

SAN JOSE COVID FOOD RELIEF PROGRAM



CASE STUDY | END-TO-END FEEDING SOLUTION

San José's diverse community was hard hit by the Covid-19 outbreak, as unemployment rapidly increased to over 7% from 2.3% the year prior. To encourage compliance with shelter-in-place orders, the City partnered with Off the Grid to provide grocery and meal deliveries to residents who were financially burdened by the pandemic or considered at high risk of serious illness from Covid-19.

THE CHALLENGE

Execute an efficient, flexible program designed to be cost-effective for the City of San José, adaptable to changing conditions and policies, and economically rewarding for local San José businesses.

THE SOLUTION

Off the Grid used experienced internal talent to create a robust, integrated program that included pre-launch, on-going and post-program activities. The result: 14,464 meals and 10,581 grocery boxes delivered in the first four weeks after launch.

PROGRAM STATS




MEALS DELIVERED:  14,464

GROCERY BOXES DELIVERED:  10,581

OF PARTICIPANTS:  5,700

WEEKLY MEALS:  157 ADULTS / 61 CHILDREN

WEEKLY GROCERY BOXES:  3,900

OF RESTAURANTS / CREATORS:  18

OF GROCERY PARTNERS:  3

PROGRAM TIMELINE



PRE LAUNCH

- Source and onboard local delivery, restaurant and farm partners
- Develop application system for participants
- Create acquisition content (webpages, digital ads, videos, press releases, flyers)
- Translate marketing materials into multiple languages
- Create step-by-step operational plan for both meal and grocery programs
- Set up customer success assets (hotline, emails, customer success reps)

DURING

- Promote program through online and offline integrated marketing
- Participant intake and daily qualification processing
- Provide customer support in multiple languages
- Grocery operations (ordering from multiple farms, packing, sorting, storage)
- Delivery operations (courier management, routing, delivery tracking and fulfillment)
- Participant record reporting and retention emails
- Meal and grocery preparation management
- Grocery and meal delivery

POST PROGRAM

- Reporting and impact data
- Program debrief and recommendations for distribution
- Post program case study content for distribution (press release, email, social media, blog post, case study)

“I finally qualified for something that is going to help. We appreciate the food so very much.”

PROGRAM PARTICIPANT, SINGLE MOM WHO LOST A JOB DUE TO COVID-19