



the hummingbird

CDS News

MOWSV COVID Response A New Brick in the Community's Foundation

Meals on Wheels Salinas Valley, California



"I feel that we have an ethical and moral obligation to continue to do our job and serve as many people as possible during this time."

MOWSV Executive Director, Regina Gage

Tucked in the hills of Monterey County, surrounded by some of the most abundant farmland in California and home to world

famous restaurateurs, is Meals on Wheels of Salinas Valley, (MOWSV); serving the community for almost 50 years; their service area covers an impressive 3,000 square miles. Historically, they take meals directly to house bound residents throughout the Salinas Valley.

What seems to have been eons ago, on March 17th, St. Patrick's Day, that world ended. No trick of the leprechauns this year! COVID-19 cases began rising on the West Coast; in tandem, the Center for Disease Control, (CDC), announced that community members 65 years and older were at greater risk to suffer complications and die from COVID-19; this group comprised the majority of MOWSV's clients.

In short order, MOWSV had to formulate a plan and re-imagine their service provision. With their regular home-delivered meal program at near capacity, they anticipated these unprecedented circumstances required providing more meals to more vulnerable people.

This was the challenge that kept MOWSV's Executive Director, Regina Gage, awake at night. Immediately, she and her team took a mile-high view and began looking for assistance. Community members met the moment and made some sizable donations to the cause. Piece by piece the solution quickly came together, the idea, additional funds and knocking on a few more doors brought Monterey Salinas Transit (MST) and Independent Transportation Network Monterey County (ITN) into the transportation part of the solution. At the same time, MOWSV reached out to several local restaurants in Old Town Salinas including Gordon's Café, Portobellos, Norma's Family restaurant and Main St. Bakery; Stevie's restaurant in Prunedale and Lawrence restaurant in King City for assistance with meal preparation.

Thus, began MASA, with the final pieces in place, restaurant meals were

made and delivered by drivers from MST and ITN to home bound seniors.



Meals on Wheels of the Salinas Valley

And our

Salinas Valley Community

Partners in

Action.

What does MASA look like today? Beginning on March 30, 2020, twelve MASA clients were enrolled and within weeks, their service delivery grew to over 200 people a day. In comparison, in MOWSV's home delivered meals program for the entire year of 2019, close to 400 residents participated and received nearly 90,000 meals.

What sets the MASA program apart is its far reach. Thanks to their responsive forward thinking, Meals on Wheels of the Salinas Valley and its partners, brought over \$100,000 back to the community, most of which goes to hard hit, local restaurants simultaneously feeding hundreds of people during these difficult times.

Learn More About Them Here



At this critical point in time, we need more innovation, more thinking outside-the box creativity and more can-do cooperation. MASA and its builders are an excellent example of these qualities. We can use these

qualities to re-work the fabric of our cities and counties and transform them into more equitable places that represent all of our citizens.

If you have a story about your company's response to COVID-19, please send us an email or give us a call, we would love to share it and add it as another tool in our workshop :)

Stay Healthy!

The CDS Team

Liberty and Justice for All

As a company and community member, it is important to assert clearly that Black Lives Matter. We here at CDS have delayed in delivering this message to our users. Not because we lacked certainty, or the words; rather we did not want to see it get lost in the wake. In the past several weeks, we have seen civic engagement across the nation. Every major corporation and small business alike have issued statements echoing the same messages. To end violence towards our Black communities: to become more inclusive, listen, and partner with community members and elected officials, the list is broad and hopeful. It signifies a desire to change our culture and country for the better.

Not to be outmatched, regular people have responded in kind.

Demonstrations continue at a rate of 143/day since Mr. Floyd's death, 80% of these are in communities with a white majority, communities like Omaha, Nebraska and Oakdale, California. Books on race, justice and equality have topped the New York Times' non-fiction best sellers lists for two months and counting. Donations to Black owned businesses and organizations are at a record high. Best of all, there has never

been a time where more people have been invested in voter registration and civic engagement.

Being housebound, for many of us, has had a leveling effect, our modified activities, gives us room to better see and ponder our world. Through this, Black Lives Matter has hit a chord; it is eminently important and can unite us. It provides the opportunity to make deep, real, systemic changes that can benefit everyone, if there is injustice for one, then there is injustice for all. Astoundingly, it is before us, let us seize this moment and act. We can do this, together, after all, this is about liberty and justice for ALL.

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