



## 2020 REVIEW

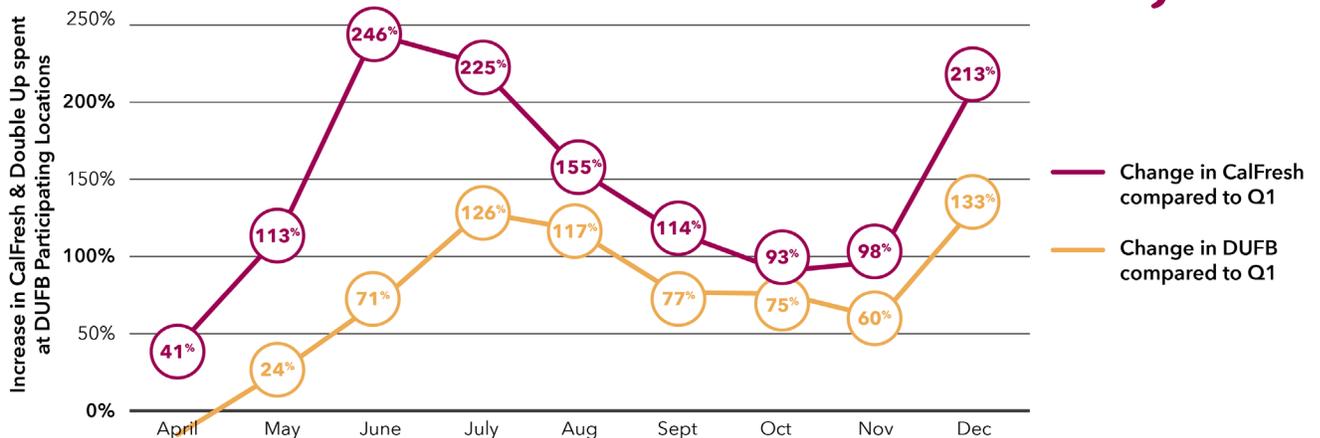
# Double Up Food Bucks Year in Review

**SPUR's healthy food incentive program reflected the difficulties that thousands in the Bay Area faced in making ends meet during the pandemic**

**SPUR's Double Up Food Bucks (DUFB) 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.

**Shortly after the first official shutdown in California in mid-March, grocery stores saw a massive influx of customers using CalFresh.** By the end of April, participating DUFB stores experienced long lines, increased health safety precautions, and a substantial jump in CalFresh usage. By the beginning of June, average CalFresh usage across all our participating stores more than tripled compared to the monthly average in the first quarter of the year, before dipping and then rising again steeply in December.

## Increase in CalFresh and Double Up Spent



DUFB saw just as substantial a jump in usage, with redemptions increasing between 100% and 250%, depending on the store. **DUFB continued to provide additional purchasing power to struggling Californians during the pandemic - without adding any additional strain to grocers, to SPUR or to our advisory committee partners.**

## 2020 Double Up impact data



The total number of CalFresh households that have redeemed DUFEB coupons in 2020 more than doubled compared to 2019 (was 5,327 in 2019 compared to 2,249 in 2019). **We estimate the program reached 19,294 people in 2020.**



The program reached an estimated **4,246 children ages 5 and under, 8,901 children ages 6-18, and 2,125 adults ages 65 and older** in 2020. The estimated number of people served in these age categories was more than two times higher than in 2019.



In 2020, CalFresh families used DUFEB coupons to purchase **\$200,000 of fruits and vegetables**. Cumulatively, since 2017, \$480,000 has been redeemed in DUFEB.

## What's next

In partnership with our grocers, their point-of-sale providers, and the CA Department of Social Services, we aim to provide multiple pilot locations for the California Fruit and Vegetable EBT Integration Pilot Project. Our goal is to develop a scalable technology that makes incentive programs easier to use for CalFresh customers, simpler to run for grocers, and more efficient for program administrators.

## Our Partners



This project is made possible by a grant from the U.S. Department of Agriculture's Food Insecurity Nutrition Incentive Grant Program, as well as the generous support of FIRST 5 Santa Clara County, Stupski Foundation, Sunlight Giving, Kaiser Permanente Northern California Community Benefits Program, Leslie Family Foundation, Anthem Blue Cross, Santa Clara County Social Services Agency, Santa Clara County Public Health Department, and The Health Trust.

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