



2021 REVIEW

Double Up Food Bucks Year in Review

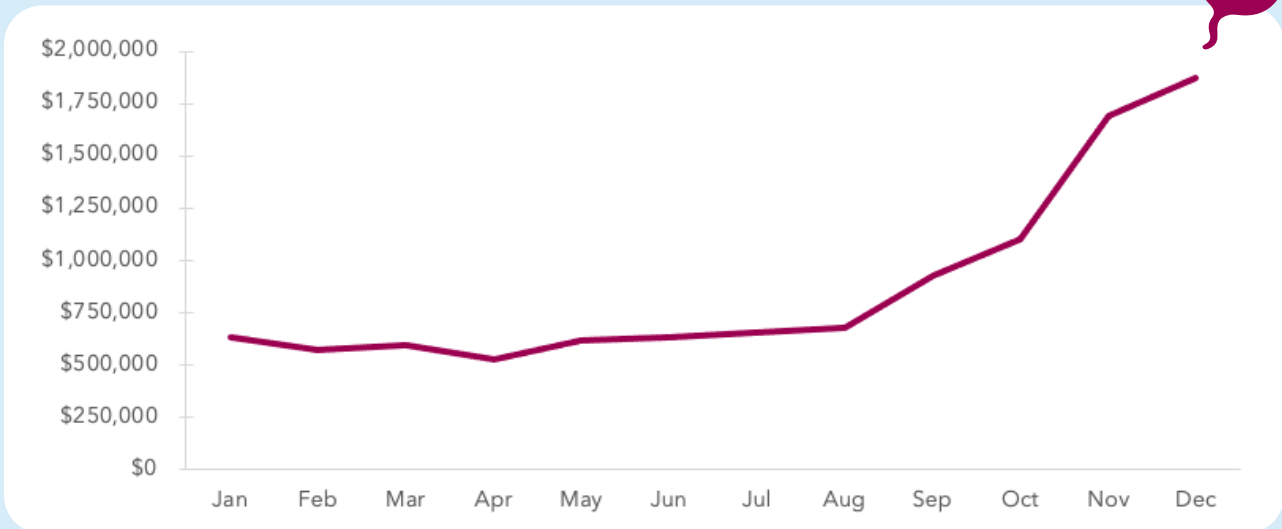
SPUR's healthy food incentive program continued to support thousands in the Bay Area as the region weathered the second year of the coronavirus (COVID-19) pandemic.

As the coronavirus (COVID-19) pandemic extended into its second year, so did many of the challenges that emerged, including continued economic hardship for many people. The continued challenge of accessing food was reflected in an increase in CalFresh applications in Santa Clara County where cases rose 17% between late 2020 and late 2021.

SPUR's Double Up Food Bucks (DUFEB) program helped address the soaring demand for food assistance throughout the pandemic. Alongside efforts by the federal government, non-profit civic engineers, and the state government, we supported low-income Californians by increasing their food budgets at participating stores in Santa Clara and Alameda counties

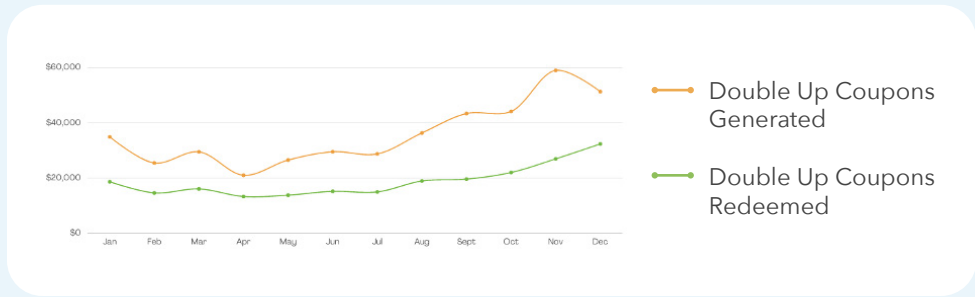
Low-income families in Santa Clara and Alameda Counties spent even more of their CalFresh benefits at our participating stores in 2021 than in 2020. During this same period, inflation increased food prices by 6.3 percent. This increase in food costs made Double Up that much more important as the program helped families stretch their food budgets and access fresh fruits and vegetables.

Gross EBT sales increased across participating stores



While the trend toward more EBT purchases in the Holiday season is consistent with previous years, the last quarter hit a record high \$97,441.42 in Double Up redemptions.

Mirroring the increase in dollar amounts used, we saw an increase in coupons generated and redeemed at the end of 2021.



2021 Double Up impact data



In 2021, an estimated 6,662 households redeemed coupons, translating to between **10,659 and 30,645 individuals**.



More households redeemed coupons in 2021 than in any year past and of those a large portion had not previously redeemed a Double Up coupon. This increase can partially be explained by P-EBT, or Pandemic EBT, which provided families who may not have otherwise qualified for EBT to access EBT and DUFEB.



The value of coupons redeemed in 2021 was **\$241,905**, a record amount in Double Up's five-year history.



CalFresh families have earned **\$1.3 million in Double Up incentives and redeemed \$720,000** to buy fresh fruits and vegetables between 2017-2021.

What's next

SPUR is actively preparing multiple pilot locations, many of which are stores that currently offer Double Up Food Bucks, for the California Fruit and Vegetable EBT Pilot Project. Alongside our grocers, their point-of-sale providers, and the CA Department of Social Services we are supporting the creation of technology that simplifies programs like Double Up. This pilot will upgrade the current program so that CalFresh participants do not need to use paper coupons and instead get incentive dollars rebated back onto their EBT cards. Our goal continues to be laying the ground work for scalable technology that makes incentive programs easier to use for CalFresh customers, simpler to run for grocers, and more efficient for program administrators.

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