

# GREAT PLATES DELIVERED SAN FRANCISCO

## CASE STUDY | MEAL DELIVERY



With Covid-19 spreading quickly throughout the San Francisco Bay Area, residents—especially seniors—were encouraged to shelter in place. As a result, many lost access to basic necessities. Through the Great Plates Delivered emergency funding, the City of San Francisco partnered with Off the Grid to manage and execute a local feeding program to give seniors in need up to three restaurant meals per day. For local food businesses, it was an opportunity to acquire much-needed revenue.

### THE CHALLENGE

Create a program that enables local businesses to receive much-needed revenue during a time of great uncertainty, while operationalizing a growing customer-focused experience.

### THE SOLUTION

Off the Grid created a food relief program with the ability to scale quickly, while leveraging the capabilities of local food Creators and restaurants.

“Thank you to everyone who has been working hard to keep us well. I hope everyone there has an angel watching out for them. Major kudos to Radio Africa Kitchen! I felt like a queen while eating their delicious food. Steak and salmon! My taste buds were in heaven. And the crunch of the vegetables!! I had to pinch myself. Thank you again.”

**CHERYL, GREAT PLATES PARTICIPANT**

### PROGRAM TIMELINE

#### PRELAUNCH

Restaurant Acquisition

Meal Ordering & Coordinating: Restaurant scheduling, managing and confirming meal preparation, meeting dietary needs and adhering to packaging guidelines

#### DURING

Courier Logistics: Onboarding courier partners, route planning & mapping for couriers

Delivery to Participants: Drivers pick up restaurant meals and deliver directly to participants

Customer Support: Acting as a feedback liaison between customer and government stakeholders

Process includes managing cancellations, program changes, feedback on meals, and delivery issues

#### POST PROGRAM

Support programming with additional marketing and press coverage

### PROGRAM STATS

MEALS DELIVERED:  509,193

FOOD-INSECURE INDIVIDUALS SERVED:  1,203

# OF RESTAURANTS / CREATORS:  45

