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
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)

*v4.1.2, R Core Team 2021*
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
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% WIC
- 45% SNAP
- 30% National School Lunch Program
- 20% Free Summer Meals Program
- 15% Washington State WIC Nutrition Program
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%)
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
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!
Capstone Presentations
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

Pandemic Electronic Benefit Transfer

> What is the Program
  - New program established under the March 2020 FFCRA 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
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 Wheal'don (MPH/GCPD)

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

**What You’ll Find in the Brief:**
> 1. Timeline of Policy Changes
> 2. Changes to Monthly Benefit Amounts
> 3. Key Learnings & Outcomes
> 4. 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
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