

United Way of King County DoorDash Delivery Program: Analysis and Recommendations



Tonight's Agenda

- > Introduction
- > Research Methods
- > Findings
- > Recommendations
- > Q&A



Introduction



Focus Areas

- 1. UWKC DoorDash client demographics**
- 2. Other services used by clients**
- 3. Food bank usage of clients**
- 4. Motivations for participation**
- 5. Program satisfaction**
- 6. Client-suggested improvements**



Methods



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Data Sources



Seattle-area food bank intake data (n=135,165)



DoorDash intake (n=3,940) and client survey data (n=468)



Bilingual phone interviews (n=36)



Quantitative Analysis

- > Microsoft Excel and R Statistical Software*
 - Calculated descriptive statistics (frequency, mean/SD)
 - Calculated statistical significance when appropriate and/or possible ($p < 0.05$)
- > Removed 4 (of 13) food banks - no data available
 - $n=155,877$ removed (54% of *total food bank intake data*)



Qualitative Methods



36 in-depth phone interviews with UWKC-DoorDash participants

- **Purpose:** To capture in-depth program feedback
- **Sample:** n=36 participants (10 Spanish-speaking)
- **Method:** ~30 min guided phone interviews in mid-late Oct
- **Analysis:** Primarily deductive coding and thematic analysis



Qualitative Methods



3 open-ended questions in the UWKC-DoorDash survey

- **Purpose:** To capture desired program changes and food items
- **Sample:** n=468 respondents from the DoorDash survey
- **Analysis:** Inductive coding and treemapping



Findings



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1. Demographics

How do UWKC-DoorDash clients differ, and how are they similar to traditional food bank clients?

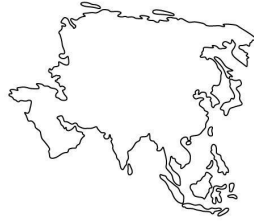


UWKC DoorDash reaches different clients than just food bank services



More clients with disabilities

42% vs. 9%



More clients of South and Southeast Asian descent

18% vs. 9%



More households above 30% of AMI

80% vs. 70%



More children served

36% vs. 32%

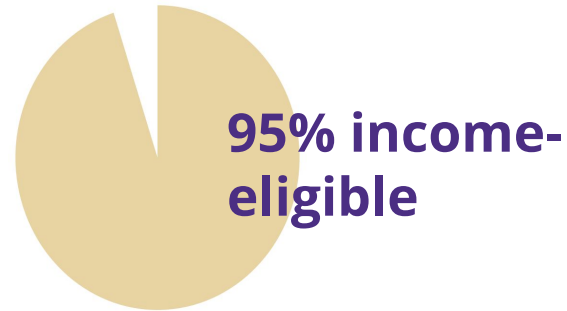
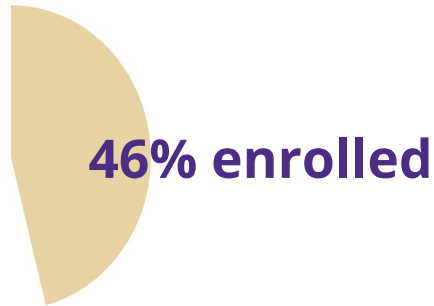


2. Other Services Used by Clients

- > What other programs and services do clients use?**
- > What are the characteristics of clients not currently enrolled in SNAP?**
- > What does SNAP eligibility look like among clients?**



DoorDash clients face barriers to SNAP enrollment



For those not enrolled (n=223):

- > **45%** never applied
- > **33%** had SNAP benefits discontinued
- > **21%** applied but didn't qualify



Interviewees expressed additional SNAP enrollment barriers

*“I’ve looked into [SNAP] and **I would qualify for it, but the problem is that it impacts child support...** when I was on food stamps, they took the child support.”*

*“My husband is **not a full citizen** yet, so taking help from the state or the government is a no-no sort of thing. **I don’t want to mess it up for him**, so I’m just not going to do it.”*



Varied food assistance program enrollment among clients with children

47%



45%



30%



20%



15%



3. Food Bank Usage

- > What are the characteristics of program clients who had never used a food bank prior to enrolling in the UWKC-DoorDash program?**
- > What does food bank usage look like among UWKC-DoorDash clients?**



DoorDash offers services and support not met by traditional food banks

Among DoorDash clients,
food bank use
decreased from
46% to 25%
following DoorDash
implementation

31%
of DoorDash clients had
never used a food bank
prior to Covid-19
(**38%** identify as Asian or
South Asian)



Food banks may provide clients with more variety and choice

“Going to the food bank, you can kind of pick out what you want from their selection, but with DoorDash you kind of get what you get...which is fine, but that’s the main difference, that you don’t get to pick what you want.”



*“At the regular food bank, you get a **variety** of canned stuff so you can get enchilada sauce, you can get refried beans, you can get stuff to make spaghetti...”*

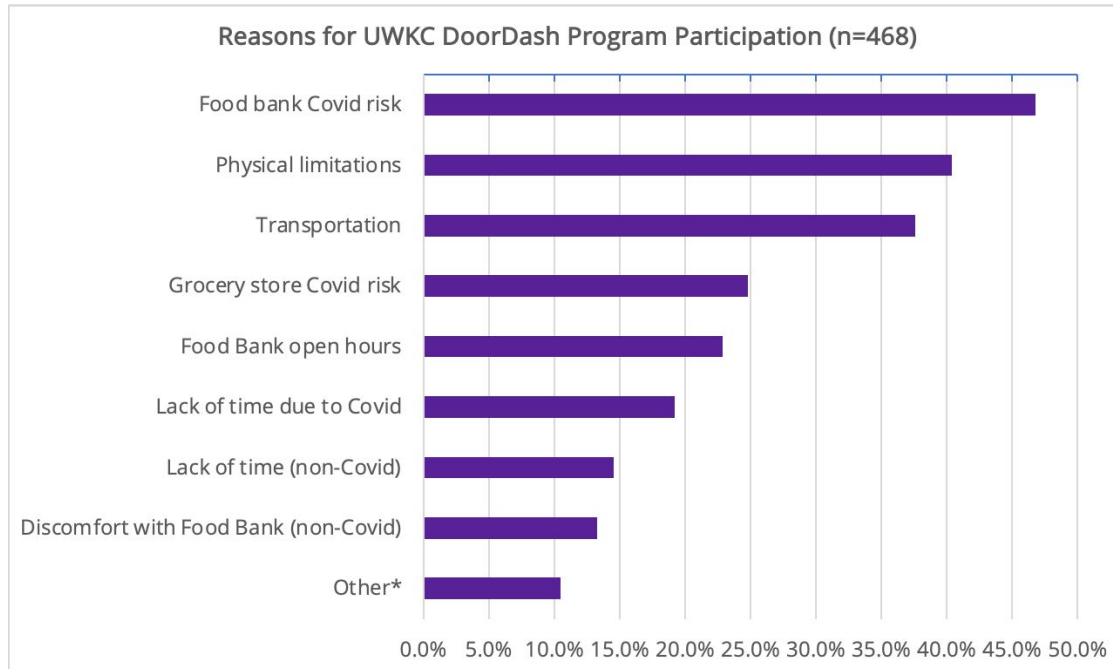
*“In that food bank, you choose what you want and choose what you are really going to use. Since I don't consume canned or processed things, **I really chose what I use.** That way, I give other people the opportunity to eat that food.”*

4. Motivations for Participation

- > Why do clients choose to get food through the UWKC-DoorDash Food Delivery program**
- > How has the motivation for using the program changed throughout the pandemic?**



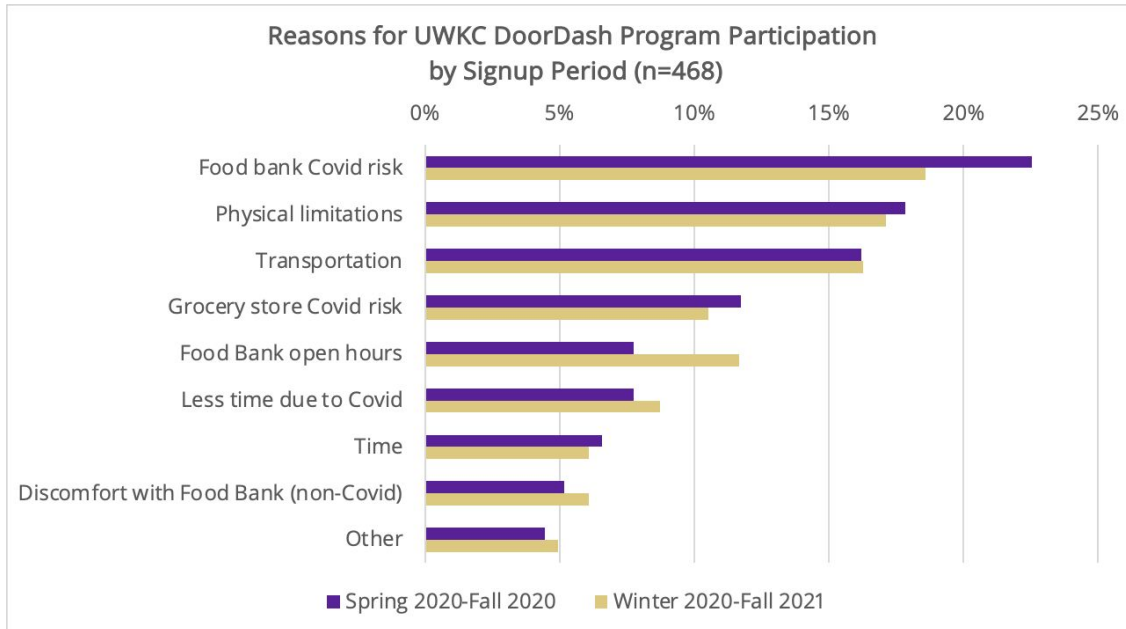
Clients participated due to Covid-19, physical limitations, and transportation



"We didn't know what was going on with COVID and so... I was just really, really scared to go outside. I was scared to get sick."



No significant difference in sign-up motivation over time



"I mean things change of course, but... my situation, my economic situation is still the same, and you know, my health situation and all that."



In interviews, clients emphasized necessity and convenience as key motivators

"We were in a really bad situation..."

"I'm not always able to go to the food bank..."

COVID-19 Risk

Financial Distress

Children

Lack of Transportation

Unemployment

Food Insecurity

Disability

Food Bank Limitations

Many of these factors extend beyond COVID-19, highlighting the value of a delivery program beyond the pandemic

5. Program Satisfaction

- > Are clients satisfied with the food they currently receive through the program?**
- > What are the characteristics of people who are more or less satisfied with the program?**



50% of clients are “very satisfied,” 29% are “somewhat satisfied”

Highest satisfaction among:

- **Seniors**
- **Households with children**
- **Hispanic-Latino clients**

Lowest satisfaction among:

- **Black or African American clients**
- **Clients with disabilities**
- **English-speaking clients**

Interviewed clients expressed gratitude

*"It's very nice to open a clean cardboard box and [what's] inside is intended to make you feel better...**I feel very blessed** to receive the items because I didn't have them and now they're here.*

*The first time I got it, **it did bring me to tears** because there were items in there I wasn't able to purchase."*



Clients favor fresh foods including meat, eggs, milk, fruits, and vegetables



*"I've gotten like one pound of hamburger with a box, which is nice, but when you have a family with four kids like that's one meal for the night. So, **any kind of meat is helpful.**"*



*"I like **more fresh things** like tomatoes, onions, garlic. For example, if I want to make a chicken soup, I will need tomatoes, onion, garlic. Vegetables like potato, carrot, pumpkin. **Fresh stuff.**"*



Clients with children asked for more kid-friendly snacks

Clients would like to receive less canned and ready-to-eat foods

*"We like fresh, homemade food better, **we don't like it when they send us canned food.** We are accumulating the canned food since they send us a lot of that."*

*"Nothing canned, I don't like anything canned unless it's beans. **We're not used to eating anything canned.** I try to make everything from scratch."*



6. Client-Suggested Improvements

- > What did current clients say would make the program better for them?**
- > What specific foods would clients like to see added to or included in their deliveries?**



Current clients said the following changes would make the program better for them

Changes to the
Delivery
Process

Increased Food
Variety

More
Customized
Boxes

Improved Food
Quality

Clients would appreciate seeing changes to the delivery process



"I got the link that said, your bag is here. And I thought, OK, great I'll go down and get it. But I was late...And someone had taken it."

13%

of clients wrote in a request for changes to the delivery process, in response to an open-ended question

Clients would like to see increased variety in box contents



83% would like more fresh fruit



73% would like more fresh vegetables



68% would like more cooking oil

*"I've **struggled** with the lack of variety. I've gotten large amounts of the **same things** week after week."*



Box customization was a common request made by clients



*"I think it would be a **big quality of life improvement** to be like, you recognize that my needs are different!"*

In response to an open-ended question, **11%** of clients wrote in that they want boxes that **align with dietary preferences** (higher amongst seniors: 16%)

Clients would like to see improved food quality

12% of surveyed clients wrote-in about having received:

- > “Moldy” and “rotten” fruits, vegetables, and meats
- > Previously opened packages
- > Expired foods and foods expire within 2-3 days of delivery



*“Some of the stuff was already **expired** when we got it...We got these Starbucks sandwiches and it would say ‘Best By’ and it was like, 3 days before. Sometimes **even our produce would have mold** on it.”*

Recommendations

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Improvements to box delivery

1. **Labeling the boxes** with client name and address
2. DoorDash **driver training** led by UWKC
3. Centralized **customer support line** @ UWKC



Short-term box content improvements



1. Determine **delivery timeline and quality check protocols** at partner foodbanks, adjust if necessary
2. Support food bank partners to **ensure dietary preferences are met**



Long-term box content improvements

1. **Expand customization options** to include specificities such as “vegetarian,” “diabetes-friendly,” “dairy-free”
2. Add **cooking staples** to deliveries more consistently
OR separate monthly delivery



Dream programming recommendations

1. UWKC hires and trains drivers
2. Centralized distribution model
3. Build online portal



**Thank You to United Way of King County,
Sarah Seelmeyer, Elsa Young, and our survey
and interview participants for your
contributions and support during this
research project.**

Q&A - Thank You!

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Capstone Presentations

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Sarah Haack (MS/GCPD)

This capstone project aims to:

- > Better understand the demographics of lower-income communities in King County**
- > Compare these demographics to those of UWKC DoorDash clients**
- > Identify potential target populations that may be missed through current services**



Main Findings

DoorDash clients (vs. low-income King County residents):

- > Are more likely to identify as Hispanic/Latinx (24% vs. 14%)**
- > Are more likely to have seniors in the household (64% vs. 28%)**
- > Are more likely to have a disability (38% vs. 14%)**
- > Are less likely to have children in the household (29% vs. 47%)**



Beth Faw (MPH/GCPD)

Conduct a review of the Federal policy responses to support emergency food during COVID-19.

- > What you will find in this capstone:
 - Resource guide for 5 legislative acts providing new authorities for 10 Food and Nutrition Service Programs
 - What is the program
 - What has changed since COVID-19
 - What research exists analyzing the program



Example Program

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Federal Emergency Food Responses to COVID-19

Public health emergency of COVID-19 increased hunger. From 2018 to 2020 household food insecurity rose from 10.3% to 11.8% adding an additional three million people. Food insecurity was experienced in a general sense among families with children (9.6 - 13.6%); 14.8% and ethnic, and racial disparities with Black households reporting food insecurity at 21.7% in 2020 versus 11% among households (6). **The need remains!**

Nutrition Service Programs that provided Emergency P include the program, various aspects of the program the research if the program have improved food or economic in the following that highlights are:

- Families For Coronavirus Response Act (FRCRA) appropriations through September 2020 to the WIC others, Read [1426](#).
- The Coronavirus Relief and Economic Security costs associated with COVID-19. Read [1426](#).
- Continuing Appropriations and Other Extending Appropriations Act (FY2021) 2021. Read [1426](#).
- Consolidated Appropriations Act, annual benefit provided emergency response and relief. Read [1426](#).
- American Rescue Plan Act, annual March 11, 2021. P-EBT, WIC and others. Read [1426](#).

SNAP

What is the Program?
SNAP provides benefits for purchasing food from authorized SNAP retailers to applicants through an electronic benefit transfer (EBT) card. It is the largest food program administered by the USDA with over forty million participants nationally (6).

What has changed?
The March 2020 PFCRA allowed for temporary increases in SNAP benefits through an emergency allotment (7). The allotments were available if there was both a declared public health emergency and state emergency and allowed states to increase benefits up to the maximum amount for the household size to address temporary food needs (10). This policy was then extended differently by the Trump and Biden administrations. Under the Trump administration the USDA increased the policy to apply to households and was requiring below the maximum benefits, with those already receiving the maximum benefit not receiving any additional increase (10). Under the Biden Administration, states were allowed to provide allotments that exceeded the maximum benefit, with a minimum increase of \$55 to all households (10).

What has changed?
After the PFCRA established P-EBT, further laws have expanded the program. The October 2021 Continuing Appropriations Act further expanded the program by including schools with reduced hours and gave access to it for those whose families participated in SNAP that were at a childcare center impacted by pandemic closures or a reduced

What research exists analyzing the program's success?
Language: Survey results show that SNAP extensions were not enough to alleviate hunger for those that are most at risk. Study found that among SNAP users, only 10.2% reported an increase in their benefits after the PFCRA increase and that 48% of SNAP users reported being food insecure at 31.6% in the year 3 sample. The report also found that food insecurity for those that were unemployed during the pandemic was significantly higher at 37.6% than those that were employed at 41.4%, and this group also had lower associations with food assistance programs (11).

What research exists analyzing the program's success?
Language: Findings from an online survey of SNAP administrators for verification periods, application support, food assistance and purchasing, communication, and reflections/knowledge dimensions. Findings from the survey indicate reasons that cause the majority (91%) of staff would have wanted to increase benefits by 44 households compared to existing those that already received the maximum allowance and that 96% of state respondents found the nature of assistance and verification extensions were critical in maintaining benefits during the pandemic (13).

Pandemic Electronic Benefit Transfer

What is the Program?
A new program established under the March 2020 PFCRA for families with school children that provides benefits in the form of free and reduced cost meals that children lost when schools closed due to the COVID-19 pandemic (6). Children were eligible if they would have received free or reduced cost meals at the school did not close (1). It is estimated that up to two-thirds of school aged children are eligible to receive P-EBT (2). The benefits were the equivalent of an minimum five days of free meals after which benefit to one month (10) under the Biden administration (10). The benefits were provided on the school's existing EBT card if they participate in SNAP, or a new EBT card and can be used to purchase groceries at SNAP authorized retailers (10).

What has changed?
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hours (10). The December 2020 Consolidated Appropriations Act also provided program flexibility for potential expansions, such as allowing children 16 to households receiving SNAP to be covered (10). In March 2021, the AFPA allowed states to continue P-EBT through the summer or through the remainder of the public health emergency.

P-EBT is a state led program and individual state agency plans had to be approved by the Secretary of Agriculture (2). Program implementation and timing of delivery of P-EBT benefits remained varied by state (5).

What research exists analyzing the program's success?
Language: Found that in the first week of P-EBT distribution the rate of children reporting not getting enough to eat dropped 30%, preventing hunger in 2.7 - 3.9 million children (5). The rate of most children rose over time.

Language: Instead of P-EBT and Meals to Go programs in terms of meal, benefit affect, and cost effectiveness. The analysis found that P-EBT had broader reach and a more cost effective. However MTG provides more meals to reach a smaller group of children that may not be reached by P-EBT.

Child Nutrition Programs

What is the Program?
The School Nutrition Program (SNP), National School Lunch Program (NSLP), School Breakfast Program (SBP), Summer Food Service Program (SFS), and Summer Summer Option (SSO) provide meals service for meals served at school for families with school children that provides benefits in the form of free and reduced cost meals that children lost when schools closed due to the COVID-19 pandemic (6). Children were eligible if they would have received free or reduced cost meals at the school did not close (1). It is estimated that up to two-thirds of school aged children are eligible to receive P-EBT (2). The benefits were the equivalent of an minimum five days of free meals after which benefit to one month (10) under the Biden administration (10). The benefits were provided on the school's existing EBT card if they participate in SNAP, or a new EBT card and can be used to purchase groceries at SNAP authorized retailers (10).

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Pandemic Electronic Benefit Transfer

- > **What is the Program**
 - New program established under the March 2020 FFRA for families with school children
- > **What has Changed**
 - Oct 2021 Continuing Appropriations Act gave access to children whose families participated in SNAP and that were at a childcare center closed due to the pandemic.
- > **What Research Exists Analyzing the Program**
 - Hamilton Project: in first week of P-EBT children reporting "not getting enough to eat" dropped 30%
 - Kenney et al: found P-EBT has broader reach and is more cost effective than Meals to Go Programs



Ana Portilla (MS/GCPD)

Strategies for the Provision of Culturally Relevant Food

- > What you will find in the brief:**
 - Definition of culturally relevant food
 - Best practices to approach a community
 - Examples of interventions that address the provision of culturally relevant food



Jen Urban (MPH candidate)

What have food banks and community food programs in Seattle and King County, specifically, done to best address culturally relevant food?

- > What you will find in the brief:**
 - Highlights from local programming
 - Resources from local organizations
 - Potential community and producer partnerships



Rachel Ross (MPH/GCPD)

College Students' Perceptions of SNAP and Strategies to Increase Participation

Emergent themes

- 1) Confusion about SNAP eligibility rules & requirements
- 2) Frustration with administrative burdens/SNAP application process
- 3) Fear about immigration status
- 4) Perception that level of need is not high enough
- 5) Stigma & shame associated with receiving public assistance



Strategies to Increase Participation

- > Provide on-campus assistance with navigating SNAP applications & enrollment
- > Coordinate various services and benefits
- > Develop peer support programs/networks
- > Decrease stigma associated with receiving benefits
- > Increase coordinated, statewide outreach efforts



Capstone: SNAP and Emergency Food System Use and Users

Amy Hunter Ervin
MPH Candidate & GCPD



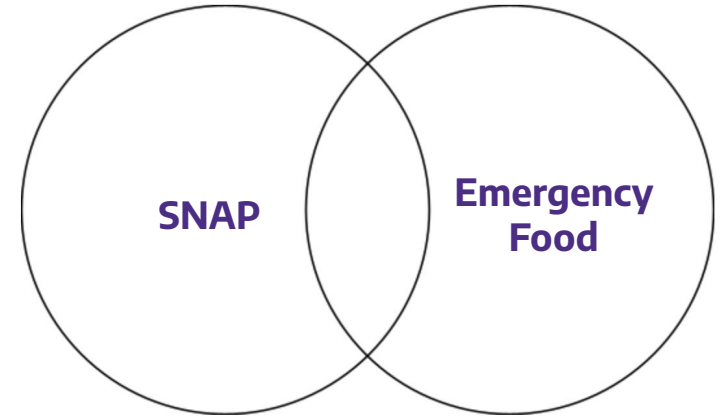
“What is the relationship nationally between SNAP program users, and emergency food system users/clients? What are the characteristics of who uses each program, and how are they similar or different from one another?”

Methods:

Literature review, analyzed Household Pulse Survey

Results:

- > **~43% of food pantry users are enrolled in SNAP**
- > **~27%** of SNAP users report using emergency food
- > **~30%** of low-income households report using SNAP and emergency food
 - Household Pulse Survey only reported 1.6% of the Seattle metro area using SNAP and emergency food
- > SNAP and emergency food populations are similar and often the same; **Seniors** are the most likely to just visit pantries.

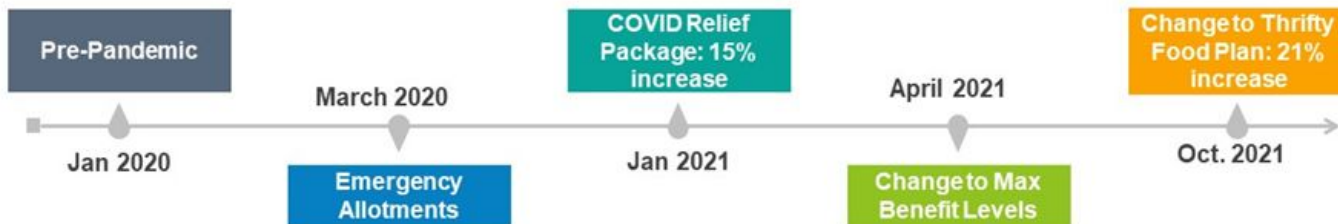


Chelsea Whealdon (MPH/GCPD)

- > **Topic:** Conduct a literature review of the federal policy changes to SNAP

What You'll Find in the Brief:

- > Timeline of Policy Changes
- > Changes to Monthly Benefit Amounts
- > Key Learnings & Outcomes
- > Selected Resources for More Information



Key Findings

- > SNAP participation increased by >20% since 2019
- > Changes to SNAP helped mitigate rising levels of food insecurity
- > As SNAP emergency allotments fade, some will experience a significant decrease in monthly benefits
- > Communities of color and Black communities were affected disproportionately by food insecurity during the pandemic

Figure 1: Food Insecurity Rates by Race/Ethnicity Sept - Oct. 2020

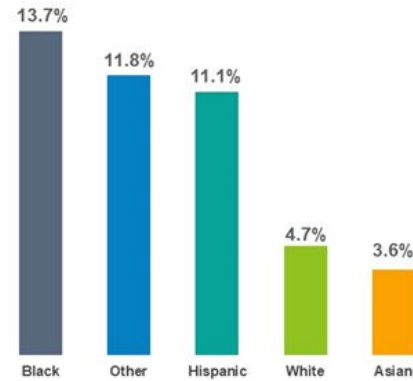
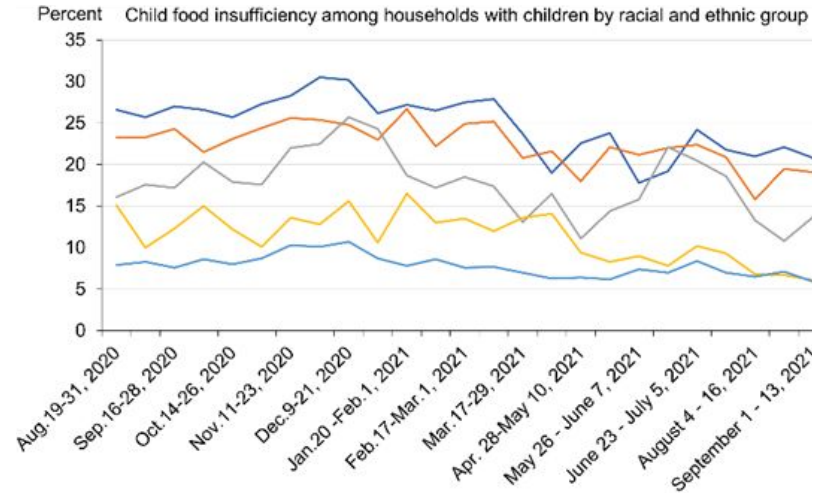


Figure 2: Child Food Insecurity by Race/Ethnicity 2020 – 2021



Olivia Ramoino (MPH/GCPD)

Food Bank Delivery Programs Across the US: Best Practices and Challenges Faced

- List and summary of food bank delivery programs
- Best practices gleaned from contacts and internet resources
- Responses from food banks that responded to my request for information

