



# COVID-19 Advocacy Committee Update

Presented by:  
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June 1, 2020

# COVID-19 Response Timeline

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- March 13- ICSD announces closure (all others follow)
- March 17- Over 50% of staff begin working remotely
- March 18- Volunteer program suspended & facility closed to the public
- March 20- First Food Hub established in Owego
- March 22- Mobile Food Pantry program suspended
- March 23- \$50K COVID-19 internal grant set up for agencies
- March 26- First Community Food Distribution piloted in Watkins Glen

# COVID-19 Response- Community Food Distributions

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- Community Food Distributions (CFD) are large scale, drive-thru distributions of food to limit contact
- Clients register in advance by phone (1-833-4FB-FOOD) or on-line
- Each distribution is limited to 500 households
- We have established 10 CFD sites across the region
  - 3 each in Broome & Steuben
  - 1 each in Chemung, Schuyler, Tioga & Tompkins
- CFDs have served 6,952 households since 3/26/20

# COVID-19 Response- Food Hubs

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- A Food Hub is a small, satellite production room/warehouse where volunteers pack emergency food boxes for home deliveries and Community Food Distributions
- Food Hubs ensure that each county has a stockpile of boxes available in case the Food Bank needed to close temporarily due to COVID-19
- Emergency food boxes are available to non-traditional partners with the capacity to deliver to clients
- Food Hubs have packed over 27,000 emergency food boxes since 3/20/20

# COVID-19 Response- Agencies

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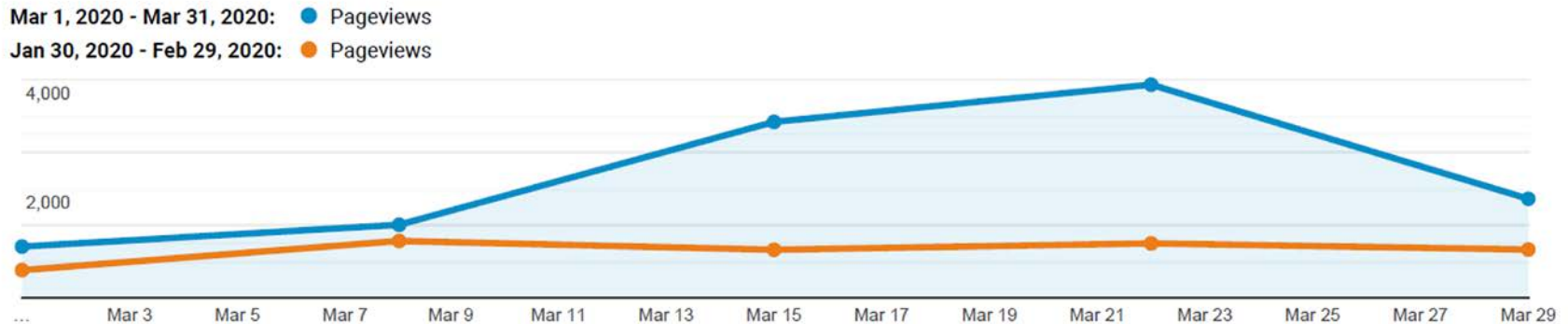
- Total distribution since 3/16/20= 3,975,107 vs. 1,908,116 in 2019 (108% increase)
- Despite CFDs and Food Hub activities, nearly 2/3 of food distributed has been handled by agencies (2.4M lbs)
- 87% of pantries and meal program remain open & some non-emergency agencies started new pantry or meal program services to respond to increased demand
- \$95K COVID-19 grant established to offset agency costs associated with wholesale food purchases

# Client Demand

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- Pantries reported a 53% increase in households served in April (56% in March)
- Over 60% of CFD clients were new to PantryTrak
- We are serving more families with children (31% vs 23%) and fewer seniors (16% vs 28%) via CFDs compared to Mobile Food Pantries
- We developed a client-focused advertising campaign including TV & radio spots, digital ads, CFD registration web page, mass texting, etc.

# Client Demand- Food Finder



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	159.47% <span style="color: green;">▲</span> 11,230 vs 4,328	<b>164.45% <span style="color: green;">▲</span></b> 8,547 vs 3,232	12.77% <span style="color: red;">▼</span> 00:03:07 vs 00:03:34	161.45% <span style="color: green;">▲</span> 4,693 vs 1,795	4.19% <span style="color: green;">▼</span> 71.15% vs 74.26%	5.76% <span style="color: red;">▼</span> 61.73% vs 65.50%	0.00% \$0.00 vs \$0.00
1. /find-food/							
Mar 1, 2020 - Mar 31, 2020	11,230 (100.00%)	8,547 (100.00%)	00:03:07	4,693 (100.00%)	71.15%	61.73%	\$0.00 (0.00%)
Jan 30, 2020 - Feb 29, 2020	4,328 (100.00%)	3,232 (100.00%)	00:03:34	1,795 (100.00%)	74.26%	65.50%	\$0.00 (0.00%)
% Change	159.47%	164.45%	-12.77%	161.45%	-4.19%	-5.76%	0.00%

Unique clicks on “Find Food” increased nearly 165% in March compared to Jan & Feb.

# Federal & State Programs

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- Nourish NY- \$25M given to NYS Food Banks to purchase local agriculture products (e.g. milk, dairy, produce & meat)
- USDA Coronavirus Food Assistance Program (CFAP)- \$3B in new funding for perishable food boxes
- USDA The Emergency Food Assistance Program (TEFAP)- \$850M additional for food (\$600M) and storage/distribution costs (\$250M)
- NYS Pandemic EBT Program- Additional funds for families with school-aged children who receive free/reduced meals (\$5.70 per child for each day school is closed due to COVID-19)



# Recent Advocacy

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- Increase SNAP benefits by 15% in upcoming COVID 4.0 legislation
  - Press event with Rep. Tom Reed at Painted Post CFD
  - Letter to the Editor sent to all newspapers in NY-23 district signed by three food bank CEOs (FBST, Foodlink, & FeedMore WNY)
  - Advocacy Alert sent via email
  - Kudos to Dave Radin for sending a letter to Rep. Reed's office!

# QUESTIONS?

