

## SNAP INCENTIVE Institutional-level Metrics – CORE – BRICK & MORTAR

| SI Institutional-level Core Metrics – BRICK & MORTAR (Supermarket, Grocery, Small format food stores)                           |  |                     |
|---|--|---------------------|
| Metric  | Description  | Reporting Frequency |
| <b>Grantee-level information</b>  |  |                     |
| Number (#) of new SI redemption sites onboarded   | Grantees report and update number (#) of SI redemption sites onboarded.  | <b>Quarterly</b>    |
| *Expenses associated with establishment and operations of the program   | Grantees report program expenses, including personnel, operations, overhead, and other expenses needed to operate the program.   |                     |
| <b>Firm- or site-level descriptive information</b>  |  |                     |
| *Retail locations, mobile routes, or other pertinent information  | Firms report addresses or delivery locations and will update if changes occur.   | <b>Quarterly</b>    |
| *Months of operation and operating days and hours by site   | Firms report months, days, and hours of operation and will update if changes occur.  |                     |
| *Financial instrument used for SI incentive redemption by site  | Firms report the type of SI instrument used (e.g., token, paper voucher, loyalty card, etc.) and will update if changes occur.   |                     |
| *Whether program sites accept other nutrition assistance program benefits   | Firms report what other nutrition assistance program benefits are accepted (e.g., WIC) and will update if changes occur.   |                     |
| *Whether program sites collaborate with nutrition education programs or offer other experiential nutrition education activities | Firms report if any nutrition education programs or activities (e.g., grocery store tours, cooking demos, etc.) are offered as part of the SI program and will update if changes occur.        |                     |
| Type of SI nutrition education programs offered   | Firms report the type of SI nutrition education programs (e.g., teaching kitchens, grocery tours, etc.) offered at redemption sites when applicable.   |                     |
| Whether program sites offer other auxiliary services for SI participants.   | Firms report whether other auxiliary services are offered for SI participants per redemption site (e.g., free rideshare, bus passes) and will update if changes occur.                         |                     |
| SNAP purchases/products eligible to trigger SNAP incentive  | Firms report allowable SNAP purchases (e.g., any SNAP-eligible food, only fruits and vegetables) that qualify to receive the SNAP incentive and will update if changes occur.                  |                     |
| *Fruit and vegetable products eligible for incentives by site   | Firms report eligible fruit and vegetable categories (e.g., fresh fruits and vegetables, canned fruits and vegetables with no added salt or sugar, etc.) and will update if changes occur.     |                     |
| *Incentive level by site  | Firms report the ratio and maximum redeemable incentive per household or participant per month (e.g., 1:1 match; \$80/month or \$20/week maximum per person) and will update if changes occur. |                     |
| *Incentive delivery mechanism by site   | Firms report delivery mechanism (e.g., automatic at register, etc.) and will update if changes occur.  |                     |

## SNAP INCENTIVE Institutional-level Metrics – CORE – BRICK & MORTAR

| SI Institutional-level Core Metrics – BRICK & MORTAR (Supermarket, Grocery, Small format food stores) |   |                     |
|---|---|---------------------|
| Metric  | Description   | Reporting Frequency |
| <b><i>Firm- or site-level monthly metrics</i></b>   |   |                     |
| *Number (#) of eligible participants per site   | Firms report # of eligible participants per site (e.g., # of unique SNAP shoppers by site)  | <b>Monthly</b>      |
| *Number (#) of SNAP transactions per site   | Firms report # of total SNAP transactions per month at each B&M site.   |                     |
| *Dollar value (\$) of SNAP purchases per site   | Firms report total \$ amount of SNAP transactions per month at each B&M site.   |                     |
| *Dollar value (\$) of Incentives issued per site  | Firms report the total \$ of incentives earned by or issued to SI participants per month at each B&M site.  |                     |
| *Dollar value (\$) of SNAP <i>incentives redeemed</i> per site  | Firms report total \$ amount of SNAP incentives <i>redeemed</i> per month at each B&M site.   |                     |
| Number (#) of transactions using SNAP incentives by site  | Firms report total number (#) of transactions using SNAP incentives (e.g., Ten \$1 vouchers redeemed at point-of-sale = 1 transaction) per month at each B&M site.  |                     |
| *Number (#) of unique participating SI customers  | Firms report number (#) of unique SI participants (e.g., using a unique identifier, etc.) per month.  |                     |
| *Average incentive value redeemed per recipient (participating customer)                              | Firms report: 1) \$ of incentives redeemed (listed above), and 2) # of unique participating customers (listed above). The Hub will calculate average incentive value redeemed per recipient (= \$ of incentives redeemed/# of unique participating customers) |                     |

\*Asterisked items are past (2014-2018) FINI CORE Program Data Set Requirements and current 2019 GusNIP CORE dataset requirements.