

# Serving Seniors Scales Efficiently To Feed San Diego's Disadvantaged Seniors

## Customer Success Story



## Meet Serving Seniors: Feeding San Diego County Since 1970

San Diego-based nonprofit Serving Seniors' mission is to help seniors in poverty live healthy and fulfilling lives. As the largest provider of meals to seniors in San Diego County, Serving Seniors offers congregate dining and home-delivered meals to almost 6,000 seniors every year.

Established in 1970, Serving Seniors helps low-income and unhoused seniors thrive using an innovative model of whole-person, wraparound support, including meals, housing, health and social services, and enrichment activities. Serving Seniors provides low-income seniors direct access to affordable housing and has developed five permanent affordable housing residences.

"We account for about 75% of the meals in San Diego County," says Senior Director of Nutrition Programs Pansy Powers. "We deliver about 20,000 meals per week."

Packages consist of scratch meals prepared on-site by third-party caterers and delivered daily, and there is also an option of frozen meals provided weekly in a 7-day meal box.

To conduct these deliveries, Serving Seniors utilizes its fleet of 30 vehicles.

## Paper Planning Reduces Efficiency, Elevates Security Risk

Route planning in the early days of the Serving Seniors meal delivery program took place on paper maps with endless lists of clients and client information.

"They just had a huge map of San Diego, and they would plot it by hand," says Pansy.

This planning method not only proved inefficient and wasteful in terms of time and paper usage but also lacked security for all of the data needed for the operation.

Serving Seniors recognized that adopting a digital platform was essential for safeguarding customer information.





## Automated Route Planning Secures Data, Increases Efficiency, Unlocks Growth

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Today, Serving Seniors utilizes Route4Me route optimization, integrated with Samsara telematics to conduct all last mile operations.

Gone are the days of the huge map of San Diego and lists of clients. Now planners simply upload an orders file and quickly tabulate the meals documented as delivered or undelivered.

“We have all of our information on a recurring schedule,” says Pansy. “We reduced planning time significantly and rarely have to manually change a route.”

Drivers use the Route4Me mobile app on tablets, which adds convenience and security. With encrypted information and the ability to remotely disable any lost tablet, clients know their data is protected.

This increased efficiency provides Serving Seniors with Major opportunities for growth. Since implementing automated route optimization, the meal program recently identified and expanded to four new zip codes, enabling the service to reach up to 120 new clients.

