I 1.3 Food Distribution Performance Evaluation

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Problem Statement
San Antonio Food Bank currently does not measure the quality of service and goods they provide. SAFB cannot improve their quality until they first measure and understand how they currently perform.

Purpose
SAFB wants to establish quality-related performance metrics and improve feedback communication with their agencies and end users to better understand how they can improve services and increase customer satisfaction.

Objectives
- Establish quality metrics to determine performance.
- Create, enhance, and distribute surveys.
- Provide recommendations for improvements.
- Create a more efficient continuous surveying process.

Area Covered
- 58,000 individuals are served weekly in a 16 county area.
- The large area covered makes the distribution and collection of surveys challenging.

Team Members
From left to right: Maximiliano Gutierrez-Garcia
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Project Methodology
Define • Statement of Work • Develop quality KPIs • Develop quality related program specific questions
Measure • Alpha survey • Implement Surveys • Identify sampling plan • Gather initial data
Analyze • Consolidate data • Identify trends of problems • Brainstorm ideas for solutions
Improve • Provide program-specific recommendations • General Improvements
Control • Create an efficient continuous surveying process • Improve efficiency of data collection and consolidation

Measure Phase
Current State – Issues and Challenges

Children’s
- Three different surveys targeted by age group
- Attend in-person sessions to complete surveys
- Surveys required every quarter by government agencies
- Completed paper surveys manually input into Excel

Seniors
- Are conducted by phone
- Seniors skeptical of scams
- Time consuming
- Completed paper surveys manually input to Excel
- Require 450 surveys each quarter
- Continuous surveying is the goal
- Government funding requires name of recipient

Food Pantry
- Slow responses
- Only certain events receive surveys
- Completed paper surveys manually input to Excel
- Yes or no questions do not allow for further explanation
- Clients can be nervous to take surveys in fear of losing their food
- Ultimate goal is to go paperless

Surveys Enhanced with Quality-Related Questions

Children’s
- Create a Macro process that will sort and analyze Excel input
- Integrate quality related questions with existing
- Create questions with universal wording

Seniors
- Enhanced Wufoo survey with quality related questions
- Establish a new form of surveying mailing survey packets with monthly distributions
- Creating extended drop down questions

Food Pantry
- Enhanced survey with quality related questions
- Transfer new survey into Wufoo to make it electronic
- Email the link to clients – Name of client isn’t required

Quality Metrics
1. On time delivery/ Ease of Access
2. Adequate portion size
3. Freshness of products
4. Variety of goods
5. Overall Satisfaction

Future Plans
#1: Have the agencies distribute and collect as many surveys as possible
#2: Conduct a training session for Agencies to learn about the survey process
#3: If emails are available, send links to the survey, mail hard copies, pass out flyers, and make phone calls
#4: Go in person to an agency to host a one-on-one survey session

Data Collection
- If conducted by phone/mail/ in person: manual input from SAFB to Wufoo
- If conducted by client online: the survey will go straight from the Wufoo to Excel
- If conducted by phone/mail/ in person: use an icon to add a table, chart, or SmartArt graphic, picture or multimedia file.

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