



# 2021 Fresh Bucks Retail Partner Application

## Supermarkets and Grocery Stores

*NOTE: Version 1 of this document was released March 31, 2021. This version was **revised April 19** to provide greater clarity on a few of the questions. Changes are indicated with strikethroughs and underling in **red font** and new sections are labeled.*

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In 2021, the City of Seattle is selecting up to three supermarkets and grocery stores to become Fresh Bucks retail partners. Eligibility requirements are below, and retailers are encouraged to read the guidelines [on the website](#) that provide further details about eligibility, partnership expectations and scoring criteria. If you are interested in being considered for this opportunity, please review the following and submit the application by **Wednesday, April 28 at 11:59 p.m.** We are running a separate selection process for small food retailers. Visit the [Fresh Bucks website](#) to learn if you qualify under that process.

### **Eligibility**

For the purposes of this opportunity, we are defining supermarkets and grocery stores as establishments that primarily sell grocery products such as fruits, vegetables, meat, seafood, dry groceries, and dairy products. They also have one or more service departments (bakery, butcher, garden, etc.) and may sell household supplies, sundries, and other products. This includes but is not limited to supermarkets, large-, mid-, or small-scale retail grocery establishments, and individual franchise stores.

To be eligible to apply as a supermarket or grocery store, retailers must meet the following requirements:

- Retailer's annual net revenue exceeds \$2 million as reported in general business and occupation (B&O) taxes to the City of Seattle's Finance and Administrative Services Department.
- Retailer consistently maintains an inventory of at least 25 types<sup>1</sup> of fresh produce.
- Retailer has a valid City of Seattle business license.
- Retailer has a Taxpayer Identification Number and can submit an IRS W-9 form upon request.

### **Application Deadline and Submission**

- The application is due at **11:59 p.m. PST on Wednesday, April 28, 2021**. Exceptions to this deadline will not be allowed.
- All materials will be submitted through an online form [available here](#).

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<sup>1</sup> *Types of produce* means produce items that are distinct from each other. For example, apples count as one type even if the store provides multiple varieties. Common groupings of produce, such as citrus, melons, berries and leafy greens will each count as one type as well.



**Please review this document and the supermarket/grocery store guidelines before completing the application** (both are [available here](#)). This document includes a preview of the questions in the online form, narrative response questions, and a produce list that must be uploaded to the online form.

## **APPLICATION INSTRUCTIONS & CONSIDERATIONS**

The following includes information about the three application components, application submission, and application considerations.

### [Required Application Components](#)

#### **PART 1: Online Form – page 4**

The online form collects basic store information and asks questions related to your company's point of sale system, SNAP sales, and produce selection. A preview of these questions is provided below for your reference. **Please only submit answers through the online form.**

#### **PART 2: Narrative Response Questions – page 6**

The narrative response questions focus on the customer experience in your stores, produce selection, and fair labor and community engagement practices. Responses to the questions should be completed in a Word document, saved as a PDF, and uploaded through the online form. Please use one-inch margins, single spacing, minimum size 11-point font, and letter sized page (8 ½ x 11) formatting.

#### **PART 3: Produce Selection – page 8**

Please fill out the template provided with a list of the types of produce regularly available in your stores. The template also asks for the average number of varieties available within each produce type. Additional information is provided in the template. The template should be filled out, saved as a PDF, and uploaded to the online form.

### [Other Materials](#)

#### **[Store Location List \(only required for retailers with multiple locations\) – page 10](#)**

[Retailers with multiple Seattle locations are required to upload a list of addresses to the online form.](#)

[Retailers may use the provided template in a Word document or Excel spreadsheet saved as a PDF.](#)



## Application Submission

**Prepare Materials.** The online form **cannot** be saved while in progress, so prepare all the necessary materials before starting the application. This includes:

- ☐ Information necessary to answer the questions in Part 1
- ☐ Responses to narrative questions in Part 2, saved as a PDF
- ☐ Completed produce list in Part 3, saved as a PDF
- ☐ List of store addresses (only for retailers with more than one store location), saved as a PDF

**Submit Application.** Once you have prepared the materials above, access and complete the [online form available here](#). The application is due by **11:59 p.m. on Wednesday, April 28, 2021**. We recommend submitting several hours before the deadline to avoid any possible delays caused by technical difficulties. If you have any questions about the online form or the materials, email [FreshBucksRetail@seattle.gov](mailto:FreshBucksRetail@seattle.gov) or call 206-256-5501.

## Application Considerations

Applications will be reviewed and scored by a panel of City staff and community reviewers using the criteria provided in the guidelines. The City seeks to select up to three ~~retailers~~ companies in 2021 in this category. The City also reserves the right to cancel the program, select one or several applicants, or no applicants through this selection process.

### Washington State Public Records Act

Under Washington State Law (reference RCW Chapter 42.56, the Public Records Act) all materials received or created by the City of Seattle are considered public records. These records include but are not limited to bid or proposal submittals, agreement documents, contract work product, or other bid material.

The State of Washington's Public Records Act requires that public records must be promptly disclosed by the City upon request unless that RCW or another Washington State statute specifically exempts records from disclosure. Exemptions are narrow and explicit and are listed in Washington State Law (Reference RCW 42.56 and RCW 19.108).

Bidders/proposers must be familiar with the Washington State Public Records Act and the limits of record disclosure exemptions. For more information, visit the Washington State Legislature's website at <http://app.leg.wa.gov/rcw/default.aspx?cite=42.56>.

**PART 1: ONLINE FORM QUESTIONS**

The following questions will be asked through the online form. They are provided here for your reference only. **Please only respond to these questions in the online form** once you are ready to complete the application.

**Store Information and Location(s)**

1. Name of store
2. Primary contact information
  - a. Primary contact name
  - b. Contact title
  - c. Email address
  - d. Phone number
3. Do you have a valid City of Seattle business license?
4. If yes, please provide the number of your City of Seattle Business license.
5. How many of your store locations are within Seattle city limits?
6. Seattle Store Location 1
  - a. Address
  - b. Address 2
  - c. City/Town
  - d. State/Province
  - e. ZIP/Postal Code

~~7-14. Seattle Store Location 2 – 10 (skip these fields if you do not have more than one location)~~

If you have more than 1 store location within Seattle city limits, please use the template on page 10 to list addresses, save as a PDF, and upload through the online form.

**Point of Sale Technology Assessment**

7. Do you work with a reseller or directly with the POS provider? If you work with a reseller, please provide the name of the company.
8. What point-of-sale system are you running? Please include the version.
9. Do you receive POS updates on a regular cadence? If so, how frequently?

**SNAP Sales and Produce Selection**

10. Please provide the average percent of SNAP/EBT sales at the two store locations that have the highest SNAP/EBT sales. If you only have one store location, just provide the percent of SNAP/EBT sales at that location. If you do not accept SNAP/EBT in your stores, you can skip this question.

- a. **NOTE:** Parent companies applying for multiple supermarket brands should provide an average based on the two stores with highest percent of SNAP/EBT sales, for each brand that is applying to be a Fresh Bucks retailer. For example, if two brands are applying, take an average of percent of SNAP sales from four stores, two from each brand.

- ~~10-11.~~ How many types of produce are available in your store(s) on an average day in April? at one of your average store locations on a given day?

- a. **NOTE 1:** Retailers with multiple store locations in Seattle should provide the average number of produce types from the two stores with the highest percent of SNAP



sales. Retailers that have multiple locations but do NOT accept SNAP should provide an average number of produce types from two stores located in or closest to an RSE Index priority neighborhood.<sup>2</sup>

~~a.b.~~ **NOTE 2:** Companies that are applying on behalf of multiple brands should answer this question for each brand that is applying to ~~would~~ participate in Fresh Bucks. Here is a sample response: Brand 1: 35 types; Brand 2: 40 types.

11.12. What percentage of your overall produce inventory in Seattle (on an annual basis) is sourced from Washington State farms?

- a. Less than 5%
- b. 5%
- c. 6-10%
- d. 11-15%
- e. 16-20%
- f. 21-25%
- g. More than 25%

~~21. How often is fresh, culturally relevant produce that is responsive to customer preferences stocked in your store(s)?~~

**Annual Revenue** – *The following notice is included at the end of the online form to notify companies how the City will evaluate annual revenue.*

To be eligible for selection as a supermarket/grocery store partner, your business's annual revenue in Seattle must exceed \$2 million. We will assess annual revenue based on business and occupation (B&O) tax filings to the City of Seattle Finance and Administrative Services department. By submitting the application form, you authorize the City of Seattle Office of Sustainability and Environment to access and review the B&O tax information submitted by your business.

<sup>2</sup> Priority neighborhoods were identified using the City of Seattle's **Race and Social Equity Index**. The index is maintained by the **Office of Planning and Community Development** and combines data such as poverty, race, and community health indicators. A map of the high priority available is available on page 14 of the supermarket/grocery store guidelines available [here](#).



## PART 2: NARRATIVE RESPONSE QUESTIONS

Write a narrative response to questions 13-20 in a new word document. Format using one-inch margins, single spacing, minimum size 11-point font, and letter sized page (8 ½ x 11) layout. Keep the questions in your response and include the name of your storecompany. While responses may be shorter, **DO NOT exceed a total of 4 pages** in your total narrative response. Save the completed response as a PDF to upload through the online form. [Additional guidance for retailers with multiple store locations and supermarket companies applying for multiple brands is below.](#) The scoring criteria for these questions is available on page 9 of the supermarket and grocery store guidelines, which is [available on the website.](#)

- **Multiple store locations:** For questions 14-16, retailers with more than one store location should base answers on the two locations with the highest percentage of SNAP sales. Retailers that have multiple locations but do NOT accept SNAP should answer the question based on the two stores in or closest to an RSE Index priority neighborhood.
- **Companies with multiple supermarket brands:** If answers to any of the following questions vary between the brands applying to participate in Fresh Bucks, the parent companies should provide an answer per brand.

### COMPANY STORE NAME:

#### ACCESSIBILITY AND COMMUNITY PREFERENCE

12,13. What steps do you take to create a retail environment that is welcoming for diverse lower income and non-English speaking/reading customers?

#### PRODUCE SELECTION

13,14. Please tell us about the cultural needs and preferences of the customers and communities served at ~~each of your~~ Seattle store locations, particularly produce preferences. Please include how you assess and respond to those preferences.

14,15. Please tell us more about your local sourcing, including:

- a. How often you source produce directly from farmers rather than distributors,
- b. How you address and communicate seasonal availability of Washington-grown products to customers, and
- c. If and how you communicate the specific farm source, farm name, or brand of Washington-grown products.

15,16. How often is fresh, culturally relevant produce that is responsive to customer preferences stocked in your store(s)?



**FAIR LABOR AND COMMUNITY ENGAGEMENT**

~~16.~~17. We are looking to partner with stores that actively inform their staff about their rights under Seattle's labor laws through onboarding, management training, and posting posters in languages relevant to staff. Please tell us about the actions you take at your stores.

~~17.~~18. Do you provide any benefits (retirement, scholarships, training, etc.) to employees above and beyond what is required by city and state ordinance? If so, please briefly list these benefits. (*This response may be a bulleted list or 1-3 sentences.*)

~~18.~~19. The City of Seattle values living-wage job opportunities for all residents. Please answer the following:

- d. What pathways does your company offer cashiers, stockers, and other floor staff to progress to management and other leadership positions?
- e. How do you track progress and outcomes on these opportunities?

~~19.~~20. What steps are you taking to invest in the neighborhoods where your Seattle stores are located?



### PART 3: PRODUCE SELECTION

**Purpose:** The goal of the produce list is to understand the range of produce available in your Seattle locations on an average day. It is a point-in-time snapshot to be used during the selection process to help the review panel understand the variety of produce offered by each retailer.

**Guidance:** Use the table template below to list the types of produce that are available in ~~one of your stores~~ your store(s) on an average day in April (notes for companies with multiple locations and companies applying for multiple brands are below). Recognizing that produce volume and variety may change by season, we've also provided a space for you to provide additional context if needed.

In the table, include an average number of varieties available within each type. Our definitions of these terms are below, and an example is provided in the table. You may add more lines if needed. Please include the name of your store-company at the top of the table and save the completed version as a PDF to upload through the online form.

- **Multiple store locations:** If the variety of produce provided across store locations varies, provide an average number of produce types from the ~~up to two stores that have~~ with the highest percent of SNAP sales. Retailers that have multiple locations but do NOT accept SNAP should provide an average number from ~~up to two stores~~ located in or closest to near an RSE Index priority area.
- **Companies with multiple supermarket brands:** Parent companies applying for multiple supermarket brands may provide one list per brand, following the guidance above about multiple store locations.

#### Definitions:

- **Product Types:** Produce items that are distinct from each other rather than varieties within one type. For example, apples count as one type even if the store provides multiple varieties of apple. Common groupings of produce, such citrus, melons, berries and leafy greens will each count as one type as well.
- **Varieties:** Related produce items within a type. We are looking for the number of distinct varieties within each type, not the number of individual products. In the example below, a store that regularly sells strawberries, blackberries, blueberries, and raspberries would count 4 in the number of varieties under "berries." Organic versus non-organic does not count as a variety.

<b>STORE-COMPANY NAME:</b>		
#	Produce Type	Average Number of Varieties
<i>EX</i>	<i>Berries</i>	<i>4</i>
1		
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**OPTIONAL:** Retailers have the option to provide more information on how their produce availability and variety change per season. What is your peak season and how long does it last? How does the variety at that point compare to the current variety? Please limit your response to **no more than three sentences.**



**NEW SECTION: This section was added on April 19, 2021.**

**STORE LOCATION LIST**

Only required for **retailers with multiple locations.**

Retailers with multiple locations must provide addresses using the template below in a Word document or Excel spreadsheet. Save the document as a PDF and upload it to the online form.

Store Name & Number/Identifier	Address	City/Town	State	Zip Code