



HIP Facts and Figures

FY20 to date:

HIP Households **37K**

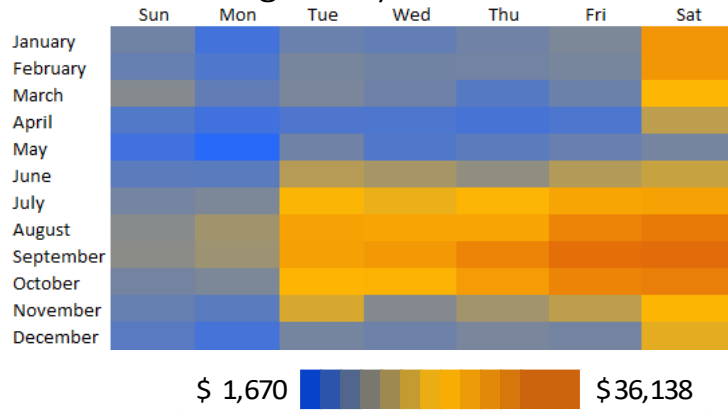
HIP Incentives **\$2.7M**

HIP Transactions **187K**

HIP Vendor Locations **500+**

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

Average Daily HIP Incentives

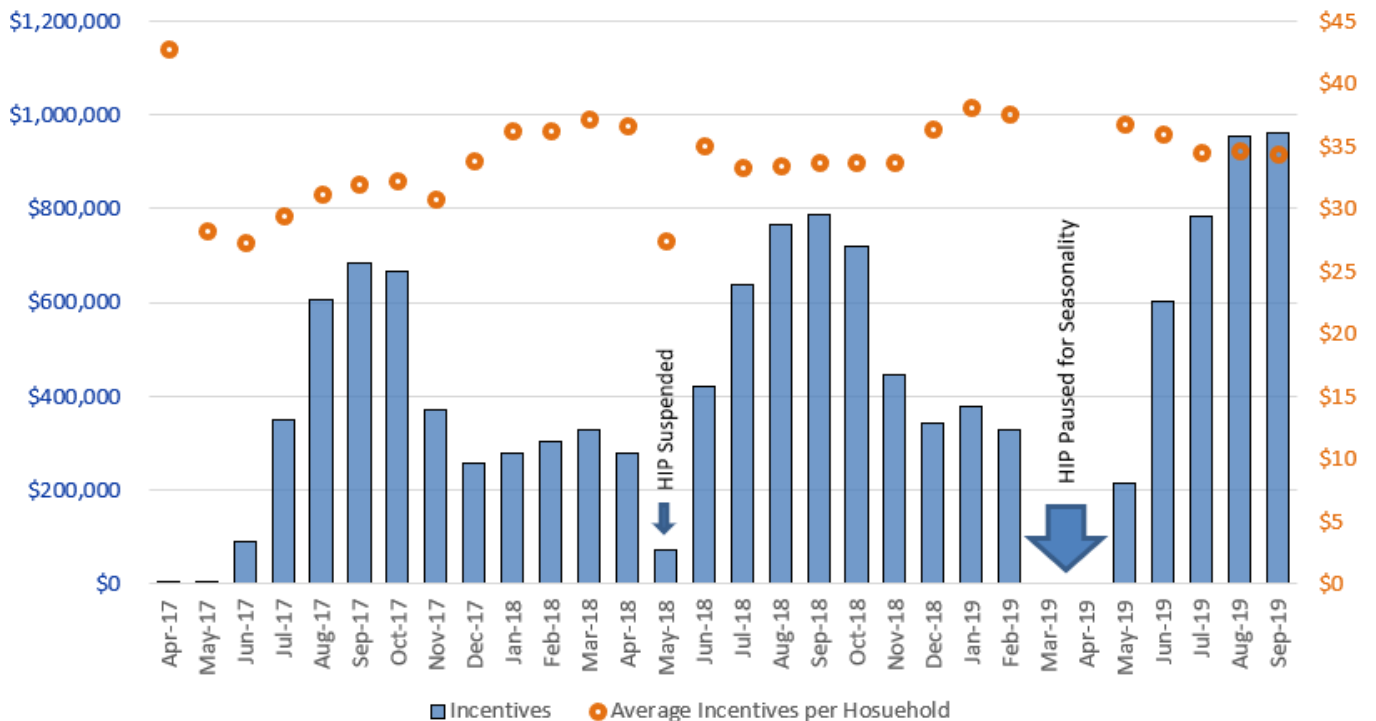


Households with a recipient age 60+ **45%**

HIP clients with a disability **33%**

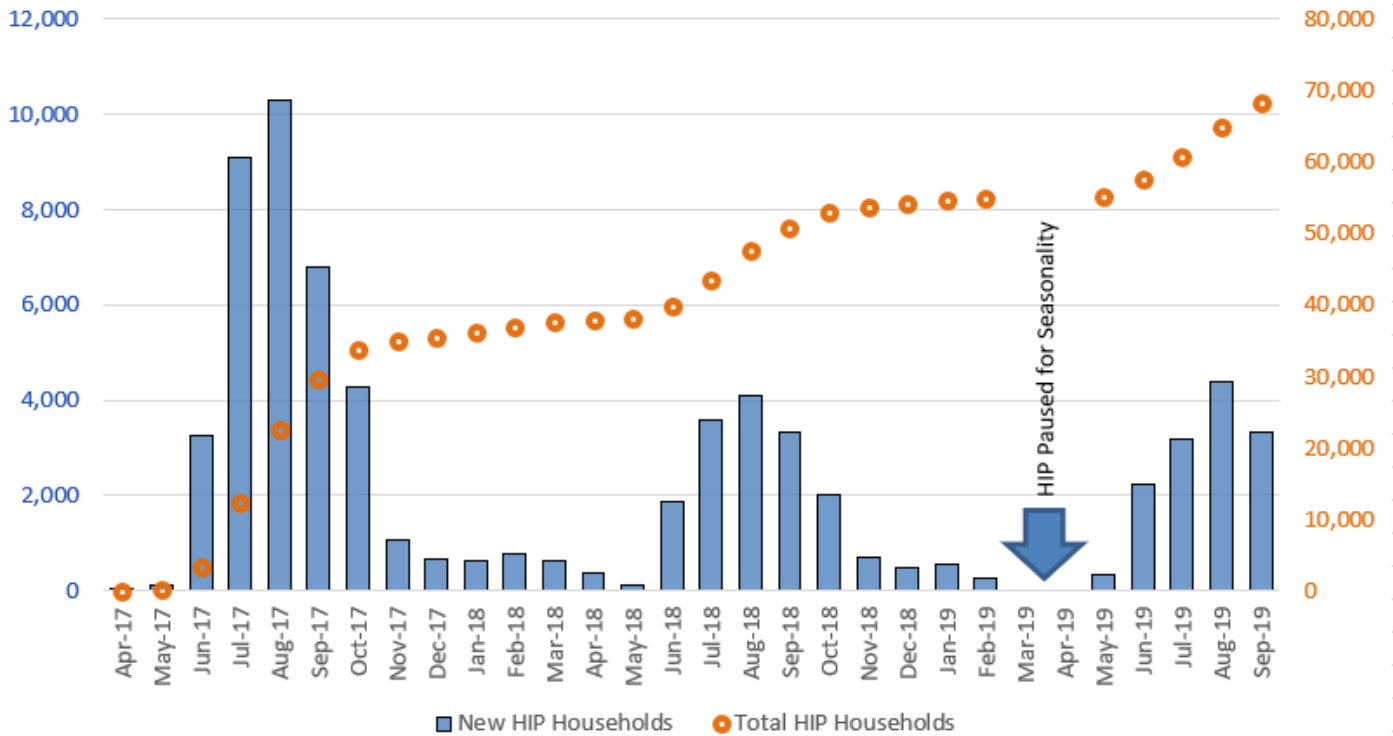
Households with a recipient under age 18 **30%**

HIP Incentives by Month

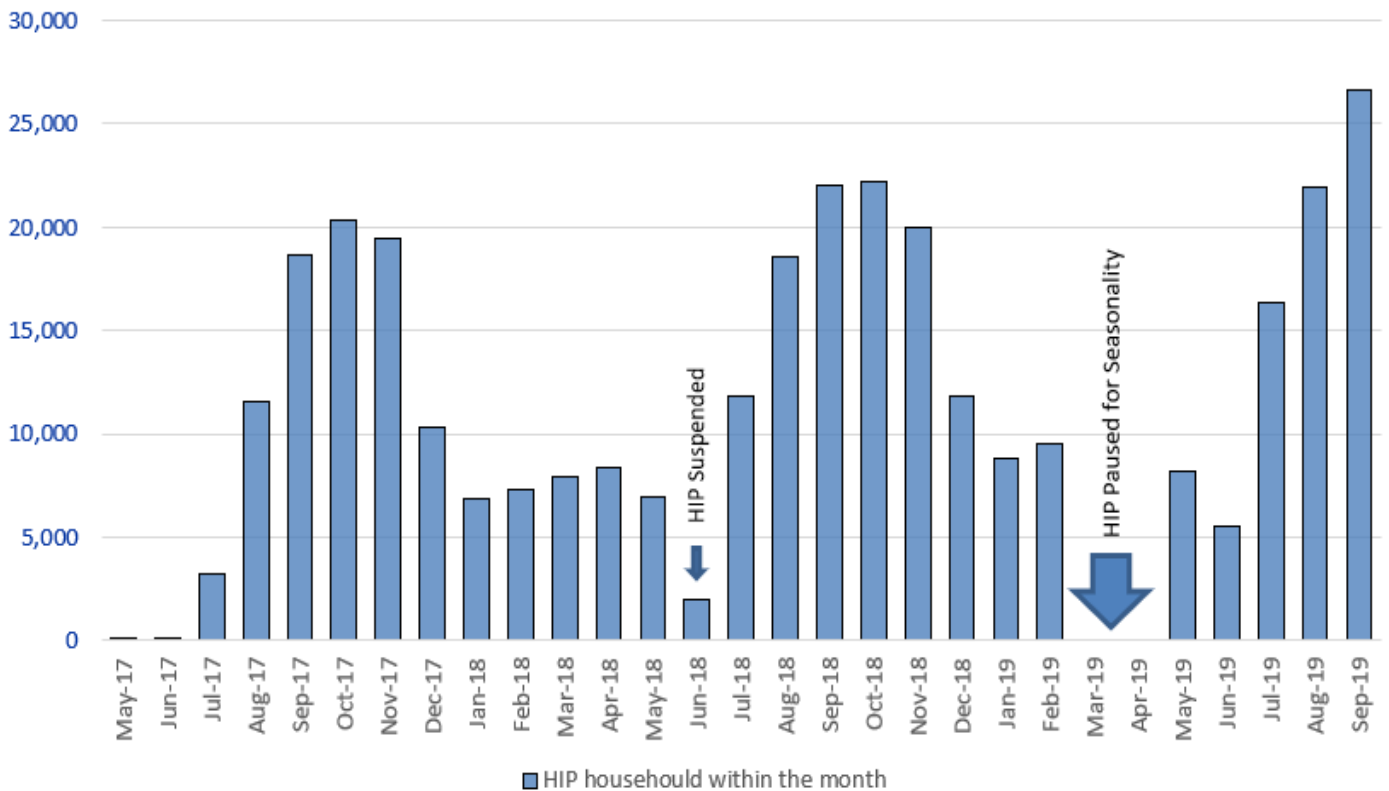




HIP Households by Month

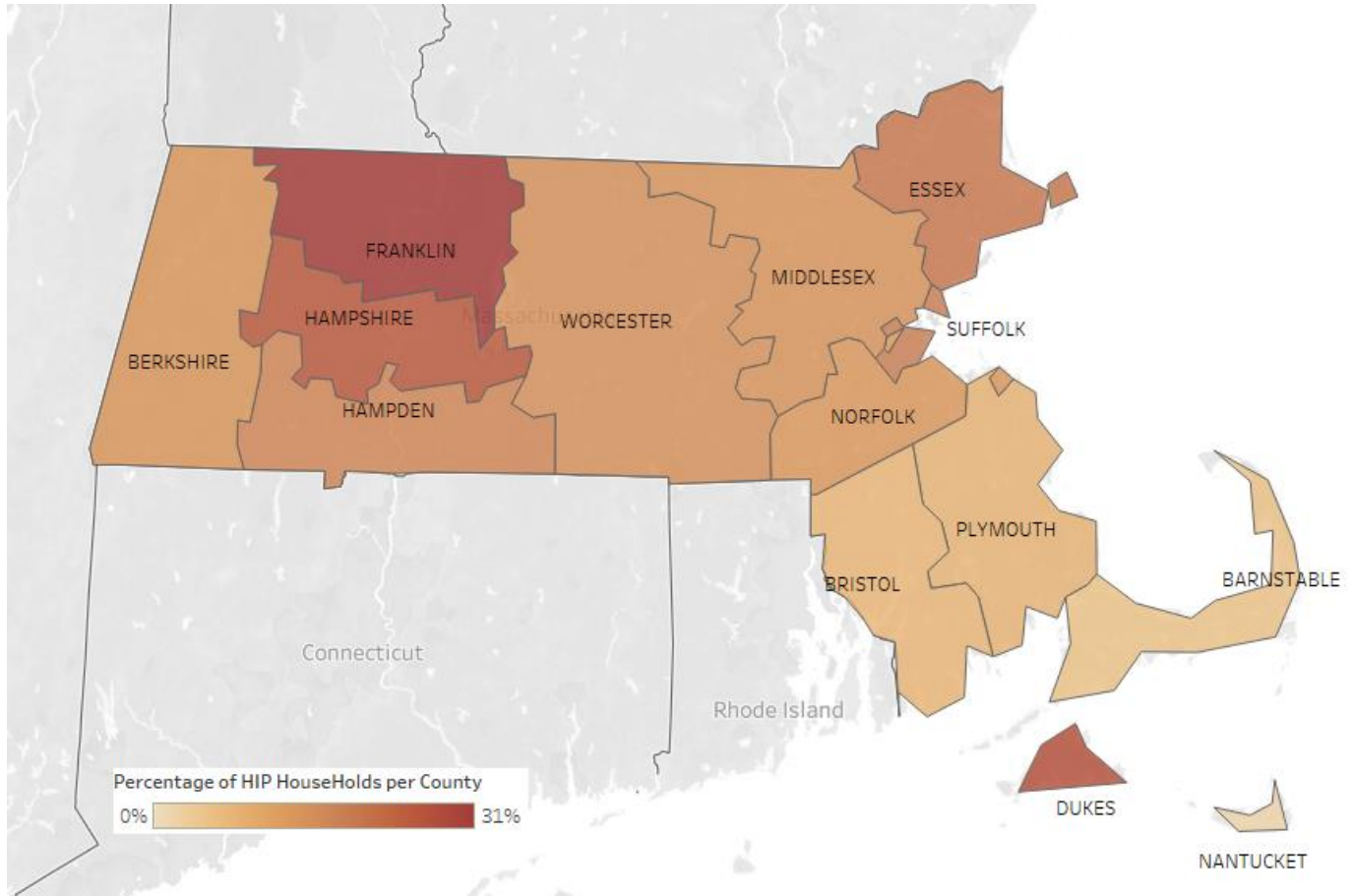


HIP Households within the month





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: 40px;"> <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
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.
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.

