Basic Needs Initiative Conference:
EBT Implementation
Humboldt State University

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EBT at Humboldt State University

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EBT is now accepted @ the HSU Marketplace
What is SB 85?

• SB 85 stands for California Senate Bill 85
• Calls for campuses to deploy strategies to help students who are experiencing food insecurity
• Through an RFP Process, funding goes through the Chancellor’s Office then to campuses
Required Activities

• Food Pantry OR Food Distribution Program
• Meal-Sharing Program
• CalFresh Point-of-Contact

Award range: $25k - $40k
Encouraged Activities

- Basic Needs Website
- Physical Space
- Campus-wide Committee on Basic Needs
- Formalized Emergency Housing Procedures
- EBT on Campus

Award range: $25k - $40k
What is EBT?

• EBT stands for Electronic Benefits Transfer
• Allows a recipient to authorize transfer of their government benefits from a Federal account to a retailer account to pay
• SNAP (Supplemental Nutrition Assistance Program) distributes purchasing food via EBT cards
  • CALFRESH
Background: How we got here!

19% of students at HSU reported having CalFresh benefits (Maguire, O’Neill, and Aberson, 2016).
Campus wide collaboration is Key!
Student-to-Student Support
OUT WITH STIGMA!

CSU The California State University

HUMBOLDT STATE UNIVERSITY OhSNAP! Student Food Programs
Eligibility / Campus Venues

• Key is to understand eligibility and your campus venues
Cafeteria
Food Court
Mixed Retail
Application process

• Apply for USDA account #
• Online application form
• Supporting documentation
• Site visit
• Can occur 30 days after venue opening
Key Steps for Implementation

• Store inspection (within 30 days of accepted application)
  • Unannounced audit from USDA Inspector
    • Meat, poultry, or fish
    • Vegetables or fruits
    • Bread or cereal
    • Dairy products

• Communication with your organization
  • Locations on campus may be difficult for inspector to find
Approval and initial steps

- Approval received
- Information packet
  - Guide book and training video for cashiers and other staff
  - IT / Accounting Set up guidelines
Implementation

- Front-of-the-house
  - Dependent on existing equipment and accounting systems
  - PIN based debit accommodates EBT cards or Separate Terminal

- Back-of-the-house
  - Control at inventory level
  - Sales tax eligibility
  - Accounting Functions
Successful Outcomes (Pomona)

- Point of Sale
  - POS (RMS through Unified Grocers) WAS able to accept EBT/SNAP transactions.
  - Integrated into POS

Running Approximately 0.08% of sales

Average ticket @ $8.00

For 2016 – 17 (Ending September) 102 Transactions

Vista Market Location Problematic
Successful Outcomes (LB)

- Transactions on a daily basis
  - Students who are eligible for EBT/SNAP are taking advantage of the program
- Increased foot traffic in Corner Market
  - 4.1% increase in customer count from previous year
Successful Outcomes (HSU)

Running Approximately 5% of sales
Average ticket just over $10
For 2016 – 17 over 11,000 Transactions
Over $100,000 in EBT sales

Unknown how much is sales we would not have normally captured.
Challenges

• Application process
  • Need an individual within the company to provide personal information on application
    • Copy of Drivers License
    • Copy of Social Security card
  • If they leave the organization you must update your USDA account with another person’s information
Challenges

• Takes some time and effort for full implementation
  • Will depend on your infrastructure and support

• Cashier Training

• Outreach to Students

• Misconceptions about qualification and implementation

• Reduce stigma around EBT
Next Steps

• Restaurant Meals Program
• SB 85 Funding
  • Growth of EBT venues on campuses
Questions?