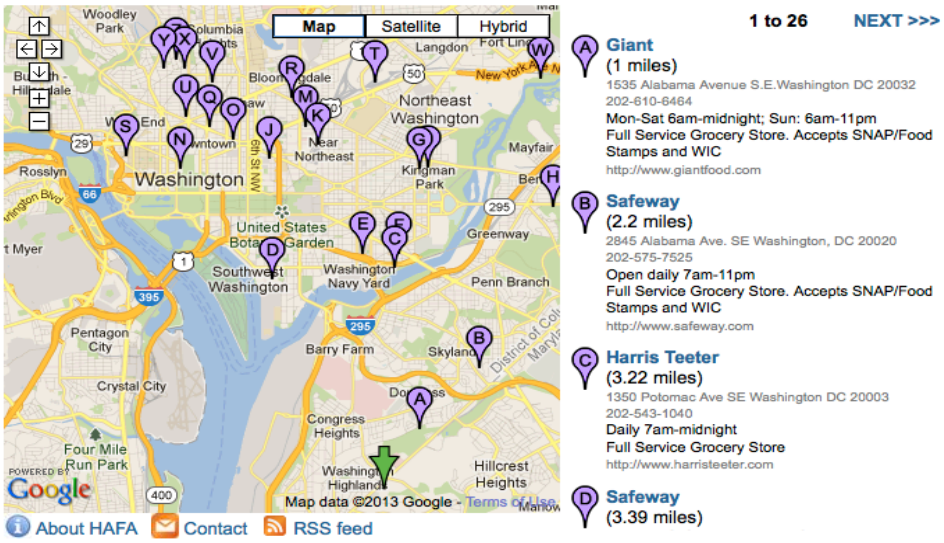

Figure 8

Looking at statistics about DC neighborhoods over the past thirty years and seeing how they've changed, I came to only one conclusion. Food deserts are not defined by topography, they are defined by demographics, so it's a socio-economic issue. Are food deserts, then, doomed to move with population shifts? If the root of the food access problem is economical, then to fix it, businesses must move in to make the economy thrive. But once the economy starts to thrive, bigger business is attracted and neighborhood stores move out, along with the poor residents. Everyone I interviewed for this project said that they weren't sure how to fix the problem; they didn't think anyone had come up with a good solution yet.

Professional Precedents and Goals:

Food Desert: A Film is a short film about food access and food deserts in the Chicago. Three high school students explore the issues around Chicago, finding expert voices and local resident voices to add to their film. In the end, they offer up a solution that a local teacher is implementing in school. This film has all of the makings of a real, journalistic endeavor, albeit amateur (Goebel).

Self-labeled as "activist filmmaking," *AMERICA STREET people's short* is a short film about residents of Charlestown, SC. They explore issues of food access and hunger through local residents who are trying to make positive changes. The most interesting voice is that of a woman who is the leader of an agrarian group, a native tribe that lives off of the land, and she speaks to the importance of working the earth and being knowledgeable about where the food you eat comes from (Tierra Unida Films).

”Project 50” is a video of homeless people living on L.A.’s Skid Row. Genaro Molina, the photographer, seamlessly combines the stories of several people into one coherent video, though all they have in common is homelessness. I am hoping to one day have many voices of people living in food deserts, and I am taking cues from his project (Molina).

“Securing Food in Chicagoland” is very similar to mine. Emily Schiffer, the photographer, has documented residents of Chicago and the struggles of living in a food desert. She pretty much has documented exactly what I wish to in Washington, DC (Schiffer).

The People of Detroit, a coalition started by Noah Stephens, is documenting every grocery in Detroit, at least one patron who shops in each store, and their path from home to the store. It is a very interesting approach, and certainly in his efforts he will see many of the same issues that I am looking to address. His plan for dissemination includes a coffee table book of all the prints and, money permitting, an exhibition of all the prints. This project is more creative than “Chicagoland,” but both are affective (Stephens).

While documenting the Washington Highlands neighborhood, I could not help but think of Gordon Parks, who made famous pictures of life and neighborhoods in Washington, DC. I have tried to keep his work in mind, how he depicted neighborhood relationships. While on assignment for the FSA, he made one of the most famous pictures from the Depression, and, not to mention, many other wonderful portraits of poor residents in DC (Arellano). I try to keep questions in mind like *what were the people doing in Parks’ pictures that makes us*

want to look at them?, *what kind of lasting impact has his work had on our perception of low-income neighborhoods and communities?*, *what will my pictures say, depicting today's community?*

Critical Exposure is a local DC organization that, through *Seed to Feed*, has helped local residents obtain a government grant to start a community garden so that they could have access to fresh produce. These students documented their efforts and wrote about what the photographs meant to them. This kind of urban farming can be one of the many solutions to the issues of hunger and food access (*Seed to Feed*). There were also several other trips that I made to several other DC organizations that have helped me to understand hunger and food access and how it affects residents.

Conclusion:

I gained interesting insight while driving around with the Mobile Market last growing season. Frequently, I heard Benjamin Bartley, the Mobile Market director, share recipe ideas for cooking the produce that they sold on the bus. He says that people were often unfamiliar with some of the produce, so he offered recipes in order to encourage people to try something new. I thought that a free recipe card would be a good way to offer people ideas of how to eat healthy and also a way to share my project. Wheeler Market is working hard to carry fresh produce, and in the meantime, they can display healthy recipe cards that I designed and printed. While they do not yet carry the fresh ingredients in the recipes, hopefully this will act as a reminder for people to buy healthy, and maybe even encourage

people to request fresh from the nearby stores.

Figure 9

The last time that I visited Wheeler Market, Muller told me that they are no longer trying to build a deli bar in the space next door but saving their time and money to open a small take out in a new vacant space on the other side of town. Muller told me about the struggles that he was having with his current landlord, and an initiative from an ANC member that requires a percentage of sales to be healthy food. Muller wasn't sure who would cook the food, or who would come up with recipes, but he was sure they'd have a pasta bar, with lots of different kinds of pasta. That's what the customers want, after all.

Another topic I never introduced in my paper is the impending Wal-Marts that are coming to the District. One of the first things I learned two years ago when I moved to the District was that there were no Wal-Marts in the city but that soon there were going to be a whole bunch opened across the District. A lot of negative attention has been paid to Wal-Mart over the years, but at the end of the day, I think this will bring jobs to local residents of DC and it will be an opportunity for low-income communities to have better access to fresh,

affordable food. It is the bigger chain stores that can afford to sell fresh produce at a fair price, which is the sad truth. But at least more neighborhoods will have a better access.

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Narrative:

Miss Laverne thanked the driver of the Mobile Market for remembering her special order, spicy hummus. She rides her bike when there's good weather, goes to the gym in her building, and she joined Weight Watchers last year. Even though she lives in an area where many people don't have healthy diets because of their neighborhood restrictions, Miss Laverne tries her hardest to make do with what she's got.

Laverne Preston is a senior citizen living in southeast Washington, DC in the Washington Highlands neighborhood. Her apartment smelled musty; she was burning incense so it would have that smell. She had pictures covering all of the flat surfaces in her apartment, stuffed animals spilling over the couch, and boxes lined up against the wall with old clothes stacked on top.

Her neighborhood is in Ward 8. This ward has the fewest grocery stores of any ward (three for a population of about 74,000, which is around the average number of residents per ward but half as many grocery stores). It also has the highest rate of diabetes and the second highest rate of obesity of any ward in the District.

Shopping at the local grocery store is too expensive for Miss Laverne on her food stamp budget. In the winter months she goes to local food banks when she can get a ride from neighbors. A trip to the Capital Area Food Bank means Miss Laverne can get a large bag of food with her food vouchers.

In her apartment, Miss Laverne held out at arm's length a sweet potato that she had planted, like a kid excited that her science project had grown. The potato had sprouted long, green vines and leaves; it was in a container about the size of a frozen TV dinner. Miss Laverne says that she plants the potatoes if she can't eat them before they sprout, and she points to another one that looks rotten and should probably be thrown away. The potted potato seemed to symbolize all of her struggles and hopes; a few magic beans that, when planted, would grow and lead to a meal and a bag of gold.

She bought the sweet potato from the Mobile Market, a bright green bus with giant letters on the side that spell out *Arcadia Mobile Market*. The Mobile Market is a traveling produce stand that parks outside of Miss Laverne's building. Benjamin Bartley, the Mobile Market director, drives around the District selling fresh produce in neighborhoods like Miss Laverne's. On Mondays, he makes two stops in Washington Highlands.

Most of their fresh produce comes from Arcadia Farms in Virginia, and in addition to fruits and vegetables, the Mobile Market sells meat, eggs and bottles of milk. At the stops, Bartley fastens four metal racks to the side of the bus and loads up the shelves with wooden crates of leafy greens, purple turnips, and plump tomatoes.

"I've got two vouchers this morning," says Miss Laverne. She was always the first one to greet Bartley as the Mobile Market pulled up to her building mid-Monday afternoon.
"There you go," says Bartley. "That'll be twenty dollars worth of food for you."
"Twenty dollars worth of food?" she repeats.

“Yeah, we double those vouchers,” says Bartley.

“Are you serious?” asks an incredulous Miss Laverne. “If I used one how much would it be?”

“Ten dollars.”

“Are you for real?”

“Yeah so if you want to only use ten dollars, save one and come back.”

“Oh okay that’ll work, I’m glad to hear that, that’s good news,” replies Miss Laverne, slowly realizing her good fortune in finding the Mobile Market.

Bartley says vouchers, such as E.B.T. and WIC, account for 40% of their income. He says the whole idea for the Mobile Market is to “bring the market to where there isn’t one.” The Mobile Market exists because there are no other options for buying fresh produce, and his is the only traveling produce stand.

Washington Highlands is not USDA-defined as a food desert: an area with little or no access to a grocery stores that offers fresh and affordable food needed to maintain a healthy diet. However, Washington Highlands is one of the many neighborhoods that deal with the struggles of inadequate food access without recognition as a “food desert.”

There are seven USDA-defined food deserts in DC, comprised of 11 neighborhoods. For one reason or another, residents in these neighborhoods do not have sufficient access to healthy food. In cities, corner stores often replace full-size grocery stores, providing residents a convenient place to shop. They sell essentials like paper products and processed foods, and residents often do a majority of their grocery shopping there. The

corner store in Washington Highlands, however, cannot afford to carry fresh produce and has been struggling to do so for over a year.

“Nowadays everybody’s conscious what to eat, everybody’s trying to eat healthy food... especially a lot of people who have diabetic issues,” says Aki Berhe, co-owner of Wheeler Market corner store in Washington Highlands. “We, as the store owners, get what the public wants.”

He and his co-owner Muller Woldeabezghi understand the needs of the community and have been trying to figure out a way to carry more healthy food.

“Basically when [residents] need small things they go to a corner store... for something that they can put it in the microwave and eat it, it is selling good. The ones that we bring in, you know, beans, broccoli, all the frozen items, it didn’t go as fast as what we were hoping,” says Woldeabezghi.

Wheeler Market has rows of cleaning products, shelves of beer and canned vegetables, just like every other corner store. Berhe and Muller stand behind a plexi glass window and a locked door that is as tall as the ceiling and wide enough for three rows of customers. When customers walk up to pay for their purchases, a wall of candy confronts them; the plexi cage is lined up and down and across with candy.

"We are the closest where we can provide a lot of grocery here in this community, we are the only one. Most convenient store in this area are the mainstream, which means is buying quick stuff... when everybody comes in we ask them what they wanna have, and they come back again, so they tell us 'we want this, we want this, we can get it from Tiger Market, from Giant,' or whatever, and we say that we can provide it here... But for the nutritional, healthy stuff, that is something that we were trying to go slowly. And that is something that is a little bit of a challenge," says Muller.

They had just rented the vacancy next door and had planned to open up a deli counter in that space. The empty room was still lined with boxes, however, and the grey walls said that they weren't going to open it any time soon. Muller said that is was difficult to open the deli. They had had the space for five months, and still they were faced with obstacles from the landlord, the neighborhood, the city.

Getting residents to buy fresh food is just as important as getting stores to carry the fresh produce. Diabetes, obesity and high blood pressure are epidemics in neighborhoods like Washington Highlands; people who shop on food stamp-budgets buy cheap food that lasts longer. Muller said that even though they planned on carrying healthy food, they needed to carry what people wanted, too. The same is true for customers and corner stores: neither can afford fresh produce because it goes bad quickly.

"[Corner stores] are where people have to do their grocery shopping… something is better than nothing, but you don't have access to good, affordable, fresh, wholesome food, and

that's what happens in many, many poor neighborhoods," says Lynn Brantley, the president and co-founder of the Capital Area Food Bank. After 43, Brantley was about to retire from the CAFB.

Her office was empty except for stacks of boxes. Brantley's office had one, bright red wall, and she was wearing a red, floral print, padded jacket. She sat with her back against that red wall and talked about the relief that retiring would provide her from the daily struggles of helping those in need. Even though she loved the work she did, it was hard work every day.

"We used to have a farmers market in Southeast Washington but we couldn't get people to come… and we couldn't keep doing it," recalls Brantley. She says educating people so food becomes a health issue, not just a financial issue, is one of the most important aspects of changing a food desert. Brantley said there were more people receiving government assistance now than when she started the CAFB; Ward 8 has had the highest number of food stamp recipients in the city for the last ten years.

"Businesses are driven by profit, which is good because that ultimately provides jobs for people, but businesses look at the demographics about where they can best make their company viable," says Brantley. The ability to walk to places nearby, like businesses, schools, and grocery stores, is what makes the District the 7th most "walkable" city in the United States (*Walk Score*). Washington Highlands is in the lowest percentile of "walkability" for neighborhoods in the city. Because Washington Highlands is not an

attractive neighborhood to a prospective business, not many businesses move in, including grocery stores.

The closest grocery stores to the residents of Washington Highlands are over a mile away, too far to get to without a car. In small areas with lots of people and limited space, and where residents are discouraged from owning cars, you must rely on public transportation or your own two feet to cover the distance to get groceries. The closest grocery store is technically in Prince George's County, Maryland, which is perhaps why, when asked which grocery store residents shopped at, none of them said that one.

The wall right inside of the grocery store entrance was covered with pictures. Not Christmas card poses or barbecue sauce-covered smiles, but mug shots and missing person reports. A straight-faced security guard sat below that wall of pictures, and watched everyone as they entered the store. His face wasn't so much welcoming as it was condemning. The fluorescent lighting overhead made everything look yellow, including the food. All of the fruit was canned, the meat was vacuum-sealed and a row of freezer shelves was empty. This grocery store was simply a larger version of a corner store: the products were the same but the space was bigger.

"It's not just about the proximity to the grocery store as much as it is what they have there," said Lindsey Palmer, director of Nutrition and Community Outreach at Healthy Corners, an initiative from DC Central Kitchen. Last year, the federal government gave DC Central Kitchen a grant to supply corner stores with fresh produce at discounted costs. When

distributors have bananas that are ripe today, they can't sell them tomorrow, so DCCK buys those bananas at a low cost and then sells them to corner stores at that same low cost. "We might say, 'oh, well there is a grocery store… two miles from most folks,' but when you actually get there and see what's on the shelves, it's pretty sad."

When a particular neighborhood has only one place to shop, "then there's no competition, and when there's no competition, you don't care what people pay," said Palmer. "Nobody can possibly care about the people in that area... look at what they're putting on the shelves."

It is not just that there was a lack of grocery stores in the area, but an overall lack of local economy. As Washington Highlands' low walk score indicated, there were not many places nearby.

"If you're driving then there are choices to go. But if you are walking, you're stuck where you are, so basically, if you go within the mile range, there's nothing." says Berhe. "We wanna make sure that we are investing in this area. So we think that's a good business, at the same, that's what the community needs."

Wheeler Market looks different inside than the local grocery store. The employees are friendly, and they know the neighborhood residents by name. They know which kids belong to which mothers and grandmothers, "they look out for the kids," says a local woman. "If a kid ain't got something, they'll let a kid go," she says, referring to a time when

her son was short a few cents. “I think they real nice people. Let’s hope we get a few more here.”

“We need to kind of uproot the food system and food deserts and say the problem is there’s no access, that people can’t get [fresh produce]… that’s what we’re trying to do,” said Palmer.

They all agreed; hunger came down to one issue.

“Access to afford fresh wholesome food is a difficult thing, and it’s been difficult through the years,” recalls Brantley. “The access is not there.”

“It’s an issue of access,” said Bartley. “It’s just an issue of food access.”

Appendices

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List of Illustrations

Figure 1: screen capture of the Feature Documentary webpage

Figure 2: screen capture of the Miss Laverne photo essay and the accompanying written essay webpage

Figure 3: screen capture of the Mobile Market short video and contact info webpage

Figure 4: screen capture of the Capital Area Food Bank webpage

Figure 5: screen capture of Explore Washington Highlands webpage

Figure 6: composite illustration of DC neighborhoods by name with the USDA-defined food deserts map

Figure 7: map of DC showing “walkability” in a color scale where green is 100% and red is 0

Figure 8: map of DC showing nearest grocery stores in the District to the Washington Highlands neighborhood. The green arrow pinpoints Washington Highlands.

Figure 9: sample postcard that I designed for the community engagement component