

 Applications for Good

CODE *for*
AMERICA

SnapFresh

Helping SNAP Customers Make Healthier Food Choices

Angela Shing, San Francisco Human Services Agency

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Topics

- What is SnapFresh?
- Why did we build it?
- Demo of SnapFresh
- Stats on SnapFresh Usage
- How was SnapFresh built?
- Plans for expansion
- Questions & Answers?
- Contacts

What is SnapFresh?

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

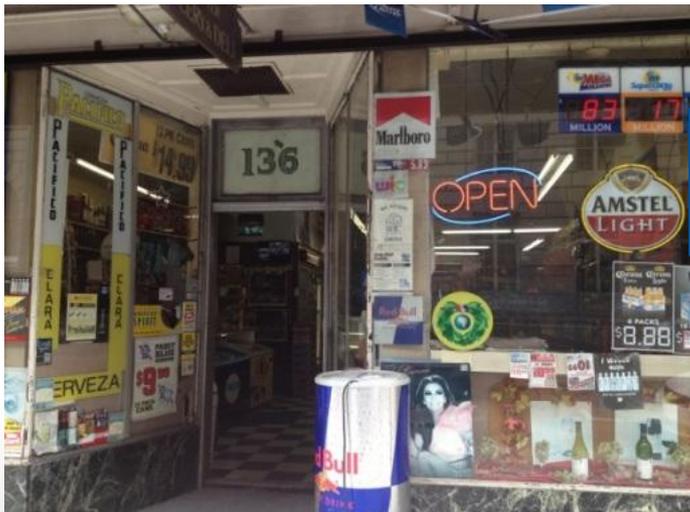


Why did we build it?

- Customers should be able to:
 - Easily find most convenient locations to use SNAP benefits
 - Figure out how to get to the location by foot or public transport
 - Compare options (convenience & healthy options)

- Existing Options

- Signage at the retailer
- CA EBT Project Client Website
- USDA SNAP retailer locator



1.5 blocks
away



Signage at Retailers

Typical Signage



On Back Exit Door

More Prominent Signage



Customer Questions

- X Where is there a convenient place to use my SNAP benefits?
- X How do I get there?
- X What are my other options?

CA EBT Project Client Website

(website search - <https://www.ebt.ca.gov/caebtclient/cashlocationSearch.recip>)

California EBT Client Website

Where Can I Use My EBT Card?

You can use your EBT card at any store or ATM that displays the Quest* mark throughout California and across the country.

For information regarding surcharge-free ATM locations, [click here](#).

The Restaurant Meals Program is only available in certain counties for cardholders registered in that program.

The locations where you can use your EBT card to withdraw cash may have changed. Please check the [official website](#) to see where you can withdraw cash benefits in your area. You can no longer get your cash benefits at ATM sale devices in liquor stores that don't accept your CalFresh benefits. You also can't get your cash benefits at casino card rooms, adult entertainment businesses, bail bonds, night clubs/saloons/taverns, bingo halls, race tracks, gun/ammunition stores, cruise ships, psychic readers, smoking shops, cannabis shops, tattoo/piercing shops, and massage salons.

ZIP Code: 94103 - OR - City

Food Cash Restaurant Meals Locations Farmers' Markets

Retailer / Bank Name (Optional)

Search

More Results 12 >>> [Show All](#)

Following results are found for Food:

Retailer / Bank Name	Street Address	City	State	ZIP Code	Restaurant Meals	Farmers' Markets
7-ELEVEN #33434A	711 Market St	SAN FRANCISCO	CA	94103	NO	NO
BRISTOL FARMS #17	845 Market St	SAN FRANCISCO	CA	94103	NO	NO
BURGER KING # 11852	1298 Howard St	SAN FRANCISCO	CA	94103	YES	NO
BURGER KING # 6287	2978 16th St	SAN FRANCISCO	CA	94103	YES	NO
CASA THAI MARKET	3020 16th St	SAN FRANCISCO	CA	94103	NO	NO
CHICO'S PIZZA	131 6TH ST	SAN FRANCISCO	CA	94103	YES	NO
CITY PRODUCE	174 6th St	SAN FRANCISCO	CA	94103	NO	NO
CLOUD 9 CONVENIENCE STORE & MORE	150 7th St	SAN FRANCISCO	CA	94103	NO	NO
COSTCO WHOLESALE #144	450 10th St	SAN FRANCISCO	CA	94103	NO	NO
CVS PHARMACY #2852	731 Market St	SAN FRANCISCO	CA	94103	NO	NO
DIANA MKT #2	282 9th St	SAN FRANCISCO	CA	94103	NO	NO
E & M MARKET	399 Valencia St	SAN FRANCISCO	CA	94103	NO	NO
FIDA MARKET	1939 Mission St	SAN FRANCISCO	CA	94103	NO	NO
FOODS CO #357	1800 Folsom St	SAN FRANCISCO	CA	94103	NO	NO
FRED'S LIQUOR & DELI	200 Valencia St	SAN FRANCISCO	CA	94103	NO	NO
FRED'S LIQUOR & GROCERY	151 6th St	SAN FRANCISCO	CA	94103	NO	NO
FRIENDSHIP HOUSE ASSOCIATION OF AMERICAN INDIANS	56 Julian Ave	SAN FRANCISCO	CA	94103	NO	NO
GO GO MARKET & DELI	99 9th St	SAN FRANCISCO	CA	94103	NO	NO
HARVEST URBAN	191 8th St	SAN FRANCISCO	CA	94103	NO	NO

ZIP Code: 94103 - OR - City

Food Cash Restaurant Meals Locations Farmers' Markets

Retailer / Bank Name (Optional)

Search

Pros:

- Comprehensive list including:
 - filtering for Restaurant Meals only
 - filtering for Farmer's Markets only

Cons:

- Search by Zip Code or City Only
- No links to directions
- No maps

Customer Questions

X	Where is there a convenient place to use my SNAP benefits?
X	How do I get there?
✓	What are my other options?

USDA Snap Retailer Locator

(website search - <http://www.snapretailerlocator.com/>)

The image shows a composite of the USDA Snap Retailer Locator website and its mobile app interface. The website interface includes the USDA logo, navigation links (Home, About the Locator, Related Links, About SNAP, Contact Us, En Español), and a search form with fields for Street, City, State, and Zip. A map of San Francisco shows several retailer locations marked with numbered pins (1-9). A pop-up window for 'T & M Market' at 300 Valencia St, San Francisco, CA 94103-3505 is shown, indicating it is 0.33 miles from the starting location. The mobile app interface shows the same search form and map, with a status bar at the top displaying Verizon 3G, 3:40 PM, and 41% battery. The bottom of the app shows a list of related links and a download information section.

Pros:

- Search results displayed in map and list
- Directions
- Farmer's Market included in results

Cons:

- Restaurant Meals not included
- Limited directions
 - No public transport option
 - Only directions from search location
- Does not render to mobile devices

Customer Questions

- ✓ Where is there a convenient place to use my SNAP benefits?
- How do I get there?
- ✓ What are my other options?

Demo

Website (www.snapfresh.org)

iPad/iPhone Application (snapfresh)

SMS Text (415-889-8650)

SnapFresh Website (www.snapfresh.org)

↑ About

snapfresh

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

Customer Questions

- ✓ Where is there a convenient place to use my SNAP benefits?
- ✓ How do I get there?
- ✓ What are my other options?

SnapFresh iPhone/iPad application



Customer Questions

- | | |
|----|--|
| ✓ | Where is there a convenient place to use my SNAP benefits? |
| -- | How do I get there? |
| ✓ | What are my other options? |

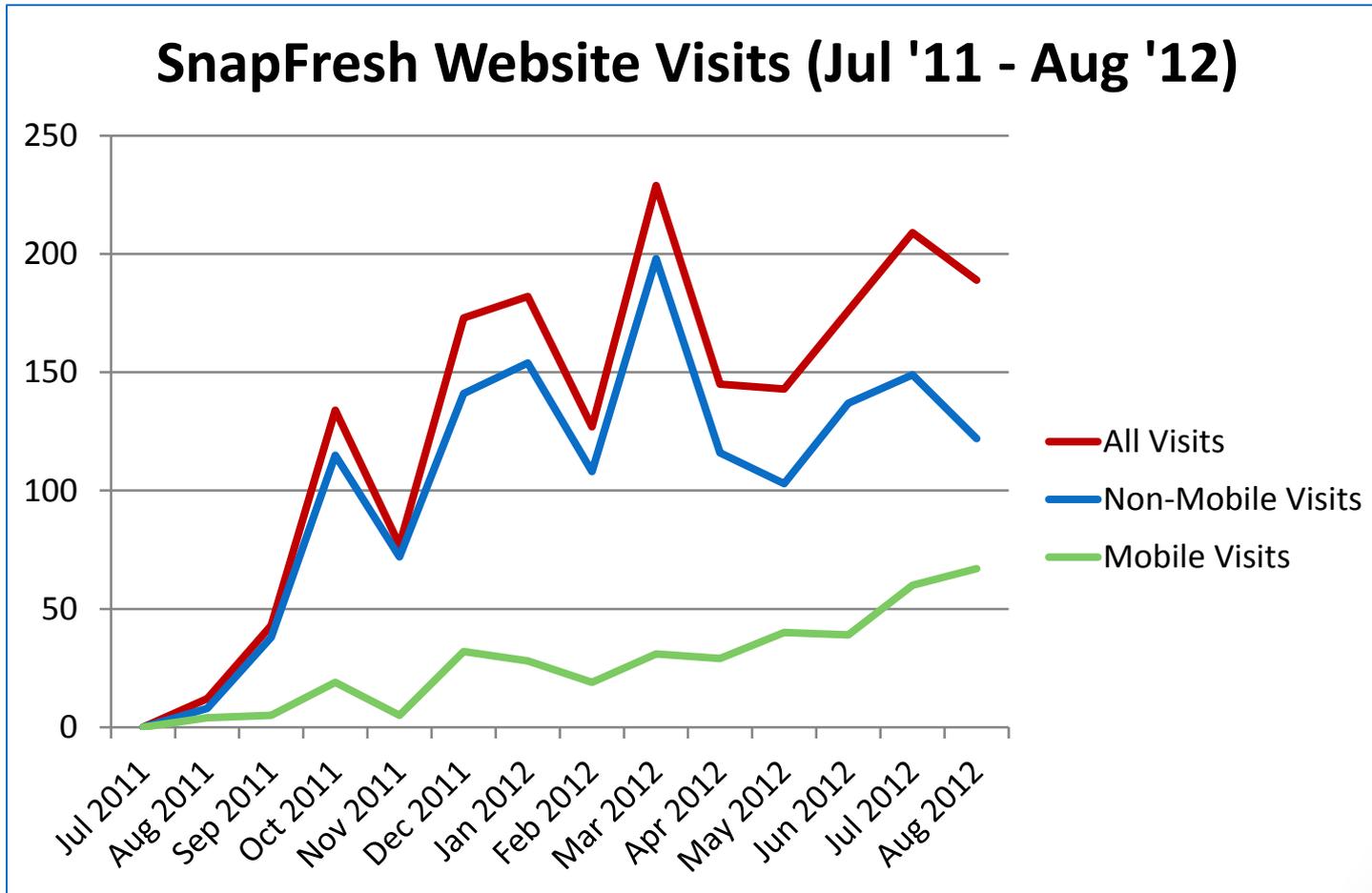
SnapFresh SMS Text



Customer Questions

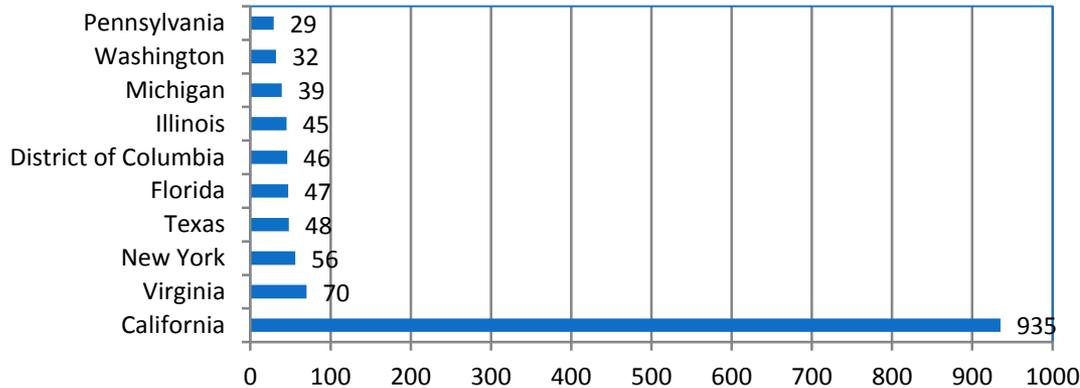
- | | |
|---|--|
| ✓ | Where is there a convenient place to use my SNAP benefits? |
| X | How do I get there? |
| ✓ | What are my other options? |

SnapFresh Website Usage

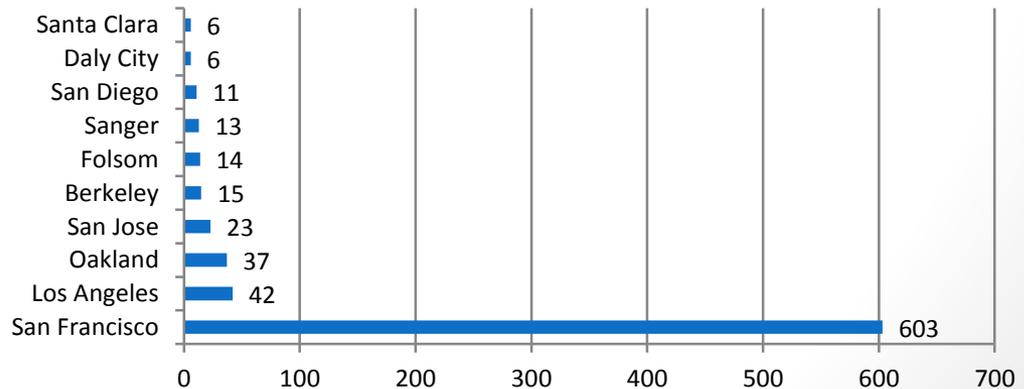


Top Locations Visiting SnapFresh Website

Top 10 States Visiting SnapFresh Website (Jul '11 - Aug '12)

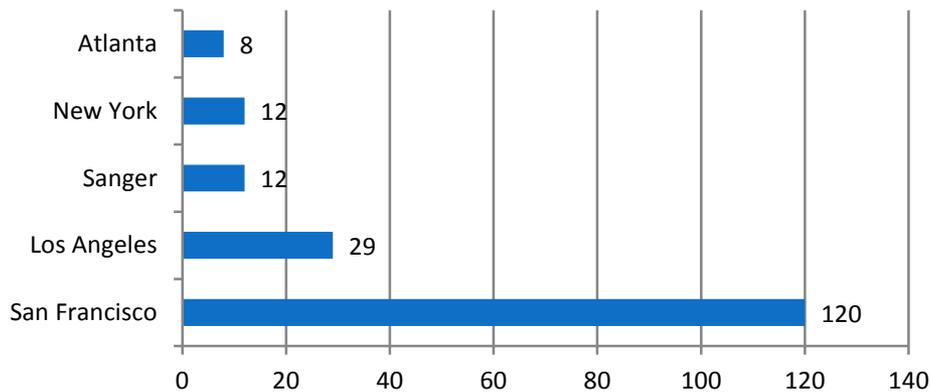


Top 10 California Cities Visiting SnapFresh Website (Jul '11 - Aug '12)



Top Cities Visiting from a Mobile Browser

**Top 5 Cities Using Mobile Browser
(Jul '11 - Aug '12)**



Mobile Device	Visits
Apple iPhone	171
Apple iPad	64
(not set)	23
Motorola Xoom	15
Apple iPod Touch	14
SonyEricsson LT15i Xperia Arc	12
HTC ADR6300 Incredible	11
Motorola DroidX	10
LG VM670 Optimus V	5
Samsung SCH-R720 Admire	4

How was SnapFresh built?

- 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



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



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.

The Technology Behind SnapFresh

Data layer: Database is populated from publicly available SNAP retailer data from USDA website (www.snapretailerlocator.com)

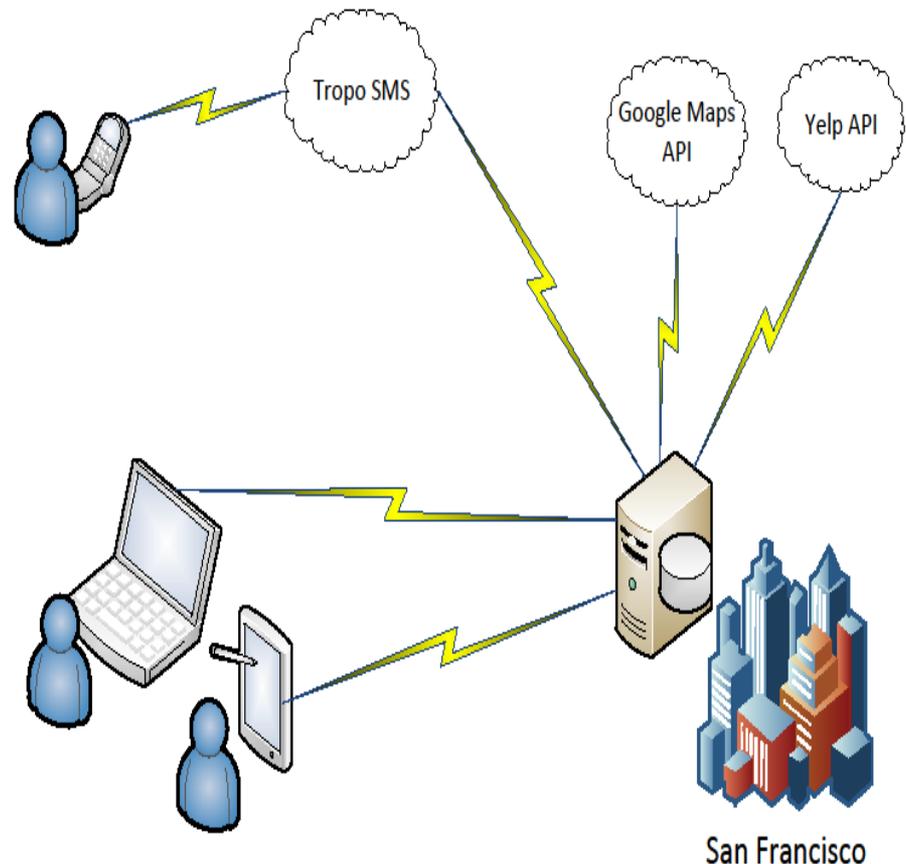
Telephony layer: Tropo SMS/Voice framework (www.tropo.com)

Web framework: RESTful based API using Ruby on Rails

Web/Database Hosting:

San Francisco Human Services Agency dedicated hosted server

Geolocating and retailer info services: Google and Yelp API



Plans for Expansion

In the works now:

- Inclusion in Consortium self-service tools
 - Website link in MyBenefitsCalWIN (client self-service portal)
 - Inclusion in CalWIN Mobile Application
- Implementing statistical tracking

For the future:

- Promoting Farmer's Markets
 - Option to filter search results for Farmer's Markets
 - Aiding Farmer's Market Registration (grant pending)
- Restaurant Meals establishments
- SnapEd Component (grant pending)
- SNAP retailer database maintenance
- Android mobile application

Questions?

Contacts:

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- Leo O'Farrell, CalFRESH Program Director, SFHSA
- Vakil Kuner, CIO, SFHSA
- Michelle Keothe, Code for America
- Arthur Grau, Applications for Good

- Public Discussion Email Grouplist for SnapFresh
(discuss@snapfresh.org)