



HIP Facts and Figures

FY20 to date:

HIP Households **40K**

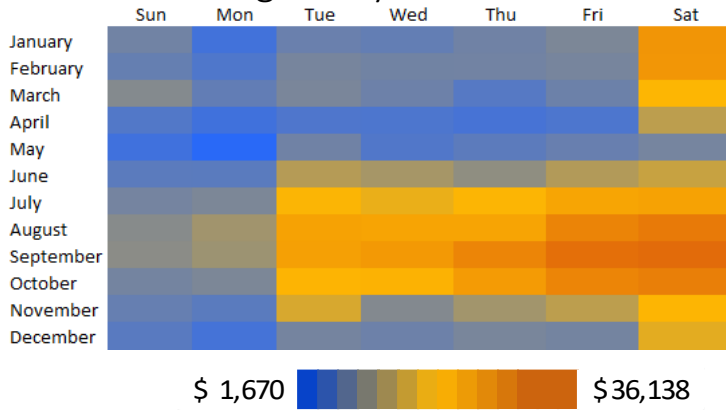
HIP Incentives **\$3.6M**

HIP Transactions **247K**

HIP Vendor Locations **500+**

HIP has seen a year over year average growth rate of 20%

Average Daily HIP Incentives

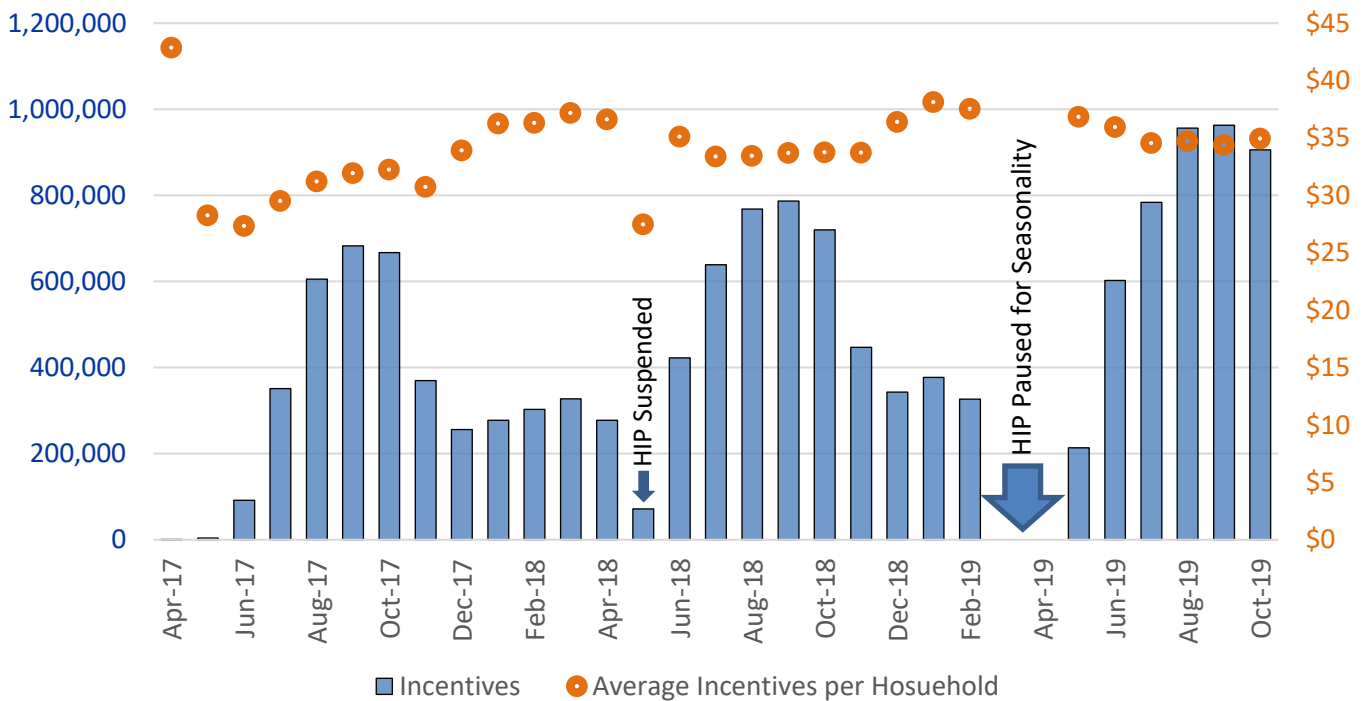


Households with a recipient age 60+ **44%**

HIP clients with a disability **33%**

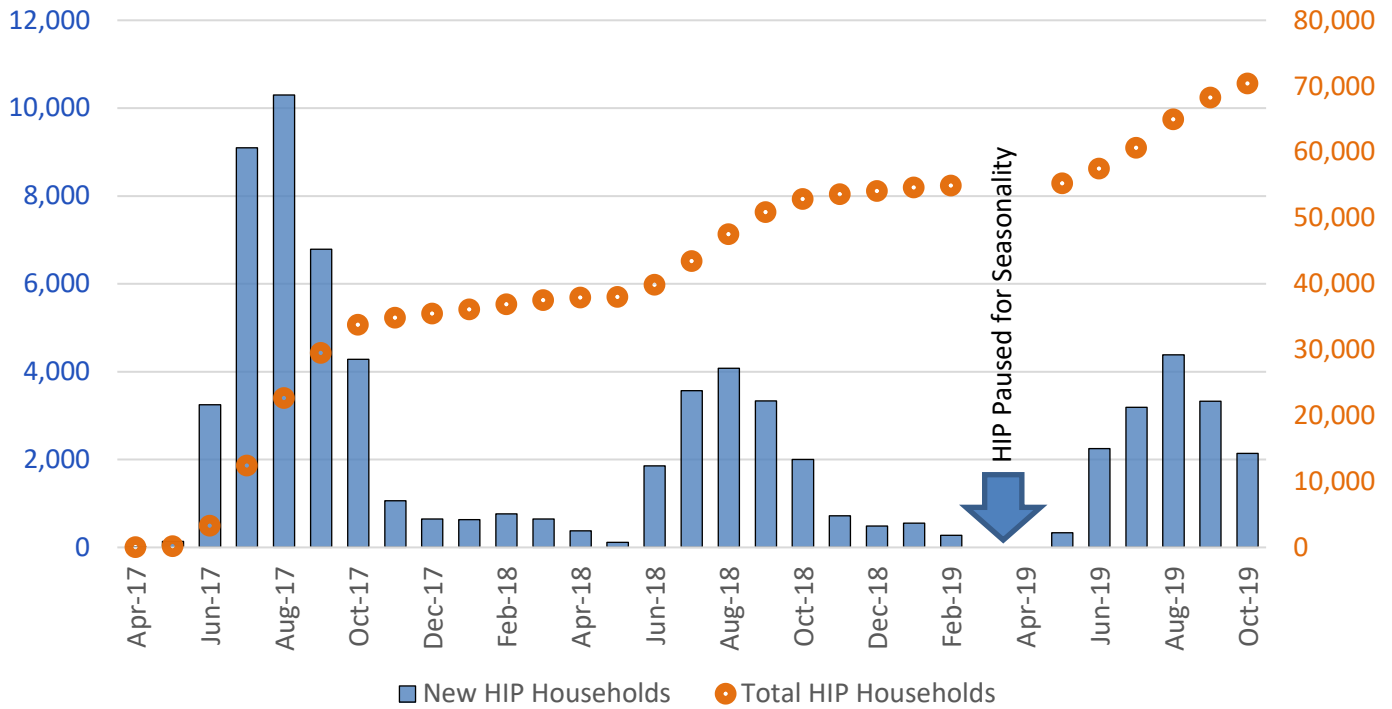
Households with a recipient under age 18 **30%**

HIP Incentives by Month

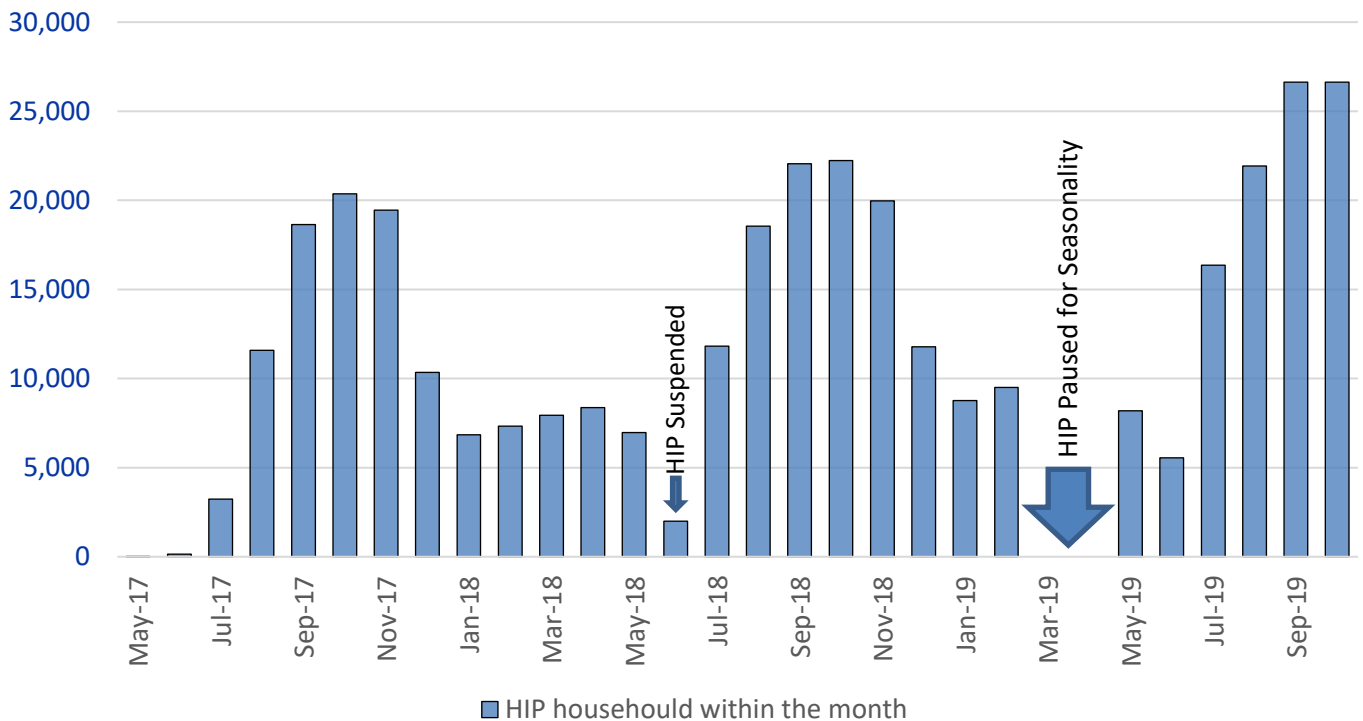




HIP Households by Month

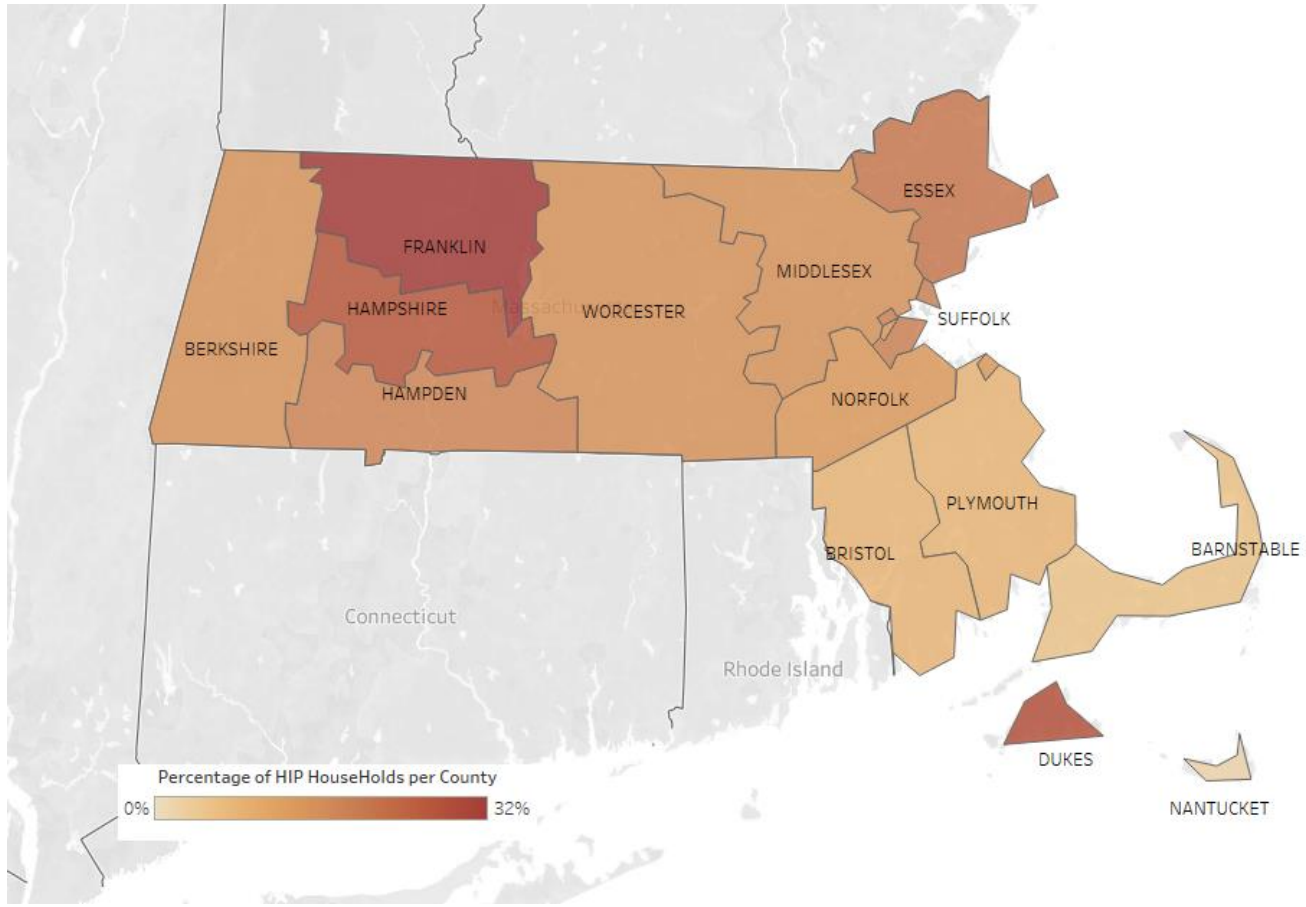


HIP Households within the month





HIP Households by Client Location





ADDITIONAL INFORMATION

| Healthy Incentives Program (HIP) | Eating fruits and vegetables each day is important for your health. HIP helps you buy more fruits and vegetables for your household. | | | | | | | | |
|---|---|----------------|-----------------|-------------|------|-------------|------|------------|------|
| | We automatically enroll SNAP households in HIP. | | | | | | | | |
| | Use your SNAP benefits at one of our HIP retailers to buy fruits and vegetables. You will receive \$1 for each dollar you spend on eligible fruits and vegetables, up to a monthly limit. Our HIP retailers include: <ul style="list-style-type: none"> - farmers' markets - farm stands - mobile markets - community supported agriculture (CSA) farm share programs Important: You must have a SNAP balance to earn the HIP incentive benefits. | | | | | | | | |
| | Your monthly cap is based on your household size. <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Household Size</th> <th>HIP Monthly Cap</th> </tr> </thead> <tbody> <tr> <td>1-2 persons</td> <td>\$40</td> </tr> <tr> <td>3-5 persons</td> <td>\$60</td> </tr> <tr> <td>6+ persons</td> <td>\$80</td> </tr> </tbody> </table> | Household Size | HIP Monthly Cap | 1-2 persons | \$40 | 3-5 persons | \$60 | 6+ persons | \$80 |
| Household Size | HIP Monthly Cap | | | | | | | | |
| 1-2 persons | \$40 | | | | | | | | |
| 3-5 persons | \$60 | | | | | | | | |
| 6+ persons | \$80 | | | | | | | | |
| FY20 HIP Funding | \$6.5M | | | | | | | | |
| Fiscal Year (FY) | Fiscal Year 2020 runs from July 1, 2019 through June 30, 2020 | | | | | | | | |
| Healthy Incentives Program (HIP) Timeline | Apr 4, 2017 – The first HIP incentive is earned Sep 10, 2017 – Incentives exceed initial 3-year projection of \$1.25M Apr 15, 2018 – Incentives uptake equal program funding, requiring suspension May 23, 2018 – Supplemental funding allows the program to restart July 1, 2018 – HIP receives \$4M in state funding for fiscal year 2019 | | | | | | | | |
| FY HIP Households | Total number of HIP Households that have utilized HIP within the fiscal year. | | | | | | | | |
| FY HIP Incentives | Total amount of HIP incentives that have been spent within the fiscal year. | | | | | | | | |
| FY HIP Transactions | Total number of HIP transactions that have occurred within the fiscal year | | | | | | | | |
| Households with a recipient age 60+ | Number of unique households that have a recipient over age 60 since April 2017 divided by the total number of unique households since April 2017. | | | | | | | | |
| HIP Clients with a disability | Number of clients categorized as disabled since April 2017 divided by the total number of clients since April 2017. | | | | | | | | |





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|---|--|
| HIP Households with a recipient under the age of 18 | Number of unique households with a recipient under the age of 18 since April 2017 divided by the number of HIP households since April 2017. |
| HIP Incentives by Month | Total amount of HIP incentives utilized within the month. |
| Average Incentives per Household | The total amount of HIP incentives utilized within the month divided by the number of unique HIP households within the month. |
| New HIP Households | The number of new HIP households within the month that did not previously utilize HIP. |
| Total HIP Households | The cumulative unique number of households that have utilized HIP since April 2017. |
| HIP Households within the month | The total number of households that have utilized HIP within the month. |
| Percentage of HIP Households per County | Number of unique households that have utilized HIP since April 2017 in each county divided by the total number of unique households that have utilized HIP since April 2017. |

