

BRINGING JOYFUL (FOOD) EXPERIENCES BACK: TREAT TENANTS WITH FOOD TRUCKS

CASE STUDY | APARTMENT COMPLEXES FOOD SERVICE

Being asked to shelter-in-place has shined a light on many individuals' inability to thrive while stuck at home. Like many other cities, San Francisco has a high concentration of renters (two-thirds, to be precise), and many have a lack of walkable food options available in their neighborhoods. The regulations on restaurants have created an even bigger shortage of food options. In order to keep residents well fed and happy, Off the Grid has worked with property management companies, like Greystar, who are trying their best to provide top-notch services to their tenants by rolling out occasional food truck spots to several of their Bay Area locations.

Now tenants can enjoy delicious, fast meals from a broad diversity of food Creators. In some cases, they can safely order ahead and pay online using the Off the Grid Experience app.

MEALS FOR ESSENTIAL GROCERY STORE WORKERS

OF EVENTS: 📅 16

OF LOCATIONS: 📍 11

MEALS SERVED: 🍽️ 2,500

“So many residents in our community enjoyed the food truck event...We hope we can continue doing business with Off the Grid and a big thank you from our residents and leasing office staff.”

**GREYSTAR FACILITY COORDINATOR
SAN FRANCISCO**

THE CHALLENGE

After an unprecedented landlord's market characterized by low vacancy rates and skyrocketing rent growth over the last decade, COVID-19 has begun to impact the multi-family sector through rent concession requests and lease terminations. While a quick rebound may stem these trends, many landlords are responding by working with existing tenants to stay content, ramping up marketing efforts, and highlighting tenant amenities.

With a lack of available food options around many apartment complexes, a clear and simple solution was to offer safe, fast, tasty and diverse dining options,—ideally leveraging local food businesses from the community.

THE SOLUTION

Off the Grid has been contacted by property management firms in San Francisco and throughout the Bay Area to bring delicious food to their residents, which in turn supports local food vendors who desperately need business. The food service started with an initial two-day lunch pilot at a large, multi-family complex located in downtown San Francisco.

This food truck service provided residents a way to break up the monotony of sheltering at home. This was well received by both property management and residents.

For property management staff, this additional service provided to their tenants is easy and seamless. Off the Grid trucks can operate both on private space within a complex or in adjacent white zones. We provide simple one-page forms authorizing the event and bathroom access, as well as handle all permitting. Additionally, there is a small service minimum guarantee to ensure Creator's don't lose money (historically Creator sales rarely fall below this threshold).

As for logistics, Off the Grid has strict safety and social distancing protocols for both internal teams as well as all third-party Creators with whom they partner. With these protocols in place and our approval as a Department of Emergency Management vendor, Off the Grid has been able to address COVID-19 related safety concerns.

