

Fresh Bucks

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Seattle
Office of Sustainability
& Environment

OSE works to ensure a clean and healthy environment for all Seattle residents.

- We **prioritize those currently and historically harmed by racial, economic, and environmental injustice.**
- We serve as cross-departmental and community **collaborators, innovators, and drivers of cutting-edge policy.**
- We contribute to a Seattle where communities and the environment are **healthy and free of fossil fuel pollution.**



OSE's Core Services

Climate & Environmental Justice

- **Environmental Justice Fund**
- Climate Workforce
- Resilience Hubs
- Duwamish Valley Program
- Green New Deal Oversight Board

GHG Emissions Reductions

- Transportation Electrification
- Building Emissions Performance Standard
- Clean Heat Program
- Municipal Energy Emissions Program

Food Policy & Programs

- Healthy School Food
- **Fresh Bucks**
- Food Action Plan
- Sweetened Beverage Tax Community Advisory Board

Seattle's Trees & Forests

- Trees for Seattle
- Tree Canopy Cover Urban Forest Management Plan
- Foresteering Communities
- Urban Forestry Commission



About Fresh Bucks

- Increasing access to healthy, culturally relevant food
- Strengthening connections to locally grown food
- Advancing equitable economic opportunities



What We'll Cover Today:

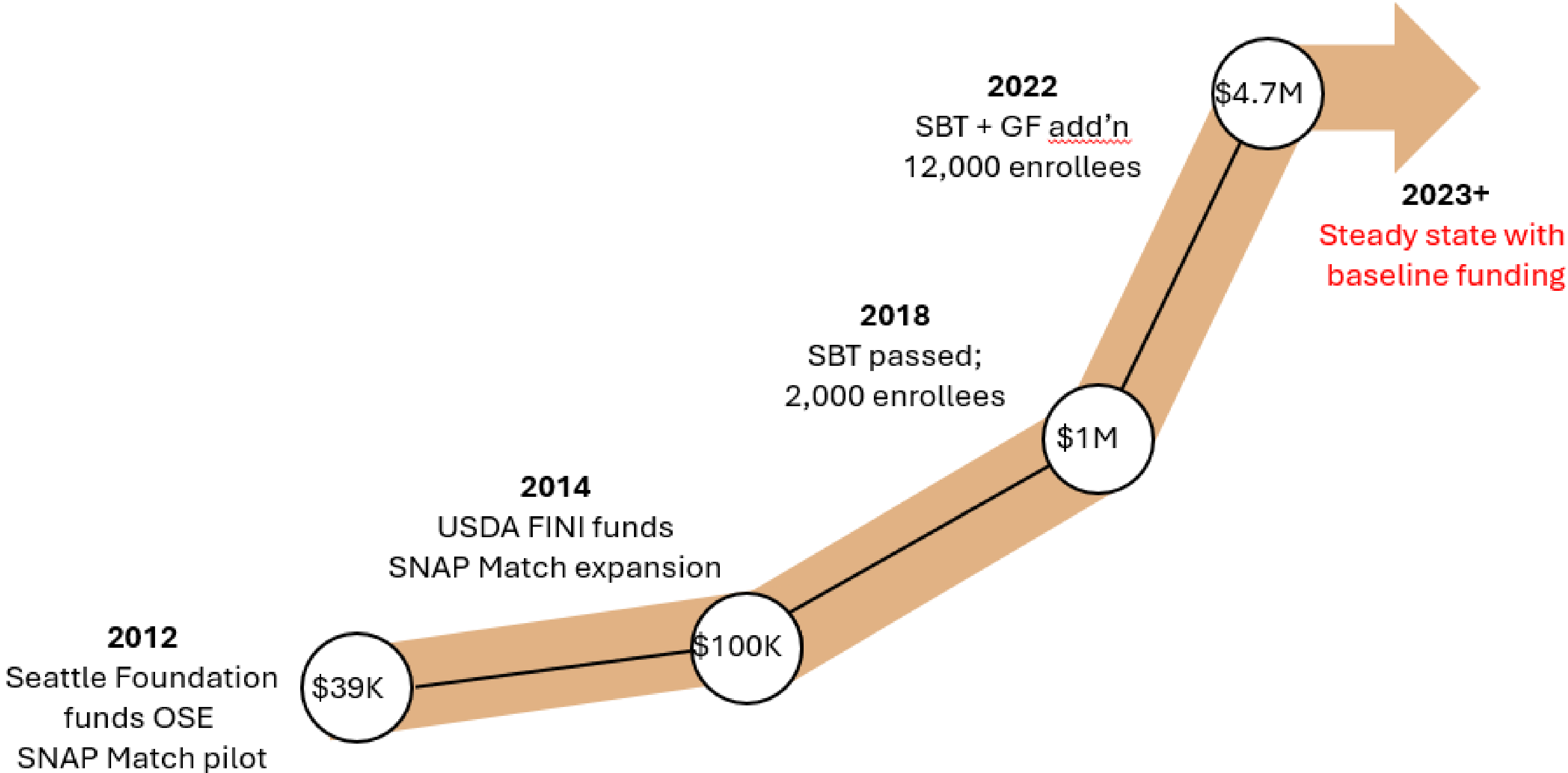
- How it works
- Partnerships
- Equity-focused strategies
- Program impacts



Increasing Food Access Needs

- **The rising cost of healthy foods.** Food prices rose 23.6% from 2020 to 2024 and the cost of healthy foods is nearly double that of unhealthy foods. *(Source: USDA, NIH)*
- **Increased food assistance needs.** SNAP participation in King County increased 18% between 2022 and 2024. *(Source: Public Health data)*
- **Federal reductions to food assistance** will increase food insecurity and reduce revenue for retailers. *(Source: Center on Budget and Policy Priorities)*

Fresh Bucks Over Time





1. Community Food Security
11 Actions



2. Land Use & Access
8 Actions



3. Education and Training
4 Actions



4. Economy & Labor
6 Actions



5. Local Supply Chains
3 Actions



6. Food Waste
6 Actions



7. Environment and Climate
3 Actions



8. Food Action Plan Stewardship
6 Actions



Strategic Priority 1: Community Food Security

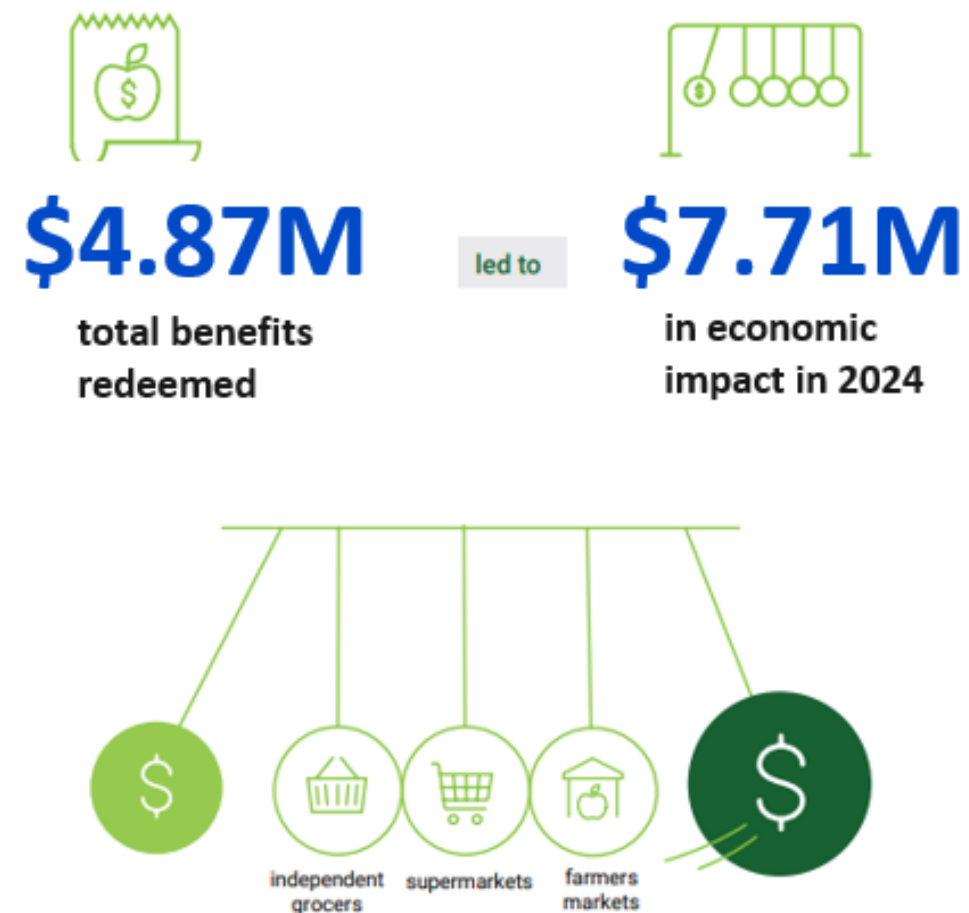


Food Action Plan

Fresh Bucks: A Healthy Food Benefit

- Serves 12,000+ income-eligible Seattle households ($\leq 80\%$ AMI)
- Provides \$40/month for fruits and vegetables
- Customers can shop at 40 local retailers



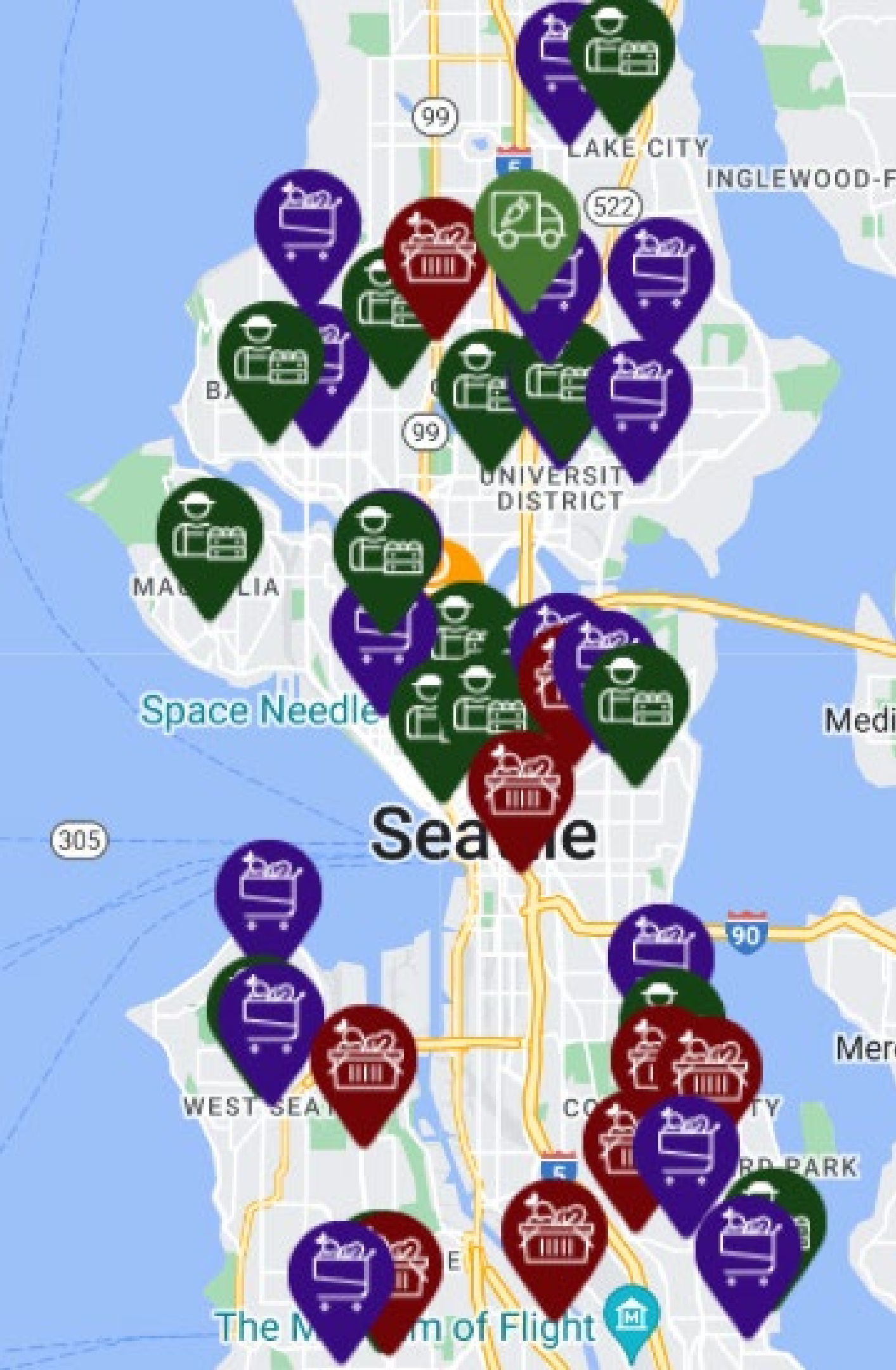


*The economic impact of Fresh Bucks is based on the [Local Food Impact Calculator](#), a tool designed to estimate the impact a local project might have on the surrounding economy.



Helping Local Business Thrive

- \$7.71M in local economic impact
- \$535K spent at farmers markets and independent grocers
- Fresh Bucks contributes to the viability of local businesses

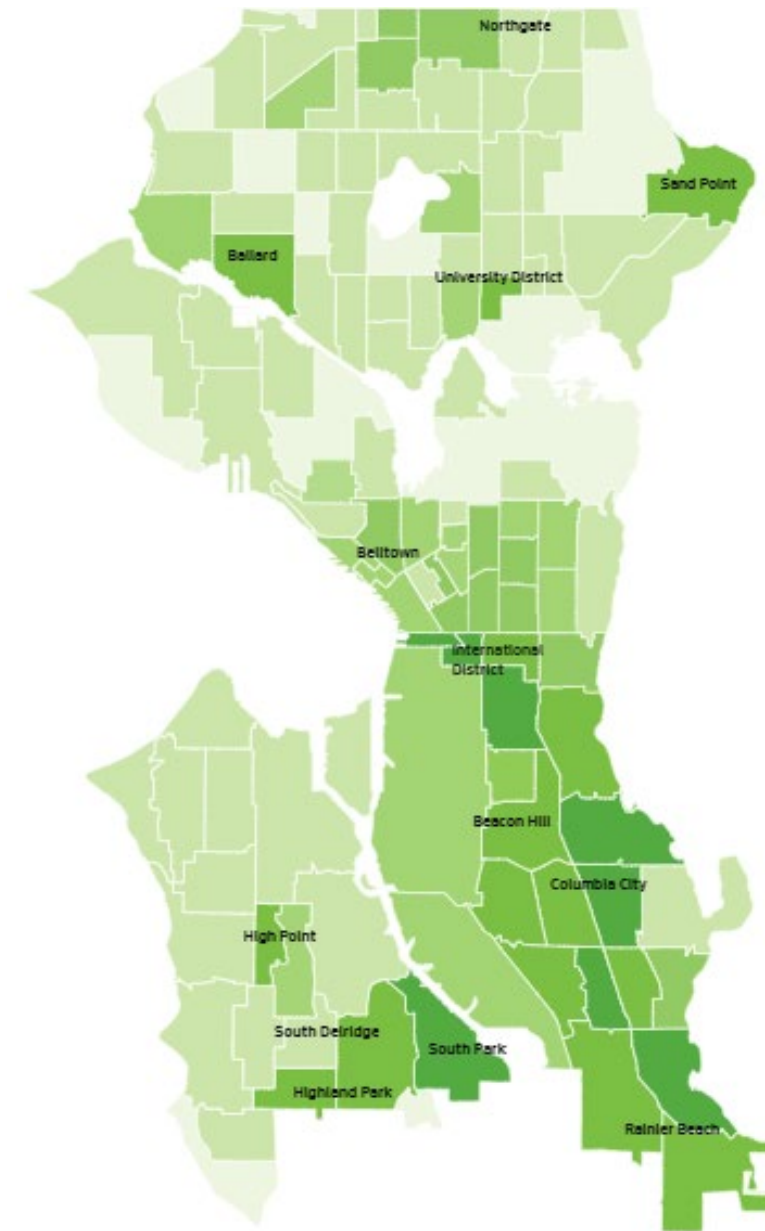


Growing Retail Partnerships

- North Seattle: HT Oaktree
- Central District: Central Co-op
- C-ID: Golden Hong/Lulu Mart
- West Seattle/Delridge: Lee's Produce, Delridge Co-Op
- South Park: Fruteria Sandoval
- Beacon Hill: HC Grocery
- Citywide delivery: Local Yokels

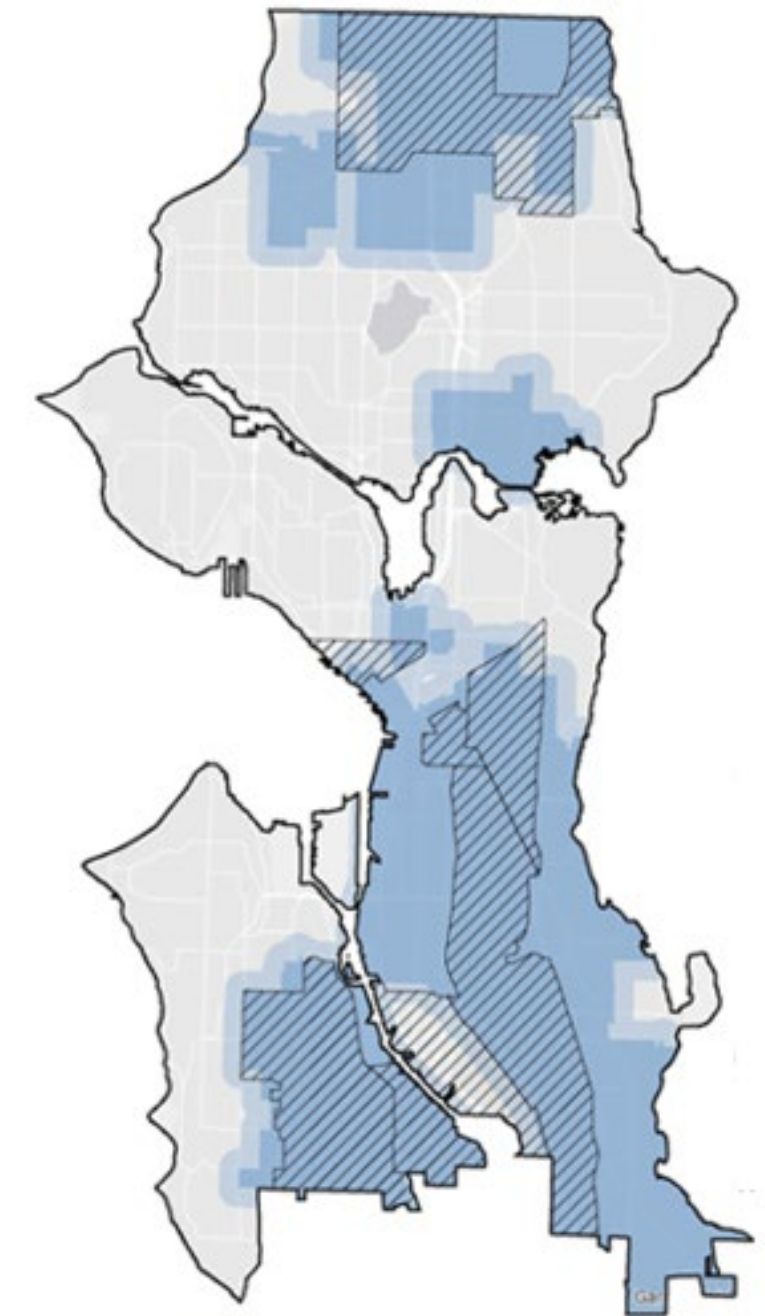
Fresh Bucks in Priority Neighborhoods

The majority of Fresh Bucks customers are from a high priority area as defined by the City's Race and Social Equity Index.



Distribution of Fresh Bucks Customers by Census Tract

More customers Fewer customers

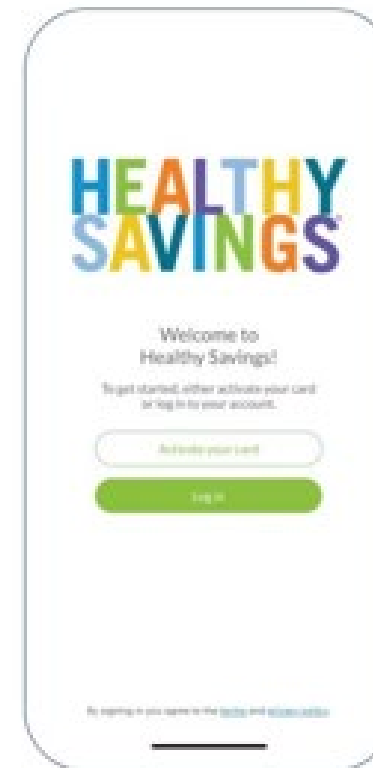
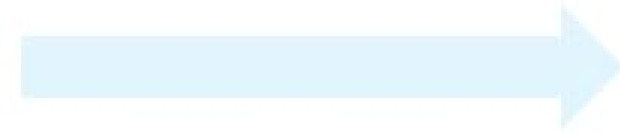


City of Seattle Race and Social Equity Index Priority Areas.

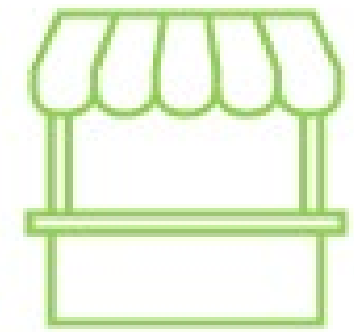
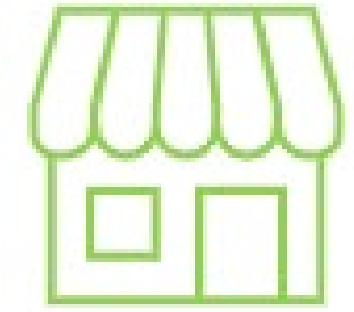
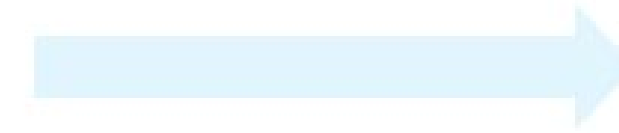
How it Works



11 community-
based
enrollment
partners



\$40 per month



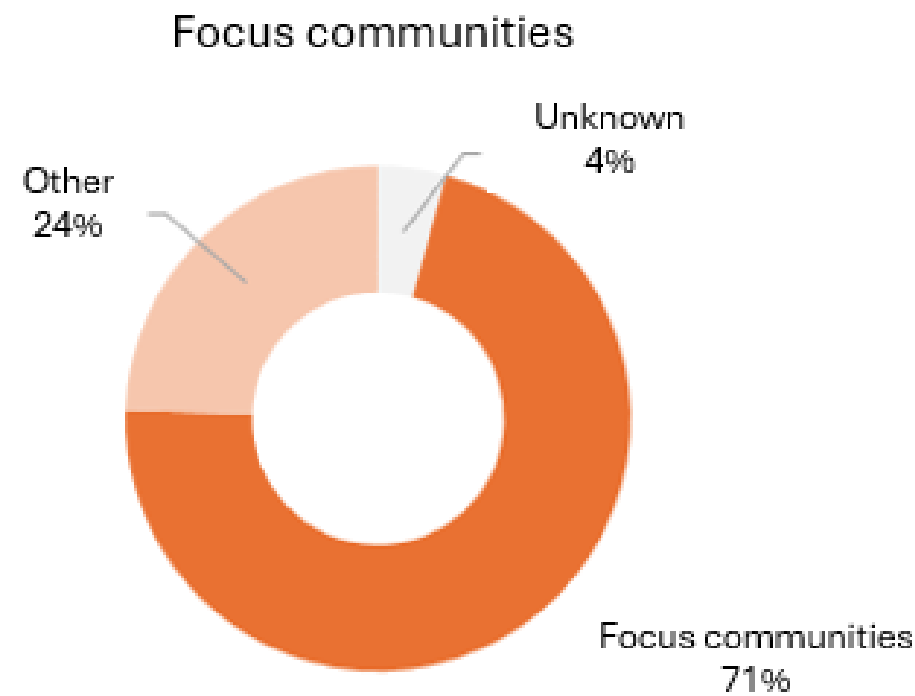
40 retail
locations

Focused Community Enrollment

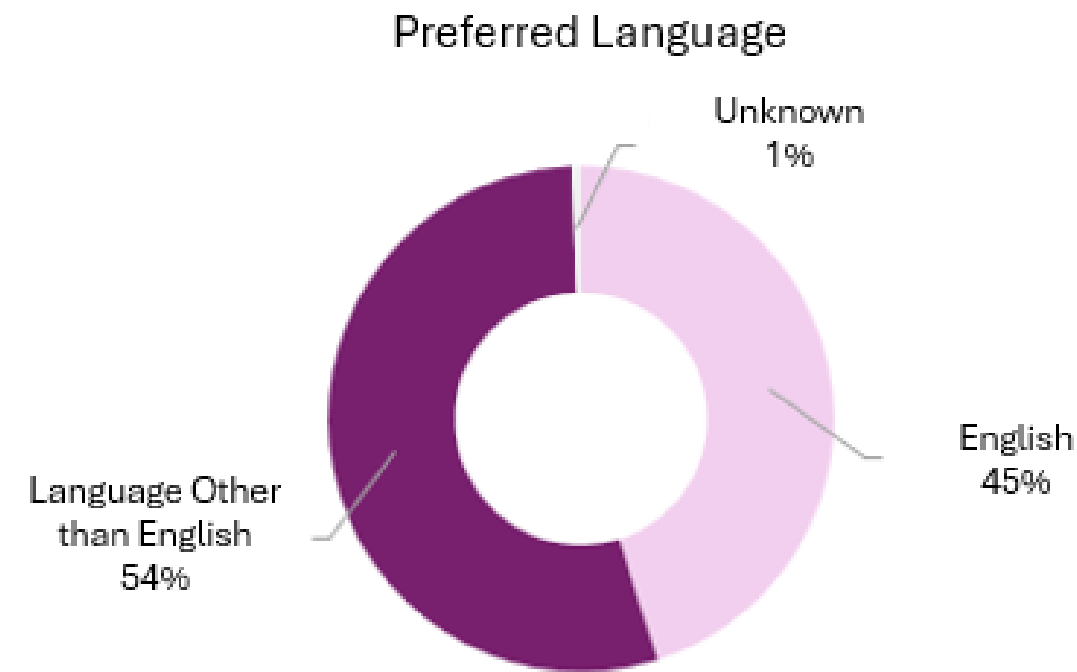
- Atlantic Street Center
- Children's Home Society
- Chinese Information Services Center
- Horn of Africa Services
- Interim CDA
- Lake City Collective
- Latino Community Fund
- Neighborhood House
- Somali Health Board
- United Indians of All Tribes
- Villa Comunitaria



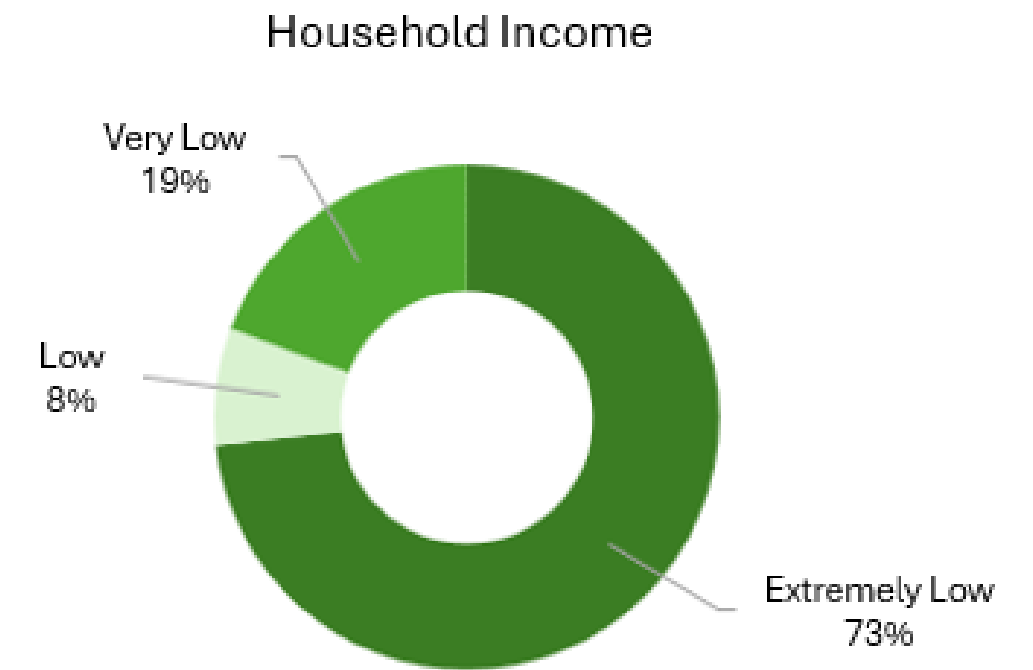
Equity in Enrollment



71% from focus communities



54% Non-English language



73% Extremely low income

Joining the Fresh Bucks Waitlist

- Application will remain open
- No limited term enrollment
- Widens the enrollment pool
- Enrolled as space is available



Fresh Bucks

 **THE FRESH BUCKS
WAITLIST APPLICATION
IS NOW OPEN!**

 **Seattle**
Office of Sustainability
& Environment

SeattleFreshBucks.org/apply

— Connecting Residents with City Resources



Fresh Bucks

 **THE FRESH BUCKS WAITLIST APPLICATION IS NOW OPEN!**

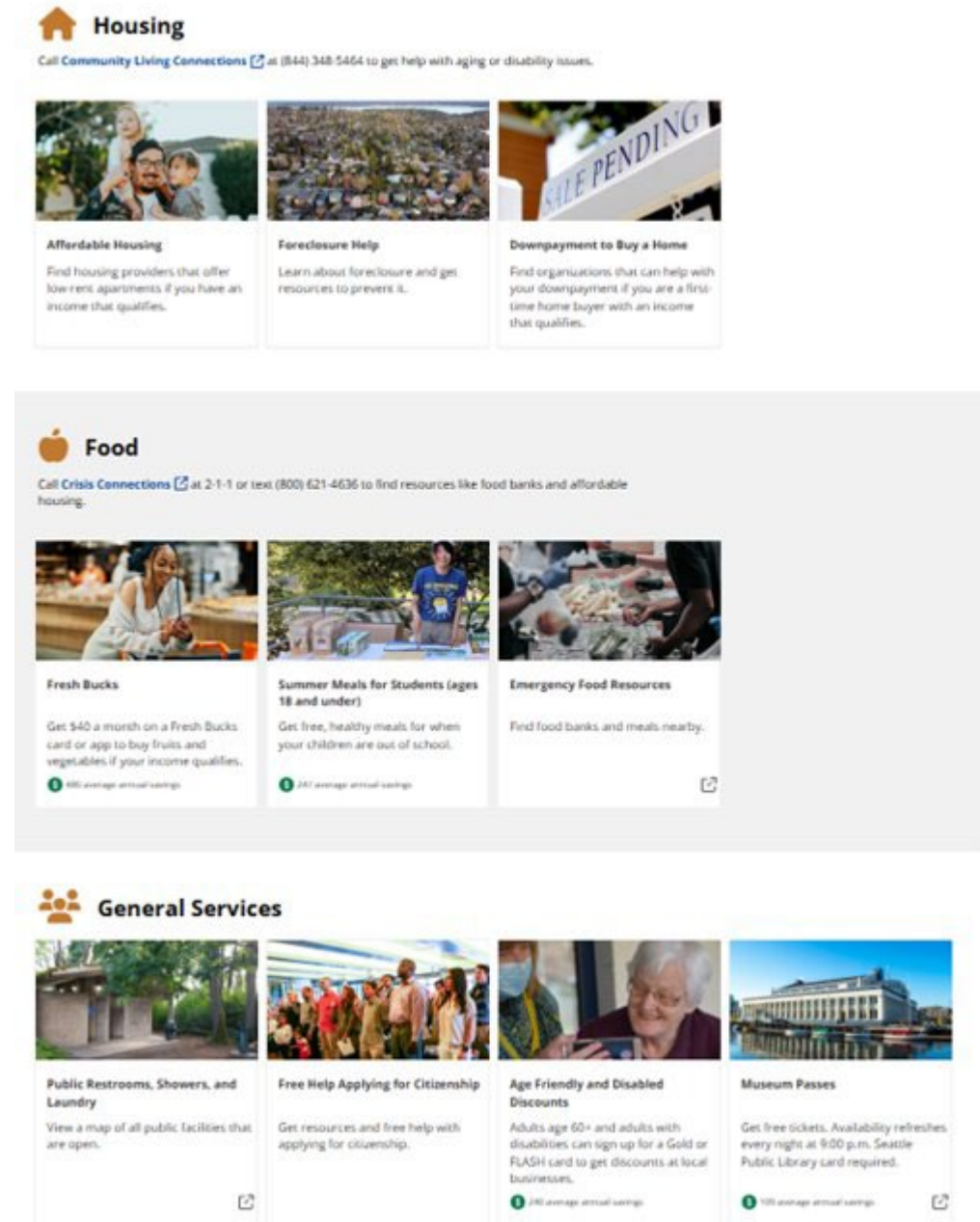
 **Seattle**
Office of Sustainability & Environment

SeattleFreshBucks.org/apply

80% of Affordability program applications were 'referrals' from the Fresh Bucks Waitlist Application



Over 40 City programs on the Affordability Portal e.g., Utility Discount Program, Seattle Preschool Program, etc.



Housing
Call Community Living Connections at (844) 348-5464 to get help with aging or disability issues.

- Affordable Housing**
Find housing providers that offer low rent apartments if you have an income that qualifies.
- Foreclosure Help**
Learn about foreclosure and get resources to prevent it.
- Downpayment to Buy a Home**
Find organizations that can help with your downpayment if you are a first-time home buyer with an income that qualifies.

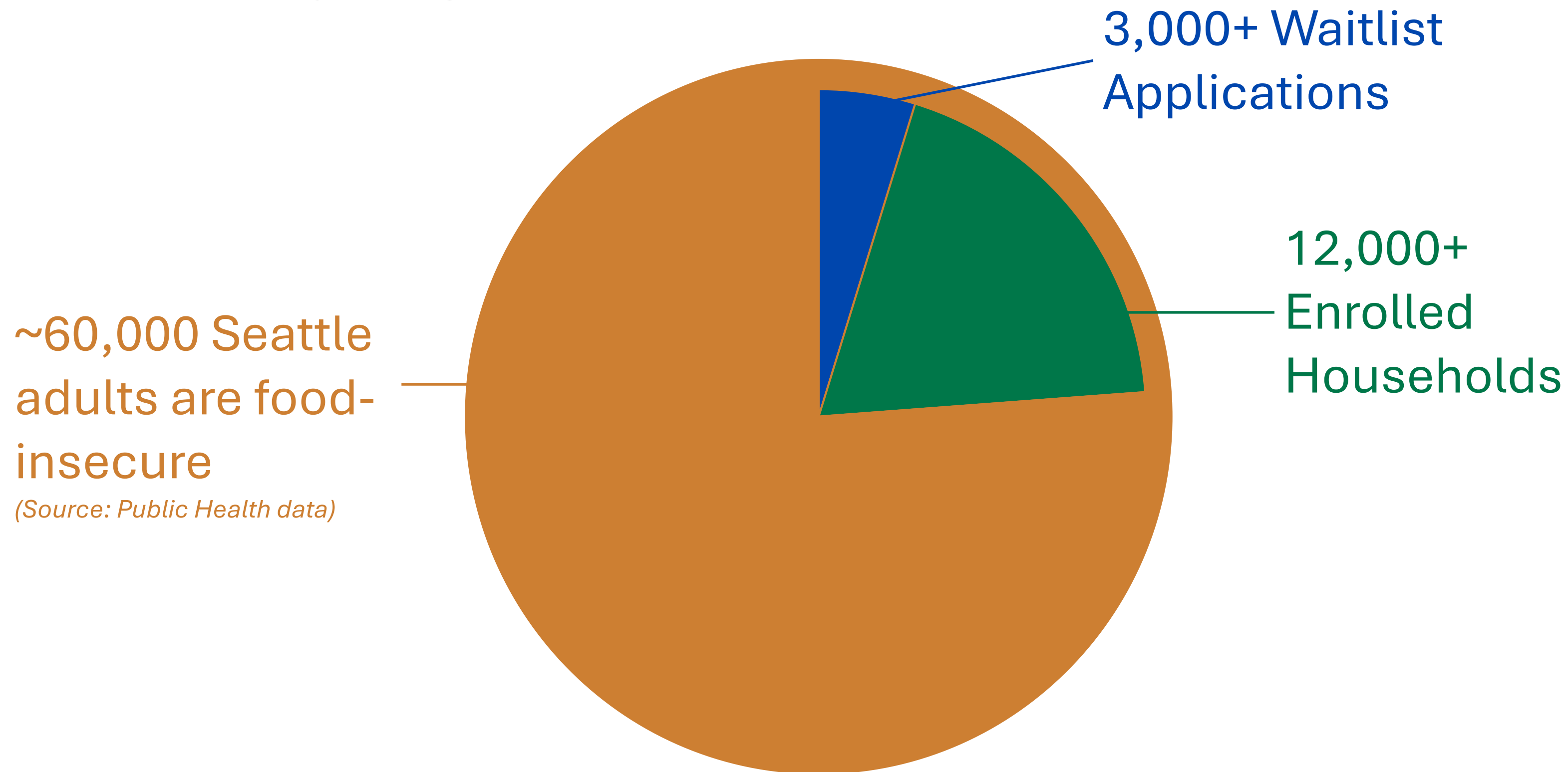
Food
Call Crisis Connections at 2-1-1 or text (800) 621-4636 to find resources like food banks and affordable housing.

- Fresh Bucks**
Get \$40 a month on a Fresh Bucks card or app to buy fruits and vegetables if your income qualifies.
100% average annual savings
- Summer Meals for Students (ages 18 and under)**
Get free, healthy meals for when your children are out of school.
100% average annual savings
- Emergency Food Resources**
Find food banks and meals nearby.

General Services

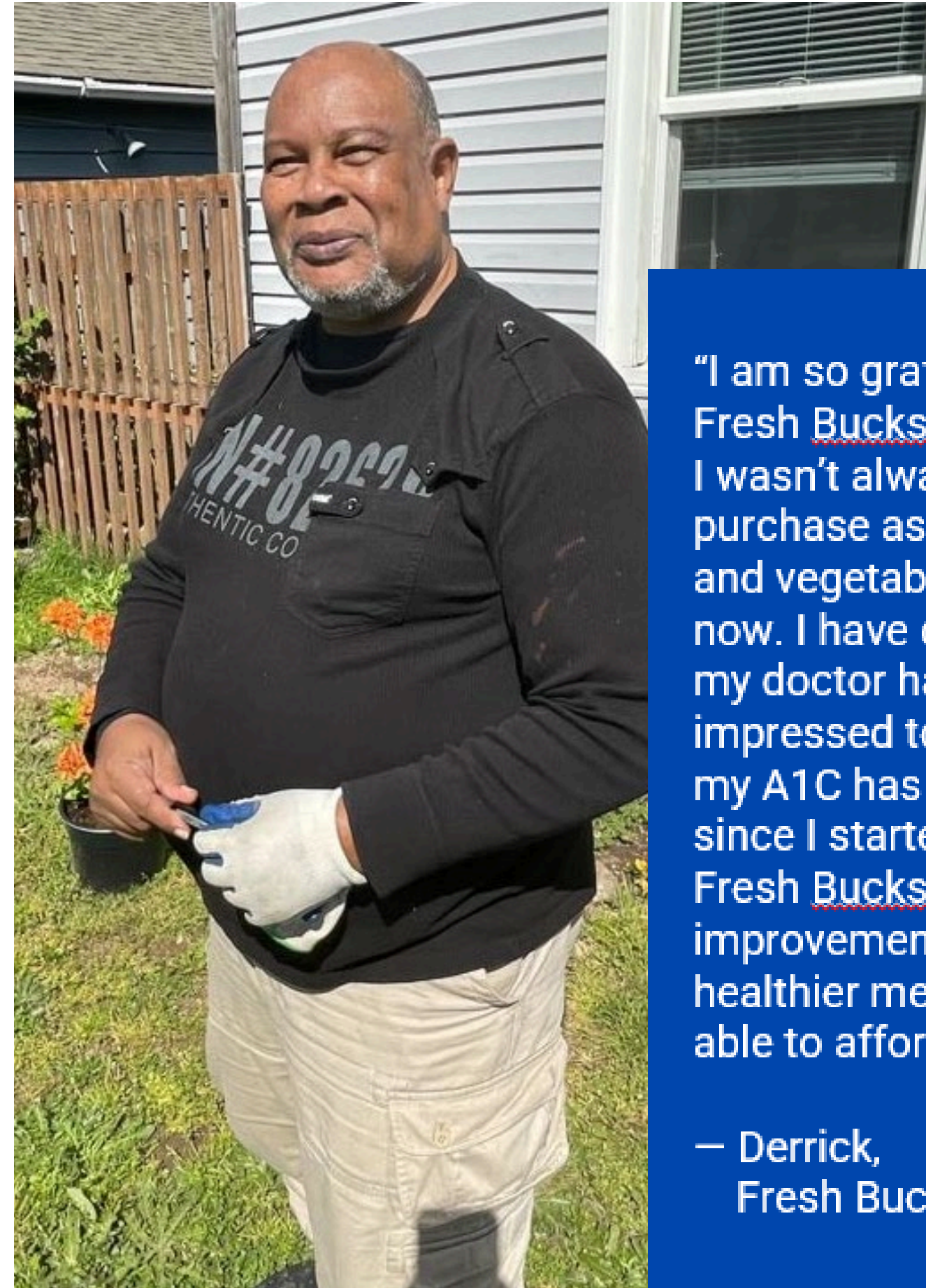
- Public Restrooms, Showers, and Laundry**
View a map of all public facilities that are open.
- Free Help Applying for Citizenship**
Get resources and free help with applying for citizenship.
- Age Friendly and Disabled Discounts**
Adults age 60+ and adults with disabilities can sign up for a Gold or FLASH card to get discounts at local businesses.
100% average annual savings
- Museum Passes**
Get free tickets. Availability refreshes every night at 9:00 p.m. Seattle Public Library card required.
100% average annual savings

Quantifying Demand



Making a Difference

- Fresh Bucks customers report increased fruit and vegetable consumption and increased food security.
- Customers who started the program with low fruit and vegetable intake doubled their consumption during their time on the program.



“I am so grateful for Fresh Bucks. In the past, I wasn’t always able to purchase as many fruits and vegetables as I can now. I have diabetes, and my doctor has been impressed to see that my A1C has lowered since I started using Fresh Bucks. I credit this improvement to the healthier meals I am now able to afford.”

— Derrick,
Fresh Bucks customer



Building family traditions...

"Fresh Bucks has transformed our grocery shopping into an adventure. I let each of my children pick a fruit or vegetable for the family, and it's amazing to see their excitement about fresh produce. It's not just about the savings - it's about watching my family fall in love with healthy eating, one vegetable at a time."



Expanding neighborhood choices...

"Having Golden Hong on the Fresh Bucks list has been life-changing for Chinatown International District neighbors. It saves us travel time, keeps us safer by reducing public transportation trips, and offers Asian products that truly fit our cultural lifestyle."



Thank you!



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