

**Local Food Promotion Program (LFPP)
Final Performance Report**

The final performance report summarizes the outcome of your LFPP award objectives. As stated in the LFPP Terms and Conditions, you will not be eligible for future LFPP or Farmers Market Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by LFPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to your assigned grant specialist to avoid delays:

LFPP Phone: 202-720-2731; Email: USDALFPPQuestions@ams.usda.gov; Fax: 202-720-0300

Should you need to mail your documents via hard copy, contact LFPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2015 – September 30, 2016
Authorized Representative Name:	Marisa Cervantes
Authorized Representative Phone:	702-882-6757
Authorized Representative Email:	marisa@lssnv.org
Recipient Organization Name:	Lutheran Social Services of Nevada
Project Title as Stated on Grant Agreement:	Virtual Food Pantry
Grant Agreement Number: <i>(e.g. 14-LFPPX-XX-XXXX)</i>	15LFPPNV0148
Year Grant was Awarded:	September 30, 2015 – September 29, 2016
Project City/State:	Las Vegas, NV
Total Awarded Budget:	\$25,000

LFPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by LFPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: From our current clientele, identify 125 individuals/families and 50 seniors who will be along the first group to use the Virtual Food Pantry.
 - a. Progress Made: Lutheran Social Services of Nevada collected surveys from the food pantry clients from April 2016 – July 2016 to assess the individuals/families/seniors who would be the first group to use the Virtual Food Pantry. The surveys were given to all food pantry participants during food pantry hours on Monday, Wednesday and Friday during those four months. 350 surveys were collected. LSSN identified the top concern/issue that clients had concerning the transition to the Virtual Food Pantry, which was mainly clients who were not comfortable or familiar with using a computer. Volunteers who were comfortable using a computer were chosen to be the Kiosk Assistants who would help each client with the log in process and shopping process. The volunteers received training from the Facilities and Nutrition Services Manager. During that time 125 individuals and families; and 50 seniors were chosen as the pilot group to test the Virtual Food Pantry prior to the official launch in October 2016. The individuals who were chosen as the pilot group were offered the incentive of extra shopping days and extra food items as a thank you for participating in the test group.
 - b. Impact on Community: Program staff continued to meet for program meetings and staff meetings twice per month. During these meetings, the team discussed which families/individuals/seniors would be a good candidate to be a part of the pilot group. The program staff also addressed any issues or concerns that arose from the survey, such as how to work with clients who are not confident with their level of computer skills or had little interest in the online food pantry. The survey provided some good insight on our client’s concerns and ability to adapt to the transition from the client choice supermarket style food pantry to the client choice digital pantry. Staff also provided feedback concerning the look and how the virtual food pantry ran. The staff also provided suggestions to make specific changes like, changing the background color of the pictures and adding text on the pictures for the clients who cannot see the picture well in order to make it easier for some clients. Volunteers were also trained and given the opportunity to provide feedback on the plans to begin the pilot and launch of the Virtual Food Pantry.
 - ii. Goal/Objective 2: Research local farming operations within a reasonable radius of LSSN; sign a memorandum of understanding with six producers, establish expected harvest yields, identify methods of transporting food to LSSN, and determine the most efficient way to serve the most clients.
 - a. Progress Made: Contact was made and relationships have been established with local and regional growers. Letters of support for the Virtual Food Pantry were

provided by Quail Hollow Farms, Cowboy Trail Farms, Gilcrease Orchard Foundation, Joe Van Dyke Farms, and Urban Hydro Greens.

b. Impact on Community: Through these partnerships, LSSN and the local/regional growers will be able to increase access to fresh and seasonal produce to our food pantry clients, especially those food insecure households who live in food deserts and/or have a lack of transportation. We interviewed each grower to find out how a partnership with a local food pantry will benefit them and they all agreed that they will also benefit from said partnership. Such responses included; “Primarily it will further our goal of outreach and education.”, “To make people aware of the nutrition and health benefits of microgreens.”, “It will also give exposure to the community.”, “A consistent revenue stream.”, and “This partnership will give an opportunity to have more product available for the locals as well as the opportunity to expand services by partnering with a local non-profit like Lutheran Social Services of Nevada.”

iii. Goal/Objective 3: Revamp LSSN’s Website (www.lssnv.org) to include an inviting link to the Virtual Food Pantry and make the system accessible by mobile device. Work with software developer BitFocus to customize its Clarity Human Services case management software to enable the pantry project.

a. Progress Made: There were some changes with goal/objective 3. LSSN purchased the Online Food Pantry System from Nexus Financial Services who created the online food pantry system for a non-profit named St. Johns Bread and Life in Brooklyn, New York instead of creating the system with BitFocus. The name of the software program is called the Digital Choice Food Pantry (DCFP). The LSSN team did some brainstorming prior to the launch of the DCFP to come up with a catchy name and logo for the new program. The DCFP is now called DigiMart. LSSN purchased and set up four kiosk computers in the Intake Office and now clients can shop from DigiMart from the comfort of the touch screen kiosks and will soon be able to shop from their own computers at home. The link to the DigiMart is <https://lssn.onlinepantrysystem.com/>. The test groups began shopping from the DigiMart in August and September of 2016. The official launch of the DigiMart took place on October 4th, 2016. All food pantry clients now shop from the kiosks at LSSN. All households are assigned a unique ID that is used to login to the DigiMart. Each household is allotted a specific amount of points based on the household size, ranging from the minimum of 100 points to 500 points maximum. The healthier and more nutritious food items cost less points to encourage the households to make healthier food choices. The clients use the kiosks at LSSN to shop for their food items, once they are finished, they complete the order by clicking “check out”. The order will then be sent to a printer in the food pantry and the volunteers will gather and bag up the items for the shopper. The shopper is then called when their order is ready to be picked up. The shopper also has the opportunity to choose from a variety of perishable items such as produce, dairy, bakery, meat and prepared items.

LSSN currently has a test group of clients who are using the DigiMart from their home computers and we expect to fully launch the ability to shop from home by the end of November 2016. Once the online DigiMart shopping is ready to be

fully implemented, the link will be added to the LSSN website. As of right now, only the test group have the link and are able to shop from home. Planning such as what days will online shopping be available, time frame for shopping, time frame for packaging the orders and pick up need to be put in to place before it is fully available to the public.

b. Impact on Community: The DigiMart is a web based software system, so it can be accessed from mobile smart phones, tablets, laptops, and PC's, which will benefit the homebound seniors and disabled clients who are unable to leave their homes. Clients who are employed and are unable to visit the DigiMart during business hours will also have the opportunity to shop from home around their work schedules.

The program is based on a point system that is renewed every 31 days. The minimum amount of points is 100, for a single person household and the maximum amount of points to a large household is 500 points. All clients are able to access the food pantry on a weekly basis as long as they still have points. This allows our clients to shop based on their need, versus every 30 days and after their SNAP benefits run out. The flexibility of the program allows clients to plan their monthly or weekly budgets better by allowing them more opportunities to shop in the DigiMart weekly. The LSSN food pantry typically sees a higher volume of clients toward the last two weeks of the month, when most of the households are out of their SNAP benefits, so we encourage our clients to "budget" their points as well.

The point system is also set up to have the healthier food options to have a lower point value and the less nutritious food items have a higher point value. The method behind that is to encourage our shoppers to make healthier and smarter choices for their household. For example, fresh produce costs the shopper one point and the shopper can choose an unlimited amount of produce from what is available in the inventory at the time. A food item such as cookies will be valued at 20 points. If an individual has 100 points, then chooses the cookies for 20 points, that is 25% of their point budget being spent on the cookies.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: Not applicable. No jobs were created for this project, because the DigiMart is primarily operated by volunteers. The project did not create revenue, because DigiMart product is not sold, it is free.
 - ii. Number of jobs retained: 1 Facilities and Nutrition Services Manager
 - iii. Number of indirect jobs created: Not applicable. No indirect jobs were created for this project, since the DigiMart is primarily operated by volunteers and one paid staff member.
 - iv. Number of markets expanded: The project established relationships with 5 local and regional growers who provided letters of support, expressing interest in partnering with the project. One of the producers, The Joe Van Dyke Farms has been a partner of LSSN

in the past and LSSN has purchased local and regionally grown produce from them for the food pantry.

- v. Number of new markets established: Not applicable. The project established relationships with local and regional growers and farmers who have been in operation for several years. Now new markets were established or pursued during the performance period.
 - vi. Market sales increased by \$0 and increased by 0%. This project has not made any purchases from the local growers yet, but plans to purchase product once the DigiMart is fully operational online in addition to the onsite kiosks.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. Percent Increase: No results available. The five local/regional farmers/producers were contacted and provided LSSN with letters of support. Other funding sources to allow the program to purchase product from the producers.
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

DigiMart has enabled the agency to expand its reach to clients that otherwise would not be able to receive food services in the low income demographics.

LSSN established a partnership with the Church of Latter Day Saints and through this partnership, we were able to host three Open Air Free Markets, which is like a mobile food pantry. The Open Air Markets were hosted at two different LDS churches that are located within food deserts. This partnership allowed LSSN to reach a new population by increasing access to low income/low food access neighborhoods that we have not been to before. The households served during these Open Air Markets were multifamily households or households as large as 15 individuals residing in one home. During these Open Air Markets, fresh produce and a variety of other food items are provided to the households in addition to information on how to access services and the DigiMart at LSSN.

4. Discuss your community partnerships.
- i. Who are your community partners? In addition to the partnerships that were discussed in the interim report, new partnerships and food rescue pick-ups were established with local stores, such as Walmart, Albertson's, Smith's, Sprouts Farmer's Market.
 - ii. How have they contributed to the overall results of the LFPP project? The partners provided the necessary inventory to populate the DigiMart system for client choice. The Facilities and Nutrition Services Manager schedules daily and weekly food rescue pick-ups at these local stores. These new food rescue pick-ups drastically increased the inventory for the DigiMart as well as provided a variety of food options, including dairy, meat, produce, bakery items and nonperishable dry and can goods.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this LFPP grant? The partners will continue to provide food items at no cost to LSSN and the support needed to help the agency distribute nutritious food to the communities in need.
5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the LFPP project? The software was purchased from St. John's Bread and Life and Nexus

Financial Services. Nexus Financial Services continue to provide technical assistance for the DigiMart. The team at Nexus Financial worked with LSSN to migrate and populate over 7,000 users to the DigiMart, which prevented LSSN from having to make thousands of entries into the system before the launch.

6. Have you publicized any results yet? * Yes.
 - i. If yes, how did you publicize the results? A press release, live news coverages, newspaper articles, and social media (Twitter and Facebook). See attached for links and publicity information.
 - ii. To whom did you publicize the results? To the LSSN Board of Directors, email blast to community partners, to our followers on Facebook and Twitter accounts.
 - iii. How many stakeholders (i.e. people, entities) did you reach? Thousands in the community.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? Survey assessments were taken prior to the launch of DigiMart. LSSN will work on creating satisfaction surveys in order to get more feedback and results from the DigiMart shoppers. So far, verbal communication and verbal assessments have been taken place through volunteers, staff and clients. We hear about an 80% satisfaction rate from the clients.
 - ii. What feedback was relayed (specific comments)? Many clients have reported that they like the new system and that it is much easier for them to shop from a kiosk rather than pushing a large shopping cart through the warehouse/food pantry setting. Clients (especially seniors) who had little confidence using a computer have shown great improvement and express that shopping from the kiosks is easier than they thought. There are at least three staff or volunteers who assist the clients at the kiosks, so if there is ever a client who physically cannot shop from the kiosk, has a language barrier or vision impaired, there will always be someone available to assist.

8. Budget Summary:
 - i. As part of the LFPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income? No income was generated during this project period. The DigiMart provides food free of charge to those in need.
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:
 - i. Summarize any lessons learned. Draw from positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

Time management of the project did not go as planned at the beginning of the project period. There were unforeseen circumstances that delayed part of the project from staff changes to severe weather conditions that led to the cancellation of the trip to New York. As soon as the software program was purchased, the project was in full planning and implementation mode and has proven to be a great success.

The LSSN team learned to be flexible and open to change or suggestions that could benefit the program. The staff at LSSN are very creative and innovative and their ideas are never taken for granted.

LSSN is so fortunate to have been able to purchase the DigiMart software from Nexus Financial Services. That saved LSSN a lot of time as well as money by not having to start a program from scratch.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

All goals and outcomes were achieved during the project period.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

Communicate and reach out to your assigned Grants Management Specialist, they are there to help you. This was LSSN's first experience with a federally funded program like LFPP, so Ms. Harmon was a great help concerning, budget reallocation, reporting and request for funds.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

DigiMart is going to be a permanent component of the LSSN Food Pantry. Going digital is the future and will only make things easier and efficient for the clients and the agency. LSSN will continue to seek funding to help support this program. LSSN will create post and satisfaction surveys to help the program align to the needs of our clients. The surveys and assessments will also inform the team of any changes that are necessary to help the client/shopper. LSSN will consult with volunteers and staff members to ensure that we are doing everything possible to efficiently implement the DigiMart. LSSN is the first non-profit in the west coast to launch the Digital Choice Food Pantry (DigiMart), we hope to serve as a model agency by inspiring other food pantries to consider enhancing their services by going digital.

Not only will the DigiMart allow us to provide food to clients faster and more conveniently, it will help us improve our inventory controls. The DigiMart is an efficient way to track and report the food pantry inventory.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
 1. Complete the online shopping test group
 2. Launch the online DigiMart shopping
 3. Expand food delivery to homebound/shut ins