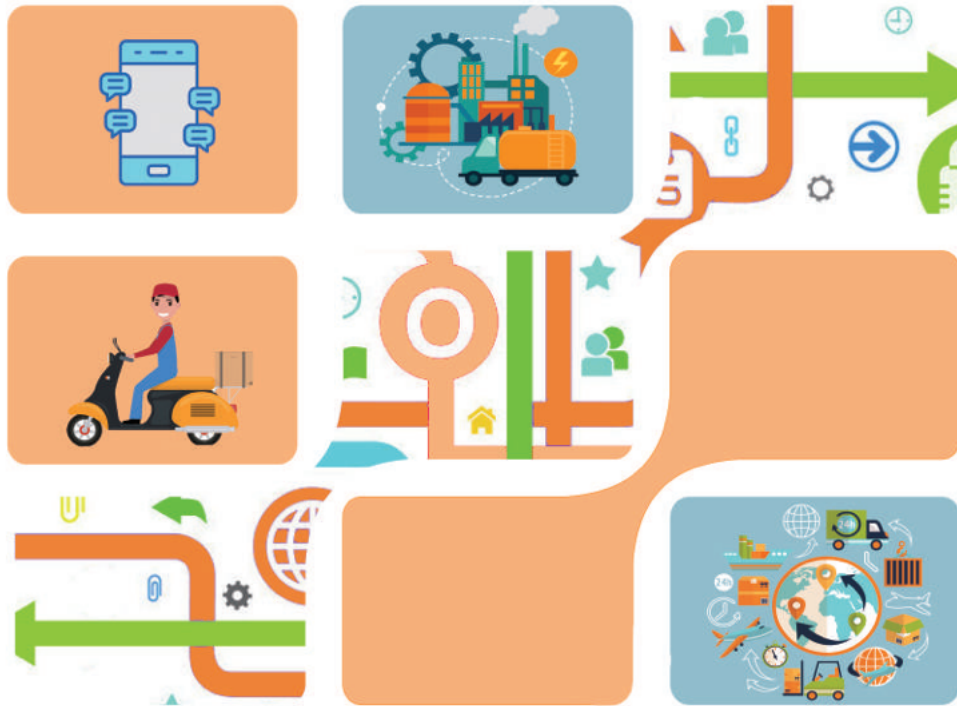




TOMPKINS COUNTY
OFFICE FOR THE AGING
Aging Better, Together



Delivery Accessibility Improvement for Older Adults in Tompkins County

Hanyu Zeng
Chengyu Wang
Yidi Xu
December 2023

Available at: <https://labs.aap.cornell.edu/node/923>

This work was produced under the direction of Prof. Mildred E. Warner in the Department of City and Regional Planning at Cornell University. Research was coordinated with the Tompkins County Office for the Aging. Partial funding support was provided by USDA NIFA grant #2019-68006-29674.

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Abstract

Our project aims to facilitate access to delivery services for older adults in Tompkins County, NY. Older adults are often marginalized due to the complexities of online ordering systems and the operation of third-party delivery APPs. Through quantitative and qualitative research and interviews with both older adults and delivery drivers, our research not only collected delivery service coverage and price but also studied the patterns, preferences, and obstacles that older adults would face while ordering online. Analysis of data on delivery coverage of local grocery stores and pharmacies, alongside the implementation of an educational framework we hope to improve older adults' proficiency in using online delivery applications. The pandemic has underscored the significance of remote access to online delivery services. The initiative is positioned to bridge the digital divide, empowering older adults to enjoy the conveniences brought by contemporary technological advancements.

Introduction

Older adults in Tompkins County face challenges getting groceries and medicine. Despite the proliferation of online ordering and third-party delivery applications, many older adults still find themselves isolated due to their unfamiliarity with these technologies. The problem was exacerbated by the COVID-19 pandemic, which underscored the importance of remote access to daily necessities. According to Nutrislice and AARP 2021 Tech Trends Report, older adults over 62 are one of the groups to alter their behaviors the most (Craig, 2021), and 35% of the older adults are willing to use technology if they know how to use it (Kakulla, 2021). Therefore, this report aims to help older adults understand and become comfortable with digital services.

Tompkins County is actively addressing nutrition, and food access for older adults. During the pandemic, COFA introduced innovative ways to meet the nutritional needs of older adults, facilitating grassroots volunteer assistance and establishing informal food distribution networks (Xu 2020). Today, most of the large and medium-sized groceries and pharmacies within Tompkins County now provide delivery services, which makes older adults' lives more convenient. It's obvious that the county is moving in an aging-friendly direction.

However, there exists notable room for improvement regarding the accessibility of delivery services in the county. Various challenges impede the utilization of these online services by older adults, encompassing issues such as a lack of awareness regarding which stores provide delivery services, uncertainty about whether their location falls within the delivery range, unfamiliarity with the process of ordering groceries via third-party applications, and ambiguity surrounding potential additional charges. This gap between older adults and delivery services accessibility can be filled in by our study and training program.

The purpose of our project is to analyze and address the challenges faced by the older adults in Tompkins County, regarding the accessibility of essential goods through delivery services. Through an in-depth examination of older adults' experiences with delivery services and data collection, we will translate the collected data into tables, charts, maps, and a brochure for older adults to learn how to navigate online delivery services. By enhancing older adults' capacity to access technology, we aim to contribute meaningfully to the welfare of the older adult population.

Methodology

In our comprehensive study of delivery services within Tompkins County, we employed a multifaceted research approach to gain insights from various stakeholders. We initiated our study by engaging with local grocery stores and pharmacies to understand their delivery mechanisms. We updated details regarding delivery zones and associated fees to ensure an accurate representation of their services.

To capture the perspectives of older adults, we conducted targeted surveys and interviews. These were orchestrated with the assistance of the Tompkins County Office for the Aging and reached almost 200 members of the older adult population who subscribed to COFA's newsletter. This initiative helped us uncover the specific needs and preferences of older adults in relation to delivery services.

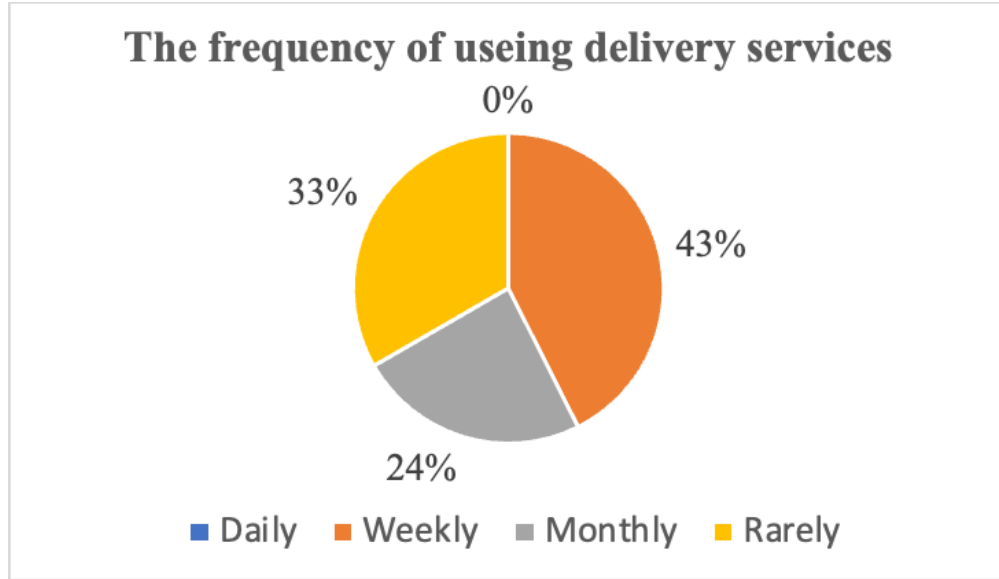
We also sought the viewpoints of delivery drivers through interviews, focusing on their experiences in servicing older adult customers. This offered us invaluable insights into the preferences and challenges encountered by older adults when utilizing online delivery services.

The final phase of our research involved a rigorous data analysis. We collated the data and displayed it using pie charts for quantitative insights, while qualitative feedback from open-ended survey responses was thematically analyzed to identify recurring concerns and suggestions. This comprehensive approach allows us to paint a detailed picture of the delivery service landscape as it pertains to the needs of older adults in Tompkins County.

Data/Interview Analysis

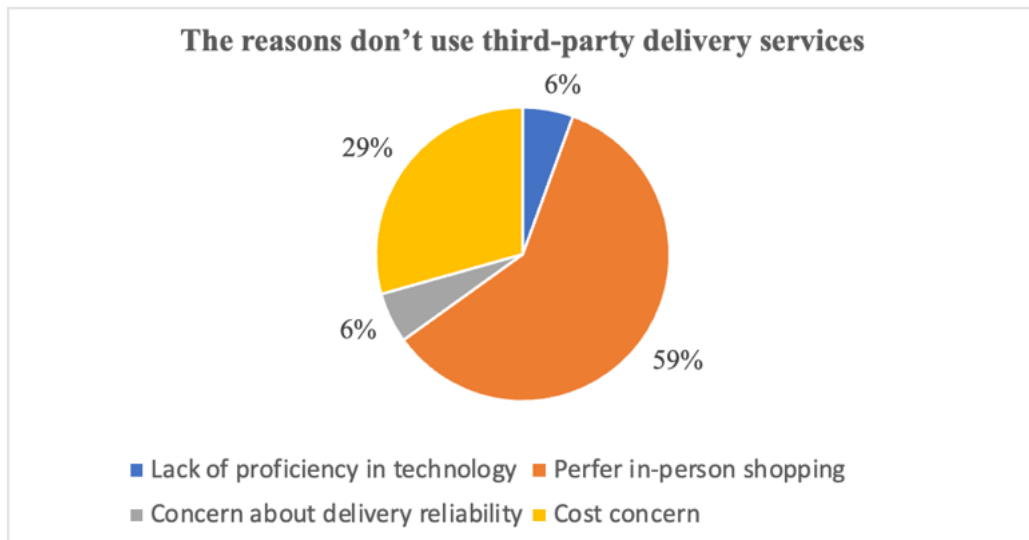
Key Findings from the Perspective of Seniors

Our survey on the use of delivery services received a total of 197 responses. Responses varied widely: some people use these services monthly or in specific situations like illness, while others rarely or never use them, preferring personal shopping for reasons like social interaction, cost concerns, and independence. Common circumstances prompting consideration of delivery services include bad weather, health issues, and lack of transportation, with many weighing conveniences against cost. Regarding delivery fees, opinions ranged from a preference for free delivery to the willingness to pay a subscription fee, with some expressing dissatisfaction with product substitutions and higher online prices. Challenges faced include overwhelming product choices, concerns about item substitutions, hidden costs, and technical difficulties with apps. According to our survey, 29% of older adults are currently using third-party delivery apps, and 43% of them order delivery services weekly.

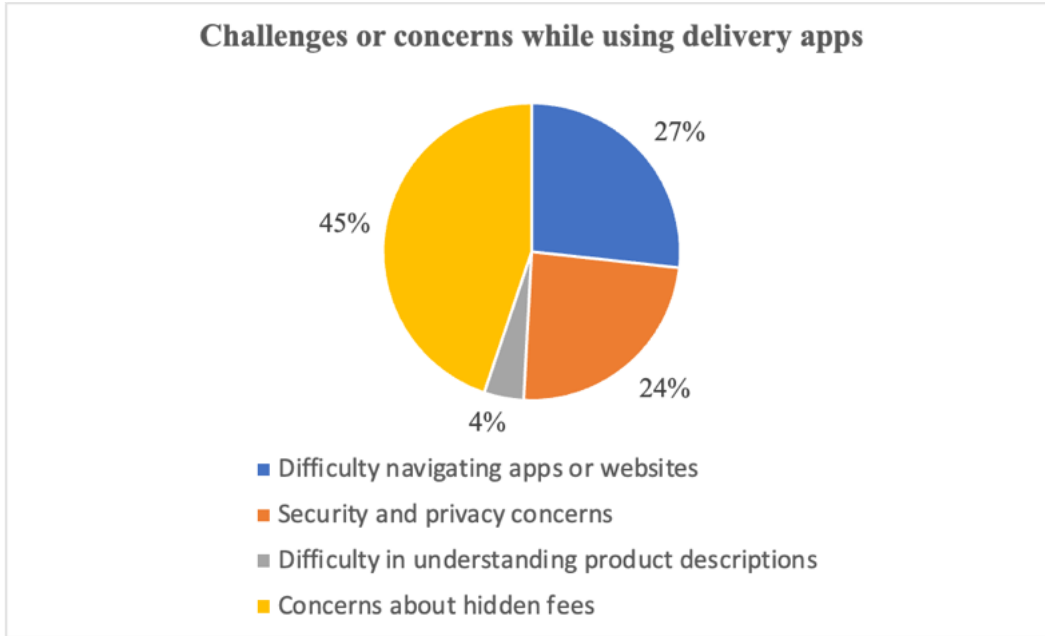


Survey of Older Adult Delivery Services Accessibility in Tompkins, Oct 2023, N= 54

The reason that they don't use third-party services are that most older adults prefer shopping in person (more than 60%). Hidden fees of online delivery services were also a major concern. At the same time, we found that these apps still have a long way to go to provide an age-friendly user experience. 78% of older adults have encountered unfriendly issues while using delivery apps.



Survey of Older Adult Delivery Services Accessibility in Tompkins, Oct 2023, N= 126



Survey of Older Adult Delivery Services Accessibility in Tompkins, Oct 2023, N= 116

Key Findings from the Driver’s Perspective

We interviewed four delivery drivers, three of whom are Instacart deliverers. Each interview lasted for five minutes. One delivers food for his own store, but also is a driver for third parties like Doordash; this interview lasted for half an hour. The drivers indicated:

- Many older adults are comfortable using store delivery services by calling the stores directly. However, their use of online ordering and third-party apps is lower because they often struggle with these platforms and make mistakes, which discourages them from using such services.
- A lot of older adults aren't aware of third-party delivery services and don't know how to use them, leading to a lack of awareness about the availability of these delivery options from various stores.
- Third-party drivers shared that they are willing to deliver within a 15-minute radius (about 6 miles). For longer distances (up to 30 minutes' drive), drivers are usually compensated extra, indicating that distance is not a major barrier for delivery services.

- One local driver, who orders for her father due to his difficulty with using the Instacart app, believes in the efficiency of food delivery platforms but acknowledges the digital challenges faced by older adults, like her father, who have trouble remembering how to use these apps.
- The delivery range offered by stores themselves is often wider than that of third-party services when a store provides both options.

Charging Mechanism

This section generally explains how the third-party charges the customers. Taking Instacart as an example, six parts make up the final price. Only the first item is the cost of the goods, while all other items are extra charges.

- **Item Subtotal:** This is the total cost of all groceries. Most stores require a minimum of \$10 in goods for delivery services.
- **Checkout Bag Fee:** A small charge for the bags used in packing the groceries.
- **Checkout Bag Fee Tax:** A very small tax amount on the checkout bag fee.
- **Tip:** Instacart sets a default tip of at least 5%, depending on various factors. Tips are split between the shopper and the delivery driver and can be adjusted up to 2 hours after delivery to decrease, or up to 2 weeks to increase.
- **Service Fee:** This is not a tip but a fee for operating costs like insurance and customer support. It can change based on factors like address and order size and is detailed in the digital receipt after order completion. Instacart members can save on this fee.
- **Delivery Fee:** Starts at \$3.99 for orders over \$35 with same-day delivery. The fee varies for different types of deliveries and can include extra charges for long distances or tolls. **Instacart members (called “Instacart +”) get unlimited free delivery on orders over \$35 and other benefits.** (For more detail, see brochure).
- **Example Calculation:** A \$93.00 grocery purchase with additional fees for bags, tax, tip, and service fee.

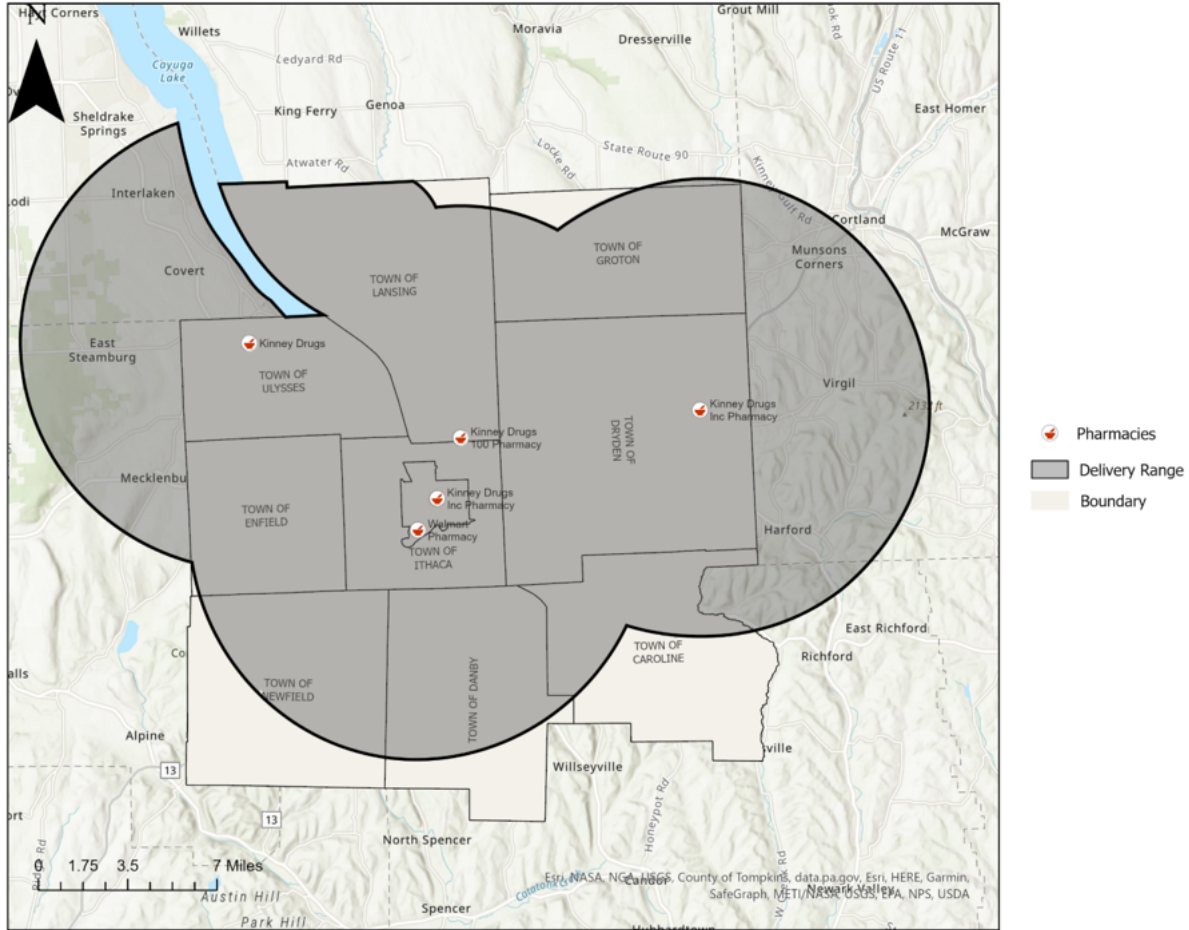
Charging Mechanism					
Item subtotal	Checkout bag fee	Checkout bag fee tax	tip	Services fee	Delivery fee
\$93.00	\$0.48(A small charge depending on the size of items)	\$0.03(A very small tax)	\$4.67 (you can chose by yourself, at least 5% of subtotal)	\$3.96 (Normally not more than 10%)	\$0 (Some stores provide free delivery if you spend up to a certain amount)

Diet-specific list

We researched diet-specific features on Instacart. The app has a "recipes" section that includes cooking methods, calorie counts, serving sizes, and ingredients, making it easier for seniors to order food. Instacart Health also offers "Health Tags" which provide dietary information on over half a million products, like low-salt, low-sugar, Keto-friendly, and gluten-free options (Lyng, 2022).

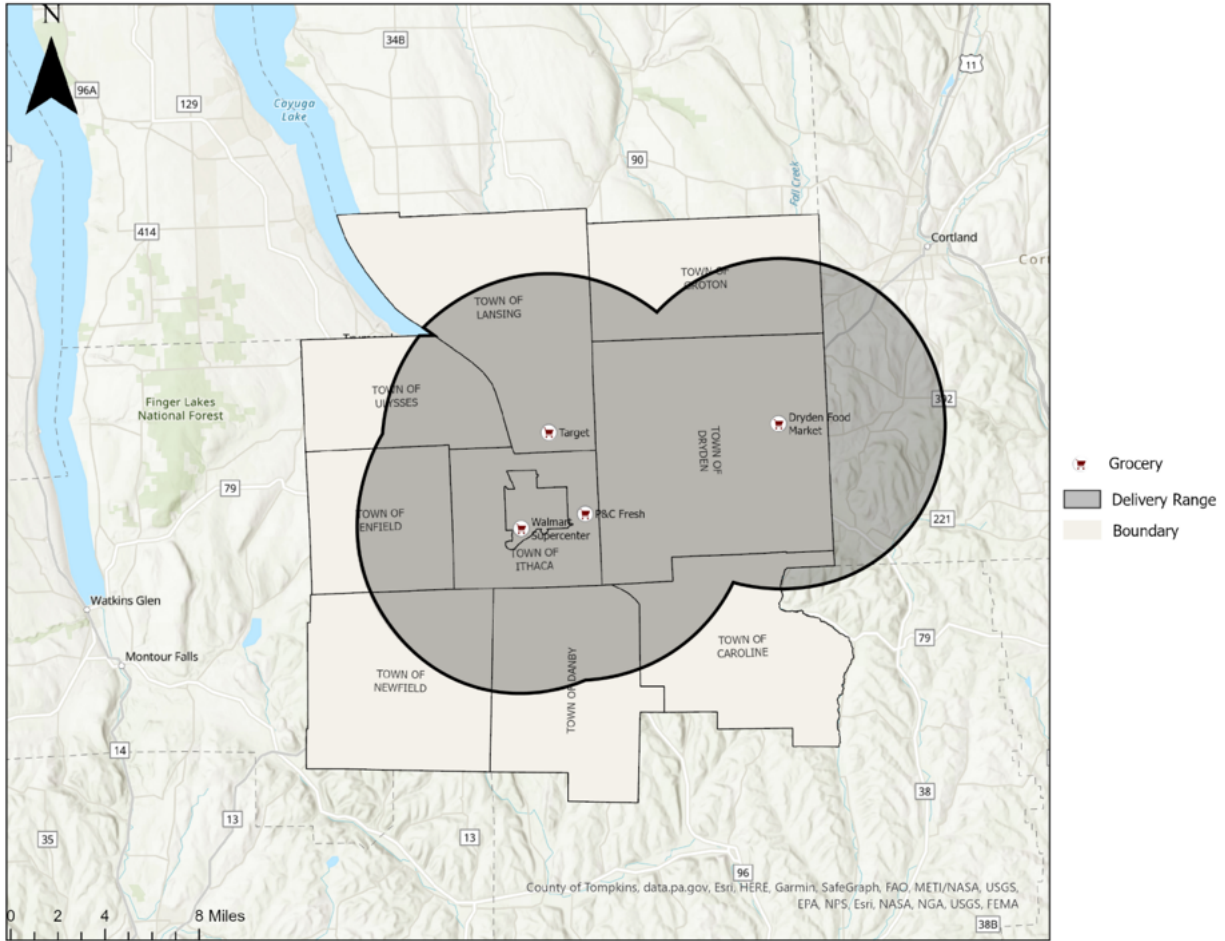
Delivery Services Accessibility

Tompkins County's delivery service ecosystem has been transforming, shaped by an increasing need for accessible and convenient options, especially for its aging population. Despite some gaps in service, local pharmacies and grocery stores have been proactively expanding their delivery capabilities. Around 42% of pharmacies now offer store delivery up to a 10-mile radius, recognizing the necessity for direct access to medications for those who may not be able to travel to the store, including older adults and individuals with mobility challenges.



Pharmacies General delivery range map (store delivery, with prescription)

In the grocery sector, 16% of stores are reaching out to their customers with an average delivery range of 8 miles, ensuring that even those who cannot visit the stores in person have their pantries stocked.



Groceries Store delivery range map (store delivery)

The challenge of accessibility became more pronounced with the advent of COVID-19, bringing to light the limitations in delivery services for residents in remote or underserved areas. This led to a concerted effort among businesses to bridge the service gaps. Consequently, a substantial shift has occurred, as 75% of pharmacies have now partnered with third-party delivery services. This expansion has not only increased their delivery range to an average of 9 miles but has also enabled entities like Wegmans Pharmacy to cover the entire county, utilizing platforms like Instacart. At the same time, 50% of pharmacies have stepped out by offering delivery through mail, a service that is crucial for ensuring the continuity of medication to patients, including the most vulnerable who rely on regular prescriptions. Such partnerships have been crucial in ensuring continued access to necessary goods during the pandemic and beyond.

The mappings above show the stores that provide in-store delivery. A full list of stores and their third-party delivery options are found in the tables.

Pharmacies- store delivery

Pharmacies	Delivery services	store delivery range (need prescription)
CVS Pharmacy, 625 West Clinton Street	YES	
Kinney Drugs Pharmacy, 2255 North Triphammer Road	YES	free, 10 miles (have morning delivery service only on Mon/Wed/Fri)
Kinney Drugs, 513 North Cayuga Street	YES	free, 10 miles (everyday delivery in the morning)
Kinney Drugs, 2100 Trumansburg Rd	YES	free, 10 miles (have morning delivery service only on Mon/Wed/Fri)
Kinney Drugs, 44 North Street	YES	free, 6 miles (Mon,Tue,Wed,Thur in the morning)
Walgreens Pharmacy, 330 Pine Tree Road	YES	
Tops Pharmacy, 2300 N Triphammer Rd #522	YES	
Walmart Pharmacy, 135 Fairgrounds Memorial Parkway	YES	free, 8 miles
Wegmans Food Markets Pharmacy, 500 South Meadow Street	YES	
CVS Pharmacy, 40 Catherwood Rd	YES	
Nature's Apothecary, 115 S Cayuga St	NO	
Walgreens Pharmacy, 615 S Meadow St	YES	

Pharmacies- third party delivery

Pharmacies	Delivery services	third party range (normally don't need prescription)
CVS Pharmacy, 625 West Clinton Street	YES	6-7 miles
Kinney Drugs Pharmacy, 2255 North Triphammer Road	YES	6-8 miles
Kinney Drugs, 513 North Cayuga Street	YES	6-8 miles
Kinney Drugs, 2100 Trumansburg Rd	YES	
Kinney Drugs, 44 North Street	YES	5 miles
Walgreens Pharmacy, 330 Pine Tree Road	YES	6-10 miles, need prescription
Tops Pharmacy, 2300 N Triphammer Rd #522	YES	6-7 mins
Walmart Pharmacy, 135 Fairgrounds Memorial Parkway	YES	
Wegmans Food Markets Pharmacy, 500 South Meadow Street	YES	Almost cover Tompkins County (both prescription and non-prescription)
CVS Pharmacy, 40 Catherwood Rd	YES	9.99\$, 8-10 miles (use Target APP, must purchase more than \$35)
Nature's Apothecary, 115 S Cayuga St	NO	
Walgreens Pharmacy, 615 S Meadow St	YES	6-10 miles, need prescription

Pharmacies- mail delivery

Pharmacies	Delivery services	by mail (need prescription)
CVS Pharmacy, 625 West Clinton Street	YES	1-2 days with \$4.99 (need to upload prescription in CVS app)
Kinney Drugs Pharmacy, 2255 North Triphammer Road	YES	
Kinney Drugs, 513 North Cayuga Street	YES	2-3 days with \$4.99
Kinney Drugs, 2100 Trumansburg Rd	YES	
Kinney Drugs, 44 North Street	YES	
Walgreens Pharmacy, 330 Pine Tree Road	YES	2 days delivery by FedEx, free or \$5.99 (depending on the distance)
Tops Pharmacy, 2300 N Triphammer Rd #522	YES	
Walmart Pharmacy, 135 Fairgrounds Memorial Parkway	YES	
Wegmans Food Markets Pharmacy, 500 South Meadow Street	YES	5-10 days free, 1-2 days with \$8.95, 3-5 days with \$5.95.
CVS Pharmacy, 40 Catherwood Rd	YES	1-2 days with \$4.99 (need to upload prescription in CVS app)
Nature's Apothecary, 115 S Cayuga St	NO	
Walgreens Pharmacy, 615 S Meadow St	YES	2 days delivery by FedEx, free

Source: Author analysis based on phone calls, Oct 2023.

Grocery stores are also adopting third-party partnerships. While a minority of 17% maintain their own delivery systems, an additional 30% now collaborate with external services.

Groceries- store delivery and third-party delivery

FACILITY	Address	Delivery service	store delivery range	third party range
Tops	2300 N Triphammer Rd 522, Ithaca, NY 14850	YES		about 10 miles
Wegmans	500 S Meadow St, Ithaca, NY 14850	YES		anywhere in 60 mins driving distance (\$5 for every 30 minutes driving)
ALDI	2309 N Triphammer Rd, Ithaca, NY 14850	YES		about 7 miles
GreenStar Cooperative	770 Cascadilla St, Ithaca, NY 14850	YES		about 7 miles
Walmart Supercenter	135 Fairgrounds Memorial Pkwy, Ithaca, NY 14850	YES	about 8 miles	
Ithaca Tofu Food Market	23 Cinema Dr, Ithaca, NY 14850	NO		
Eddydale	827 Elmira Rd, Ithaca, NY 14850	NO		
ALDI	505 3rd St, Ithaca, NY 14850	YES		about 5 miles
Target	40 Catherwood Rd, Ithaca, NY 14850	YES	8 miles	8 miles
Green Castle Asian Market	2255 N Triphammer Rd, Ithaca, NY 14850	NO		
P&C Fresh	315 Pine Tree Rd, Ithaca, NY 14850	YES	5 miles	
Trader Joe's	744 S Meadow St, Ithaca, NY 14850	NO		
Cape Coddington	139 Coddington Rd, Ithaca, NY 14850	NO		
Ren's Mart	701 W Buffalo St, Ithaca, NY 14850	NO		
GreenStar Co+op	215 N Cayuga St, Ithaca, NY 14850	NO		
GreenStar Co+op	307 College Ave, Ithaca, NY 14850	NO		
Green Castle Asian Market	321 Eddy St, Ithaca, NY 14850	NO		
Anabel's Grocery	Anabel Taylor Hall Room 127, 548 College Ave, Ithaca, NY 14853	NO		
Dryden Food Market	33 North St, Dryden, NY 13053	YES	6 miles	
Jason's Grocery & Deli	301 College Ave, Ithaca, NY 14850	NO		
Winli Supermarket	374 Elmira Rd, Ithaca, NY 14850	NO		
Brookton's Market	491 Brooktondale Rd, Brooktondale, NY 14817	NO		
Nirvana Foods Bazaar	528 W Seneca St, Ithaca, NY 14850	YES		about 10 miles
Shur-save	2085 NY-96, Trumansburg, NY 14886		NO delivery services now, but they are going to work with Instcart in the next month	

Wegmans notably offers a solution that covers any location within a 60-minute drive, accommodating those in the farthest reaches of the county. This proactive approach by local businesses, integrating third-party services, has significantly enhanced the delivery service framework, ensuring that all residents of Tompkins County, particularly older adults, and those without vehicles, can enjoy the benefits of home delivery.

Recommendations

Delivery Services Enhancement

- Create a delivery service map with all the data we collected for citizens in Tompkins County, which indicates the accessible delivery range of each store that provides delivery service.
- Introduce participating vendors and service hours.
- Include links that direct users to online teaching tutorials in the brochure.

Training Provision

- Propose periodic brochure updates in line with evolving digital platforms and users' feedback.
- Encourage collaborative efforts with community centers and local libraries for the distribution and promotion of training materials.

Community Involvement

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- When designing a tutorial for older adults, the key is to simplify information, increase interactivity, and ensure accessibility to educational resources.

Interactive Workshop

- Schedule regular face-to-face workshops led by volunteers to guide older adults on navigating digital platforms.
- Incorporate hands-on demonstrations, allowing older adults supervised opportunities to practice and learn how to place orders.

Home visits and one-to-one tutorial

- Offer in-home training for older adults who may find it inconvenient to venture outside, providing personalized instruction.
- Encourage involvement of family members in the learning process, serving as support in their day-to-day usage.

Establish a Support Network

- Establish a network of volunteers, fellow older adults, and community members to assist via phone or video for problem-solving.
- Implement a dedicated hotline to ensure timely assistance for older adults encountering issues during usage.
- Promote family members to mentor older adults in navigating digital delivery services.

Feedback and Adaptive Improvements

- Collect feedback during usage, continually adjusting educational materials to align with user needs.
- Conduct regular assessments and updates of brochures and teaching methods to maintain relevance and effectiveness.

Collaboration with Third Parties and Physical Stores

- Provide a straightforward “quick order” interface, allowing older adults to easily select desired items with staff assistance in placing orders.

Training Program

- Brochure Design

We used Instacart as an example to make a brochure for seniors, because Instacart is mainly for groceries and supermarket shopping, which is exactly what seniors need. The instructional brochure is a tailored educational resource, including the extra charge for delivery services, how the third-party works, and how to save money. It is designed to enhance seniors' understanding and engagement with online delivery platforms.

Introduction: an overview of the basic app functions and home screen; illustration of delivery range to inform seniors if the store they want falls within the delivery range.

How to Use this Guide: introducing the content of the brochure.

For Beginners: app setup and downloading; logging in and opening an account for the first time; notification settings.

Steps to place an order: how to order delivery things and track the order.

Let's save money: explain the rationale of charging; offer tips to save money.

Troubleshooting: how to solve problems by yourself/seek help from family or friends/find customer service.

Conclusion

Our study in Tompkins County serves as a foundational step towards enhancing digital access and literacy among seniors, specifically in the realm of online delivery services. By gathering comprehensive data on the digital engagement of the county's older adult population and their interactions with delivery services, we've gained valuable insights that will guide future initiatives. Looking ahead, we aim to broaden the scope of our program to encompass a wider range of third-party services, thereby streamlining and securing the delivery process for essentials like groceries and medication. This endeavor is not just about addressing immediate needs but also about fostering a sense of active participation and confidence among seniors on digital platforms. As we move forward, collaboration with stakeholders, including policymakers, community members, and tech innovators, will be crucial. Our collective efforts will focus on innovation, responsiveness to feedback, and strong partnerships, aiming to create a supportive ecosystem where older adults enjoy uninterrupted access, connectivity, and the dignity of independence. The pandemic has highlighted the urgency of this mission, and our goal is to ensure that the advancements made in supporting our senior community become a lasting and beneficial legacy.

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Appendix 1_Methodology

Data Collection

Supplier Perspective:

Objective: To gain insights into the operational aspects of delivery services offered by local grocery stores and pharmacies in Tompkins County. To find whether the delivery service distance of the store delivery and third-party delivery is different.

Method:

- Built on Yidi Xu's previous work on the delivery range as an intern at the County Office of the Aging.
- Validated previous data through direct communication with businesses or third-party platforms, enhancing the accuracy of the available data.
- Verified whether stores offer delivery services in-house or collaborate with third-party platforms.
- Corrected data regarding the third-party delivery providers with which the stores' affiliate.
- Collected information on third-party and store delivery range and any additional charges.

Survey and Interview

User Perspective:

Objective: To understand the unique requirements, preferences, and barriers faced by seniors when accessing goods and services.

Method:

- Conducted surveys and interviews tailored for older adults.
- Utilized online survey website, with the assistance of COFA (Tompkins County Office for the Aging), to conduct the online survey on seniors who subscribe to COFA Monthly Newsletter (2342 persons in total). Survey questionnaires include one-choice questions,

multiple-choice questions, and text entries, along with hints to recall and encourage free expression.

Driver Perspective:

Objective: From the perspective of delivery drivers, to understand the frequency and habits of older adults using online delivery services as well as the difficulties they may encounter in the process of using delivery applications.

Method:

- Conducted unstructured interviews with drivers through the daily experience of accessing delivery services, to delve into their experiences, observations, and perspectives while providing services for older adults.

Data Analysis

For this study, the analysis primarily focuses on synthesizing the feedback and insights obtained from the data collection phase and the surveys/interviews.

Method:

- Aggregated the validated data from suppliers, ensuring a comprehensive dataset about delivery services in Tompkins County.
- Processed the single and multiple-choice feedback from seniors' interviews and transformed the responses into pie charts. This visual representation facilitates comprehension of trends and preferences among the elderly demographic.

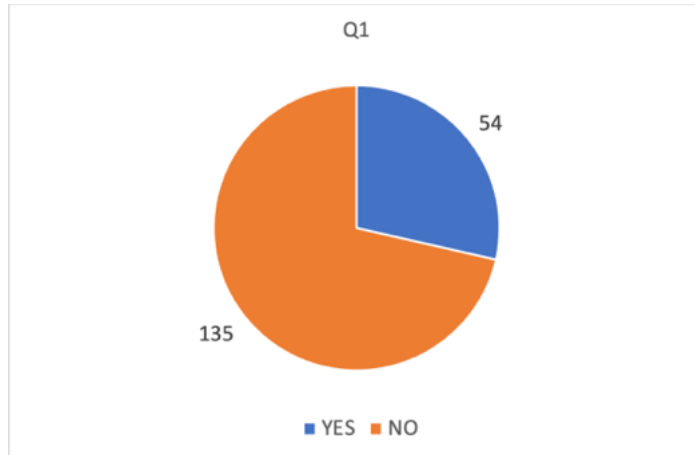
Appendix 2_Survey Results

Detailed Survey Results, by number of respondents, October 2023

1. **Do you currently use any delivery services for groceries, prescriptions, or meals?**

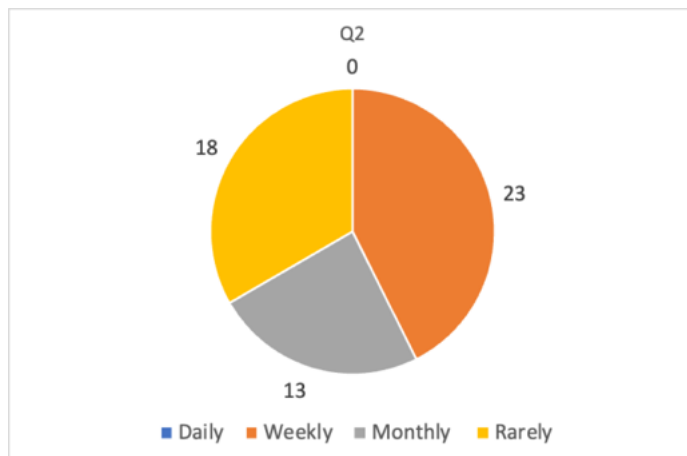
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- a. Yes
- b. No



2. If yes, how often do you utilize these services?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely
- e. Other (please specify): _____

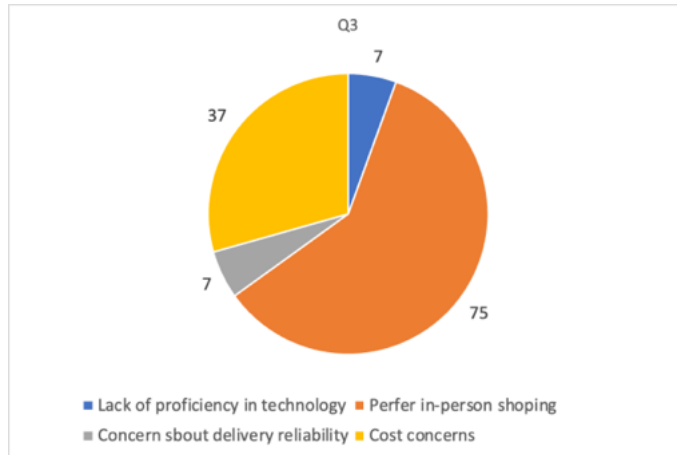


3. If not, what are the primary reasons for not using such services?

- a. Lack of familiarity with technology
- b. Prefer in-person shopping

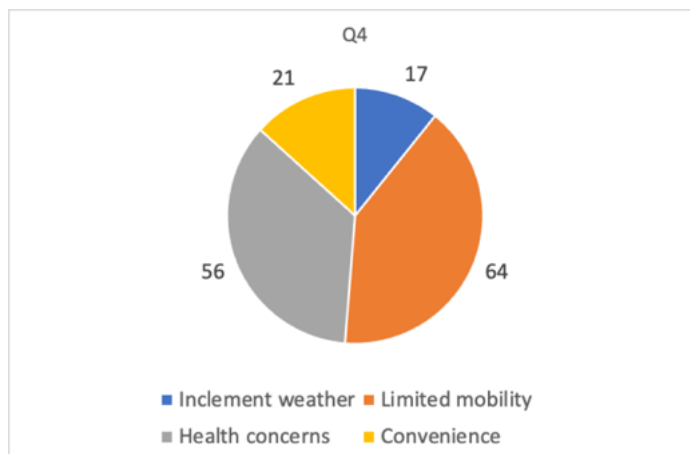
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- c. Concerns about delivery reliability
- d. Cost concerns
- e. Other (please specify): _____



4. Under what circumstances would you consider using delivery services?

- a. Inclement weather
- b. Limited mobility
- c. Health concerns
- d. Convenience
- e. Other (please specify): _____

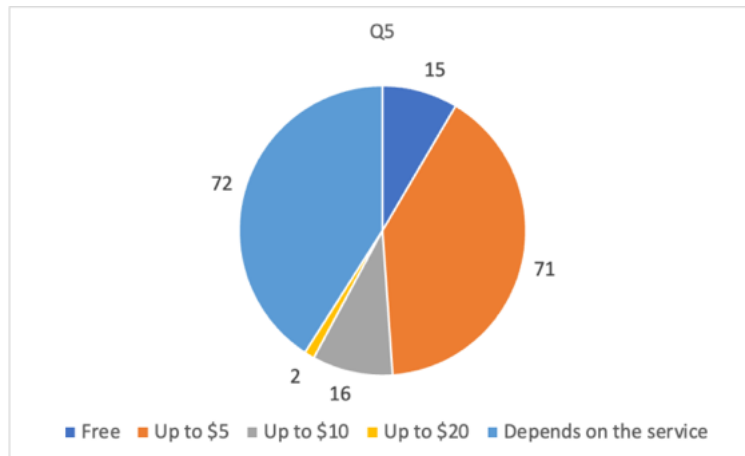


5. What price range for delivery fees would be acceptable?

- a. Free

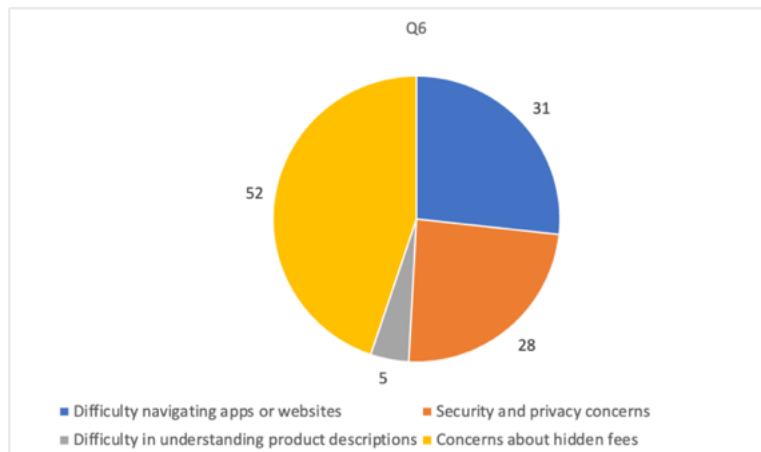
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- b. Up to \$5
- c. Up to \$10
- d. Up to \$20
- e. Depends on the service
- f. Other (please specify): _____



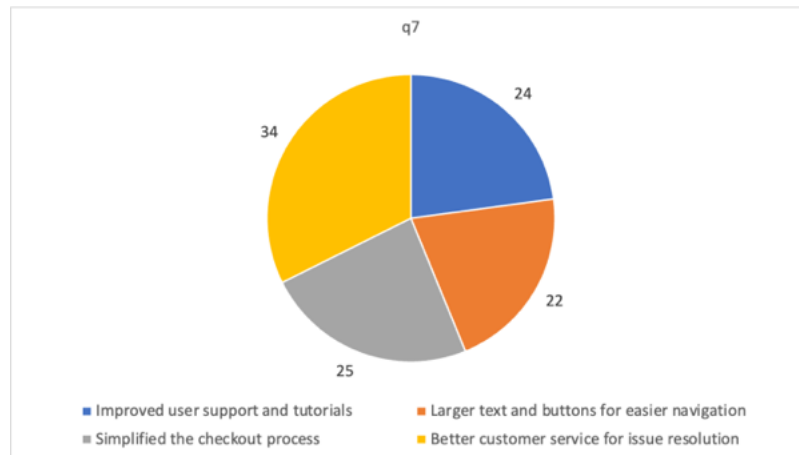
6. Are there any specific challenges or concerns you face while using delivery apps or ordering online?

- a. Difficulty navigating apps or websites
- b. Security and privacy concerns
- c. Difficulty in understanding product descriptions
- d. Concerns about hidden fees
- e. Other (please specify): _____



7. Do you have any suggestions for improving the accessibility and user-friendliness of delivery applications?

- a. Improved user support and tutorials
- b. Larger text and buttons for easier navigation
- c. Simplified the checkout process
- d. Better customer service for issue resolution
- e. Other (please specify): _____



-How often do you utilize these services?

According to the open-ended comments, the respondents' answers regarding the frequency of using delivery services varied. Some individuals access the services every three months for prescriptions, while others do so monthly, specifically mentioning Amazon and/or Thrive Market. There are those who use the services when facing adversities such as illness or vehicle problems. Some rely on the services for groceries when there's snow and for prescription medicines monthly. A respondent mentioned getting services provided by Kendal. And few described their frequency as "varied", and there's at least one individual who never uses the services except for Amazon. However, one respondent expressed strong dissatisfaction with their experience in Ithaca, expressing concerns about the treatment of seniors in the town.

-What are the primary reasons for not using delivery services?

Many individuals cited various reasons for not using delivery services. A prominent concern was the unavailability of these services, especially in rural areas like Dryden or places located too far from stores. Many also mentioned their preference for personal shopping due to the social aspect or concerns about costs and potential theft of delivered items. Others felt capable of going out and shopping themselves and highly appreciated their independence. Some respondents expressed unfamiliarity with the services or uncertainty in terms of how to access them. Concerns about delivery accuracy and potential issues like missed deliveries or the inconvenience of the delivery location, such as dropped packages on the first floor, were noted. However, some acknowledged the potential need for such services, especially when mobility issues arise.

-Under what circumstances would you consider using delivery services?

People would consider using delivery services under a variety of circumstances. The predominant reasons include inclement weather, limited mobility, health concerns, and the lack of transportation. Many respondents emphasized the convenience factor, and several noted they would opt for delivery when cost and convenience outweigh other considerations. Some respondents highlighted specific situations like recovering from surgery, losing a driver's license, or when specific items are not locally available. A few mentioned the need for more rural delivery options, and some are already utilizing prescription delivery services. However, a few stated they wouldn't consider using such services at all. Additionally, some respondents noted they would have selected multiple options if allowed.

-What price range for delivery fees would be acceptable?

Many interviewees had specific views on acceptable delivery fees. Some participants indicated a preference for free delivery, emphasizing that this allows them to leave a generous tip. A few respondents used to experience grocery deliveries and expressed their dissatisfaction when substitute products were sent in place of their chosen items. In addition, there's a noted concern about the combination of delivery fees, potential tips, which often start at 20%, and the fact that prices are typically higher online compared to in-store. Some suggested they'd be open to a monthly or yearly subscription, with charges ranging from \$10 to \$20, and specific mentions of

services like Target which costs \$100 annually. However, a portion of the participants displayed no interest in paying for delivery services at all.

-Are there any specific challenges or concerns you face when it comes to using delivery apps or ordering online?

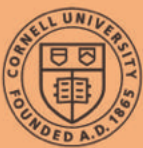
Many respondents shared diverse challenges and concerns regarding using delivery apps and ordering online. Some respondents suggested they prefer to drive and see the groceries in person, though they might consider restaurant deliveries. A common concern was the acceptance of substitute products by the supplier when the desired items weren't available. Users found the plethora of product choices overwhelming, especially in the grocery section. There were concerns about hidden costs being passed onto restaurants and experiences of receiving the wrong items. Another issue raised was the cost associated with grocery delivery. Several mentioned challenges with app interfaces, stating that certain sites can be hard to navigate or even crash. Some expressed the desire to support local businesses and were wary of the reliability of online platforms, especially in rural areas with unreliable Wi-Fi. Other issues included: hidden fees, difficulty in viewing ingredient lists, potential delivery restricted areas, high chances of receiving the wrong items, lack of mobile devices, and worries about the safety of medications in extreme weather conditions. Notably, a few respondents expressed that they simply preferred in-person shopping.

-Do you have any suggestions for improving the accessibility and user-friendliness of delivery applications?

Many respondents offered suggestions to enhance the accessibility and user-friendliness of delivery applications. A prevalent recommendation was to expand the availability of delivery services, with specific mention of locations like Perry City. Others called for a broader range of restaurant options and a better communication system to inform users about the services available in their area. Some participants desired more trustworthy sources for service recommendations, for example, lists from the Office for the Aging. The cost was another concern, with users hoping for more affordable options. Trust in the system was vital, with suggestions for apps to collaborate with SNAP (Supplemental Nutrition Assistance Program) and extend services to rural areas. Practical improvements included problem-shooting for app usage, face-to-face instructions for

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seniors who are unfamiliar with the system, user-friendly website designs, and features like diet-specific lists for those with health concerns. Additionally, better communication about delivery timing, such as calls before delivery, was suggested. A few respondents stated they either have minimal experience or are already satisfied with current services like Instacart and Wegmans.



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This work was produced under the direction of Prof. Mildred E. Warner in the Department of City and Regional Planning at Cornell University. Research was coordinated with the Tompkins County Office for the Aging. Partial funding support was provided by USDA NIFA grant #2019-68006-29674.