Grocery Delivery Program

Update to Youth and Human Services Committee

A before-and-after look at food security, household wellbeing, and program experience comparing what participants reported at enrollment with how they're doing after enrolling.

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Agenda

01 Program overview

02 Who the program serves

03 Results: enrollment to check-in

04 Program usage and satisfaction

05 Resilience during extreme weather

06 What we learned and recommended next steps

Program Overview

Launched November 2025 to learn the impact of grocery delivery on neighborhoods with limited food access.

123
participants currently enrolled

200
maximum program capacity

$100
grocery credit per month, for 12 months

$1,200
total benefit per household over one year

Total program cost

$260,000

$240,000 City of Cincinnati funds & $20,000 Kroger

Total individuals in Winton Hills Impacted

371

Partners

Kroger · Department of Opportunity & Resident Services (DORS) · Winton Hills Community

At a glance

Across every measure we asked at both points, households reported they were better off after enrolling.

All 9

food-security measures improved

from enrollment to check-in

+37 pts

rating their mood Excellent/Very Good

29% → 66%

94%

used their monthly grocery credit

92% used all of it

87%

bought items they couldn't before

agree the credit made it possible

Who the program serves

Reported at enrollment

92%

identify as women

83%

Black or African American

81%

household income under $25,000

96%

enrolled in SNAP / EBT

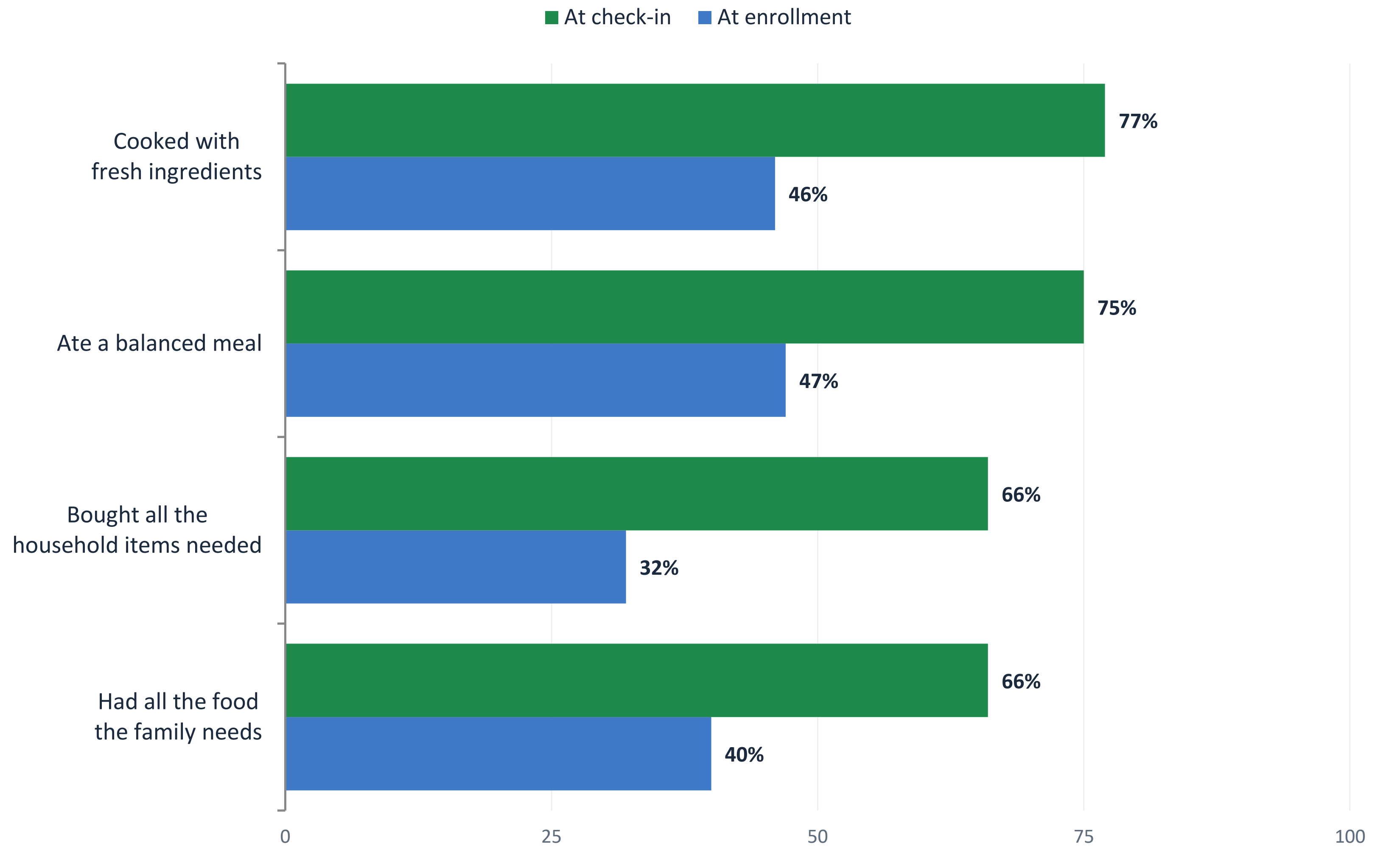
76%

have children under 18 at home

120

households surveyed at enrollment

Households are getting what they need



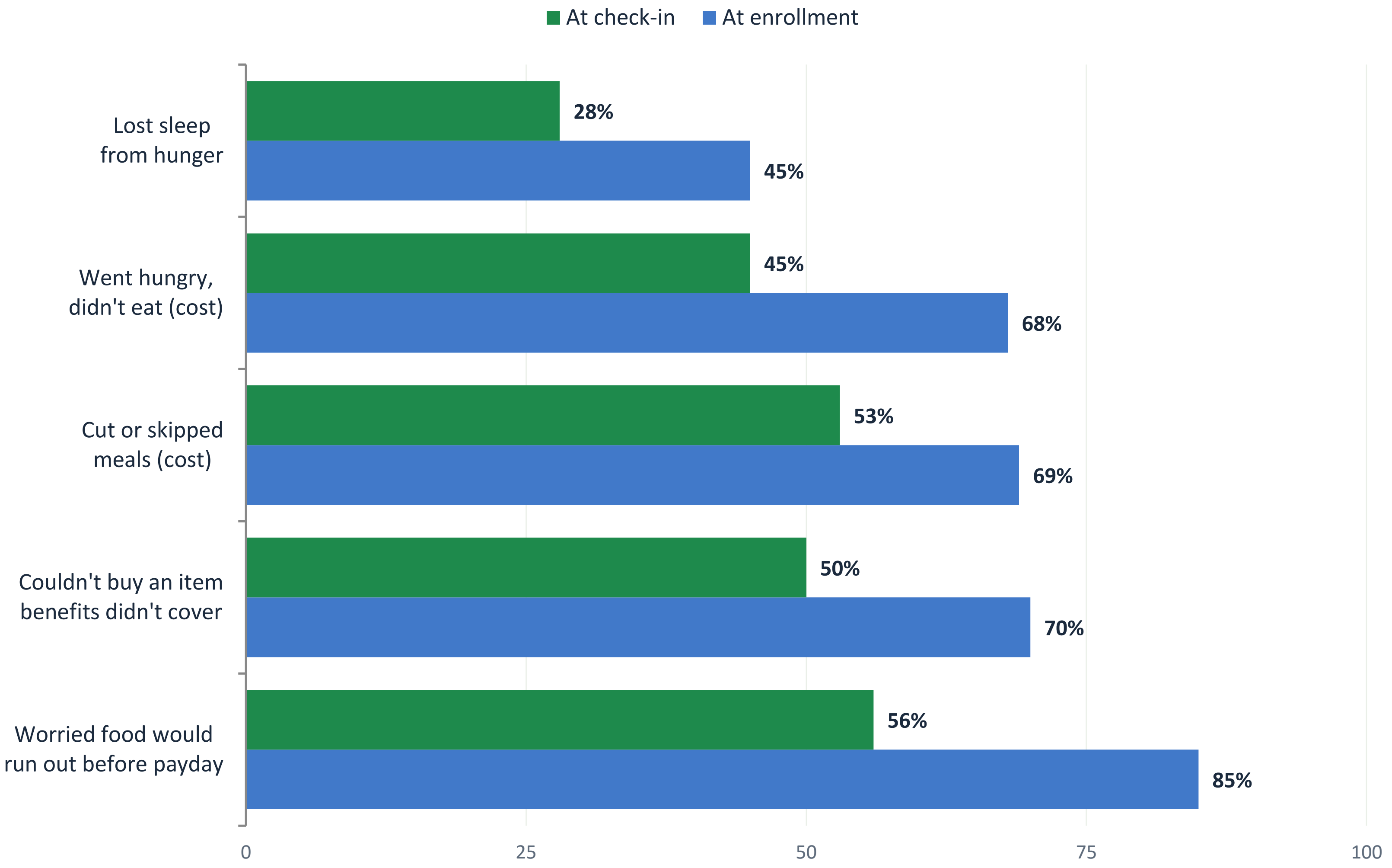
What it means

Bought all household items doubled — from 32% to 66%.

Cooking with fresh ingredients rose from 46% to 77%, a sign of steadier, healthier meals.

Every measure on this slide moved up by 26 points or more.

Food hardship dropped significantly



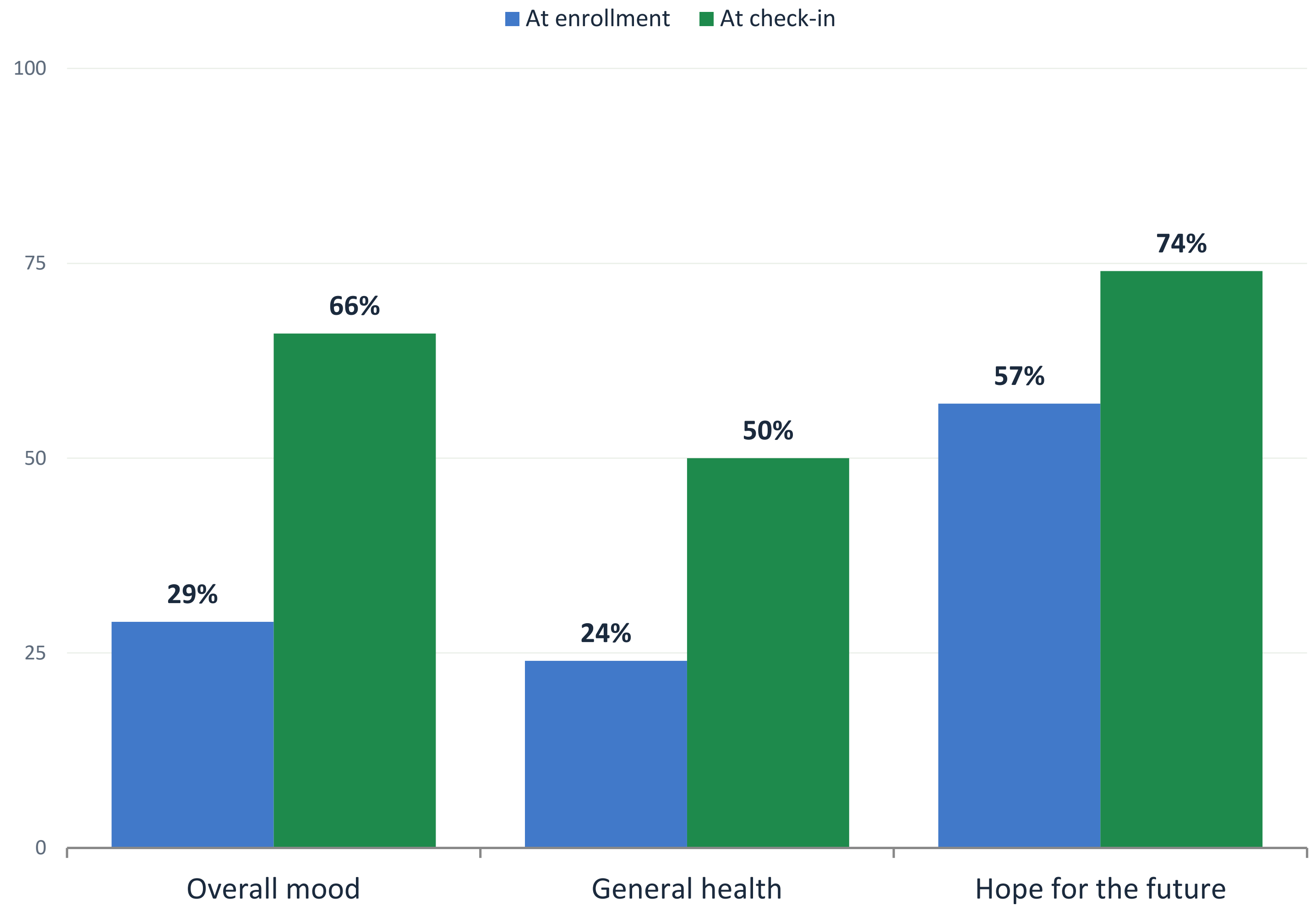
What it means

Worrying food would run out fell the most — 85% to 56%.

Going hungry to save money dropped from 68% to 45%.

Fewer households are skipping meals, losing sleep, or going without what benefits won't cover.

Mood, health, and hope all rose



Mood

29% → 66%

+37 pts

Health

24% → 50%

+26 pts

Hope

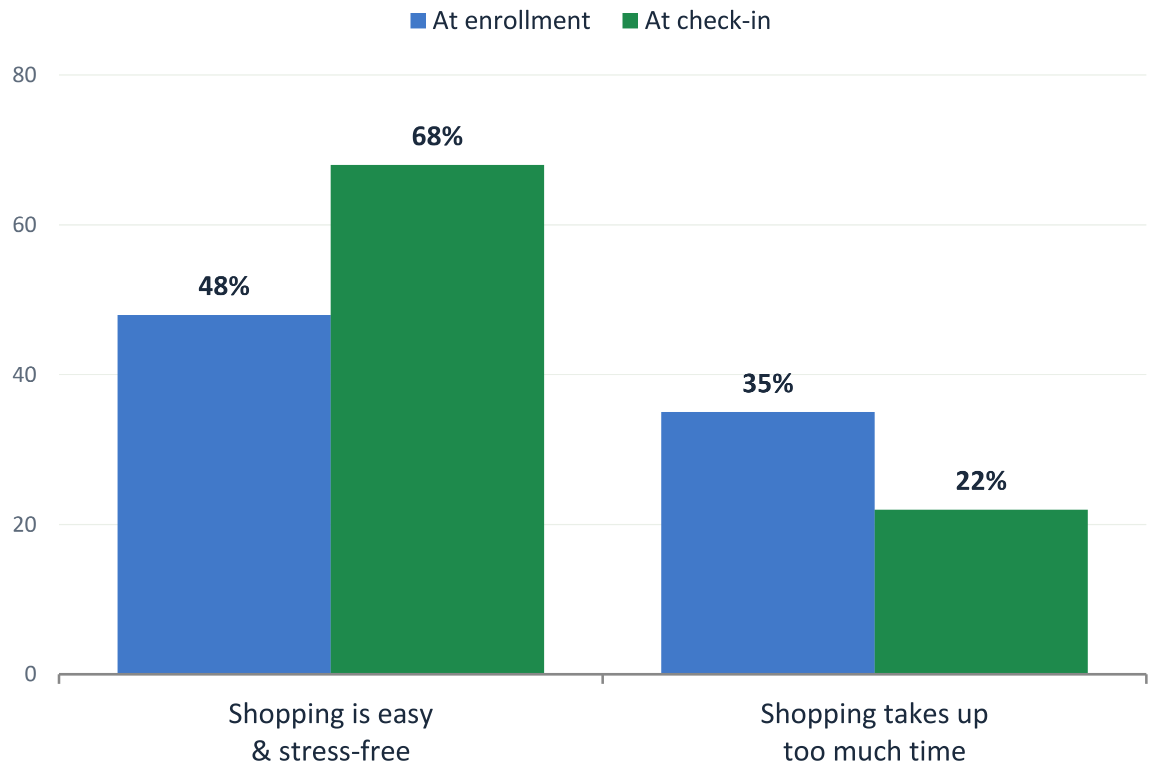
57% → 74%

+17 pts

Shopping got easier and the credit went further

Attitudes shifted between enrollment and check-in, and new affirmations emerged once people had used the program.

Before → after, % who agree



Easier shopping rose; the feeling that it eats up time fell.

New at check-in — share who agree

87% bought items they couldn't afford before the program

85% say the credit arrives at a time of month that helps

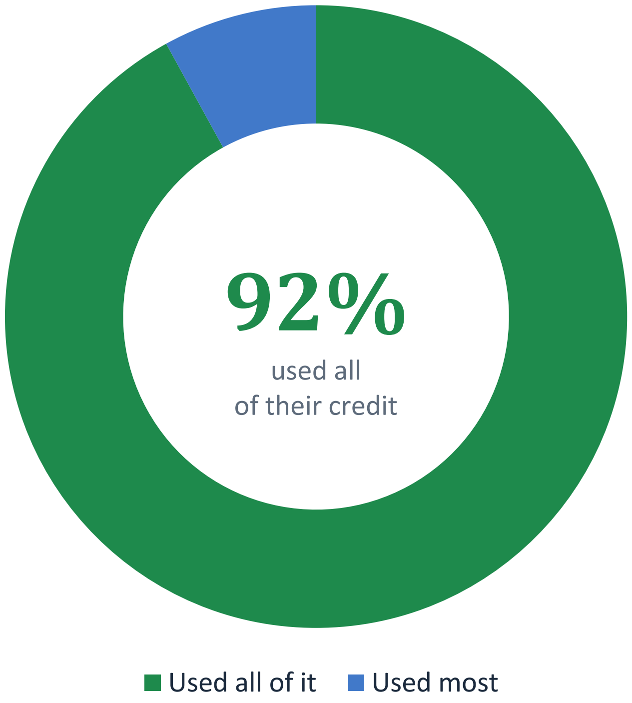
90% used all the groceries that were delivered

77% find the Kroger app easy to use

Households are using the program

Reported at check-in.

How much of the monthly credit was used



94% used their monthly grocery credit

78% had no issues using the Kroger app

52% never needed to contact customer service

63% willing to share a testimonial about their experience

A lifeline during extreme weather

When cold, heat, or storms hit, delivery kept food coming — and kept people out of harm's way.

58%

used grocery delivery during an extreme weather event

93%

call delivery essential or very important in those events

Where it can be even stronger

Nearly 1 in 5 (18%) tried to use delivery during a weather event but couldn't — most often a payment or delivery-slot issue. Closing those gaps would make the program even more dependable when it matters most.

Without delivery during those events, households would have...

36%	traveled despite unsafe conditions
33%	not been able to get groceries at all
33%	had to rely on others
19%	skipped meals

In their words

Open-ended responses from the check-in survey.

> *Having groceries delivered to my door on days when I can't leave is the best!*

> *It is beneficial to my family because the food stamps run out at the end of the month and my credit comes in.*

> *I never have to worry about us running out of plates or trash bags — things I can't get with SNAP or WIC.*

> *I love the support and the opportunity to be able to provide for my family in our time of need.*

What we learned

The story between enrollment and check-in — and where to go next.

What's working

- Food security improved on all nine measures, with the biggest gains in worry, hunger, and household essentials.
- Wellbeing rose across mood, health, and hope. Mood nearly doubled.
- Take-up is strong: 94% use the credit and 92% use all of it.
- Delivery is a genuine resilience tool during extreme weather.

What could be better

- Credit amount — large families say $100 stretches thin; consider scaling by household size.
- Balance visibility — participants want to see their remaining credit and choose when it's applied.
- Delivery slots & fees — more same-day availability; reduce reliance on paid Instacart windows.

Recommended Next Steps

1. Continue the pilot through its full 12-month term for all 123 enrolled households.
2. Work with Kroger to continue participation to spend down the remaining funds - 6 months with current participants.
3. Expand and Scale.

Questions?

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