

GREAT PLATES DELIVERED OAKLAND

CASE STUDY | MEAL DELIVERY

With Covid-19 continuing to spread quickly and easily throughout the Bay Area, residents—especially seniors—were encouraged to shelter in place. As a result, many lost access to their food source. Through the Great Plates Delivered emergency funding, the City of Oakland partnered with Off the Grid initially to help deliver meals to seniors. The city recently contracted with Off the Grid to manage and execute its Expanded Oakland Great Plates Delivered feeding program, delivering residents in need, age 60+, with two meals per day from local Oakland based restaurants. For local food businesses, the Oakland Great Plates Delivered program gives them an opportunity to acquire much-needed revenue, that was lost during the pandemic.

THE CHALLENGE

Due to the COVID-19 pandemic and lack of reliable food courier services, the City of Oakland was in need of a partner who could help deliver meals for food-insecure seniors who have been impacted by the pandemic.

Additionally, as the pandemic continued into 2021, the City of Oakland looked for a partner who could double its existing output due to increased funding from the Biden-Harris administration and FEMA.

THE SOLUTION

Initially Off the Grid handled all logistics of delivering meals to Oakland Great Plates Delivered participants by mapping and organizing delivery routes, picking up meals, and delivering them to local seniors who were eligible for this feeding program. In February of 2021, Off the Grid was asked to stand up a full-stack program enabling the City of Oakland to grow its current Great Plates Delivered program. Off the Grid designed a new program to run alongside Oakland's existing Great Plates Delivered Program. This program included program promotion and PR, intake and sign up qualification, local restaurant onboarding, food preparation & delivery, program reporting, and billing.

PROGRAM STATS



MEALS DELIVERED:  104,000

FOOD-INSECURE
INDIVIDUALS SERVED:  1,100

OF RESTAURANTS / CREATORS:  16

COURIER PARTNERS:  4

PROGRAM TIMELINE



PHASE 1

Provide delivery logistics and safe delivery of meals to Oakland Great Plates Delivered participants by:

- Delivery logistics and operations including: courier management, delivery routing, dispatching and last mile delivery
- Participant record reporting meal preparation, management and delivery

PHASE 2

Goal: Double the existing program

- Drive awareness and sign ups through online and offline marketing and PR channels
- Source and onboard local restaurants
- Coordinate meal preparation by programming restaurants, confirming meal orders, adhering to dietary needs and allergens and ensuring compliant packaging and labeling guidelines
- Safe delivery of meals to seniors