

COVID-19 Check-In Meetings



Tuesday August 11, 2020

WELCOME!!!!

Schedule:

Tuesday – General Focus - Weekly

Updates

Governor's Office: Katie Rains
WFC: Trish Twomey
HAH: David Bobanick

Presentations

Farm to Freezer Pilot: Mike Cohen, Bellingham Food Bank
Client Intake Phone App: Fay Skaggs, Mobilize US

Q&A

Your time: New questions, future topics?

Next Mtgs.

Tuesday August 18th 9:00 am – Legislative Proposals Stakeholder Meeting

WSDA Food Assistance Pilot Program Support

Farm to Freezer Pilot

Mike Cohen, Bellingham Food Bank

ECONOMIC RESILIENCY IN WHATCOM COUNTY:
THE FARM TO FREEZER PROGRAM

PROJECT UPDATE
JULY 31, 2020



FARM TO FREEZER PROGRAM HIGH LEVEL OVERVIEW

- The Farm to Freezer Program is a collaboration between the Bellingham Food Bank (BFB) and the Bellingham Public Schools (BPS) Central Kitchen to:
 - Build **long-term continuity and resiliency of food supply**
 - **Support resiliency in our local farming sector**
 - **Provide a pipeline of high quality meals** for local feeding organizations
 - **Maximize utilization of the Bellingham Public Schools (BPS) Central Kitchen. The BPS kitchen has the capacity to process and freeze over 12,000 quarts of food per month.**
- BFB and BPS ran a “Test Fire” of the program June 3-4 to refine cost estimates, assess logistical, labor and other constraints.
- The larger effort commenced at the end of June and will continue through the end of the local farm growing season in November.
- Initial Funding (up to \$600,000) will come from Washington State Department of Agriculture (WSDA). Projected budget is \$552,009

Partners

- ▶ All regional Food Banks
- ▶ Council on Aging/ Meals on Wheels
- ▶ County-wide Public Schools
- ▶ Opportunity Council
- ▶ Miracle Food Network
- ▶ YMCA and other childcare centers



FARM TO FREEZER PROGRAM COMPONENTS

- The **Farm to Freezer Program** encompasses the following:
 - **Procurement**
 - Procuring fresh farm produce from local farms experiencing excess supply due to restaurant closures and curtailment of farmer's markets
 - Priority sourcing from underserved and BIPOC farmers
 - **Processing & Meal Prep**
 - To process this fresh produce into QUART sized frozen meals (soups, stews, etc.) and PINT sized sauces
 - **Distribution, Coordination and Food Banking**
 - This food can be stored for future emergencies or delivered to vulnerable populations through local feeding organizations (not just BFB).
 - The plan is to store this food until January 2020 and then begin distribution in Q1 and Q2 of 2020 when fresh farm produce is in limited supply regionally

Potential Users

- ▶ All regional Food Banks
- ▶ Council on Aging/ Meals on Wheels
- ▶ County-wide Public Schools
- ▶ Opportunity Council
- ▶ Miracle Food Network
- ▶ YMCA and other childcare centers



FARM TO FREEZER: PROCUREMENT

GOAL

- To support the local economy and local farmers by establishing a procurement pipeline for fresh farm produce

CONCEPT

- To procure fresh farm produce from local farms experiencing excess supply due to restaurant closures and curtailment of farmer's markets

ONGOING/NEXT STEPS

- We are currently working on:
 - Completing berry sauce-making from farms with highly perishable products without markets
 - Recipe development for savory soups
 - Schedule building as schools navigate fall schedules and remote learning

Partners

- ▶ Bellingham Food Bank as lead organization on funding, procurement, and logistics
- ▶ BPS as processing partner/ key early coordination on recipe development
- ▶ Puget Sound Food HUB support for distribution and logistics
- ▶ WCF in supporting role for funding and strategy



FARM TO FREEZER: PROCESSING & MEAL PREP

GOAL

- To maximize utilization of the BPS Central Kitchen to produce high quality quart-sized meals which can be frozen and delivered to vulnerable populations or stored for future emergencies

CONCEPT

- The BPS Central Kitchen is a world-class facility with the capacity for making more than 12,000 quarts of scratch-cooked meals from locally sourced ingredients
- The Kitchen has been underutilized this summer (June/July/August) when fresh produce is available and was enabled to support food resiliency efforts in Whatcom County
- There is a tremendous potential to make this program a more permanent part of food resiliency planning in the region by finding longer term funding sources and working through the logistics of using the BPS Kitchen during the school year

Partners

- ▶ Bellingham Public Schools as the LEAD partner for Processing & Meal Prep
- ▶ BFB will serve as overall project lead on identifying and securing produce



FARM TO FREEZER CURRENT PARTNERS



SUPPORTING PARTNERS:



Client Intake Options

Client Text Application

Fay Skaggs, Mobilize US

fay@mobilizeus.com



TEFAP

Food Distribution Text Messaging Overview

Goal is to solve for:

High volume distribution, limit 1:1 contact, social distancing

Agencies/State collecting information from six feet away being time-consuming.



GOAL + OVERVIEW

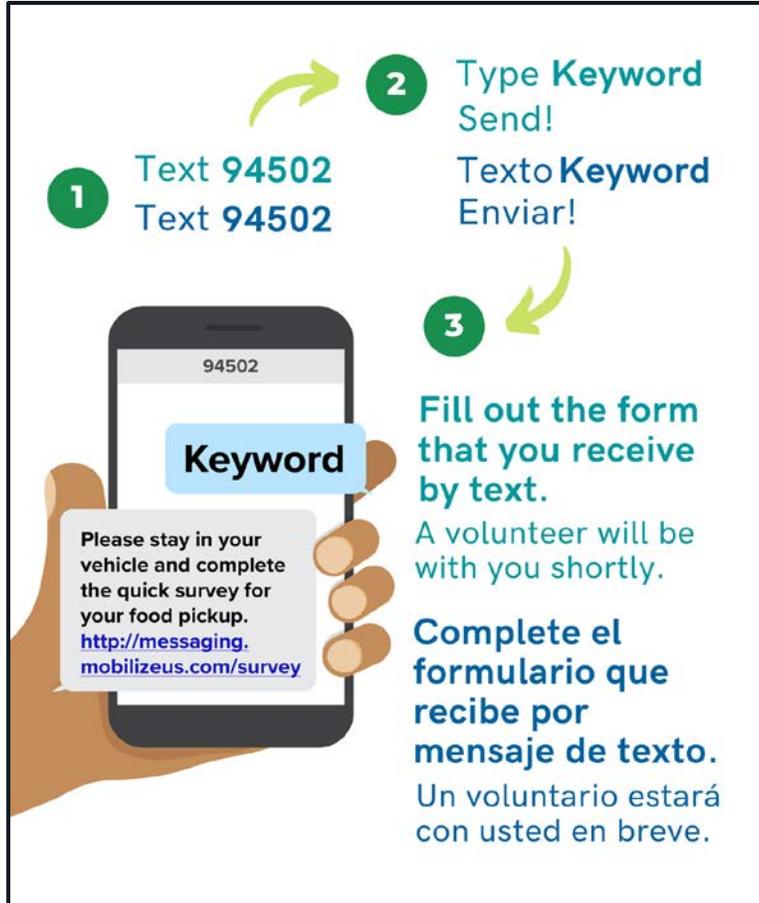
Logistics Overview:

- Cones for lines of cars
- Welcome sign - when the client gets to this sign, the client will text your keyword, to 94502
(put your car in park, or have a passenger text)
- The client will receive a text with a link to complete the survey
- When the client submits the completed form, they will receive a screen to show the distribution site to verify their application

NO DIRECT CONTACT NEEDED

Instructional Poster Example

(Provided in Canva or PDF, also available as small flyer and large poster.)



1 Text **94502**
Text **94502**

2 Type **Keyword**
Send!
Texto **Keyword**
Enviar!

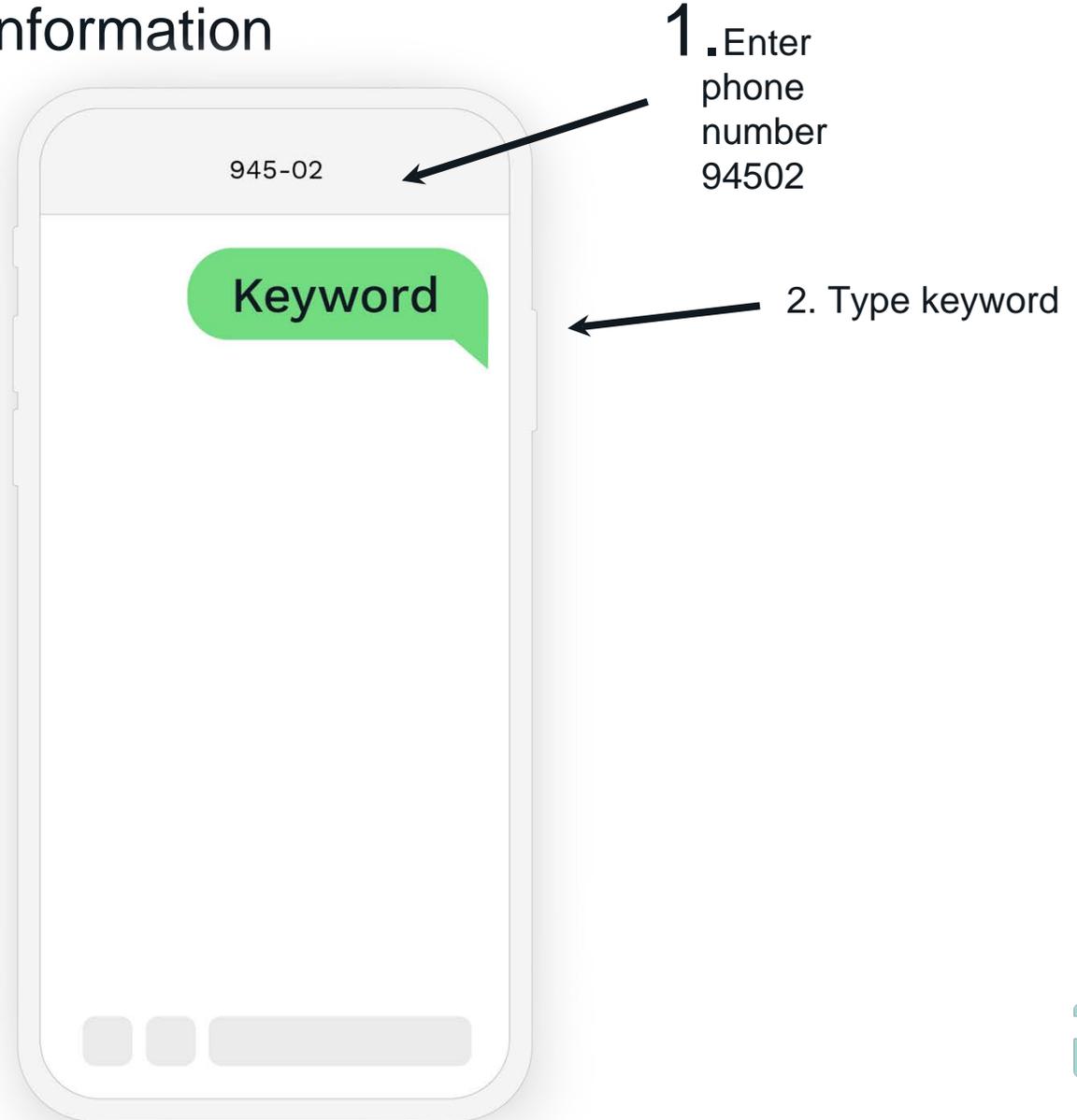
3 Fill out the form that you receive by text.
A volunteer will be with you shortly.
Complete el formulario que recibe por mensaje de texto.
Un voluntario estará con usted en breve.

Please stay in your vehicle and complete the quick survey for your food pickup.
<http://messaging.mobilizeus.com/survey>

Keyword

94502

Step 1: Client texts initial prep information



1. Enter phone number 94502

2. Type keyword

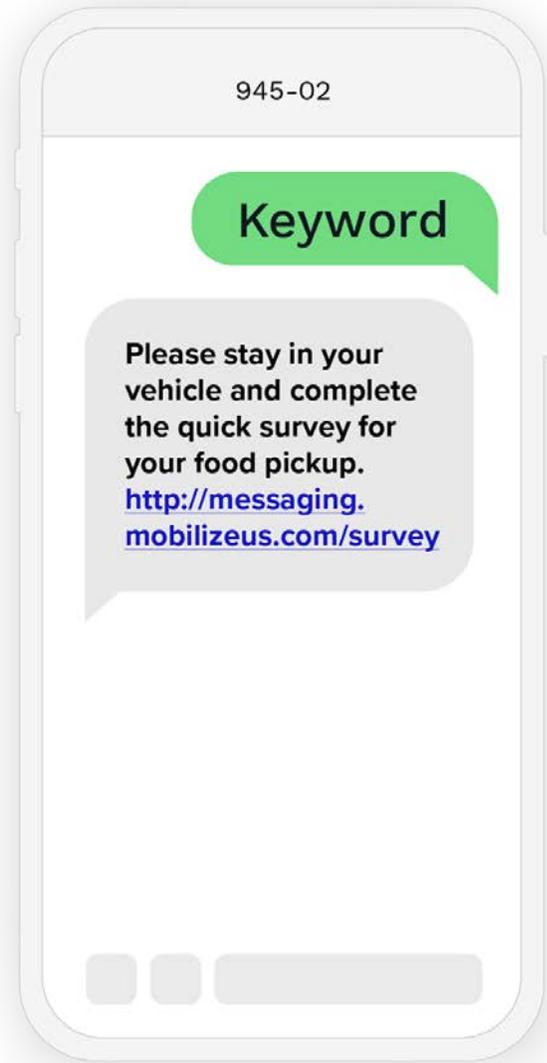
945-02

Keyword

MOBILIZE US

Step 2:

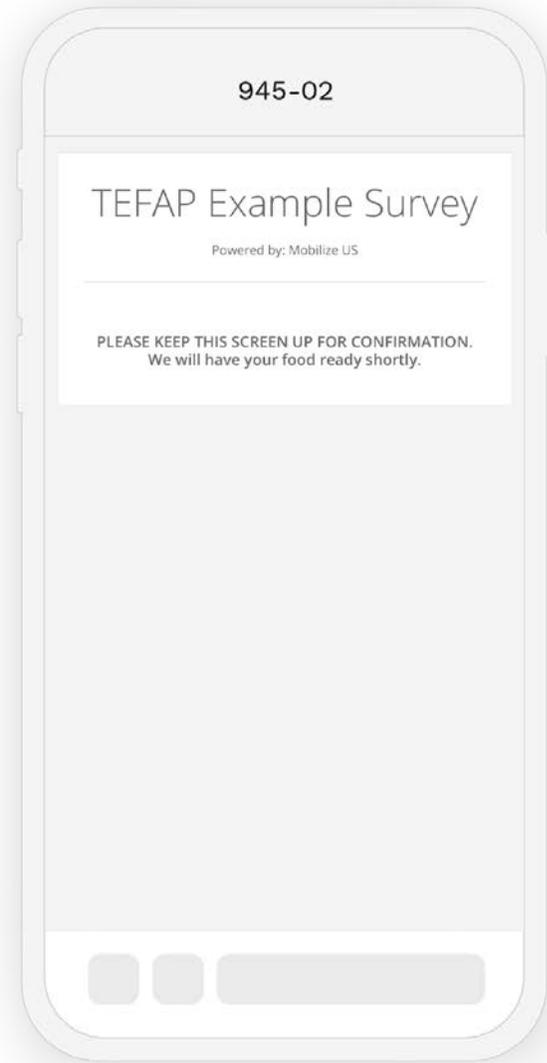
While waiting, client receives link to fill out electronic TEFAP survey



Automated message sends survey

Step 3:

Show screen for survey/text verification



Once the client submits their completed app, they will get a screen to show to the person dropping food in trunk



Survey Example

This is what the client fills out.

Drive-thru Distribution
Powered by: Mobilize US

Please stay in your vehicle and complete this quick survey for your food pickup.

Question 1 (required)

Your First Name

Question 2 (required)

Your Last Name

Question 3 (required)

Your Street Address

Question 4 (required)

Your Zip Code

Question 5 (required)

Number of people in your household

Question 6 (required)

How do you qualify?

By submitting this application, I CERTIFY that my household meets current eligibility guidelines. I UNDERSTAND that I may be prosecuted under current laws for accepting food for which I am not eligible and the food I receive may not be sold, exchanged, or otherwise diverted from my household's use.

This institution is an equal opportunity provider.

You Are Submitting Your Answers To The Account ZenBanana

SURVEY OVERVIEW

TEFAP Intake

Active

Description

The Emergency Food Assistance Program Application Form/El formulario de solicitud del Programa de Asistencia Alimentaria de Emergencia

Quick Stats

6 Questions

0 Responses

Timeline

Start Date: 04/20/2020

End Date: 05/20/2020

 View Data

 Edit Survey Details

 Manage Questions

Survey Id: 3

TEFAP Intake

Powered by: Mobilize US

Hello! Please fill out the following form before receiving food.

Question 1 (required)

Agency Name/Distribution Site - Nombre de la agencia / sitio de distribución

YMCA

Question 2 (required)

Name/Nombre

Please Type In Your Answer Here

Question 3 (required)

Address/Dirección

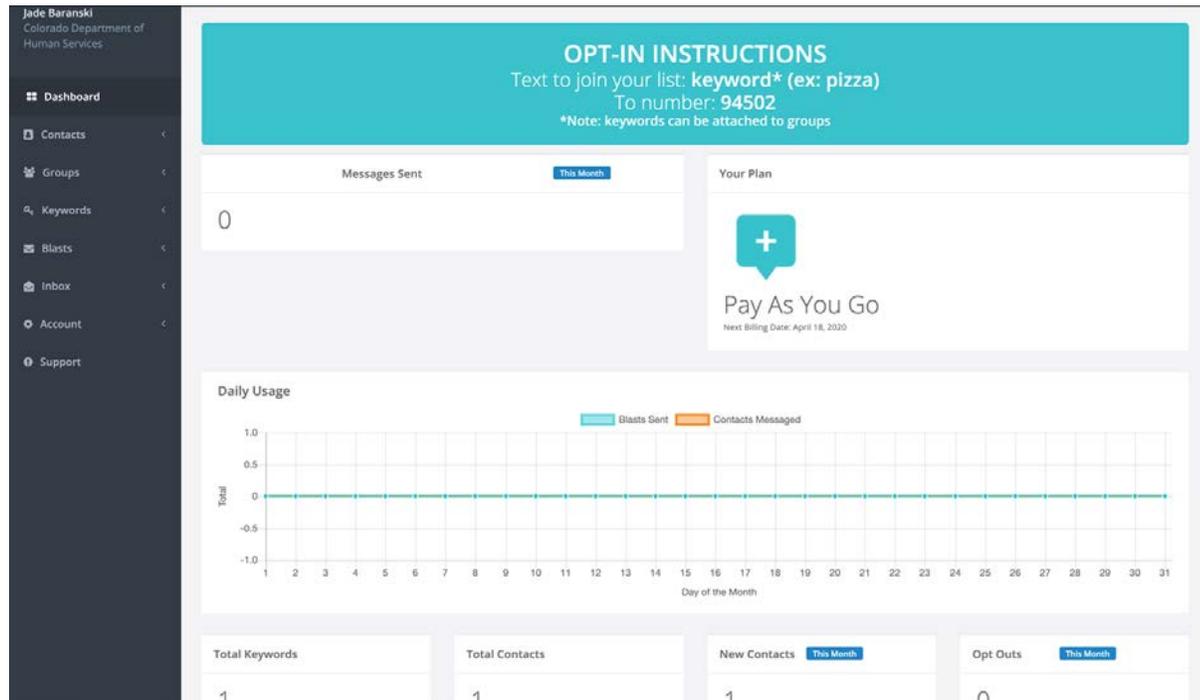
Please Type In Your Answer Here

Question 4 (required)

Do you receive one of the following social services? / ¿Recibe uno de los siguientes servicios sociales?

Please Type In Your Answer Here

DASHBOARD OVERVIEW



Dashboard Logistics:

- Once logged in to messaging.mobilizeus.com, this is your home screen

Dashboard Provides:

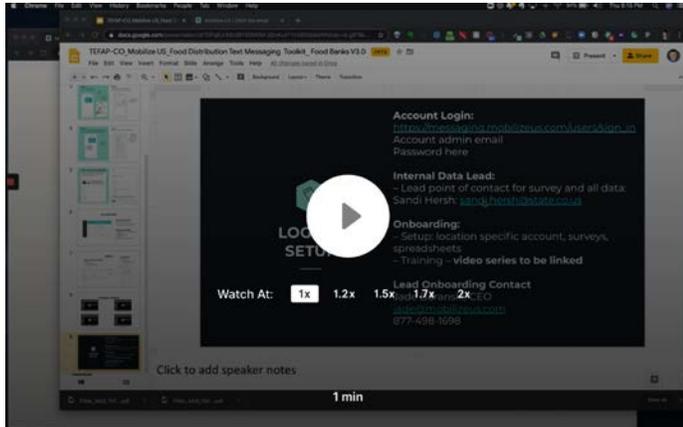
- Overview of how many new contacts
- Messages sent
- Opt-outs
- Volume on the month

PRICING OPTIONS

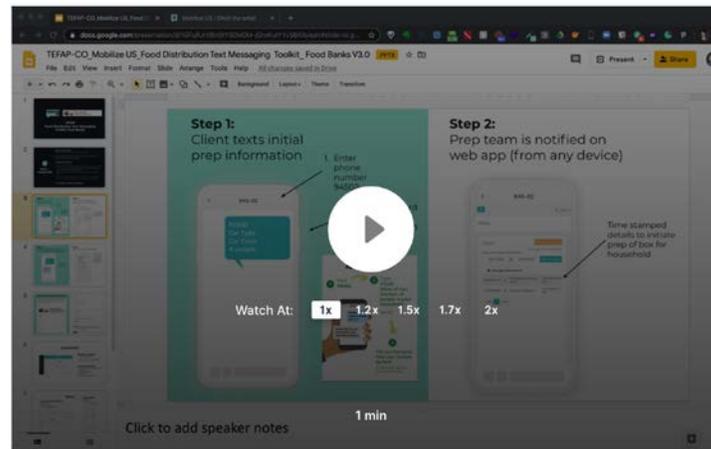
MOBILIZE US PLANS						
Plan	Bronze	Silver	Gold	Diamond	Platinum	Premium
Messages/Credits	500	1,000	2,500	5,000	10,000	50,000
Keywords	1	2	3	5	8	10
Monthly Cost	\$36.00	\$45.00	\$99.00	\$190.00	\$359.00	\$1,575.00

- Annual Plan Prepay
Discount: 15%,
- Overages billed at
\$.05/message
- Plans can be
upgraded/downgraded
at any time

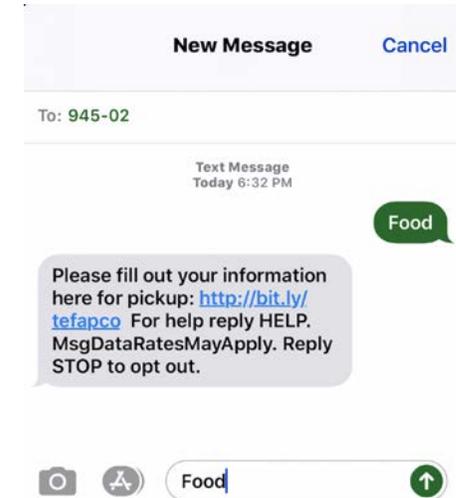
TRAINING VIDEOS



[How to login and get to your inbox](#)



[How to explain texting in to clients](#)



[No phone? How to complete survey on behalf of clients](#)



LOGIN & SETUP

Account Demo Setup:

https://messaging.mobilizeus.com/users/sign_in

Onboarding:

- Setup: location specific account, surveys, keyword(s)
- Training – toolkit and video series

Onboarding and Support:

support@mobilizeus.com

877-498-1698

COVID-19 Check-In Meeting



Be Flexible

Situations Change

Change is Inevitable

Goals Remain Steady

Changing Landscape

Adapt and Overcome



NEVER GIVE UP

"Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it."

- Michael Jordan