

Locating the Best Value: Helping Clients Compare EBT Options

Angela Shing, CalWIN Manager
San Francisco Human Services Agency



Topics

■ The Goal

- Empowering clients with an easy way to compare EBT options

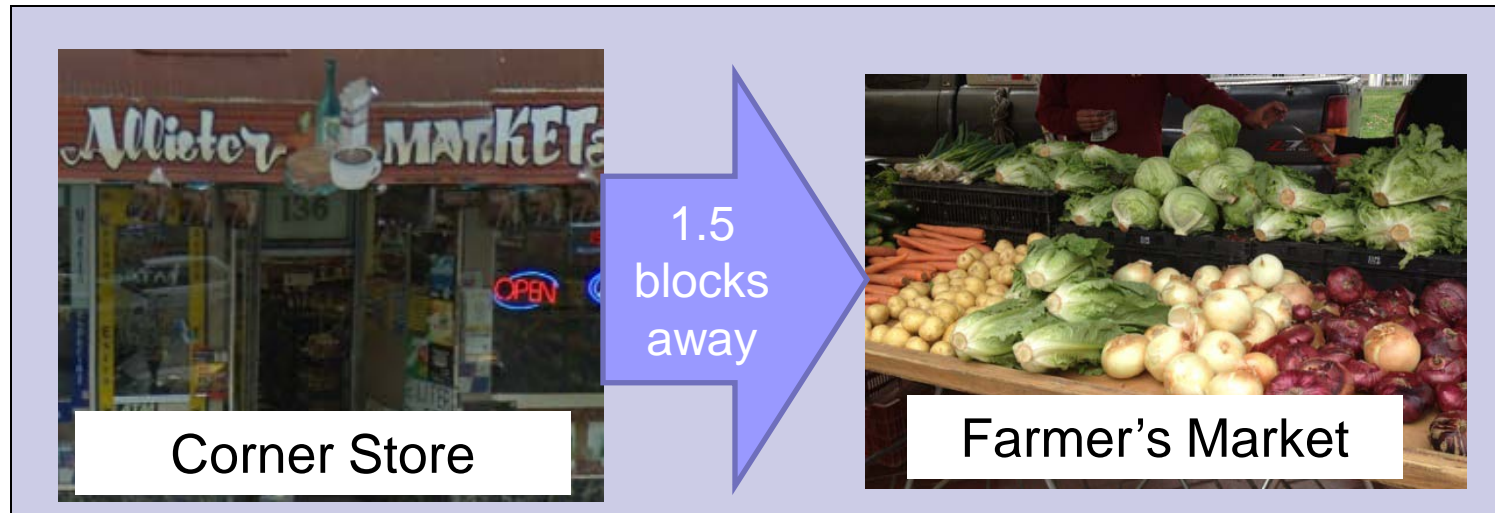
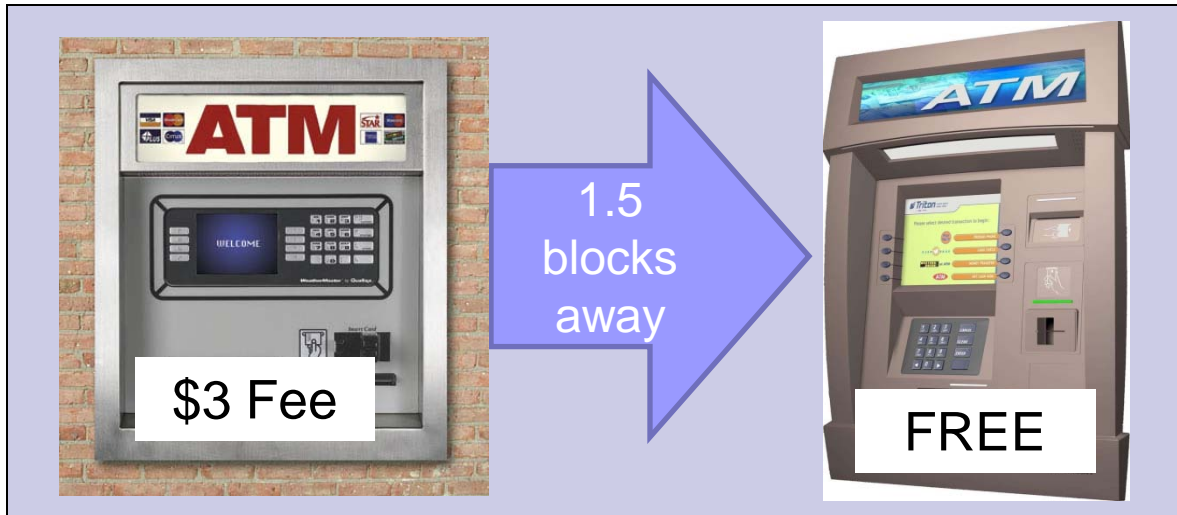
■ SF EBT ATM Locator

- Locating No/Low Surcharge ATMs
- Live Demo
- Usage Statistics

■ SnapFresh Project

- Comparing Food Retailer Options
- Live Demo
- Usage Statistics

The Goal: Helping Clients Compare Options



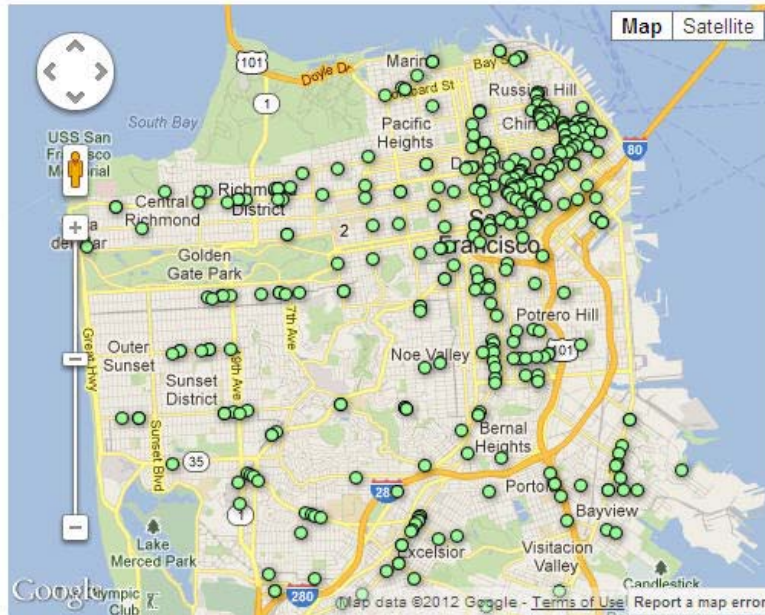


SF EBT ATM Locator (www.ebt-sf.org)

- Public Website to help San Francisco clients locate no/low-surcharge EBT ATM or POS
- Launched June 14, 2012
- EBT ATM/POS Data for San Francisco County only
- SF EBT ATM Locator built by SFHSA IT

San Francisco ATM Locator for EBT Cards

You may select machines with no surcharge, machines with surcharges, or all machines.



*Device Types: ATM = Automated Teller Machine, POS = Cash Back with Purchase

No Fee Has Fee

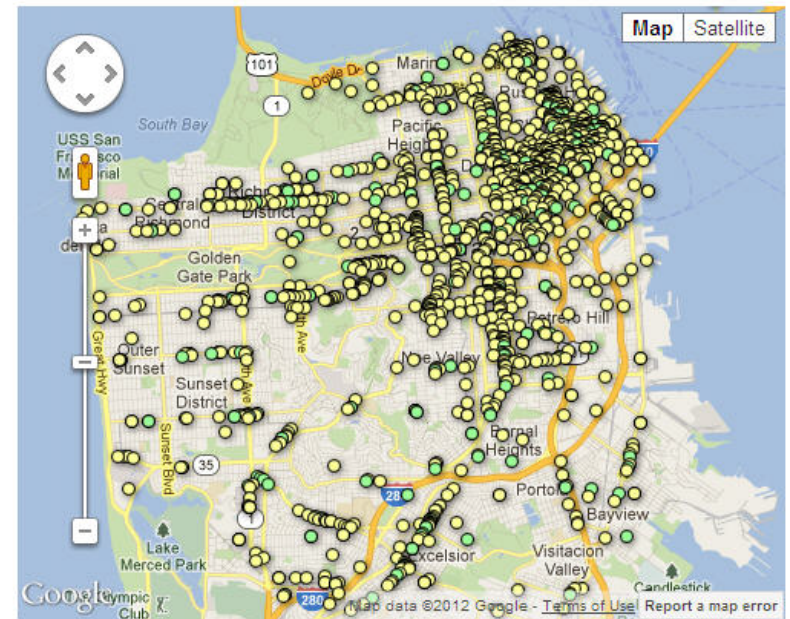
Enter address, zip code, intersection, neighborhood, etc.

Get Locations

Green dots indicate surcharge free ATM or POS locations

San Francisco ATM Locator for EBT Cards

You may select machines with no surcharge, machines with surcharges, or all machines.



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No Fee Has Fee

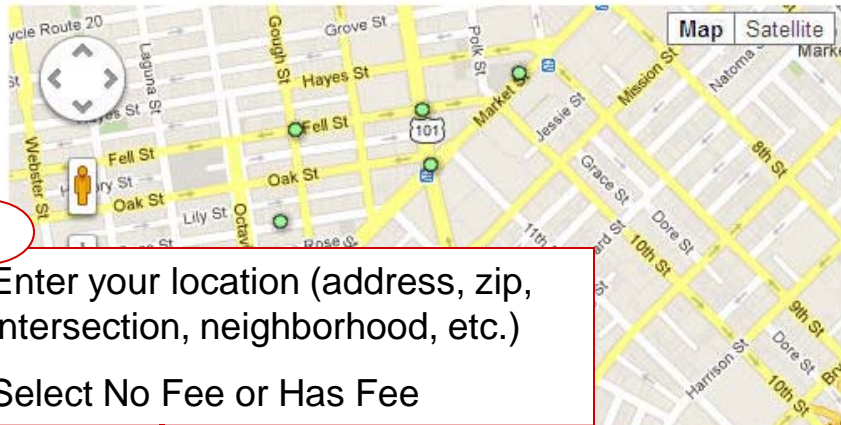
Enter address, zip code, intersection, neighborhood, etc.

Get Locations

Yellow dots indicate surcharge ATM or POS locations

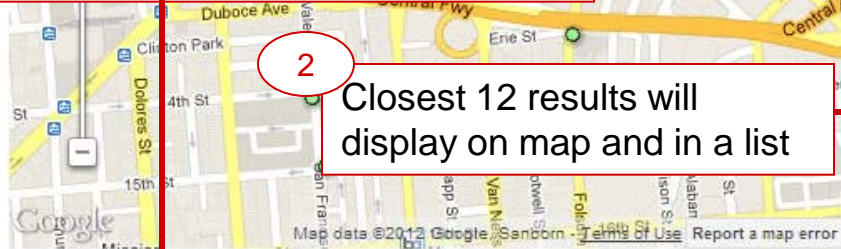
San Francisco ATM Locator for EBT Cards

You may select machines with no surcharge, machines with surcharges, or all machines.



Enter your location (address, zip, intersection, neighborhood, etc.)

Select No Fee or Has Fee



Closest 12 results will display on map and in a list

*Device Types: ATM - Automated Teller Machine, POS - Cash Back with Purchase

No Fee Has Fee

1650 Mission St, San Francisco, CA

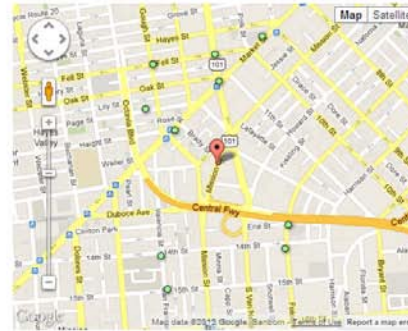
Get Locations

NICKS FOOD
Cash Limit: \$40.00
Service Charge: \$0.00
Device Type: POS
Address: 1659 Market St SAN FRANCISCO 94103

WALGREENS
Cash Limit: \$300.00
Service Charge: \$0.00

San Francisco ATM Locator for EBT Cards

You may select machines with no surcharge, machines with surcharges, or all machines.



List provides information on

- Cash Limit
- Surcharge
- Device Type
- Address

*Device Types: ATM - Automated Teller Machine, POS - Cash Back with Purchase

No Fee Has Fee
1650 Mission St, San Francisco, CA

NICKS FOOD
Cash Limit: \$40.00
Service Charge: \$0.00
Device Type: POS
Address: 1659 Market St SAN FRANCISCO 94103

WALGREENS
Cash Limit: \$300.00
Service Charge: \$0.00
Device Type: ATM
Address: 1496 MARKET ST SAN FRANCISCO 94102

WALGREENS #13668
Cash Limit: \$100.00
Service Charge: \$0.00
Device Type: POS
Address: 1496 MARKET ST SAN FRANCISCO 94102

RAINBOW GROCERY INC
Cash Limit: \$100.00
Service Charge: \$0.00
Device Type: POS
Address: 1745 Folsom St SAN FRANCISCO 94103

NICKS SUPER MARKET
Cash Limit: \$200.00
Service Charge: \$0.00
Device Type: POS
Address: 144 PAGE STREET SAN FRANCISCO 94102

T & M MARKET
Cash Limit: \$40.00
Service Charge: \$0.00
Device Type: POS
Address: 300 Valencia St SAN FRANCISCO 94103

FOODS CO #357
Cash Limit: \$200.00
Service Charge: \$0.00
Device Type: POS
Address: 1600 Folsom St SAN FRANCISCO 94103

REDWOOD FCU
Cash Limit: \$500.00
Service Charge: \$0.00
Device Type: ATM
Address: 100 VANNESS SAN FRANCISCO 94102

WALGREENS #4558
Cash Limit: \$100.00
Service Charge: \$0.00
Device Type: POS
Address: 300 Gough St SAN FRANCISCO 94102

WALGREENS
Cash Limit: \$300.00
Service Charge: \$0.00
Device Type: ATM
Address: 300 GOUGH ST SAN FRANCISCO 94102

E & M MARKET
Cash Limit: \$200.00
Service Charge: \$0.00
Device Type: POS
Address: 389 Valencia St SAN FRANCISCO 94103

REDWOOD CREDIT UNION
Cash Limit: \$500.00
Service Charge: \$0.00
Device Type: ATM
Address: 1390 MARKET ST SAN FRANCISCO 94102

NICKS FOOD
Cash Limit: \$40.00
Service Charge: \$0.00
Device Type: POS
Address: 1659 Market St SAN FRANCISCO 94103

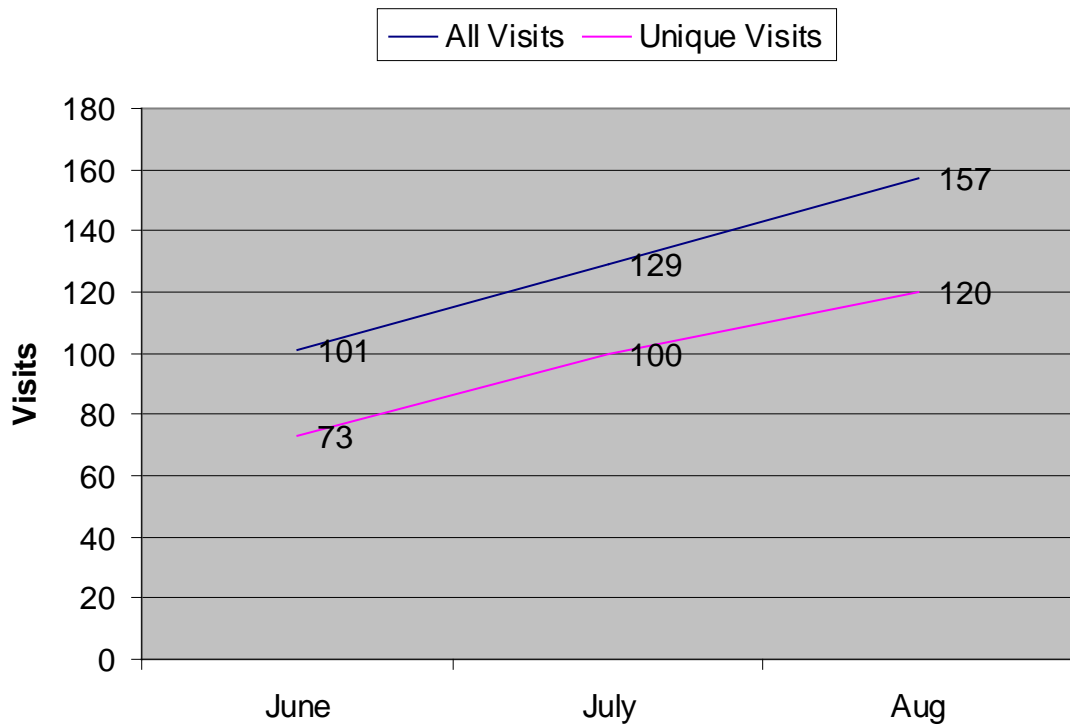
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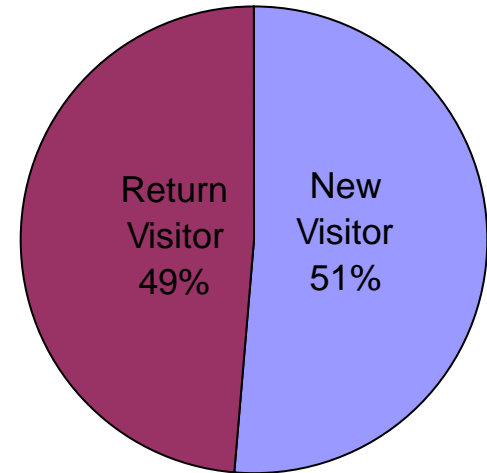
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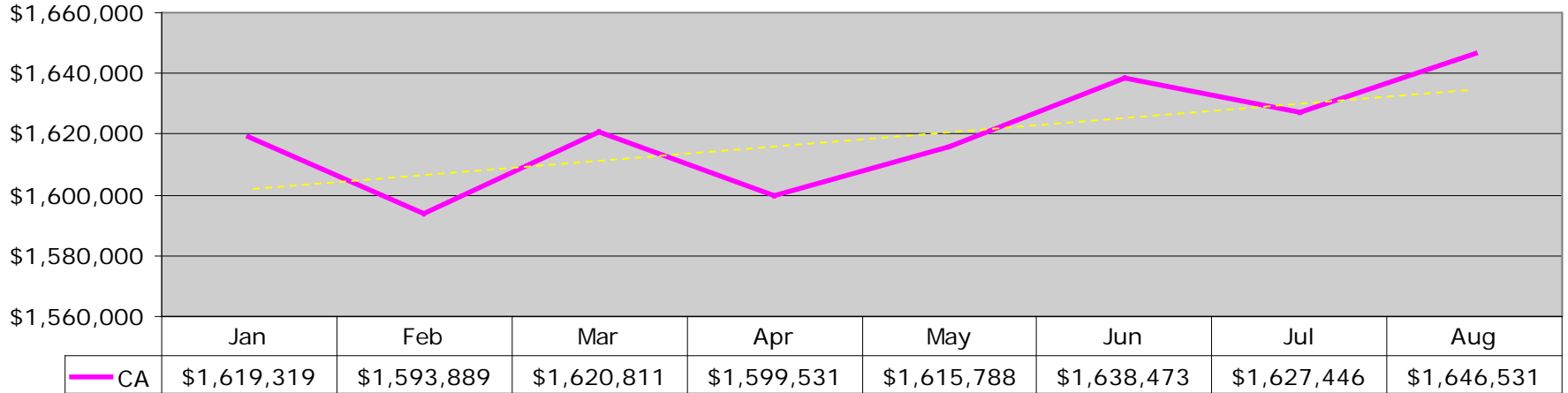
SF EBT ATM Locator Usage



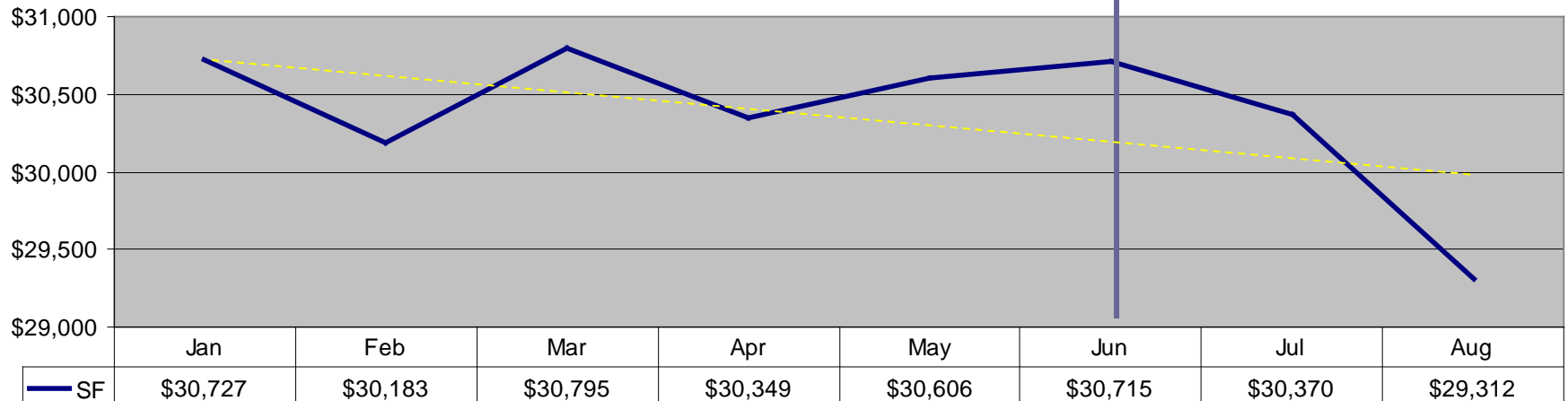
TOTAL PAGE VIEWS BY NEW OR RETURN VISIT



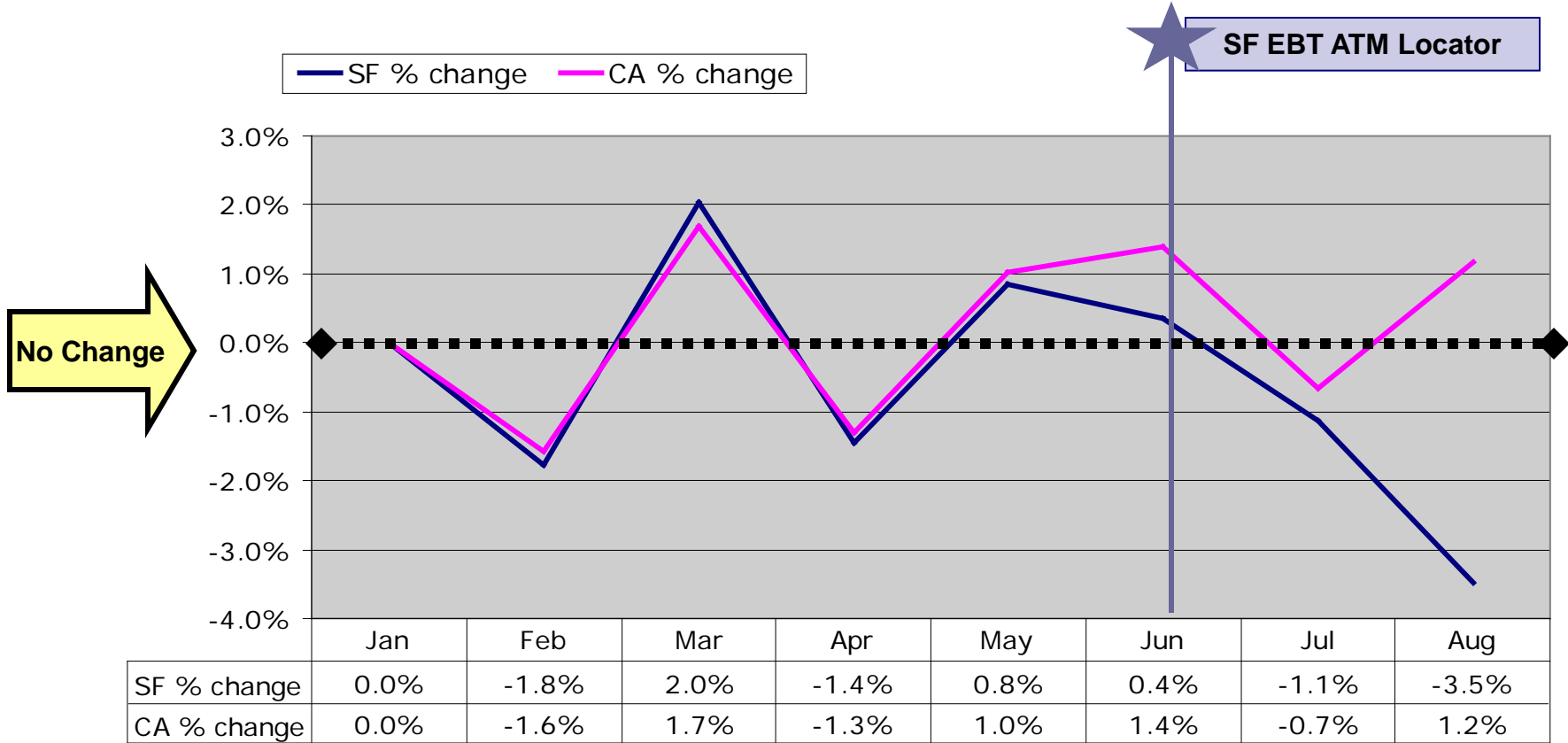
State of California Dollars Spent on EBT ATM Surcharges



San Francisco County Dollars Spent on EBT ATM Surcharges



EBT ATM Surcharges (% increase/decrease over previous month)



SnapFresh Project

A simple way to find the closest certified SNAP retailers anywhere in the nation.

- National DB of certified SNAP food retailers as of July 2011
 - *Links to google maps for directions (walking, public transport, driving)
 - *Provides information on the type of establishment to help clients in selecting the healthiest option available
- *Website version only

Website
www.snapfresh.org



Mobile Application**
SnapFresh



**iPAD and iPhone only

SMS Text
415-889-8650



Building SnapFresh

- 1-day public 'Hack-a-thon' contest during Summer of Start 2011
- Began with website and SMS Text developed during 'hack-a-thon'
- Soft launch Fall 2011



Informational cards for SnapFresh



The **Human Services Agency (SFHSA)** promotes well-being and self-sufficiency among individuals, families and communities in San Francisco.

The **Mayor's Office of Civic Innovation (SF MOCI)** works to enable innovation and make government more innovative, as well as fuel economic growth by generating new solutions to old problems.

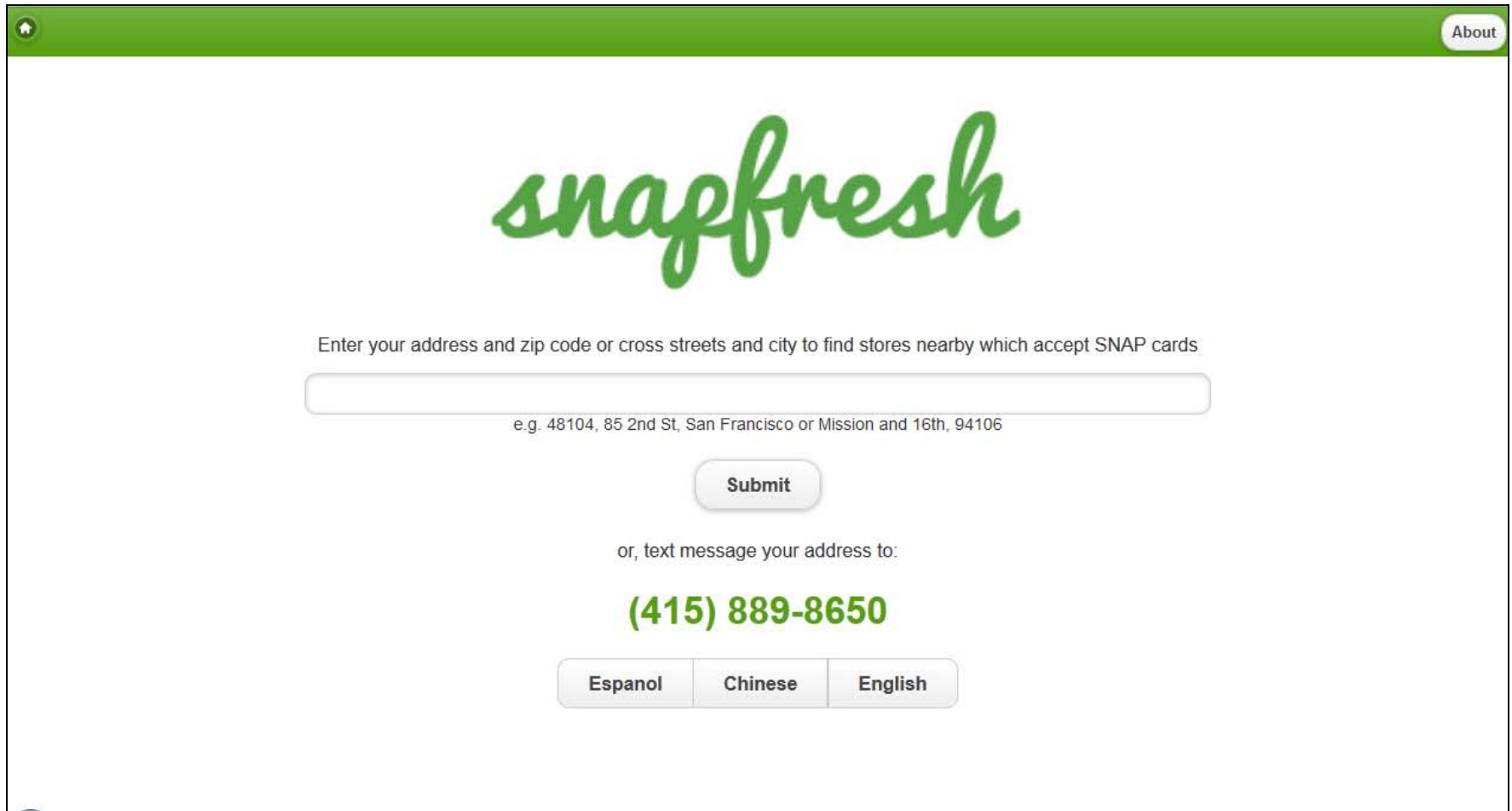


Code for America helps governments work better for everyone with the people and the power of the web.



We help nonprofits and government organizations to produce targeted Challenge Briefs that developers and designers use to create solutions.

SnapFresh Website (www.snapfresh.org)



The screenshot shows the SnapFresh website interface. At the top right, there is a green navigation bar with a white "About" button. The main content area features the SnapFresh logo in a green, cursive font. Below the logo is a search instruction: "Enter your address and zip code or cross streets and city to find stores nearby which accept SNAP cards". A large, empty text input field is provided for this purpose. Below the input field, an example address is shown: "e.g. 48104, 85 2nd St, San Francisco or Mission and 16th, 94106". A rounded "Submit" button is centered below the input field. Further down, the text "or, text message your address to:" is displayed, followed by the phone number "(415) 889-8650" in a bold green font. At the bottom, there are three rounded buttons for language selection: "Espanol", "Chinese", and "English".

About

snappfresh

Enter your address and zip code or cross streets and city to find stores nearby which accept SNAP cards

e.g. 48104, 85 2nd St, San Francisco or Mission and 16th, 94106

Submit

or, text message your address to:

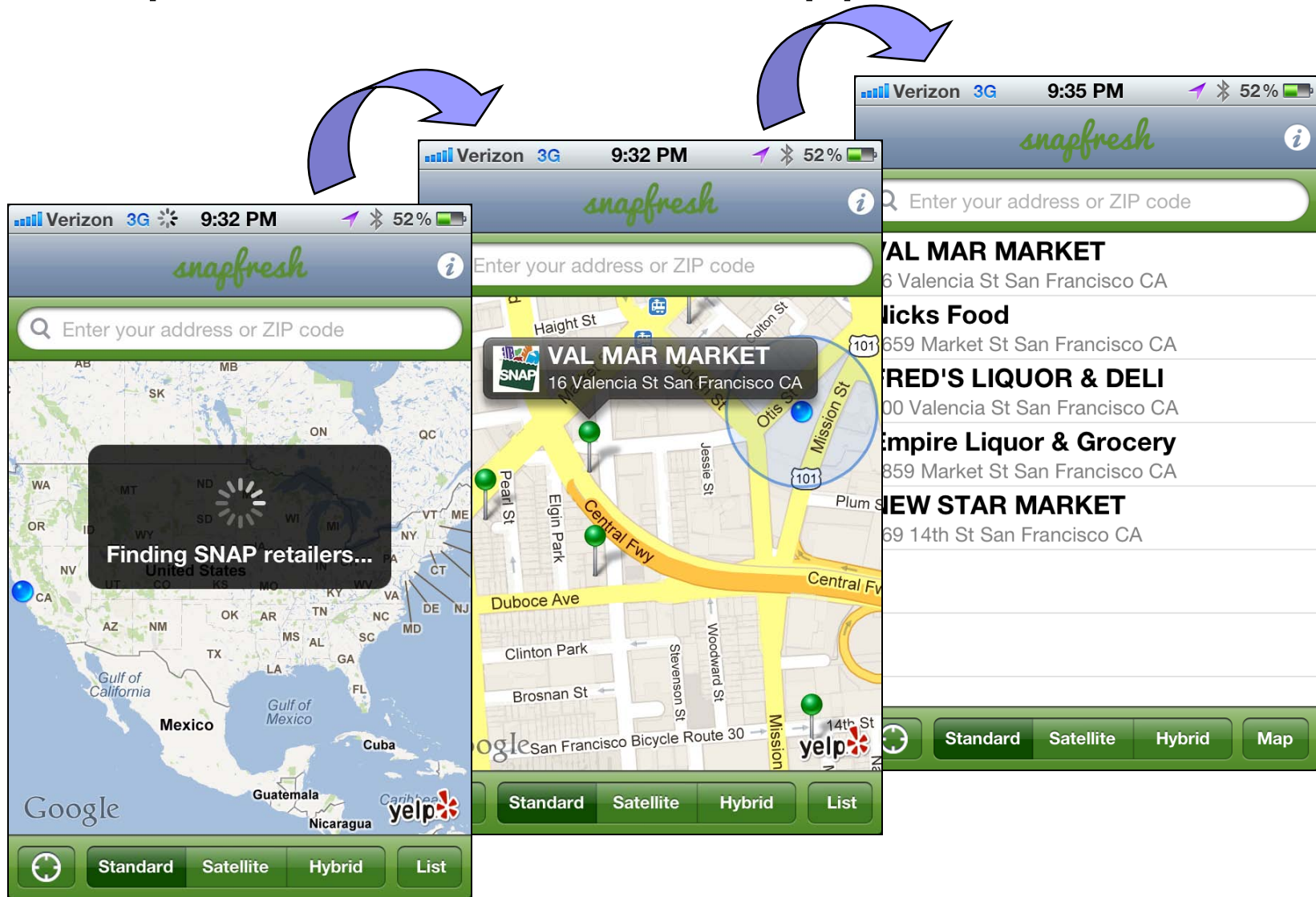
(415) 889-8650

Espanol Chinese English

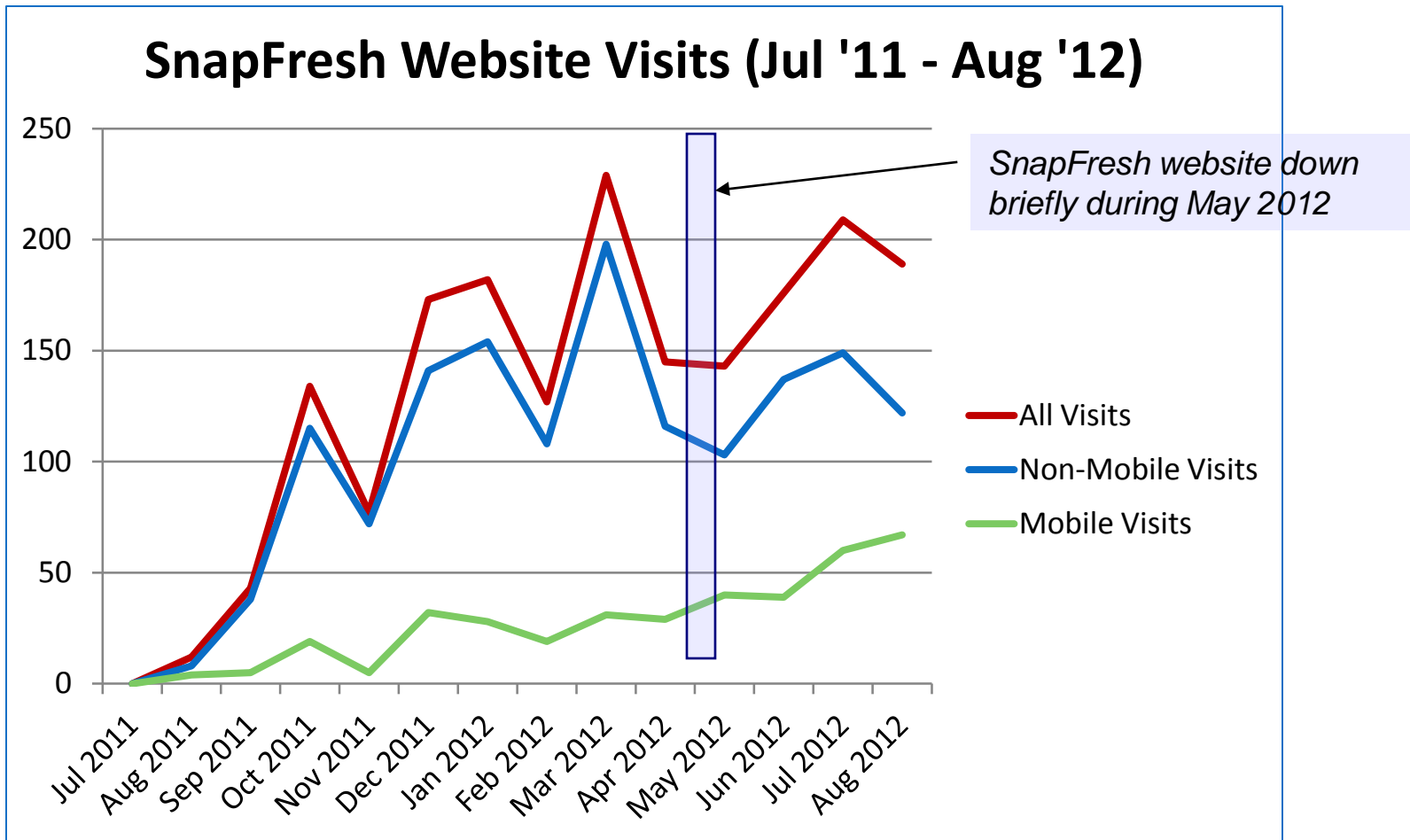
SnapFresh SMS Text



SnapFresh iPhone/iPad application



SnapFresh Website Usage



Contacts

Angela Shing, CalWIN Manager, SFHSA

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■ SF EBT ATM Locator

- Vakil Kuner, CIO, SFHSA
- Crystal Chang, Software Development Director, SFHSA

■ SnapFresh

- Vakil Kuner, CIO, SFHSA
- Leo O'Farrell, CalFRESH Program Director, SFHSA
- Jay Nath, Mayor's Office of Civic Innovation, Dept of Technology
- Michelle Koeth, Code for America
- Arthur Grau, Applications for Good
- Public Discussion Email Grouplist for SnapFresh Project
(discuss@snapfresh.org)