

Employing Data to Tackle the Food Insecurity Crisis



Indianapolis Community Food Access Coalition (CFAC)



Non-Profit



www.indyfoodpolicy.org



Indianapolis, IN

AT A GLANCE

CHALLENGE:

Funding for the ICFAC-Lyft program was in jeopardy because they could not accurately track performance data to demonstrate impact. Pulling the necessary data to report program success was a time-consuming, inaccurate manual process.

SOLUTION:

Datatelligent developed a Tableau-powered interactive dashboard to track metrics related to the ICFAC-Lyft program. The improvements in tracking and oversight have boosted program effectiveness and staff efficiency and created a superior user experience.

RESULTS:

The ICFAC has been able to enhance the utilization of its Lyft program, better support the community they serve in Marion County, and easily access program metrics for grant reporting.

CHALLENGE

The ICFAC's goal is to enhance access to healthy and nutritious food in the Indianapolis community. As a part of their efforts to connect people with nutritious, locally grown food, the ICFAC has a grant-funded program that pays for participants to use the Lyft rideshare service to go to and from grocery stores. The grant requires program administrators to track participation and provide accurate data to demonstrate impact.

Unfortunately, the ICFAC was experiencing a number of challenges:

- No in-house data analytics expertise
- An inefficient, manual system to track program participation that was lacking the necessary data points to manage success or identify issues
- The Lyft program was limited to rides within Marion County, but there was no way to enforce this mandate without better access to ride data

All of these challenges coalesced into a possible loss of funding if the ICFAC could not demonstrate program impact.

SOLUTION

Datatelligent staff got to work building an interactive, user-friendly data dashboard powered by Tableau. This solution organizes and presents information on the number of rides completed, monthly expenses, unique and repeat riders, and also includes details related to rides taken by the time of day and day of the week, average distance of rides, and if the rides were completed within Marion County, as is dictated by the terms of the grant.



SOLUTION (cont.)



This highly visual, user-friendly dashboard put all the necessary data in the hands of the ICFAC team, and also delivered a number of additional benefits that have proven to be incredibly valuable for enhancing and growing their programming. The ICFAC can now track and enforce the geographic boundaries for the Lyft program, which will help them meet the grant parameters and improve how they measure participation. Additional participant data was captured, helping staff demonstrate greater need and expanding the service to include access to farmers' markets and food pantries.

RESULT



In 90 short days, the Datatelligent team collaborated with ICFAC to develop an interactive, Tableau-powered data dashboard. The ICFAC program management team now has easy access to the KPIs needed for grant reporting. Additionally, the dashboard data sets include census data that was not previously collected. Now, staff can review census data to identify other programming needs in the community (socioeconomic, health criteria, ethnicity, etc.). These data sources help staff identify and write new grant requests, enhance and develop new programs, and uncover other community needs.

The most immediate positive result is that with the Datatelligent solution in place, ICFAC leveraged the collected data to secure an additional \$190,000 in funding.

The program management team now has the ability to demonstrate impact, helping to secure ongoing financial support. Most importantly, community residents living in food deserts now have better access to healthy food options through the continuation of this program.

"Working with Datatelligent and developing this dashboard has been a huge game changer. We now have access to the accurate, up-to-date data we need to maintain funding, ensure program success, and ultimately better support our community."

Milele Kennedy, Director,
Community Nutrition and
Food Policy

