



2020 CFD Evaluation Debrief

Evaluation Goals

1. Demographics & COVID-19 Impact
2. Process Evaluation: Registration and Drive-thru/delivery
3. Product satisfaction: Quantity, quality, variety, ease of making meals
4. Participant comfort level
5. Comparison of MFP and CFD
6. Technology – application and satisfaction
7. Story collecting & Relationship building

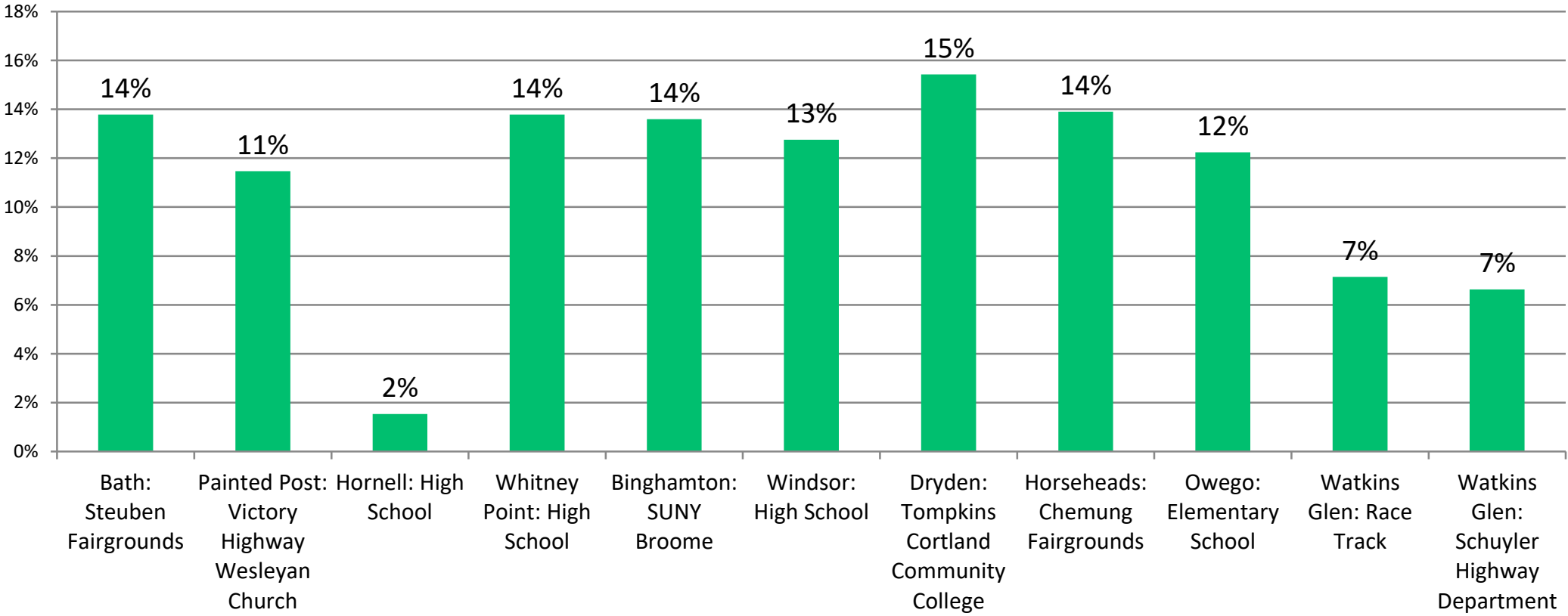
2020 CFD Summary March-May

- 18 distributions
- More than 7,700 households served, resulting in more than 23,000 requests for food
- 215 coordinated deliveries
- Nearly 712,000 pounds of food

Survey Participation

- Total Unique Households: 4,979
- Call-em-all: 4,162 households
- 787 completed surveys = 19% response rate
- Drawing for a \$20 grocery store gift card

CFD Representation



Household Demographics

- **52%** have at least 1 person at higher **risk for serious illness** from COVID-19 due to age or a serious, long-term health problem.
- **55%** do **NOT** participate in **SNAP**
- **41% NEVER** received food from another **emergency food program**
- Pre-COVID Income:
 - 37% earned less than \$20,000
 - 30% earned \$20,000-\$40,000
 - 21% earned more than \$40,000

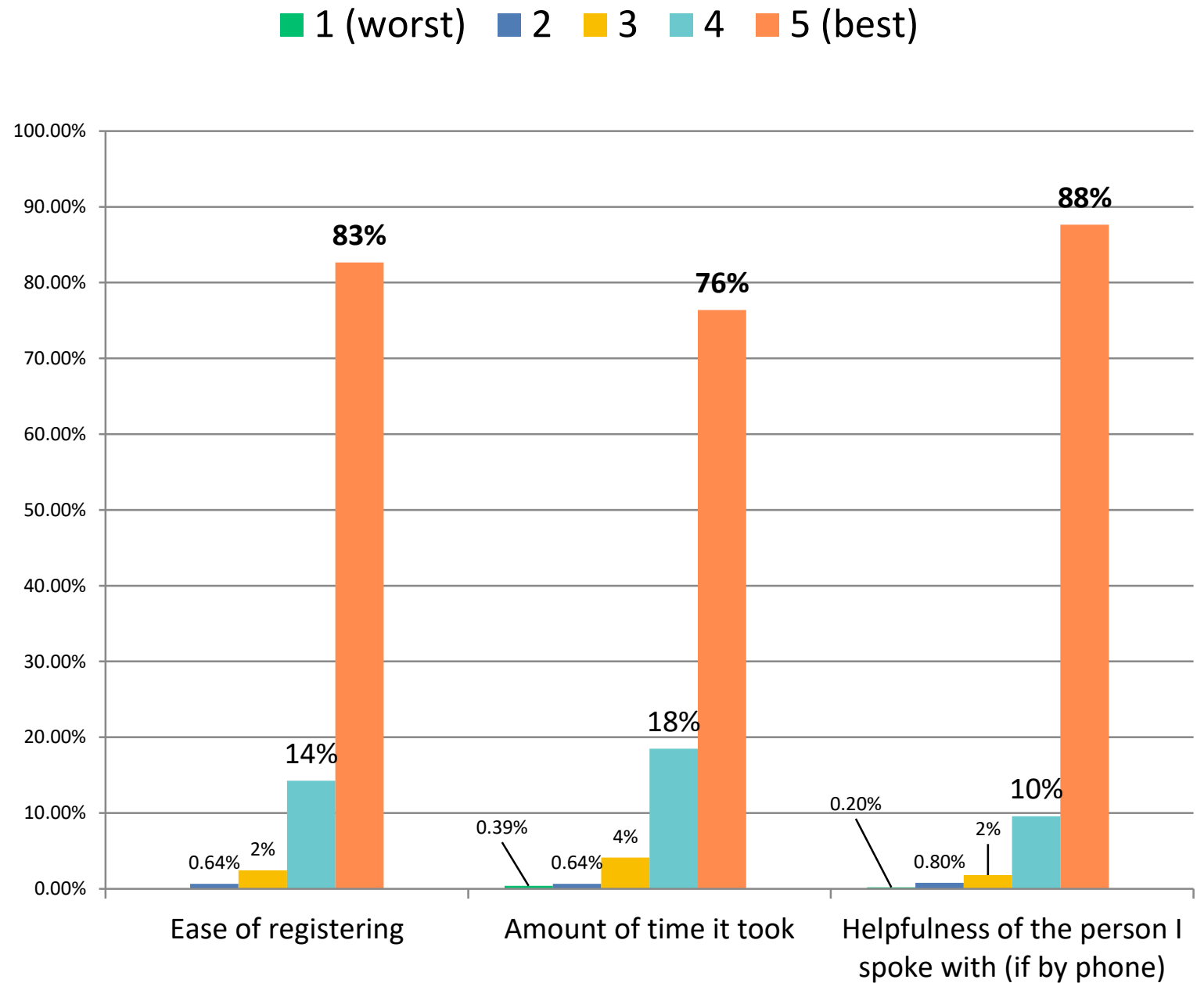
Registration

PROS

- Fast & Easy
- Excellent Customer Service

CONS

- Online: Finding form, completing & confirmation process



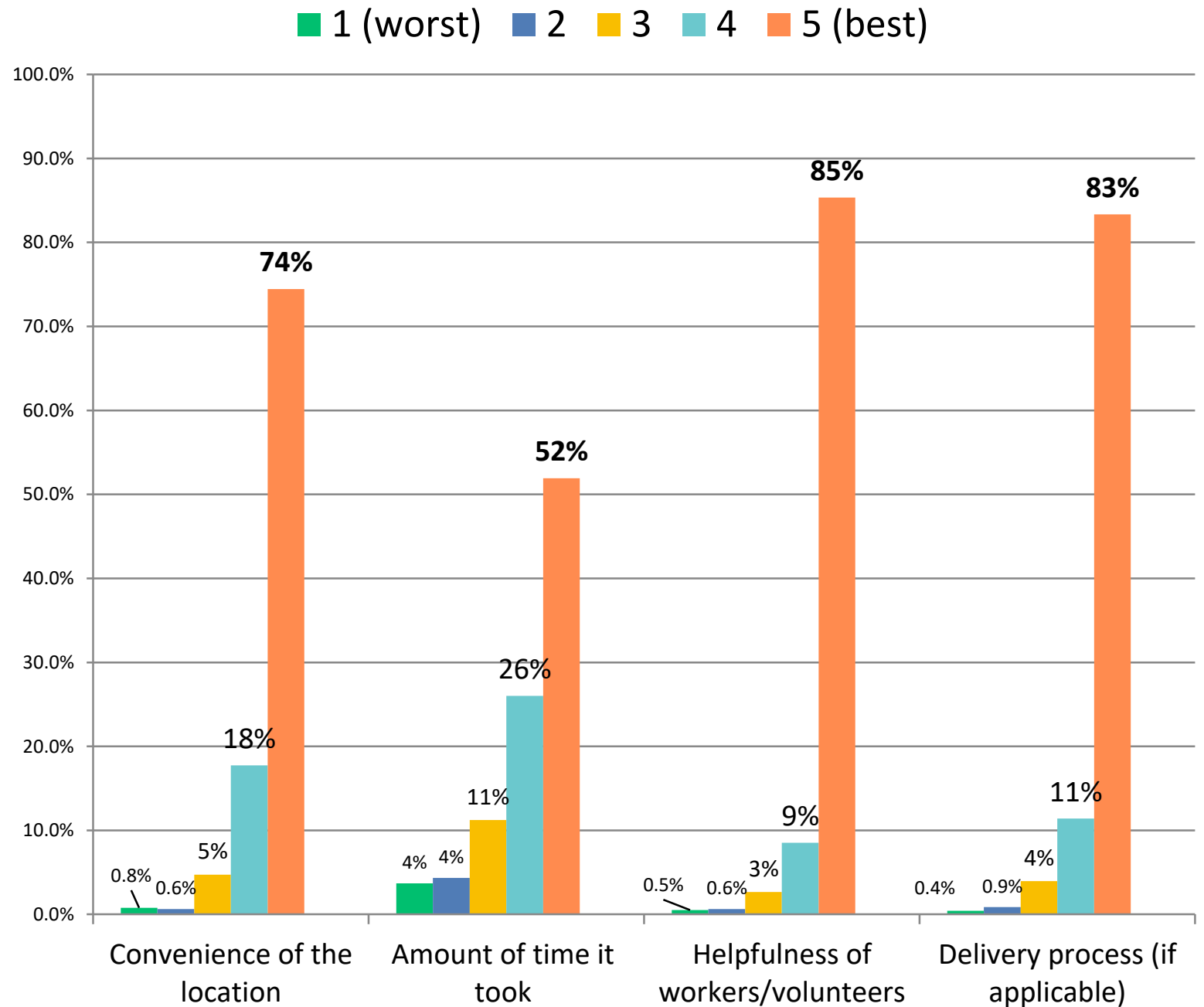
Drive-thru Process

PROS

- Organized
- Fast
- Friendly & helpful volunteers

CONS

- Wait Time



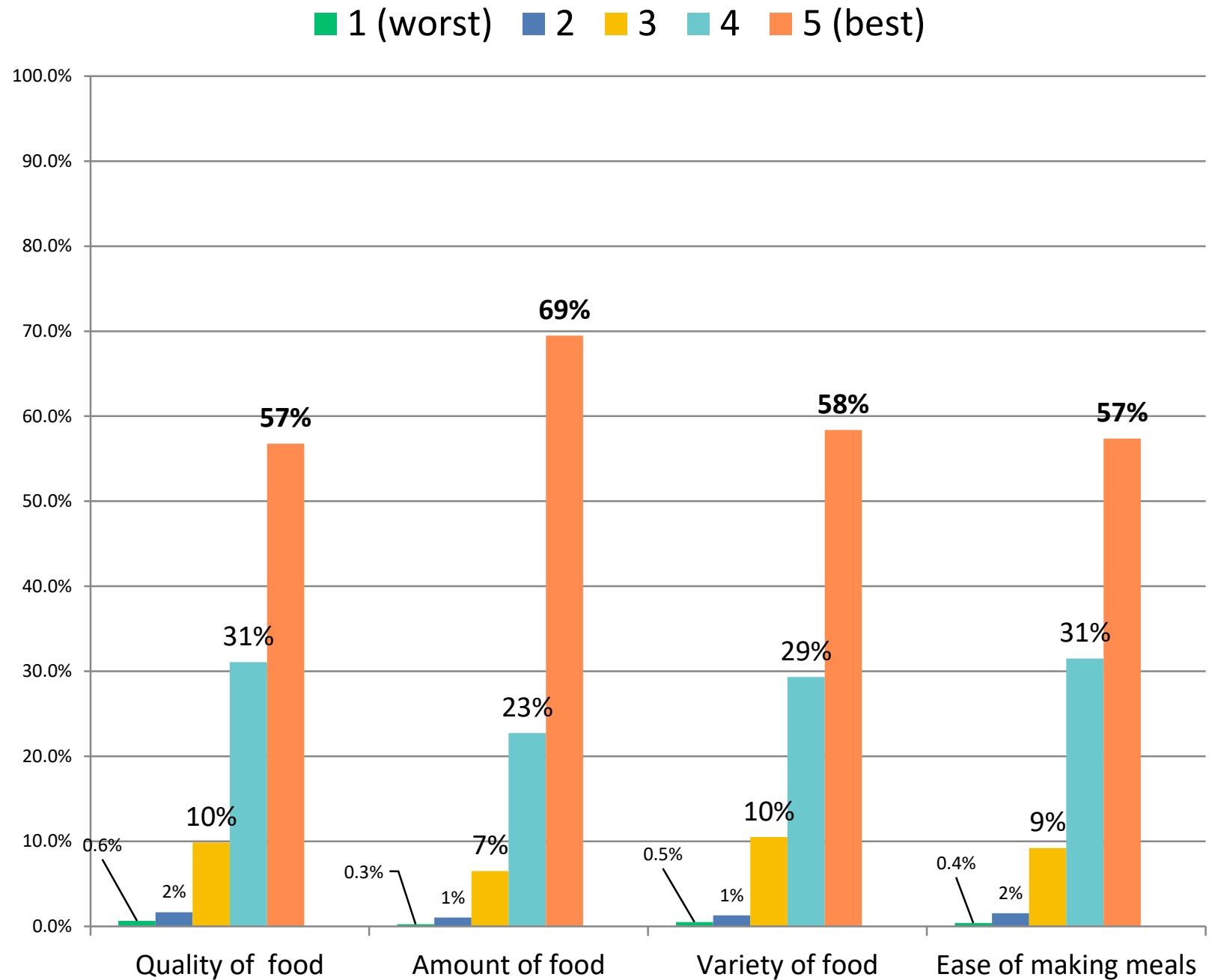
Perishable Food

PROS

- Good quality and selection
- Access to fresh produce

CONS

- Poor quality produce
- Concern about container dates
- Households who do not eat pork



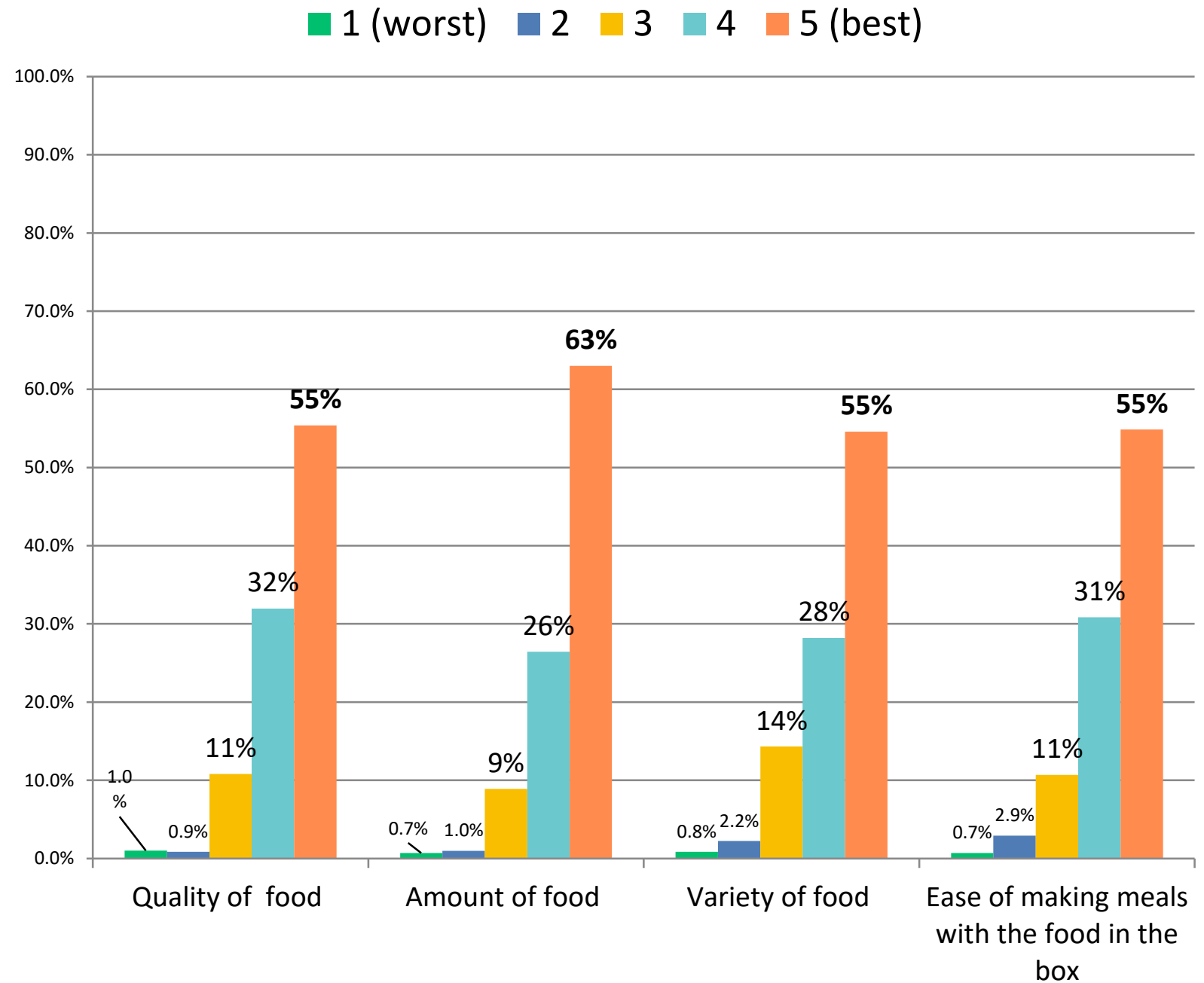
Food Boxes

PROS

- Nice variety of items to make meals

CONS

- Too many beans, peas and lentils
- Concern about container dates



Process

Summary

Rating of Good/Best

Registration: 94-98% in all areas

Drive-Thru/Delivery: 92-94%

- Except Wait Time: 78%

Perishable Food: 87-88%

- Except Amount of Food: 92%

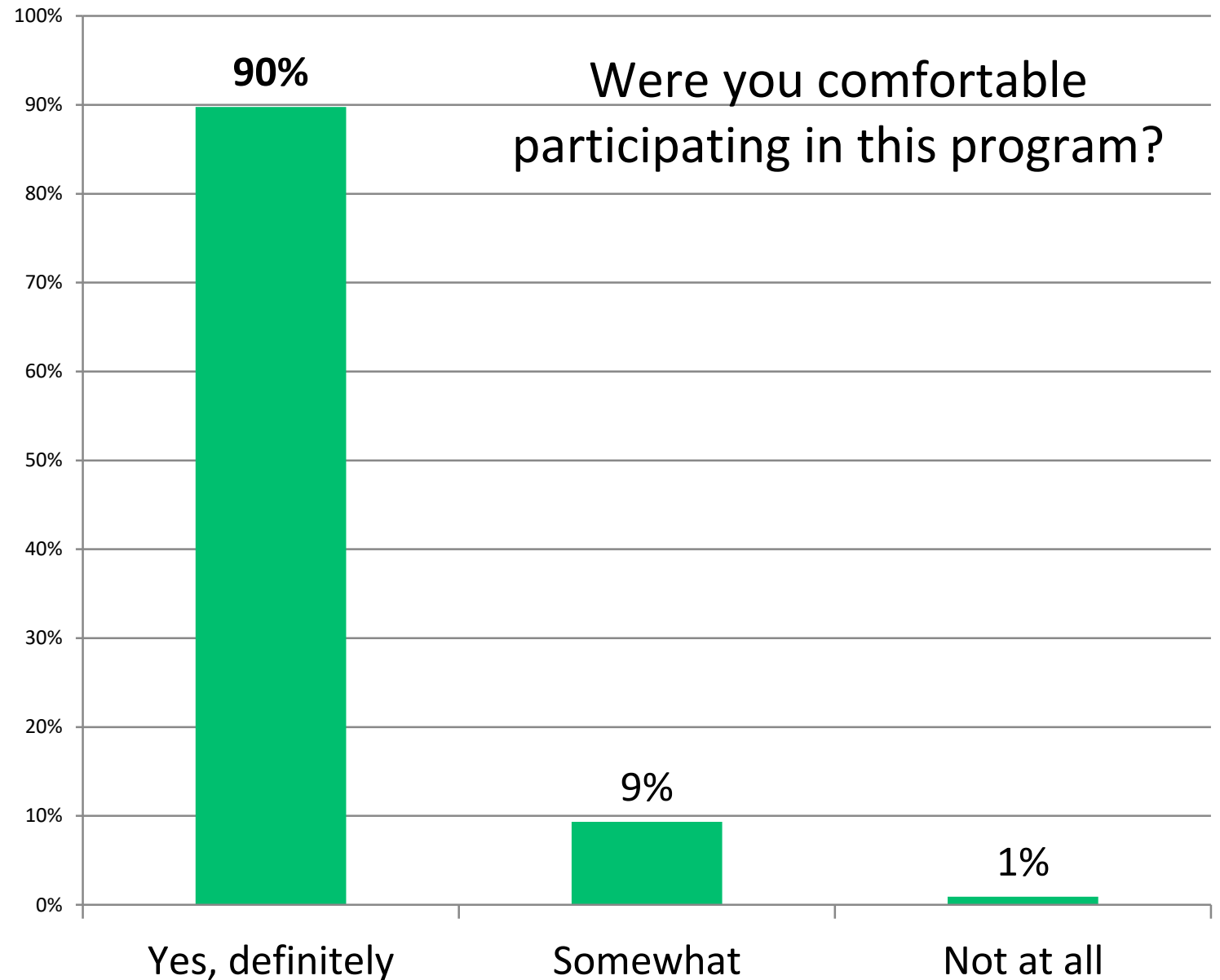
Food Boxes: 83-89%

Feelings about CFD

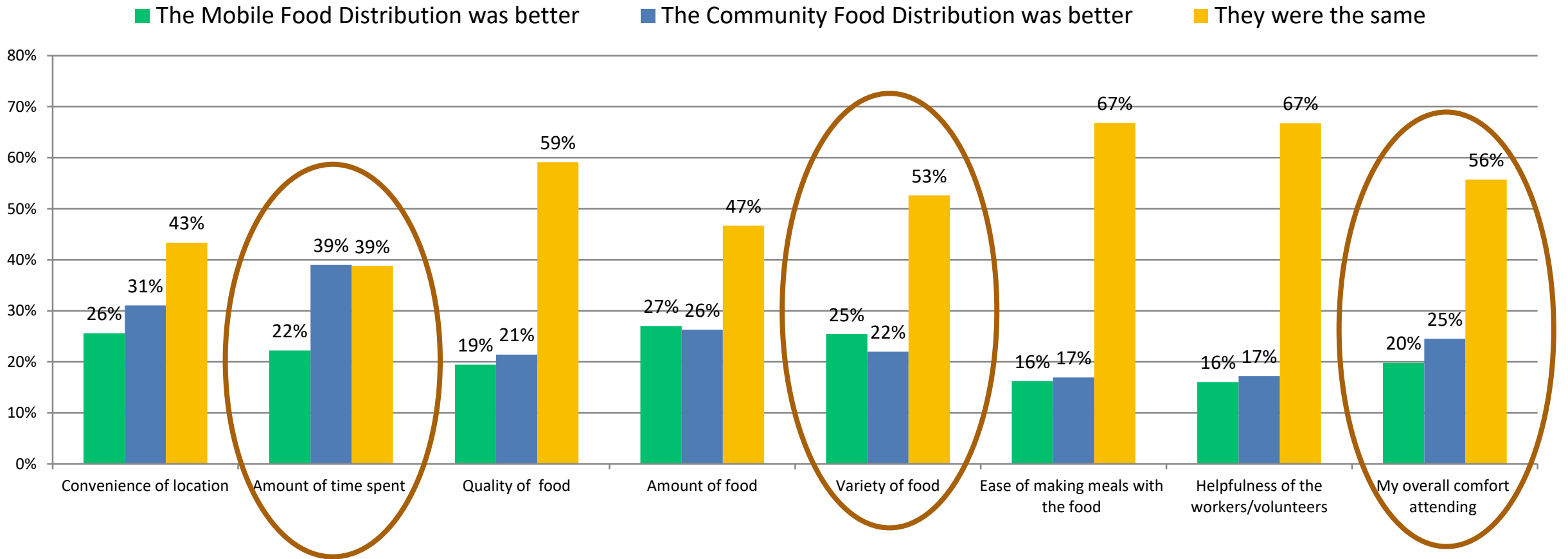
Vast majority are very comfortable

Some embarrassment or apprehension:

- Seeing people you know, idea of needing a hand out
- Majority felt the team and setup helped them feel better



MFP V CFD: 53% attended MFPS



Themes

1. Time

- CFD is faster compared to some MFPs because the registration process assures people do not have to arrive early.

2. Comfort

- CFD allows people to remain in their vehicle. Seniors, people with disabilities and people with children all indicated that this is preferable.

3. Choice

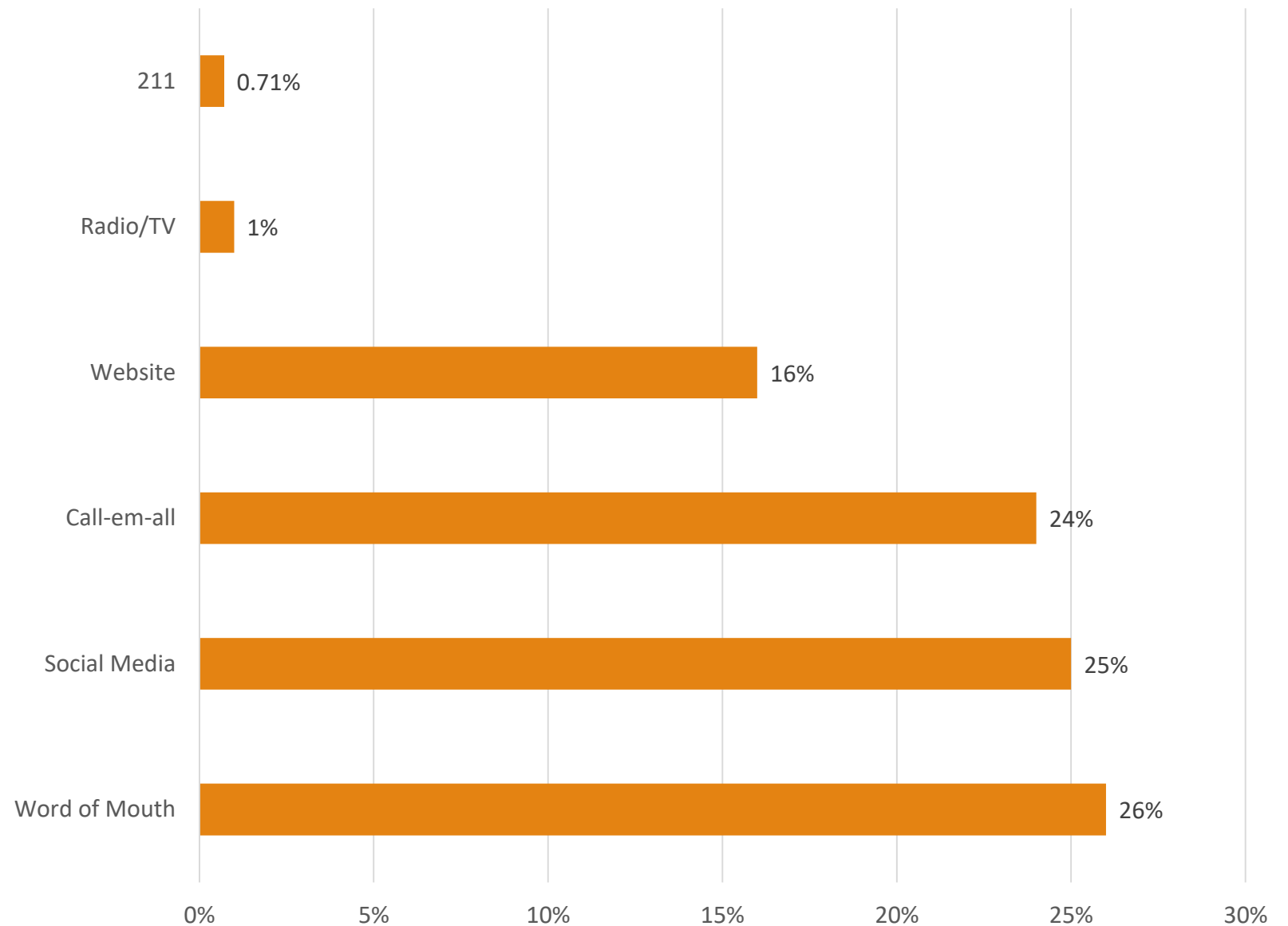
- MFP allows people to pick what they prefer and know they can use.

Technology

1. **Pantry Trak**
 - CFD Site Locations
 - Contact Information
2. **Call-em-all**
 - MFP Cancellations
 - CFD Reminders
 - Pantry Notifications
 - Survey Notifications
3. **Website**
 - Online Food Finder
 - CFD Online Registrations
4. **Grasshopper** CFD Phone Registrations
5. **Social Media** Facebook posts
6. **Survey Monkey** Online survey platform
7. **ArcGIS**
 - CFD Site Locations
 - Comparison to MFP and Pantry Locations

How they Heard

Online Registrations Only = 4971



Phase 2 Recommendations

Existing CFDs

1. Offer choice/consider household size
2. Education on container dates
 - Flyers at June 12 SUNY Broome distribution
3. Monitor produce quality
 - Anticipate less of an issue now that we are receiving Grade 1 produce through Nourish NY and USDA
4. Registration process: emphasize arriving during operating hours to reduce wait
 - Updating phone script

Phase 2 Recommendations

MFP Drive-thru

1. Continue drive-thru and pre-registration processes
2. Prioritize Western Steuben County
 - July schedule includes Rathbone and Avoca MFP locations
3. Coordinate delivery options

Technology

1. Formalize Call-em-all reminder schedule
 - Saturday & Tuesday notifications for Wed and Fri CFDs - respectively
2. Continue to prioritize technology updates and training