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BASIC NEEDS INITIATIVE

Basic Needs Initiative Conference:

EBT Implementation Humboldt State University

February 7, 2018

EBT at Humboldt State University

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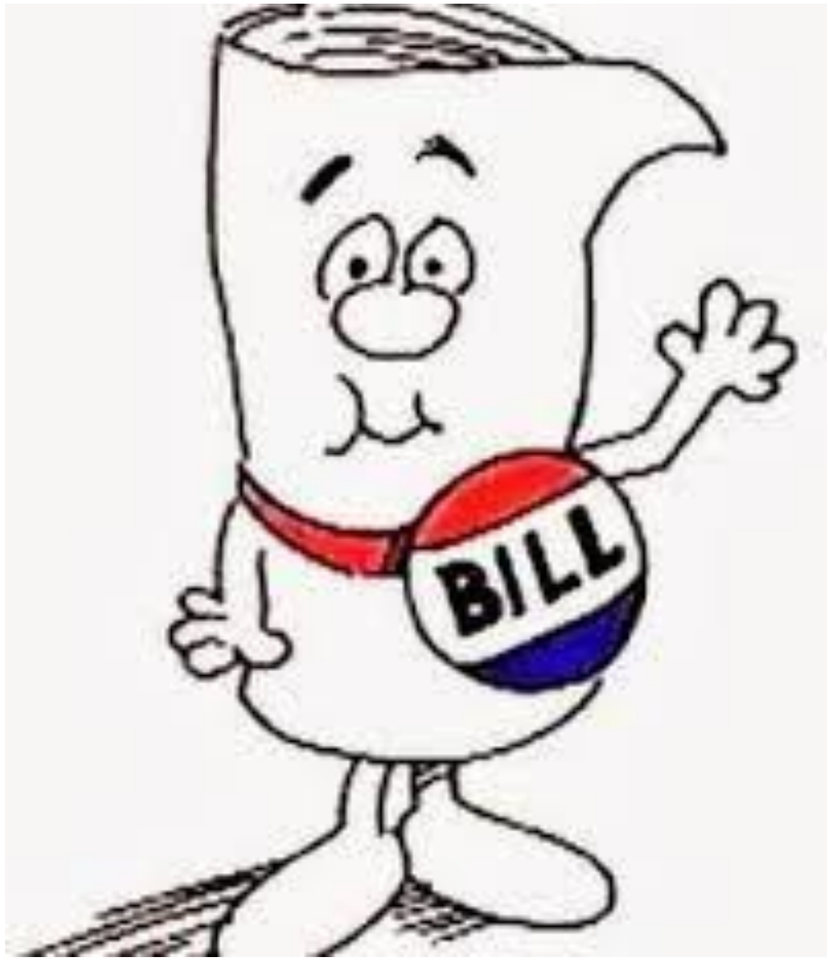
What is SB 85?

- SB 85 stands for California Senate Bill 85
- Calls for campuses to deploy strategies to help students who are experiencing food insecurity
- Through an RFP Process, funding goes through the Chancellor's Office then to campuses



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Required Activities

- **Food Pantry <u>OR</u>**
  Food Distribution Program
- **Meal-Sharing Program**
- **CalFresh Point-of-Contact**

Award range: $25k - $40k

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Encouraged Activities

- **Basic Needs Website**
- **Physical Space**
- **Campus-wide Committee on Basic Needs**
- **Formalized Emergency Housing Procedures**
- **EBT on Campus**

Award range: $25k - $40k

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What is EBT?

- EBT stands for Electronic Benefits Transfer
- Allows a recipient to authorize transfer of their government benefits from a Federal account to a retailer account to pay
- SNAP (Supplemental Nutrition Assistance Program) distributes purchasing food via EBT cards
  - **CALFRESH**

Background: How we got here!

- 19% of students at HSU reported having CalFresh benefits (Maguire, O'Neill, and Aberson, 2016).

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Outreach

Word of Mouth

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Campus wide collaboration is Key!

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Student-to-Student Support

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OUT WITH STIGMA!

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Eligibility / Campus Venues

- Key is to understand eligibility and your campus venues

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Cafeteria

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Food Court

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Mixed Retail

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Application process

- Apply for USDA account #
- Online application form
- Supporting documentation
- Site visit
- Can occur 30 days after venue opening

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Key Steps for Implementation

- Store inspection (within 30 days of accepted application)
  - Unannounced audit from USDA Inspector
    - Meat, poultry, or fish
    - Vegetables or fruits
    - Bread or cereal
    - Dairy products
- Communication with your organization
  - Locations on campus may be difficult for inspector to find

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Approval and initial steps

- Approval received
- Information packet
  - Guide book and training video for cashiers and other staff
  - IT / Accounting Set up guidelines

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Implementation

- Front-of-the-house
  - Dependent on existing equipment and accounting systems
  - PIN based debit accommodates EBT cards or Separate Terminal
- Back-of-the-house
  - Control at inventory level
  - Sales tax eligibility
  - Accounting Functions

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Successful Outcomes (Pomona)

- Point of Sale
  - POS (RMS through Unified Grocers) WAS able to accept EBT/SNAP transactions.
    - Integrated into POS

Running Approximately 0.08% of sales

Average ticket @ $8.00

For 2016 – 17 (Ending September) 102 Transactions

Vista Market Location Problematic

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Successful Outcomes (LB)

- Transactions on a daily basis
  - Students who are eligible for EBT/SNAP are taking advantage of the program
- Increased foot traffic in Corner Market
  - 4.1% increase in customer count from previous year

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BASIC NEEDS INITIATIVE

Successful Outcomes (HSU)

Running Approximately 5% of sales

Average ticket just over $10

For 2016 – 17 over 11,000 Transactions

Over $100,000 in EBT sales

Unknown how much is sales we would not have normally captured.

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Challenges

- Application process
  - Need an individual within the company to provide personal information on application
    - Copy of Drivers License
    - Copy of Social Security card
  - If they leave the organization you must update your USDA account with another person’s information

Challenges

- Takes some time and effort for full implementation
  - Will depend on your infrastructure and support
- Cashier Training
- Outreach to Students
- Misconceptions about qualification and implementation
- Reduce stigma around EBT

Next Steps

- Restaurant Meals Program
- SB 85 Funding
  - Growth of EBT venues on campuses

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