MARION INSTITUTE
SOUTHCOAST FOOD POLICY COUNCIL

Meeting Minutes
March 25, 2021 @ 9am

Attendance: 28

Audio Link: [March 25, 2021; Marion Institute SFPC Regional Resources Meeting by Marion Institute (soundcloud.com)](soundcloud.com)
Note: This document is largely paraphrased. Please see audio for direct quotes. Chat box comments identified as such below.

<u>SPFC Announcements:</u>
- This is our one-year anniversary of meeting weekly! Yay! We've had 1332 contact hours together. WOW! Today is our 48th meeting. This is really such a testament to all of you and this community we have formed together.
- We're still working on the food system assessment report. It brings up to date the 2014 data from when our last food assessment report. But we also want to highlight the work we've done as a community and make sure we are presenting an infographic that shows how much was achieved and how much we were able to expedite with our collaboration. If you have data that you're willing to share, please send it my way because I'm in the process of pulling all that information together.

<u>Your Market Software Demo</u>
Debbie Amaral:
- Hi I'm here from the Malden Mystic Valley YMCA to discuss the Your Market software. Talking about funding from United Way – We just got the grant – partnership with Jenn Taylor who is on here too. Came about for our need for better data. We have 3 markets. We serve about 1900 and 2200 families per week at 3 different locations and we are on goal to do over 2 million pounds of food this year. So we need better data and need to know who we are serving. We got this grant pre-pandemic and we needed to change some of the things we're working on. Jenn Taylor will be talking about the structure of Your Market and then we'll do a little demo of Your Market.
- We are working with the city of Brockton to try to get everyone to use the same platform to try to figure out who is getting served and who is not getting served.

Jenn Taylor discusses structure of Your Market Software:
- Founder of Deep y design. Working in this sector for 10 years in the greater Boston area mostly. This partnership with the Malden YMCA for Your Market has been a really exciting opportunity to provide a structure that really gets at the data sections and moves us towards an easier way of doing things. Sales force is at its heart, designed for large scale data sharing for international corporations or large corporations so we're taking that fundamental idea to create what is shared information about the shoppers themselves, so the people using the markets, but districts tracking protected data for each individual market so we're using a lot of underlying technologies for keeping data private but also see what the broader need is for the community.

- Is it my data? Is it secure? At what level does it get shared at? With Sales Force, the data is able to be controlled at a user or group level. We're taking advantage of that so each individual groups of users who are logging in are restricted to your agency only (for volunteers and managers). If anyone wants to geek out on the data sharing I would be more than happy to do that but I also don't want to bore you all. Sales Force is designed to protect data and that's why we're using this system. So people can safely share the system and make it more inexpensive to create a robust platform – pool our resources and energies to make something larger than what we

Your Market Demo:
- <u>Dashboard Functions:</u>
  - How many bags we've given out
  - How many households came through our markets at different locations
  - How many new households registered per day.
  - How many individuals I have registered at each of my markets.
  - Served households by race, ethnicity and preferred language (we also have an other category).
    - We are using USDA race/ethnicity categories.
    - Especially nice for when GBFB are looking for specific populations, I can text message those specific individuals that an opportunity.
  - What cities we've served and how many people served in each city.
  - Outgoing food by location.
  - We're working right now on inventory and patron choice
- This has been amazing for reporting data for grants, so easy to access!
- <u>To log a visit:</u>
  - Walk ups and intake allows you to search for individuals
  - If someone walked up to the pantry today, I can search for them by phone number, client ID/Key tag, Last name, or street
    - We suggest using phone numbers as unique identifiers
      - Most families have a phone
    - Or you can look them up by scanning their tag
  - When you search, the person comes up. Tells you their phone number, city, preferred language, days since last visit. You can update any of her shopper data record (like number of children, etc). You can pick her to log a visit. Tells you how many children in the family, how many people in the household. Then save. Which logs the visit. All the data is now updated so now she'll be in all the reports.
  - You can also add new shoppers through this function as well
  - USDA allows you to get a verbal commitment for annual income right now. Which is nice because we're looking to add CDBG levels to do better reporting as well.
- We have a website so if someone was going to come to us they could see the different markets and different locations with their hours, which they can also hit and go to their website, and they can

register with us ahead of time. Then when they come to us, we'll be their first market. They can register and they can schedule an appointment by putting in their phone number

- Available languages:
  - 6 languages: Portuguese, Haitian/Creole, Arabic, English, Simplified Chinese, and Spanish
- Reservations:
  - I can see all the households that made reservations from today forward. This allows us to look ahead and manage the schedules. If someone was a no show, you label their visit as a no showed. You can put in that the appt. is completed and how many bags or boxes of food they took.
  - When you make an appointment for someone, they get an text with the appointment info in her preferred language. They get a one hour reminder text too.
- Delivery system:
  - Shows all active deliveries
  - Long term deliveries are coming onto the system on Monday
  - Shows delivery address, most recent delivery, next scheduled delivery, deliveries remaining, and a button to edit the delivery that they have or I can set them up for a long term delivery so they end up on a recurring schedule
  - There is a delivery calendar as well
  - Can schedule deliveries up to a month ahead
  - 2 hours before the delivery there is a reminder that goes out to the recipient.
  - The software routes the drivers too. Gives the drivers the order the households should be delivered in. Texts the driver to alert them of the change.
  - I can see the status of the driver's deliveries as well. As soon as the food is delivered, a text is sent to the recipient saying the food has been delivered (in their own language)
  - I can also manage schedules, long term or short term. I can put in the max number of appointments, number of bags or boxes, what days the delivery will be on and the frequency of the deliveries, appointment duration, start date and stop date, and start time. Assign households to it. So now that delivery will be recurring.
- Community Deliveries:
  - The different properties we are delivering too where we drop off all food and a property manager delivers all the food from there.
  - Brings up all the people who live on one property.
  - Driver drops off a bunch of bags all at once, so no need to separate the deliveries. I can select how many bags I gave them, how many boxes, what day and time we did the delivery and
- Reports:
  - You can look at all the different reports that are available
  - GBFB Monthly Report
    - I'll be able to tell my unique households for the GBFB and I can just take all those numbers and plug it into my GBFB report and I have another report that says how many boxes and bags

- I can see the total number of households and each individual household.
  - A lot of these reports are focused on GBFB just because we get most of our food from there
  - We also have a report that shows active home deliveries
  - We have a report showing food distributed
  - Home Delivery Referrals Support
    - We have a referral link for them to put in some information about the individual then it shoots out a text message to that person who is in quarantine, the person in quarantine fills out a form and it comes into our system for home delivery. That's how they show up on my deliver route. There is people who do not respond, people who were referred but declined, then there is people who were referred and accepted. Can see in real time what day they were referred, when our first delivery was, second delivery, etc.
- Ownership of Your Market:
  - Intellectual property sits with the YMCA. Jenn the things she's developing specifically for this stays with this and she won't sell it to anyone else. There are other pieces that are always hers. But it's in a public trust so this isn't something we would ever sell to a for profit. If it gets too big.
  - We are bringing people on board as a cooperative for free for the first two years.
  - Year 3 is when we have to have people start to pay into the system. It's about volume. If we had 100 agencies on, it would be about $100 per month. But it's always changing just a little bit, includes keeping Jenn's team on board.
- Our roadmap forward:
  - Next thing on our roadmap is shopper choice.
    - Version 1 will be done in April and be done by May. We're doing a lot of text communications
    - Shoppers will be able to rank choices for food and we'll be able to pack their bag based on their preferences
    - Shoppers will have a ranked choice voting system for food. So you can say I love grapes but I hate bananas and I only like oranges. So your next scheduled visit if we don't have grapes, we'll get you oranges. It prioritizes foods you love, negates food you hate. Choice will not superimpose the dietary restrictions those.
    - Feedback from shoppers is really important to us. We are trying to do a shoppers first approach.
    - Liz: I think it would be good to allow shoppers to provide feedback in terms of "I'm not getting enough meat or enough produce or enough culturally appropriate food." I think this will be an important data point to give back to the GBFB to tell them we need different food. Providing these grassroots data points will be good for health equity.
    - Debbie: If someone identifies they have dietary needs, we will be able to recommend food that are better for them based on that. We provide other boxes as

well for people to put food in those boxes and then other people can grab them they want. Helps us figure out what food our community doesn't like.

- o After shopper choice is making communications more robust, we will focus on bringing on more languages and bringing on more improved access to people communicating in their own languages.
    - ▪ I'd love to be able to serve people and refer people to SNAP as well through text communication.
- Important to note about us:
    - o We're working on this as a cooperative. We meet on a regular basis to see what's working well and what's not working well. We are constantly updating it to make it better.
    - o As a team approach what we do as we bring new markets on is we're going to have a co-op where everyone will have a say in decisions. Debbie and Jenn have a veto decision. But we want people to have a say in it to help develop a road map and help develop the design.

Questions for Debbie and Jenn:
- Jennifer Pereira question: Can shoppers put in food allergens or dietary restrictions?
    - o Yes, but this is the only thing that can be put in now. But we are adding choice in too.
- Dave Perry question: Free for the first two years. Right now I'm with Oasis. I'm a choice food pantry. I know you're working on that process; I'd love to know when you get that figured out. All this data is so important. I would be very interested in getting on board with your system.
    - o Debbie Amaral response: I believe there will be a donor that takes care of us after 2 years. You can buy pieces of the software you will utilize and not buy pieces you won't utilize (like text messaging services)
    - o Debbie Amaral response: We are trying to be very transparent about the cost drivers and trying to be creative about driving t hose cost drivers down. We're looking to get to below 1 cent per text. A collaborative system allows us to get a bigger and more robust system for less money. This is an ongoing conversation and we're starting by trying to be very transparent.
    - o Liz's comment: I'd like to talk more about the concept of creating a food pantry databank would be interesting.
    - o Jenn Taylor response: I agree this would be wonderful; this gets me very fired up as well!
- Jennifer Pereira question: Would this be a project that some of our Culinary Nutrition students could help on as a project? They could help design recipe suggestions for, say, stretching 1lb of ground turkey for a family of 4, or cooking unusual ingredients
- Liz comment: The data will become so important to demand fresher foods from GBFB.
- Deirdre Healy question: We have a pantry on our campus. I'm wondering if you have done any work with any higher Ed institutions who have pantries who also get their food from the GBFB
    - o Smart choice has a reduced fee for colleges it's only 495 per month. You would be easy to incorporate into our system. How do we use a market but still get credit for it as another part of your institution. I was with Salem pantry the other day and they are right across

from Salem state university and we sign people in as usual. They can use the skipper card or we can give them a key tag. They can use their student ID.

- o Deirdre Healy comment: I will email you and set you up with our pantry manager.
- Jenn Taylor comment: we have multi service agencies using sales force and other systems. We are very actively working on system to system director data transfer so if you already have a system that can communicate directly they can share data between each other.
- Debbie Amaral comment: I just want to reassure people that I will not be using your data for fundraising. I can't even get to your data even if I wanted to. I will use my own data for my fundraising. You can use your own data for fundraising.
  - o Please email me if you have any more questions: damaral@mv-ymca.org