



Seattle
Office of Sustainability
& Environment

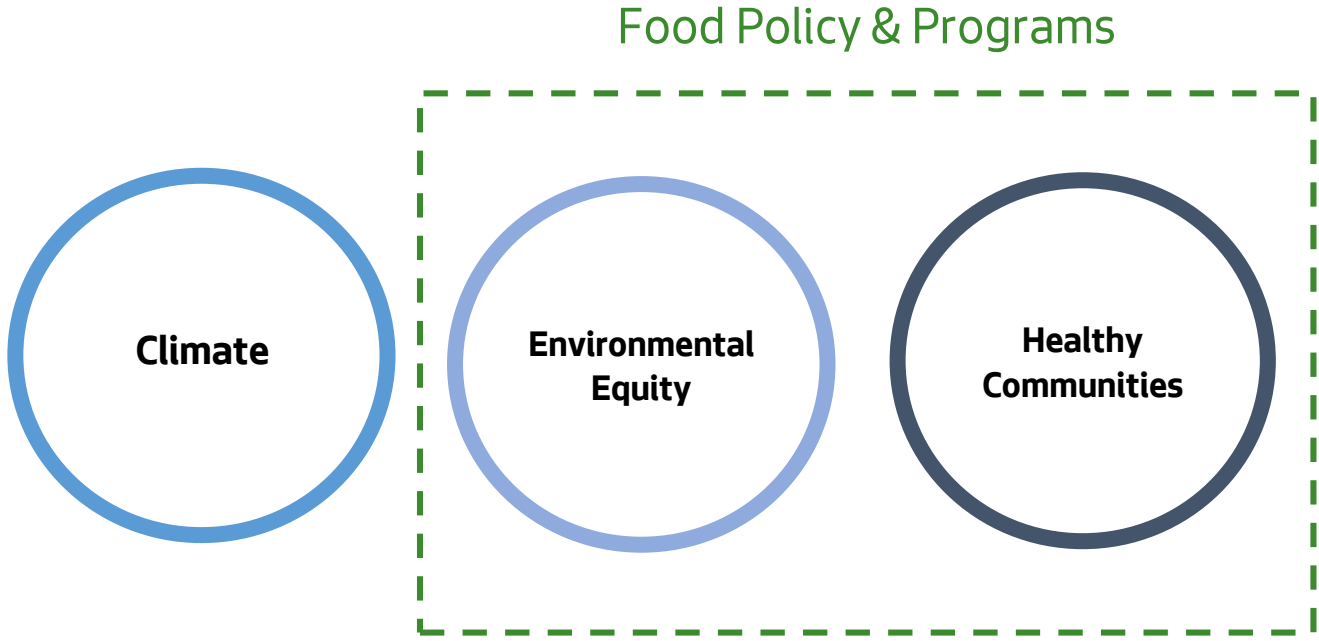
Fresh Bucks Program Overview
Sharon Lerman, Food Policy Manager
May 2018

Outline

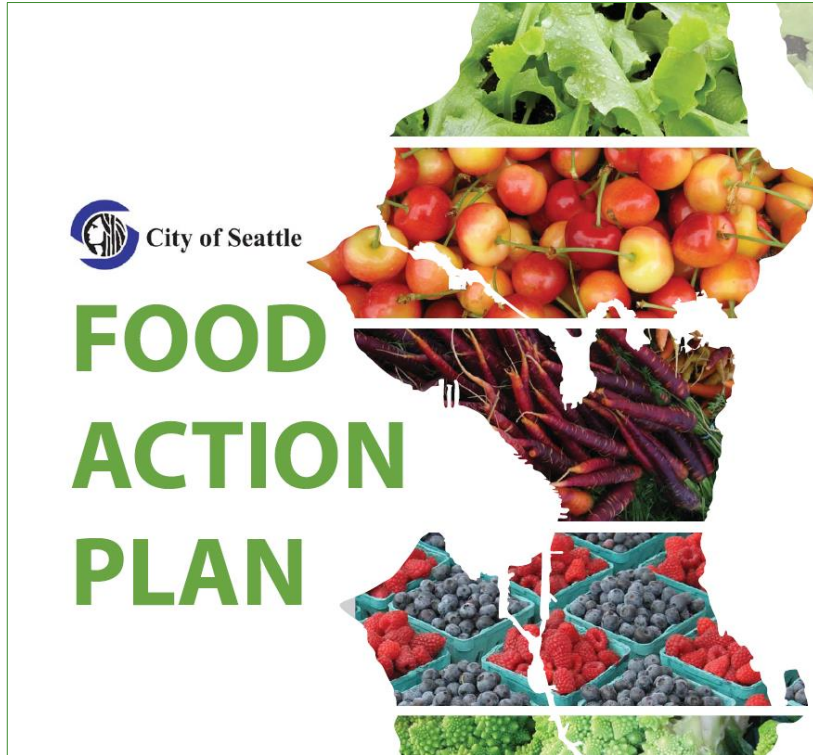
1. Introductions
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3. Guiding Frameworks
4. Fresh Bucks Goals & Strategies
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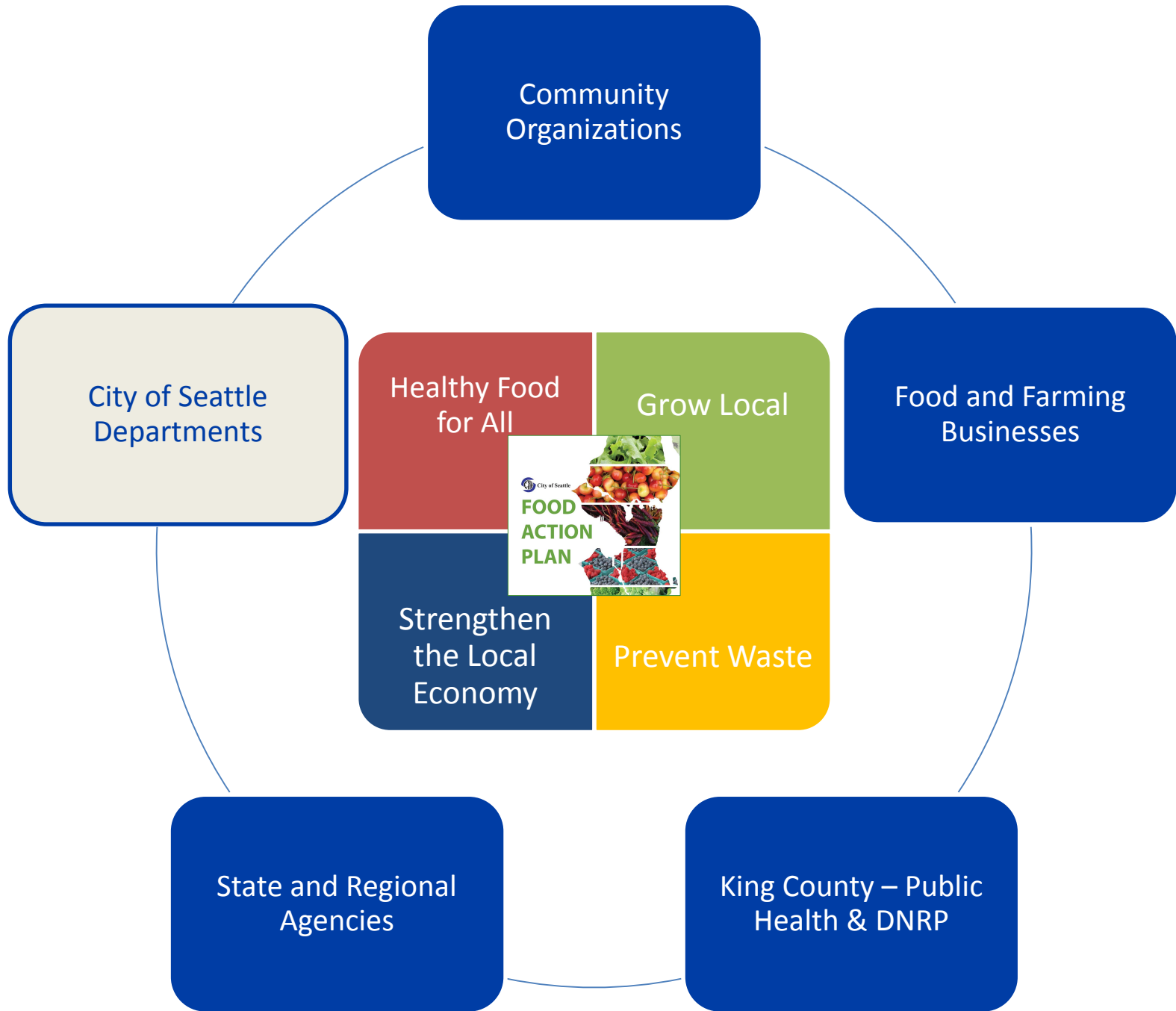


Office of Sustainability & Environment



OSE Food Policy Guiding Frameworks







A blueprint for
advancing race &
social justice in
Seattle's
environmental
work

Over 800 community members

Activities were as unique as the communities they engaged.



Ethnicities and populations:



Languages:



"We know that 'environmentalism' has a long history of exclusion; shifting the framing and language around environmental issues is an important first step in engaging our communities in environmental decision-making."
 —Community member, Puget Sound Bay



N

ENVIRONMENTAL NARRATIVE & COMMUNITY LEADERSHIP

CELEBRATING STORIES AND INVESTING IN COMMUNITY

"We believe that transformative and meaningful change at a large scale needs to be led by those most affected by injustice."
 —Latino community member, South Park



E

EQUITY IN CITY ENVIRONMENTAL PROGRAMS

INCREASING COMMUNITY ACCESS AND DECISION-MAKING

"When my car broke down, I took two buses and walked uphill to get all my groceries home, perishable items from EBT. The healthy stuff is heavy. It's hard to carry on the bus. And heavy groceries with my three year old kid, it was a source of stress."
 —Community member, South Central



H

HEALTHY ENVIRONMENTS FOR ALL

AIR, WATER, GREEN SPACE, FOOD, SAFETY & QUALITY OF LIFE

"My work membership opportunities across all levels of career (entry, mid, and senior level) set up in workplaces. We want this to be the norm and not the exception."
 —Community member, Duwamish
 Professionals of Color



J

JOBS, LOCAL ECONOMIES & YOUTH PATHWAYS

OPPORTUNITIES FOR LOCAL GREEN CAREERS

Equity & Environment Agenda Framework

Fresh Bucks Goals

Increase access to healthy food for low-income people

Increase sales to local farmers

Invest in the success of EEl population businesses

Support the capacity of community-based organizations



Strategies

Fresh Bucks Match
Farmers Markets
Neighborhood Grocers

Peer Outreach

Fresh Bucks Rx



Fresh Bucks Match – Farmers Markets

Who: SNAP/EBT/Basic Food participants

What: \$1:\$1 SNAP: Fresh Bucks match (no limit) to purchase fruits & vegetables

Where: 4 year-round markets in Seattle; 20 Seattle markets and farm stands; 12 seasonal markets in King County

When: Started in Seattle in 2012, countywide in 2015

Goal areas:

- Increase access to healthy, local food
- Increase sales to local farmers



Peer Outreach – Community-Based Organizations

Who: Community-based organizations

What: Mission-aligned peer to peer outreach activities

Where: Seattle & King County locations

When: 2016-present

Goal areas:

- Support the capacity of community-based organizations
- Increase access to healthy food



got green



Fresh Bucks Match – Neighborhood Grocers

Who: SNAP/EBT/Basic Food participants

What: \$1:\$1 SNAP: Fresh Bucks match (no limit) to purchase fruits & vegetables

Where: 6 Somali- and Latino-owned neighborhood grocers

When: Started in 2017

Goal areas:

- Increase access to healthy food
- Invest in the success of EEI businesses



Fresh Bucks Rx

Who: SNAP/EBT/Basic Food participants

What: Up to \$40/week or \$2,000/year for 1-year (dependent on household size)

Where: 26 clinics, All participating farmers markets and retailers

When: Started in Seattle in 2016

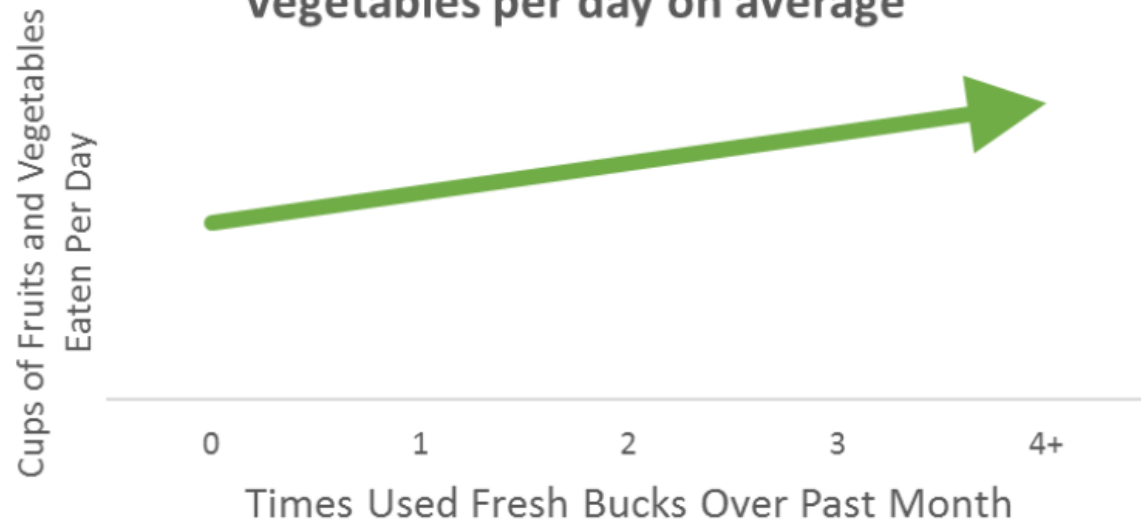
Goal areas:

- Increase access to healthy, local food
- Support local farmers
- Invest in the success of EEI businesses



Program Impact

For each time someone used Fresh Bucks, they ate 1/3 cup more of fruits and vegetables per day on average



61% of participants get half or more of all their produce with Fresh Bucks



2018 Expansion

Goals

**More than double
benefit for SNAP
population**

**Launch Food Gap
strategies**

**Increase implementation
efficiencies to allow for
greater growth**



2018 Expansion

Goal

More than
double benefit
for SNAP
population

Strategies

Lift match limit to allow greater benefit per person.

Include frozen, canned, and dried produce to expand year-round variety.

Increase Rx clinics and patients

Explore partnerships with additional retailers



2018 Expansion – Food Security Gap

2015 Overall Congressional Food Insecurity in Washington, Washington District 7

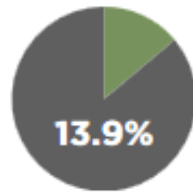


FOOD INSECURE PEOPLE IN WASHINGTON DISTRICT 7

103,940



FOOD INSECURITY RATE IN WASHINGTON DISTRICT 7



ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN WASHINGTON DISTRICT 7



- 48% Above SNAP, Other Nutrition Programs threshold of 200% poverty
- 52% Below SNAP, Other Nutrition Programs threshold 200% poverty

2015 Overall County Food Insecurity in Washington, King County

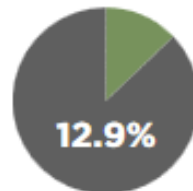


FOOD INSECURE PEOPLE IN KING COUNTY

264,870



FOOD INSECURITY RATE IN KING COUNTY



ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN KING COUNTY



- 39% Above SNAP, Other Nutrition Programs threshold of 200% poverty
- 61% Below SNAP, Other Nutrition Programs threshold 200% poverty

2018 Expansion

Goal

Launch strategies aimed at closing the food security gap

Strategies

- Explore partnerships with other benefit programs to share eligibility / enrollment
- Launch Rx for non-SNAP food insecure households at clinics and pilot at social service providers
- Match Senior FMNP



2018 Expansion

Goal

Increase implementation efficiencies to allow for greater growth

Strategies

- Develop a technology platform deliver Fresh Bucks subsidies to participants.
- Explore eligibility/enrollment partnerships with other benefit programs.
- Refine future programming based on data.



Questions?

