

Delivery service looks to fill shopping gaps on the coast

A shopping link to the Portland metro area

By **ALEXIS WEISEND**

Coast River Business Journal

Taylor Sullivan-Anderson had just started her business, North Coast Delivery Service, when a winter storm hit Astoria in December.

Several of her customers were snowed in — one with a baby boy and no diapers.

Although Sullivan-Anderson normally delivers food and dry cleaning, she knew she had to help. So she drove around on icy roads, picking up necessities and delivering them to people stuck inside.

“I’m a member of the community,” she said. “It’s not this large corporation coming in. I’m a mom and a wife trying to get through pre-nursing school.”

Sullivan-Anderson grew up in Multnomah County surrounded by her favorite stores like Trader Joe’s and Whole Foods Market. When she moved to Astoria in 2015, stores that used to be a walk away were now a few hours of driving.

“When I would go into the Portland area, I had people asking like, ‘Hey, would you stop at Trader Joe’s and grab me a couple of things?’” she said.

She realized people on the coast often make trips to Portland just to shop at stores the local community doesn’t offer. People also want the convenience of staying home, especially during the pandemic.

She made a Facebook post asking if people in Clatsop County would be interested in a local service like Instacart for people’s favorite stores in the Portland area. The response was overwhelming.

She started making trips to Portland on Fridays, stopping at places like Crumbl Cookies, Trader Joe’s, Whole Foods Market and Target to pick up orders.

A customer asked if Sullivan-Anderson would be interested in dropping off and picking up dry cleaning while she was making trips to the city.

Astoria lost its only dry cleaner, Astoria Cleaners, during the pandemic.

“I had a gal say, ‘I’ve got all these dresses

that I would love to wear, but they’ve just sat in my closet because I work 50 hours a week, and I don’t have a way to get my clothes clean,” Sullivan-Anderson said. “It just can be inconvenient for people.”

Jessica Newhall, the associate director of the Clatsop Community College Small Business Development Center, said the pandemic gave rise to a lot more delivery services, shifting consumer trends toward more online ordering, curbside pickup and delivery.

Large delivery businesses like DoorDash and Instacart have found success, but Sullivan-Anderson wanted to bring in a local company that makes personal connections with the community.

Her husband, Ryan Anderson, said it’s Sullivan-Anderson’s special touches that make her business unique.

A customer had asked Sullivan-Anderson to pick up a certain kind of tulip for her, but they were sold out when she arrived, Anderson said. The next week, she went back and showed up on the customer’s doorstep with the tulips as a surprise.

“It’s that personal touch,” he said. “That customer service and just kind of making people feel extra special or feel like they have someone in the community that’s really going to help them out.”

Jane Coloccia has been a loyal customer of North Coast Delivery Service since its inception. She said Sullivan-Anderson remembers what she likes and occasionally surprises with her favorite items that have returned to a store.

“I just like that she’s personalized about it and will chitchat and kind of get to know you,” Coloccia said.

North Coast Delivery Service delivers to Clatsop County and northern Tillamook County in Oregon and Pacific County and Wahkiakum County in Washington state. However, Sullivan-Anderson — currently the sole employee of her business — hopes to eventually have a fleet of refrigerator vans that deliver to the entire coast.

She especially wants to focus on providing for elderly people or those with mobility issues.

“A big thing for me is just taking care of people,” she said. “That’s why I want to go into nursing is because helping people is a big thing for me.”



Taylor Sullivan-Anderson and her husband, Ryan Anderson, are the faces of North Coast Delivery Service.

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