**Dear [community site],**

As you may recall, you signed a letter of support last year for [partner] to apply for a grant administered through the University at Buffalo. We are excited to inform you that we have been selected by the Veggie Van Study to receive funding and technical assistance to start a expand our mobile market program.

As part of the Veggie Van study, we also participate in an evaluation of our mobile market program so we can understand how to best serve the community with fresh food. The Veggie Van study is a research evaluation of mobile markets to understand if they can help people eat better and have more access to healthy food. It also looks at how mobile markets operate in order to understand the best practices for running a mobile market. The Veggie Van study includes 9 mobile markets operating in 32 community sites across 4 states. [Site name] will be one of [2 or 4] community sties that will be part of this study in our area. About 30 people at each community site will be asked to take part in the data collection for the evaluation.

Before we can get the mobile market started, we would like to have a meeting to discuss our timeline so that we can assure success. I look forward to discussing this with you further and have attached an FAQ sheet with a little more information about the process for starting the mobile market.

[include times to schedule a meeting]

[Partner contact info]

**When is the mobile market going to start at our site?**

We have created a timeline indicating when we hope the mobile market will start. The goal start date is based on a few things that we need your help with. Before we can get started, we hope you can help with the following:

1. We need to sign a Memorandum of Understanding (MOU) which is an agreement detailing our shared commitment to bringing more fresh fruits and vegetables to the people you serve. This MOU is also signed by the University at Buffalo who will be leading with the evaluation of the mobile market.
2. We need your help engaging community members at your site to learn about and come to the market. We also want them to participate in the evaluation of the mobile market.

**Why can’t we start the mobile market right away?**

There are a few reasons why we can’t start right away. First, we have to be mindful of our capacity and that of our Veggie Van study partner. We are starting several new sites as part of this funding and can’t launch them all at once. Sites that start later will benefit from everything we learn over the next year and we can make those sites even better. Plus it gives us time to learn about your community and understand if our mobile market is a good fit for your community. We hope that by working with community members over an extended time period to get ready for the market that it will be even more successful when we do start. As part of our contract with the University at Buffalo, the funders for this work, we have agreed to follow their proposed timeline for when sites start.

**What will happen between now and when the market starts?**

We will be working with your site to engage community members in planning for and evaluating the mobile market program. We plan to come to your events to learn more about what you do and also hope to host a few of our own community engagement activities with community members.

**How do we engage community members?**

You know your community best, we will work with you to develop strategies for reaching the most people to share marketing materials about the mobile market. This could include print, e-mail, text or in-person communications. Also, to help us learn more about your community and better communicate with them about the mobile market, we would like anyone who is interested in shopping at the mobile market to fill out an “Interest Form.” Anyone who fills out an Interest Form will get updates about the mobile market and communications about market days and times. Interest Forms will also be used to recruit people to participate in the Veggie Van Study.

**How many Interest Forms do we need to collect?**

We hope to get Interest Forms from about 60 people at your site.

**Why is my organization’s role in the Veggie Van study?**

In addition to helping spread the word about the mobile market and collect Interest Forms, we may need to use your site to collect data from community members. This would include height, weight and Veggie Meter readings (a non-invasive machine that shines light on your skin to estimate fruit and vegetable consumption). We estimate that we would need to come to your site 1-4 times to collect data before the planning process starts and again one year later.