



Fresh Bucks Retail Expansion

Supermarket and Grocery Store Information Session | April 2021



Agenda



- Background on Fresh Bucks and retail network expansion
- E-benefit transactions and technology
- Partner costs and expectations
- Selection criteria and process
- Submitting applications
- Questions

Fresh Bucks Mission



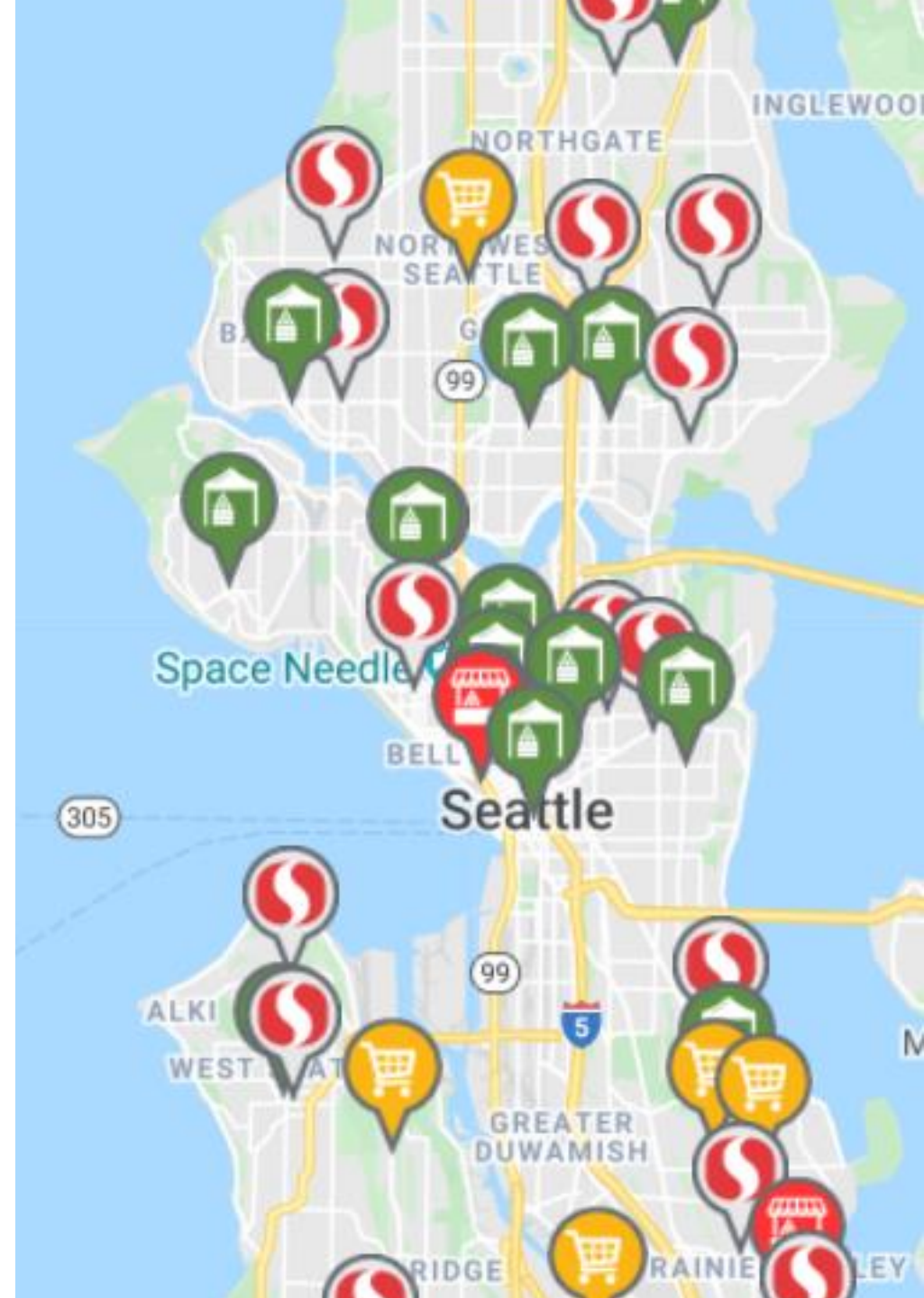
Fresh Bucks is a healthy food program that helps Seattle residents afford fruits and vegetables.

Fresh Bucks works to create an equitable local food system where everyone can access and afford healthy food.

Racial equity focus: Our program aims to eliminate racial disparities in access to healthy foods for low-income Latinx, Black/African American, American Indian/Alaska Native (AIAN), Native Hawaiian Pacific Islander (NHPI) communities and immigrants and refugees, particularly those with language barriers.

Fresh Bucks Customers & Retailers

Currently around **12,000** Fresh Bucks customers receive \$40 a month to spend on produce at **26 participating retailers**, which include stores, farm stands and farmers markets.



Retail Expansion



Our goal is to prioritize customer choice and access by selecting up to **3 supermarkets/large grocery stores** and up to 8 additional small food retailers.

Supermarket/Large Grocery Store for this purpose:

- Annual revenues in Seattle exceed \$2 million
- Primarily sells grocery products
- Maintains at least 25 types of fresh produce



Fresh Bucks Transactions, Costs and Partner Expectations



Fresh Bucks Transactions

Customers make purchases with Fresh Bucks card or phone.



Cashiers process the transactions through POS system or a mobile app.



Retailers receive reimbursement via direct deposit in 2 business days.



Fresh Bucks E-Benefit Technology

Solutran-Integrated POS System	Minimal POS configuration required Applies to stores already participating in Solutran S3 Network or use a Solutran-integrated POS system (ACE, ISS45, StoreLine, NCR 7.0, or SMS LOC)
Non-Integrated POS System	POS configuration required Applies to stores that are not part of S3 Network and do not use Solutran-integrated POS system.
Mobile-Based App	No POS integration or configuration required Solutran-designed processing app that is available to any store that has access to Wi-Fi or a mobile connection.

See [Guidelines](#) page 5-6 for details



Costs of Participation

Retailers will cover costs associated with:

- Integrating the e-benefit vendor's POS systems or setting up the mobile app, including annual license fees and per transaction fees.
- Printing and distributing marketing material about Fresh Bucks
- Annual staff and leadership training in cultural competency, racial equity, and/or race and social justice.

See [Guidelines](#) pages 6-8 for details

Summary of Partner Expectations



Retailers will:

- Work with e-benefit vendor and cover associated costs to integrate technology into POS system or set up mobile app. Costs will vary by retailer and will be negotiated directly with the vendor.
- Ensure staff are trained on Fresh Bucks policies and procedures, as well as cultural competency, racial equity, and/or race and social justice.
- Create a welcoming environment and shopping experience for Fresh Bucks customers.

City will provide:

- Training & onboarding for store staff
- Ongoing technical assistance
- Staff time to co-develop Fresh Bucks marketing materials

See [Guidelines](#) page 7-8 for details



2021 Selection Process Supermarkets & Grocery Stores



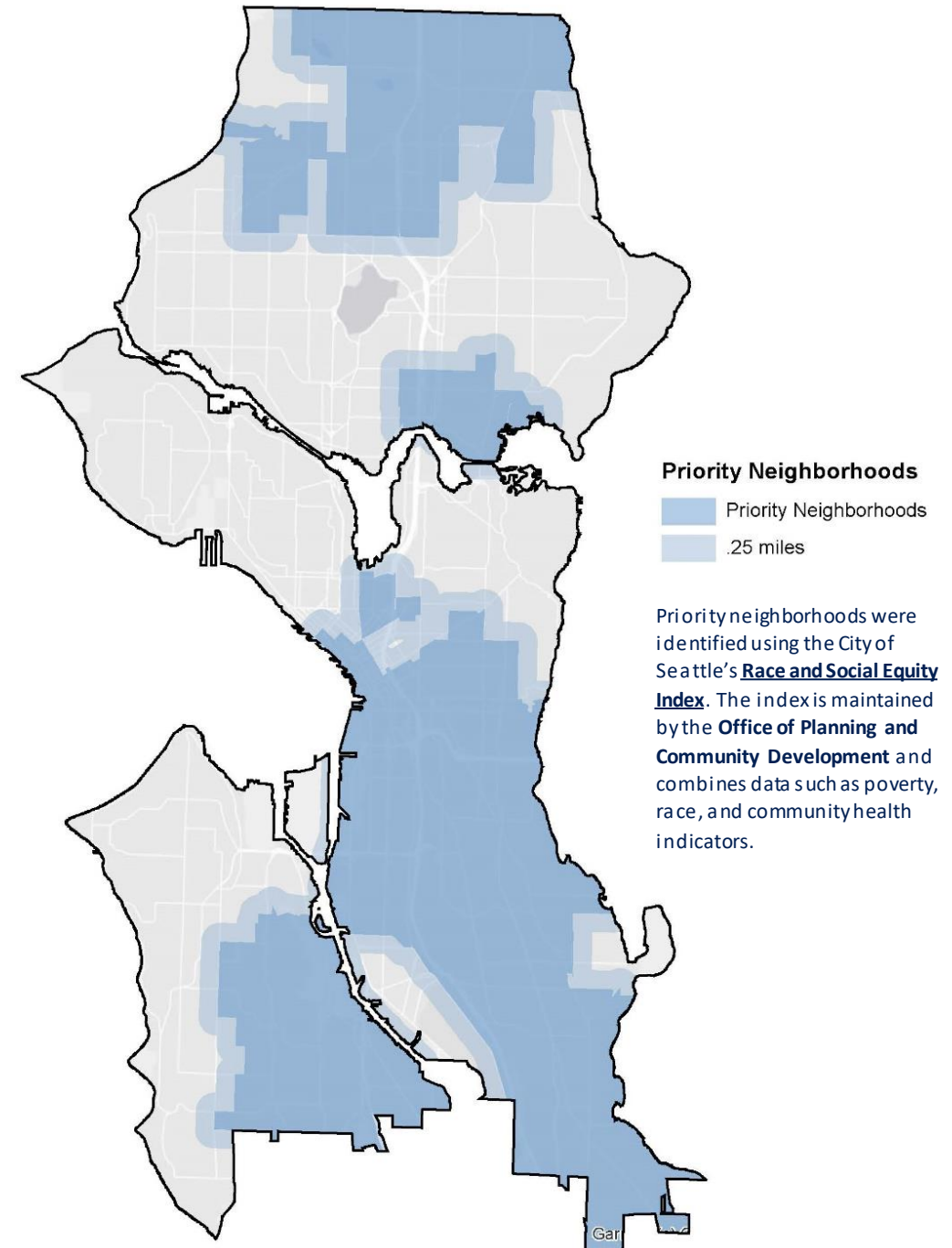
Selection Process Timeline

Milestone	Dates
Application Due	Wednesday, April 28, 2021 by 11:59 p.m.
Applications reviewed by panel of city staff and community partners	May and June
Retailers selected and notified	By July 2021
Partner onboarding	Onboarding will begin in late summer/early fall of 2021

Key Selection Criteria

- Serve households in or near City's Race and Social Equity Index priority areas.
- Accessible by public transportation.
- Create welcoming and positive shopping experiences.
- Serve broad variety of fresh, quality produce.

See [Guidelines](#) page 8-10 for details



Selecting Stores



- A panel of City Fresh Bucks staff and community partners will review, score, and recommend stores for selection.
- To best serve a geographically and culturally diverse Fresh Bucks customer base, the review process will include an assessment of retailer needs across the full Fresh Bucks retail network. This includes small food retailers applying for selection in 2021.

If not selected, we will keep your application on file and reach out about future opportunities to join the retail network.

Submitting Application

Step 1: Review the guidelines and application overview online at <http://bit.ly/FreshBucksRetail>

Step 2: Complete the narrative response and produce list.




Step 3: Submit the application and PDFs online by **Wednesday, April 28, 2021 by 11:59 p.m.**

Visit <http://bit.ly/FreshBucksRetail> to find the materials below.

Google Translate

— For Supermarkets and Large Grocers (annual revenues \geq \$2,000,000)

Below are the links and documents you will need to apply. Applications are due by **Wednesday, April 28, 2021 at 11:59 p.m. PST.**

- [Guidelines](#)  - includes eligibility requirements, program overview, and scoring criteria.
- [Application](#)  (online form) - The application includes an online form, narrative question response document, and produce list that can be uploaded to the form. Everything must be submitted online by **Wednesday, April 28, 2021 at 11:59 p.m. PST.**
 - [Click here](#)  to download a PDF of the application materials for review. They include the narrative response questions and the preferred format for the produce list. This PDF is for reference only. All applications must be submitted online through the link above.



Questions?

We'll take questions today and also upload the slides and an FAQ to [our website](#) following this session.

If you have questions after this session, please email FreshBucksRetail@seattle.org.

Open the overview [here](#).

APPLICATION INSTRUCTIONS & CONSIDERATIONS

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

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 7

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 about this is provided in the template. The template should be filled out, saved as a PDF, and uploaded to the online form.