

SAN FRANCISCO DEPARTMENT OF EMERGENCY MANAGEMENT FEEDING UNIT

CASE STUDY | MULTI-DAY PREPARED MEAL DELIVERY PACKAGES

As Covid-19 continued to sweep through San Francisco aggressively in April 2020, Off the Grid partnered with the City of San Francisco's Department of Emergency Management to form a program that would provide much-needed support for COVID-affected, food insecure individuals and families.

THE CHALLENGE

For those struggling to afford food and other basic needs before the pandemic, Covid-19 presented even larger obstacles to overcome. Many were no longer able to work due to the shelter-in-place order. If they became ill, they had to isolate, limiting their ability to access food.

THE SOLUTION

Create a program that provides meal packages for low-income individuals and their families, as well as elderly residents quarantining at home with no access to cooking facilities. The program supported hundreds of isolated individuals, while also engaging Off the Grid's network of third-party mobile food vendors and restaurants whose businesses were suffering.

“Participating in this program not only provides us some financial assistance, but also the ability to provide a little comfort and care for those in our community who are especially hurting.”

KRISTEN BRILLANTES,
CO-FOUNDER & CEO OF THE SARAP SHOP

PROGRAM TIMELINE



PRELAUNCH

- Source and onboard local restaurants and existing Creators
- Create a scalable delivery process, staffed by Off the Grid

DURING

- Meal operations (ordering from multiple restaurants, packing, sorting, storage)
- Delivery operations (routing, delivery tracking and contactless delivery fulfillment)
- Optimization of cuisine types and meal counts based on demographics of participants and dietary restrictions
- Daily customer support via phone hotline
- Participant record reporting and retention

POST PROGRAM

- Creation of program case study
- Post program recap to stakeholders

PROGRAM STATS



MEALS DELIVERED: 📦 22,785

FOOD-INSECURE INDIVIDUALS SERVED: 👤 275

OF RESTAURANTS / CREATORS: 🍴 42

REVENUE BROUGHT TO CREATORS: 💰 \$227,850

