



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 1511

1. **Project Title** The Fresh Stop Bus

2. **Senate Sponsor** Randolph Bracy

3. **Date of Request** 11/14/2019

4. **Project/Program Description**

In January, 2015, Hebni launched The Fresh Stop Bus which was formed through a partnership with LYNX, Florida Hospital, the Winter Park Health Foundation, and Architects for Humanity to convert a LYNX city transit bus into a mobile produce market that brings fresh fruits and vegetables, along with nutrition education, to the 16 USDA-identified food deserts in Orange County. The Fresh Stop Bus addresses the health disparities that exist in food deserts. The Fresh Stop Bus currently operates five days per week traveling to the food deserts throughout Orange County making 3-4 stops per day. The Fresh Stop Bus also offers nutrition information and free recipe cards to its customers. The Fresh Stop Bus provides access to fresh fruits and vegetables to more than 10,000 unduplicated customers annually.

5. **State Agency to receive requested funds** Department of Agriculture and Consumer Services

State Agency contacted? ☐ Yes ☒ No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	105,500
Fixed Capital Outlay	000
<b>Total State Funds Requested</b>	105,500

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	105500	68.0 %
<b>Matching Funds</b>		
Federal	00	0 %
State (excluding the amount of this request)	00	0 %
Local	50,000	32 %
Other	00	0 %
<b>Total Project Costs for Fiscal Year 2020-2021</b>	155,500	100 %

8. **Has this project previously received state funding?** ☐ Yes ☒ No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. **Is future-year funding likely to be requested?** ☒ Yes ☐ No

If yes, indicate nonrecurring amount per year. 75,000



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#### 10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Executive Director (\$10,000) Office Assistant (\$2,000)	12,000
Other Salary and Benefits	@ 10%	1,200
Expense/Equipment/Travel/Supplies/Other	Communications (\$700) Utilities (\$1,200) Office Space (\$2,000)	3,900
Consultants/Contracted Services/Study		
<b>Operational Costs: Other</b>		
Salary and Benefits	Fresh Stop Bus Manager (\$20,000) Fresh Stop Bus Operator/Driver (\$15,000) Fresh Stop Clerks (2) (\$20,000) Taxes/Benefits @ 10% (\$5,500)	60,500
Expense/Equipment/Travel/Supplies/Other	Fuel for the Bus (\$7,200) Repairs and Maintenance for the Bus (\$5,000) Supplies and Nutrition Education materials (\$12,000) Storage/Refrigeration (\$0)	24,200
Consultants/Contracted Services/Study	Evaluation component (\$3,000) Marketing (\$700)	3,700
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		105,500



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#### 11. Program Performance

##### a. What specific purpose or goal will be achieved by the funds requested?

In Central Florida more than 90,000 individuals live in food deserts, areas without easy access to fresh, nutritional foods. Orange County alone has 16 USDA-identified food deserts. Limited food choices result in poor nutrition as families rely on fast food or processed foods sold by neighborhood convenience stores. Families are forced to substitute foods usually high in fat, sugar and salt, which in turn leads to increased rates for diabetes, higher blood pressure and other diet related diseases. The Fresh Stop Bus addresses the health disparities that exist in food deserts. Additional funding will allow Hebni reach an additional 2,960 families.

##### b. What activities and services will be provided to meet the intended purpose of these funds?

The Fresh Stop Bus sells fresh fruits and vegetables to low-income communities at wholesale prices. In addition to providing access to fresh produce, healthy food demonstrations, nutrition information and recipes are also provided at stops. The Bus also has a bike blender where customers can hop on and pedal to make healthy smoothies. Funds will allow the Fresh Stop Bus to reach more people in more underserved communities throughout Orange County.

##### c. What direct services will be provided to citizens by the appropriation project?

Direct Services will be provided to Orange County citizens living in food deserts through HEBNI's Fresh Stop Bus. The goal of the Fresh Stop Bus is to provide access to fresh fruits and vegetables in an effort to increase consumption and contribute to a healthier lifestyle among underserved populations in the community. The additional funding will allow the Fresh Stop Bus to reach more individuals and families who do not have access to fresh produce. SNAP benefits are also accepted on the Fresh Stop Bus.

##### d. Who is the target population served by this project? How many individuals are expected to be served?

The Fresh Stop Bus aims to reach underserved, minority populations who live in USDA identified food deserts in Orange County. Residents of food deserts tend to be older, poorer and lacking consumption of adequate amount of fresh fruits and vegetables. A food desert is any census tract where at least 33% of the tract's population, or a minimum of 500 people in the tract, have low access to a super market or large grocery store, and where all residents must drive more than a mile to the nearest supermarket. Approximately 77% of Hebni's Fresh Stop customers are Black, 15% are Hispanic, 6% are White, and 2% are Other. Approximately 50% of Fresh Stop customers are between the ages of 25-64, and 36% are ages 65 and older. During 2018, The Fresh Stop Bus had 15,235 customers and sold \$26,958 worth of fresh fruits and vegetables.

##### e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The Fresh Stop Bus includes tracking sales of fruits and vegetables, # of customers, # of EBT users, tracking repeat customers, and measure increases in fruit and vegetable consumption.

Goals for the Fresh Stop program include:

- Increased access to fresh fruits and vegetables
- Increase of nutritional knowledge and awareness of healthy nutrition practices
- Gather sufficient data to model replicate model in other similar communities
- Increase in self-reported fruit and vegetable consumption

##### f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Return unused funding if deliverables are not met



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12. **The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

not applicable

13. **Requestor Contact Information**

- a. First Name  Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number  Ext.

14. **Recipient Contact Information**

- a. Organization
- b. Municipality and County
- c. Organization Type
- ☐ For-profit Entity
  - ☒ Non-Profit 501(c) (3)
  - ☐ Non-Profit 501(c) (4)
  - ☐ Local Entity
  - ☐ University or College
  - ☐ Other (please specify)
- d. First Name  Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number  Ext.