



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1664

1. **Title of Project:** The Fresh Stop Bus
2. **Senate Sponsor:** Randolph Bracy
3. **Date of Submission:** 02/05/2019
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.

5. **State Agency to receive requested funds :** Department of Agriculture and Consumer Services  
State Agency Contacted? No

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	59,800
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>59,800</b>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	59,800	31.51%
Federal	55,000	28.98%
State (excluding the amount of this request)	0	0.00%
Local	65,000	34.25%
Other	10,000	5.27%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>189,800</b>	<b>100.0%</b>

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

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

9. **Is future-year funding likely to be requested?** Yes
  - a. **If yes, indicate non-recurring amount per year.** 50000



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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 (\$4,000) Fresh Stop Bus Manager (\$14,000)	18,000
Other Salary and Benefits	Benefits/Taxes at 10%	1,800
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Fresh Stop Bus Operator/Driver (\$15,000) Fresh Stop Clerk (\$15,000)	30,000
Expense/Equipment/Travel/Supplies/Other	Fuel for the Bus (\$6,500) Repairs and Maintenance for the Bus (\$3,500)	10,000
Consultants/Contracted Services/Study		
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>59,800</b>

#### 11. Program Performance:

**a. What is the specific purpose or goal that 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 to add 4 additional stops per month to reach an additional 960 families.

**b. What are the activities and services that 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 are the direct services to be provided to citizens by the appropriations 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



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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 70% of Fresh Stop customers are between the ages of 25-64, and 16% 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 evaluation for the Fresh Stop Bus includes tracking sales of fruits and vegetables, and implementing a frequent user reward card system to track repeat customers and measure increases in fruit and vegetable consumption. Goals for the Fresh Stop program include: • Low-income residents provided with increased access to fresh produce • Increase of nutritional knowledge and awareness of available health services • Gather sufficient data to model replicate model in other similar communities • Measured knowledge of community members • 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?**

N/A

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

N/A

**13. Requestor Contact Information:**

- a. **Name:** Glen Providence
- b. **Organization:** HEBNI Nutrition
- c. **E-mail Address:** Glen@hebninutrition.org
- d. **Phone Number:** (407)872-1333

**14. Recipient Contact Information:**

- a. **Organization:** HEBNI Nutrition
- b. **County:** Orange
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)



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- Local Entity
- University or College
- Other (Please specify)

**d. Contact Name:** Roniece Weaver

**e. E-mail Address:** Roniece@hebninutrition.org

**f. Phone Number:** (407)872-1333

#### 15. Lobbyist Contact Information

- a. Name:** None
- b. Firm Name:** None
- c. E-mail Address:**
- d. Phone Number:**