

# THE LEXINGTON MOBILE MARKET

*Ciara Coleman, Opportunity Officer  
Social Services and Public Safety Committee  
April 14, 2026*



**LEXINGTON**



# HISTORY

In 2020 Mayor Linda Gorton assembled community members, leaders, and other stakeholders to participate in the Commission for Racial Justice and Equality.

This body separated into 5 subcommittees to address the following: education & economic opportunities, racial equity, housing & gentrification, law enforcement, justice & accountability and health equity. These 5 subcommittees submitted a report that included 54 recommendations.

**Health equity recommendation number 2:  
Improve food access and healthy food options.**



# PROJECT TIMELINE

## 2020

**7/1** Mayor Appoints Commission for Racial Justice & Equality

**10/23** Final Report Issued by Mayor's Commission for Racial Justice & Equality

## 2021

**11/1** Market Budget Development Initiated

**11/18** Community Input Focus Groups Initiated with EHI Consultants

## 2022

**5/26** Implementation Research Initiated by UNC-Chapel Hill Morehead-Cain Scholars

**7/1** LFUCG Activates Council Approved Mobile Market Budget

**11/29** LFUCG Issues Renewed Mobile Market RFP

## 2023

**2/6** LFUCG Award God's Pantry Food Bank and Kroger Mobile Market Operating Agreement

**3/1** God's Pantry Food Bank Initiates Market Stop Research & Planning

**4/27** PSA Signed

**11/20** Market unveiling

**12/5** Market Fully Operational



# PARTNERS

## Lexington-Fayette Urban County Government

- Owns Vehicle and Equipment
- Builds Market Awareness
- Publishes Schedule
- Monitors Resident and Customer Feedback

## God's Pantry Food Bank

- Operates, Insures, and Maintains Vehicle and Equipment
- Identifies Market Stops, Frequency, and Duration
- Sets and Publishes Schedule
- Gathers Neighbor Insight and Assesses Neighborhood Impact

## Kroger

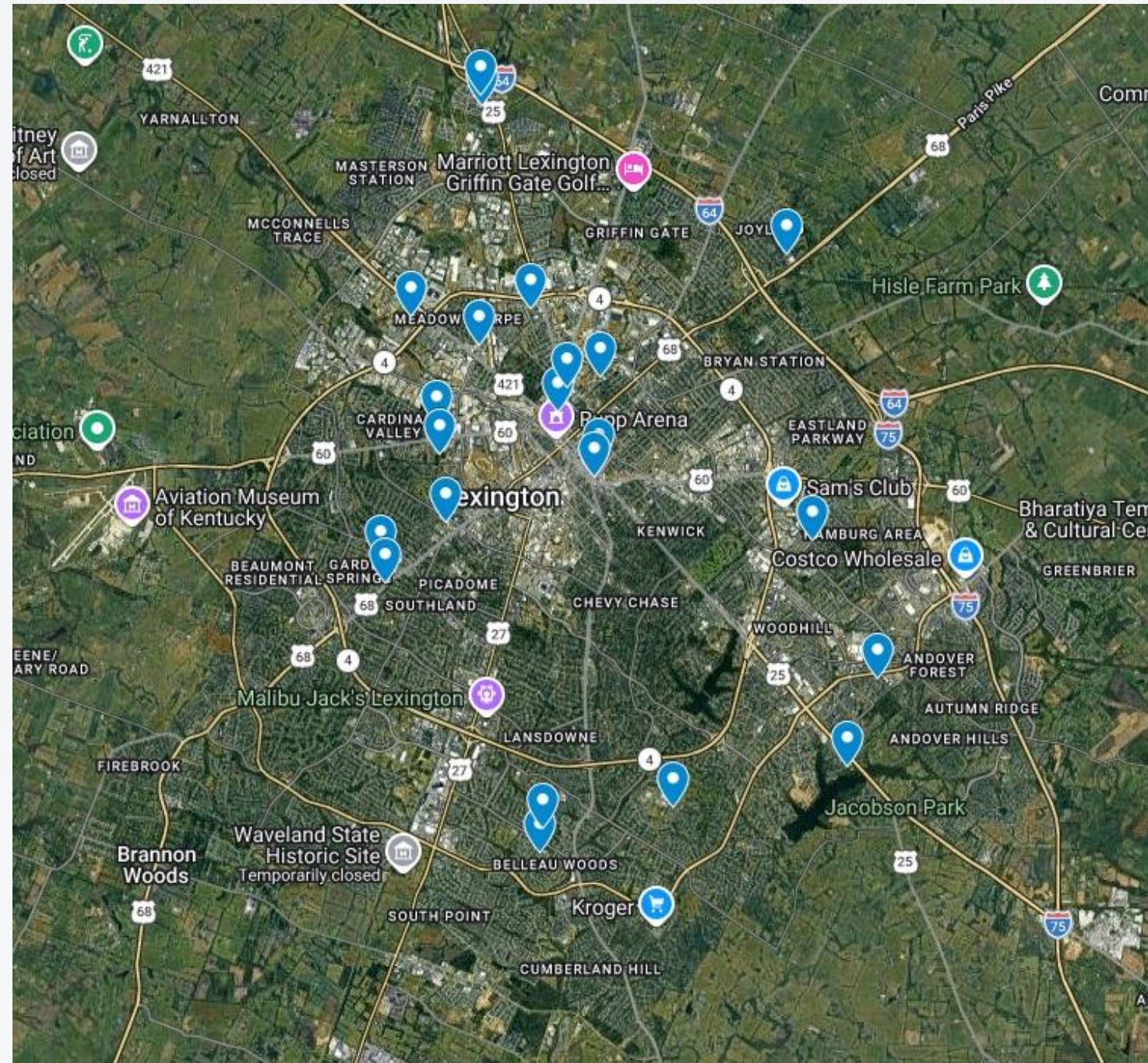
- Stocks Food and Grocery Products
- Provides Point of Sale Transaction Management
- Promotes Market and Merchandizes Offerings
- Assembles Sales Data and Customer Feedback



# SERVICE AREAS

Areas that not only have a low-income population and high unemployment but also have very few grocery stores in walking distance or neighborhoods that have low walkability (no sidewalks, large highways, busy traffic), are ideal locations for the Mobile Market to visit.

The process of adding and removing sites for the Mobile Market to visit includes looking at a combination of tools and data to select the best locations to maximize efficiency. One tool that is used is the New Markets Tax Credit Resource Center Tool (NMTCT). This mapping tool helps find areas and neighborhoods that are economically distressed.



The Lexington Mobile Market has sites in most of Lexington's districts with the heaviest concentration in districts 1, 2, and 11.

Today < > April 2026

SUN 29	MON 30	TUE 31	WED Apr 1	THU 2	FRI 3	SAT 4
	<ul style="list-style-type: none"> <li>10am Morning Pointe Lexington East</li> <li>12pm The Lafayette</li> <li>2:30pm 330 Newtown Apartments</li> </ul>	<ul style="list-style-type: none"> <li>10am Ballard Griffith</li> <li>12pm The Oasis</li> <li>12:45pm Kearney Ridge Apartments</li> <li>2:30pm Main Street Baptist Manor</li> </ul>	<ul style="list-style-type: none"> <li>10am Central Christian Church Apartments</li> <li>12pm Christian Towers</li> <li>2:30pm Saddle Run</li> </ul>	<ul style="list-style-type: none"> <li>10am Rose Tower</li> <li>12pm Victory Point Apartments</li> <li>2:30pm Meadowthorpe Landing</li> </ul>	<ul style="list-style-type: none"> <li>10am Emerson Center</li> <li>12pm Briarwood Apartments</li> <li>2:30pm Baunta Apartments</li> </ul>	
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# CUSTOMER DEMOGRAPHICS

According to census data from 2020, most of the Mobile Market sites are in neighborhoods that have a higher composition of black or African American and Hispanic or Latino populations.

Another key group served by the Mobile Market is senior citizens, particularly those living in or near senior housing communities, where access to transportation and traditional grocery stores can sometimes be limited.

Kroger and God's Pantry Food Bank are not tracking metrics such as customer age or income level.



# PRODUCT SELECTION & INVENTORY

- Product choices were initially based on neighborhood demographics and input from local agencies, including Kentucky Refugee Ministries and local agencies that served the same residents and neighbors as the mobile market.
- Kroger tracks sales through the POS system to stock popular, high-demand items.
- Seasonal rotations and holiday items are added to provide variety and relevance for the community.



# FINANCIAL REPORT

## 2024

Total # of active sites 23  
Total # of sites visited 46  
Total # of Transactions – 8,728  
**Total Sales - \$131,581.05**

**% of EBT Users –**  
EBT Transactions (2,709) / Total Transactions (8,728) = **31.04%**

## 2025

Total # of active sites 22  
Total # of sites visited 24  
Total # of Transactions – 9,259  
**Total Sales - \$163,542.48**

**% of EBT Users –**  
EBT Transactions (3,263) / Total Transactions (9,259) = **35.24%**

The Lexington Mobile Market demonstrated strong growth and sustained community impact in 2025. Total sales reached \$163,542.48 across 736 stops, generating 9,259 total transactions and averaging \$222.20 in sales per stop. This reflects continued momentum from 2024, when early monthly sales averaged around \$6,000 with \$119 per stop. The 2025 per-stop average of \$222.20 represents a substantial increase in revenue performance and customer engagement.

The top-performing site in 2025 was **Ballard Griffith**, generating \$26,227.81 in total sales across 49 stops and leading with 1,356 transactions. **Rose Tower Apartments** followed with \$18,076.36, and **Emerson Center** generated \$14,584.62.



The accepted forms of payment for the Mobile Market include credit card, debit card, EBT/SNAP, and all mobile payment services.

# IMPACT

Senior living communities are among the sites that have had the most success both in terms of number of transactions and impact in the seniors' lives.



**Mobile Market Shopper**  
 "It's convenient for the people... I appreciate them [the Mobile Market] for being here."



**Mobile Market Shopper**  
 "It's very convenient, especially for those of us that have mobility problems... for myself and all of my neighbors, we appreciate they have made this available to us."

In October of 2024, The Lexington Mobile Market partners were presented with The Wayne B. Smith 'Leading with Kindness' Award from Sayre Christian Village.



Last November 2025, the mobile market celebrated 2 years on the road.

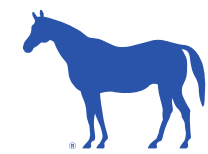


# FUTURE PLANS

- **Growing Model for Other Communities:** The Lexington Mobile Market's success has sparked interest from other food banks and partners seeking to replicate the program in their own cities and counties.
- **Regional Expansion Opportunities:** Neighboring communities such as Georgetown, Winchester and Cincinnati have begun exploring how to launch similar mobile markets, with Lexington serving as a potential model and resource for route planning, site selection, and operations.



# Questions?



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