

Hennepin County SNAP

**Progress and opportunities
for improvement**

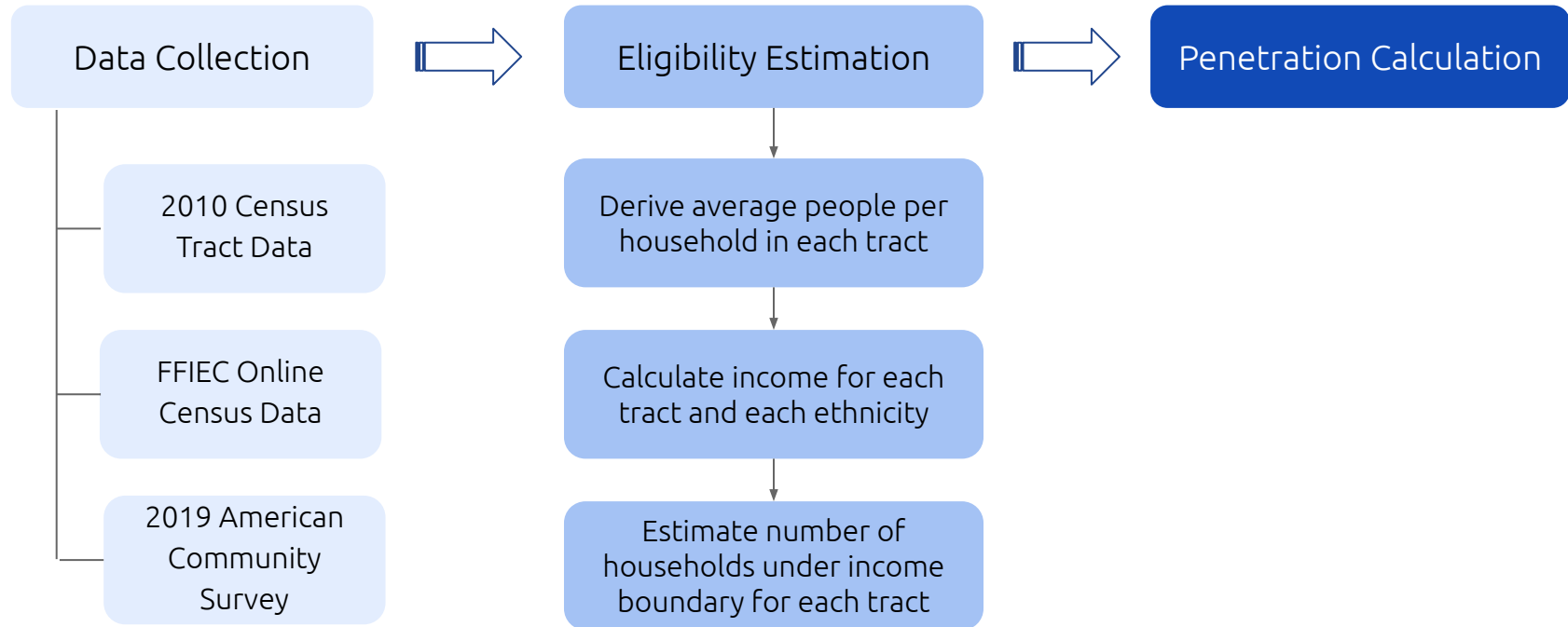


The problem

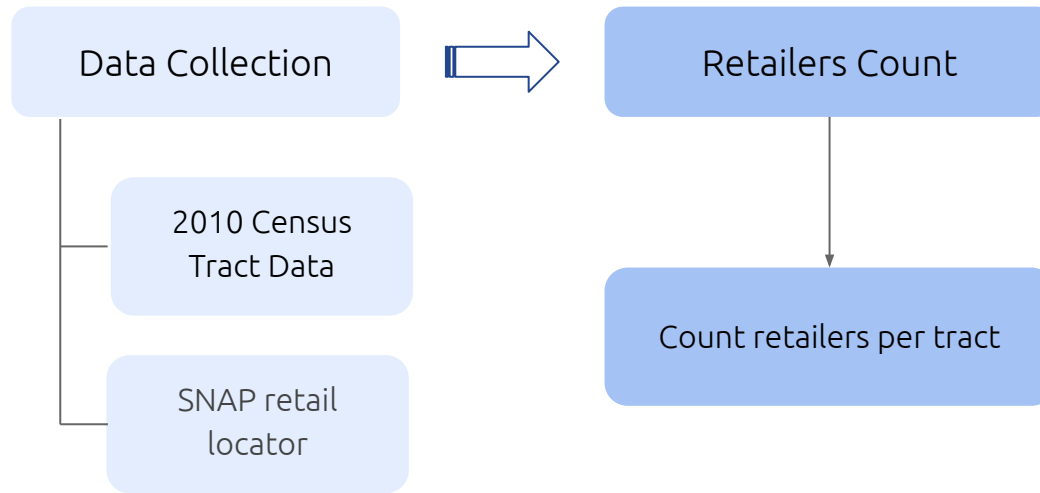
Hennepin County has had difficulty measuring the success of the SNAP program, in terms of how many residents have been helped.

Because of this, it has been difficult to come up with innovative strategies for administering SNAP.

How many SNAP-eligible people are actually using it?



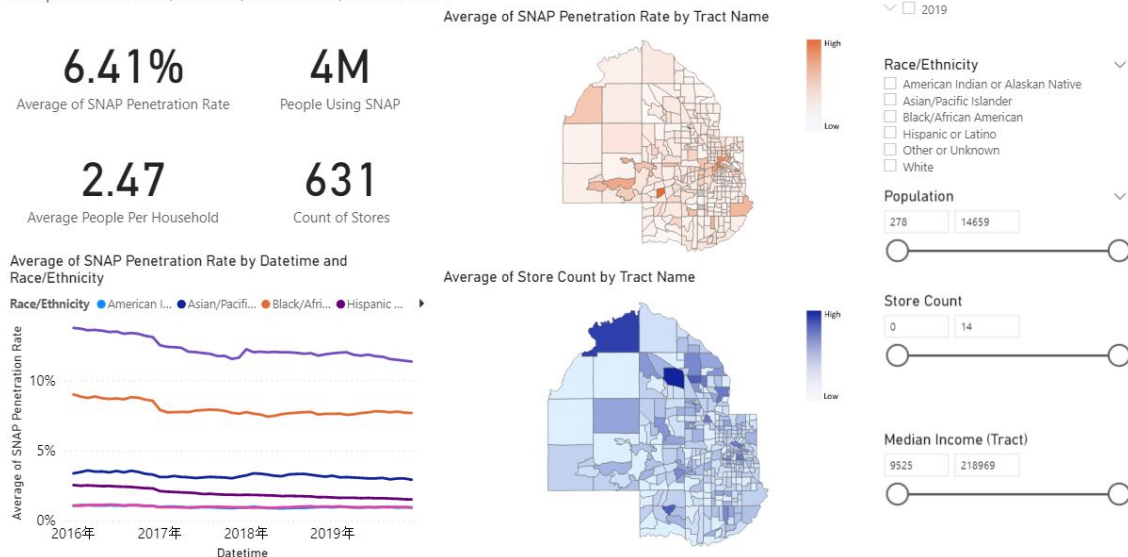
Where are the retailers that accept SNAP EBT?



Our solution: The self-service dashboard

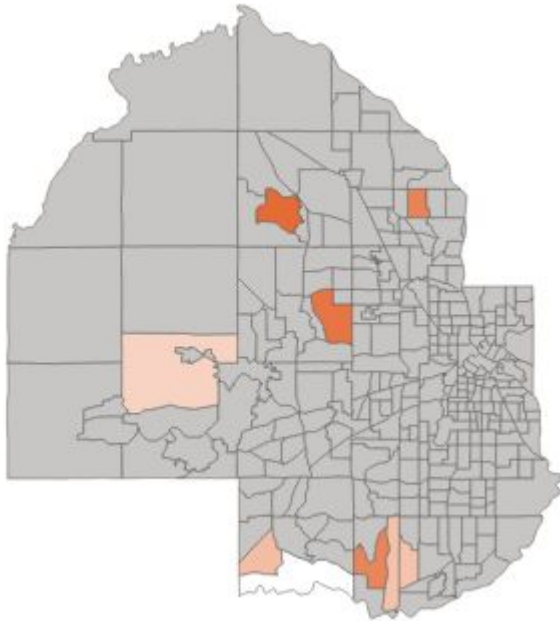
SNAP Penetration Rate With Store Count

Group 1: Koller Adzick, Allen Hu, Katherine Li, Tzu-Hsuan Lin



Insights from the data:

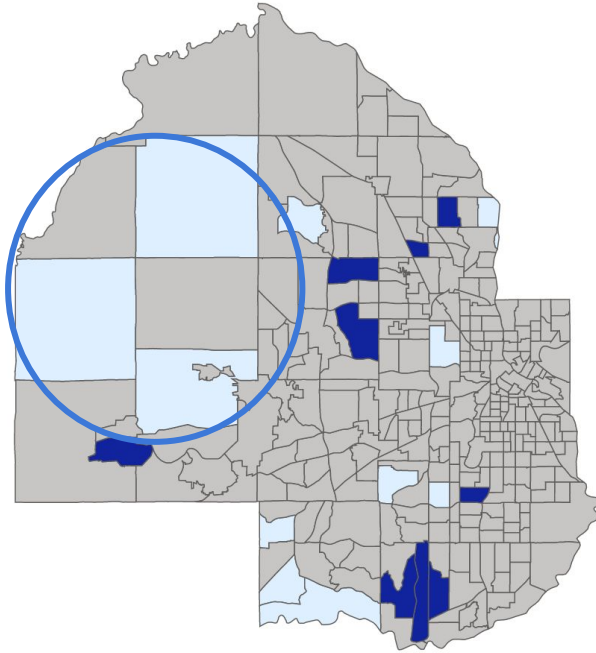
Areas in most need of SNAP assistance



- Acute areas that could benefit from SNAP intervention immediately:
 - Snap penetration < 10%
 - Retailers ≤ 1
 - Population > 6000

Insights from the data:

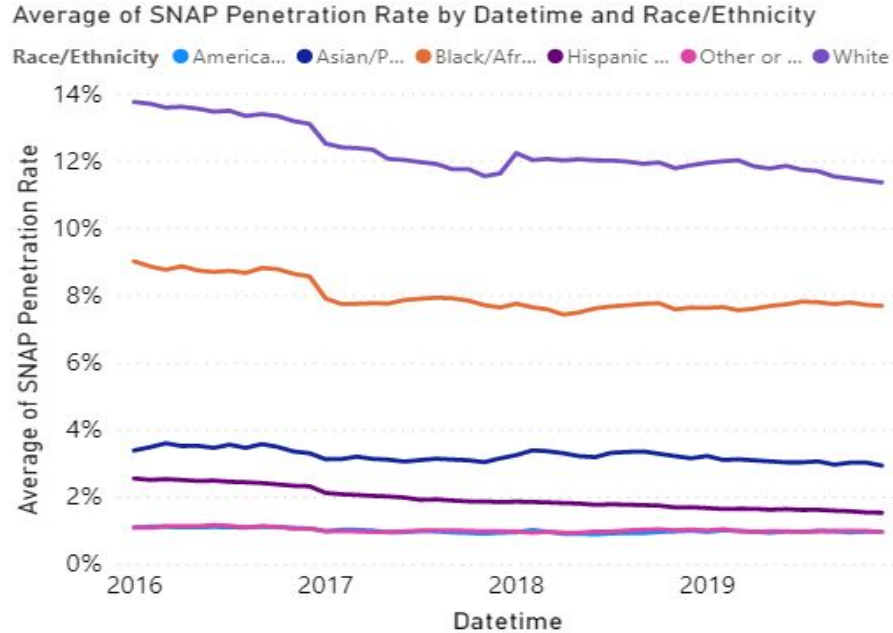
NW Hennepin lacks SNAP retailers, despite large population



- No SNAP authorized retailers are operating in these tracts, despite over 5000 residents in them
- Indication of potential retailer development opportunity

Insights from the data:

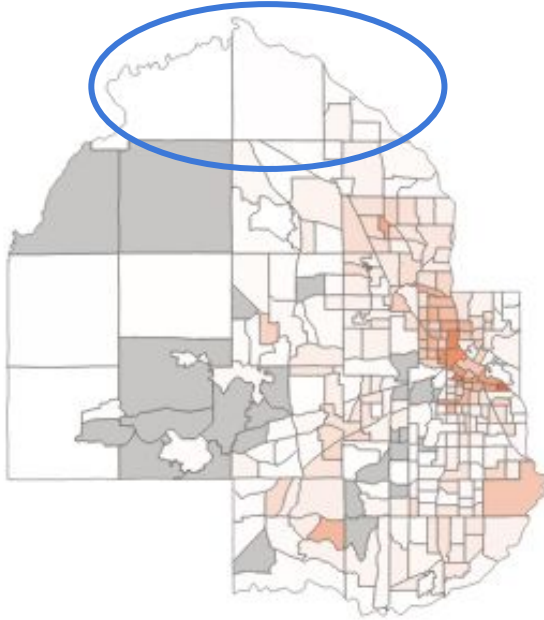
SNAP penetration rates by ethnicity



- White population has highest average SNAP penetration rate
- Minority groups tend to underutilize SNAP on average

Insights from the data:

Low penetration rates for African Americans in Northern Hennepin

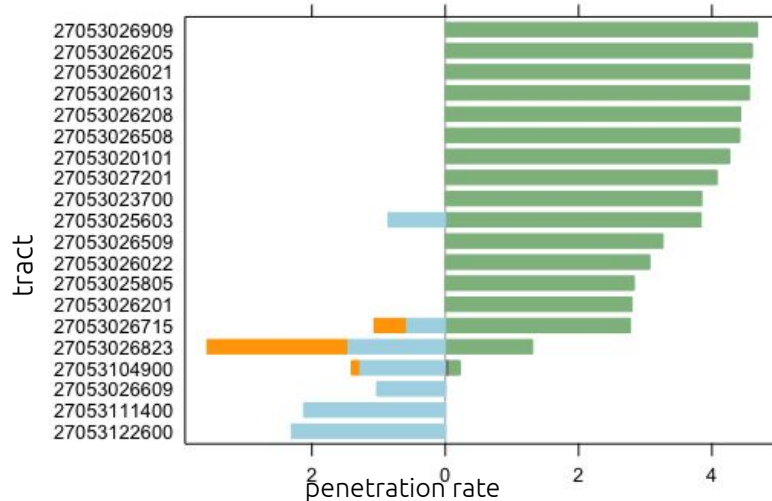


- SNAP penetration rates for African Americans in these areas are approximately 1%
- SNAP penetration rates for white people in these areas: ~ 6 - 9%

Insights from the data:

Lowest performing tracts have difficulties reaching minorities

20 tracts with the lowest penetration rate, by ethnicity



- In the 20 tracts with the lowest SNAP penetration rates, very few minorities are utilizing SNAP

Recommendations

**How can we further improve the SNAP
penetration rate across Hennepin County?**

Targeted awareness campaigns directed at residents in tracts of interest

- Boston Consulting Group's study showed that those who do not participate in the emergency food system:
 - up to 50% are not aware of the programs
 - up to 30% report social stigma as a barrier

Recommendation:

Using our dashboard, Hennepin County can pinpoint areas with low SNAP penetration and direct awareness campaigns towards specific tracts of interest

Reach out to stores in tracts without many SNAP retailers

- There are several census tracts in which there are 1 or fewer SNAP certified retailers
- This leads to a food desert effect in which low-income residents have limited access to affordable, healthy food options within convenient traveling distance

Recommendation:

Reach out to retailers in these tracts and get more information to try to understand why they are not participating in the SNAP program

Appendix

Thank you!
Any questions?

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Income determines SNAP eligibility

- In most cases, a household must fall under both gross and net income limits in order to be eligible for SNAP benefits
- If a household doesn't meet the income requirements, they are not considered eligible

Household size	Gross monthly income limit	Net monthly income limit
1	\$1,755	\$1,064
2	\$2,371	\$1,437
3	\$2,987	\$1,810
4	\$3,603	\$2,184
5	\$4,219	\$2,557
6	\$4,835	\$2,930
7	\$5,451	\$3,304
8	\$6,067	\$3,677
Each additional member	+ \$616	+ \$374

Tract example: How is eligibility people calculated?

Datetime	race_ethnicity	people in SNAP	tract population	household size	people per household	annual income limit
2016/1/1	Asian/Pacific Islander	168	3031	1065	2.85	34705.7
2016/1/1	Black/African American	224	3031	1065	2.85	34705.7
2016/1/1	Hispanic or Latino	41	3031	1065	2.85	34705.7
2016/1/1	Other or Unknown	28	3031	1065	2.85	34705.7
2016/1/1	White	77	3031	1065	2.85	34705.7

Tract example: How is eligibility people calculated?

Datetime	race_ethnicity	people in SNAP	median income per tract	median income per ethnicity	relative income ratio	adjusted_income
2016/1/1	Asian/Pacific Islander	168	53318	93862	1.486	79246.69
2016/1/1	Black/African American	224	53318	38358	0.607	32385.25
2016/1/1	Hispanic or Latino	41	53318	60321	0.955	50928.38
2016/1/1	Other or Unknown	28	53318	59947	0.949	50612.62
2016/1/1	White	77	53318	90321	1.430	76257.06

Average: 63151.33

Tract example: How is eligibility people calculated?

Datetime	race_ethnicity	people in SNAP	adjusted income	eligible population percent	eligible population count	snap penetration rate
2016/1/1	Asian/ Pacific Islander	168	79246.69	0.172432	523	0.11286
2016/1/1	Black/ African American	224	32385.25	0.26385	800	0.098383
2016/1/1	Hispanic or Latino	41	50928.38	0.214778	651	0.022136
2016/1/1	Other or Unknown	28	50612.62	0.237529	720	0.013668
2016/1/1	White	77	76257.06	0.115404	350	0.077301

Assumptions and Limitations

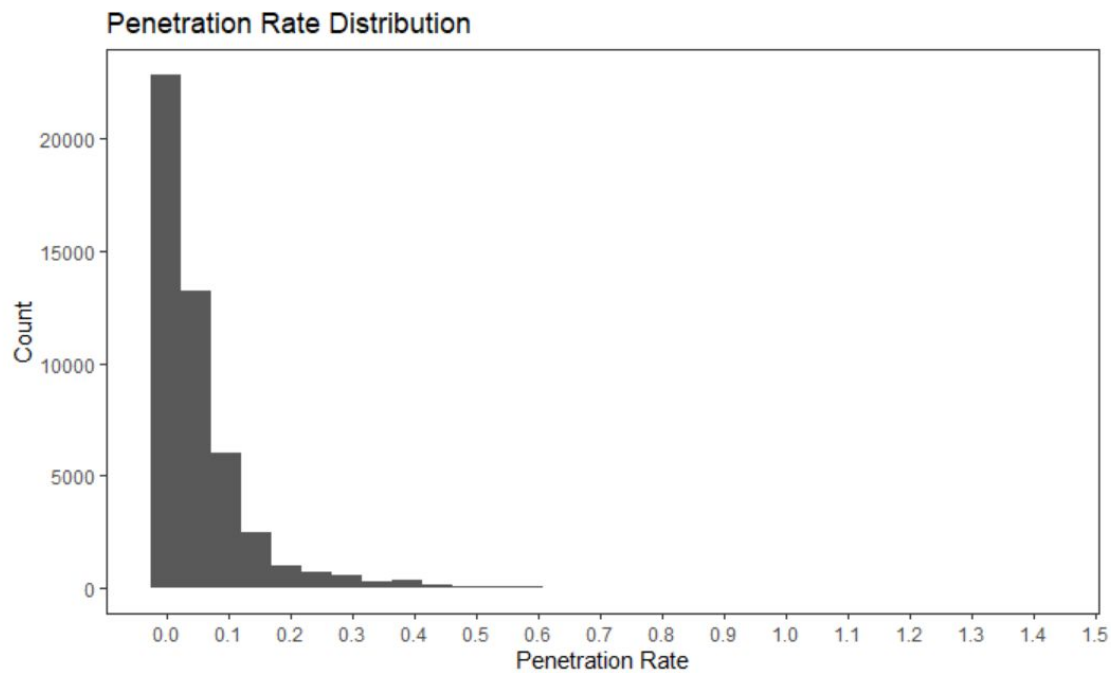
Assumptions

- The population variance across all years is acceptable
- Each ethnicity has the same household size within each tract
- The income values have a log normal distribution

Limitations

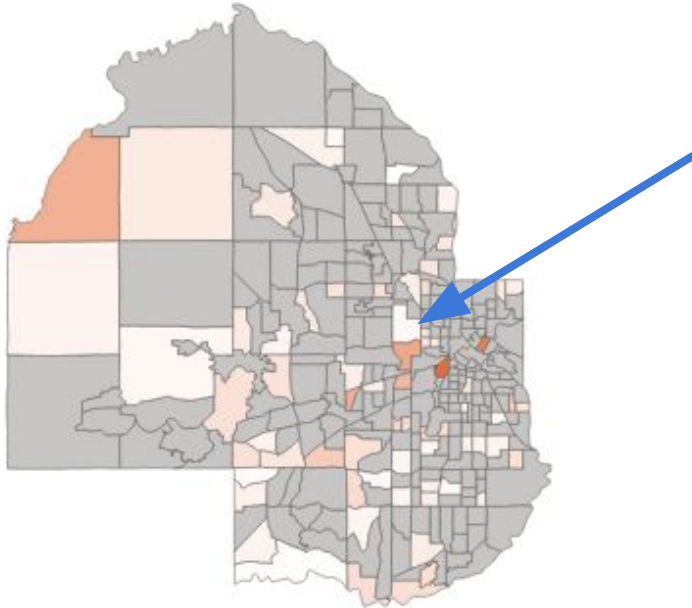
- Potentially lower penetration rate
- 0.1% of tracts with penetration rate > 1 : disproportionate amount of people that are eligible

Penetration Rate distribution



Insights from the data:

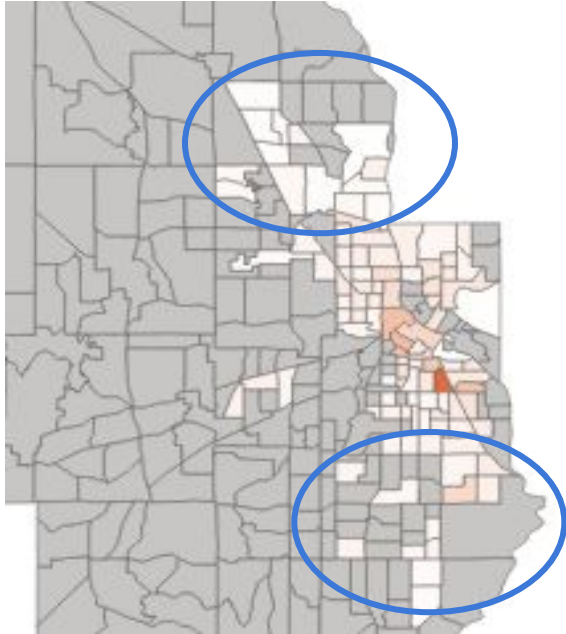
Retailers accepting SNAP EBT



- Store count in this light colored region is zero, while the SNAP usage percentage is below 5%.

Insights from the data:

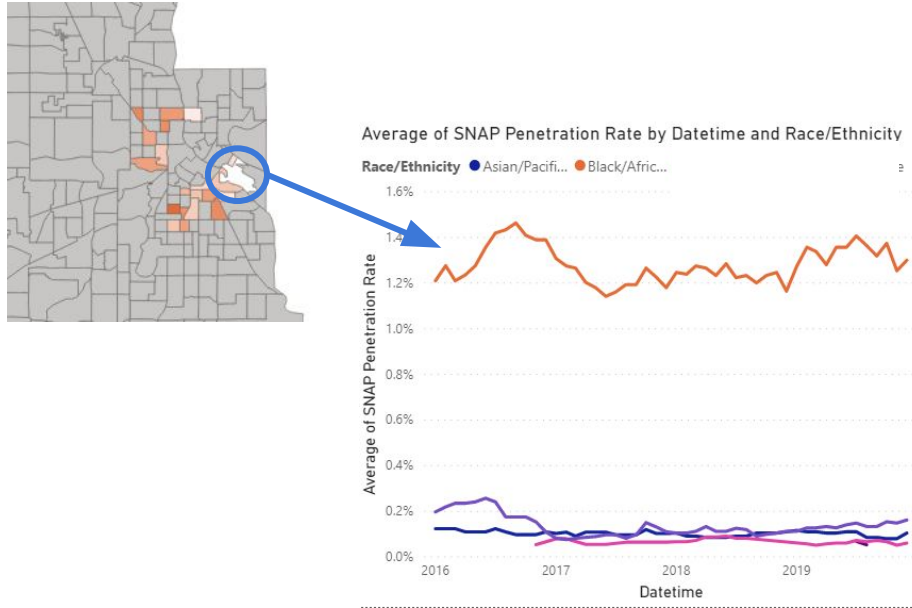
Low penetration rate for American Indian/Alaskan Native



- American Indian or Alaskan native populations have lowest penetration rates in white colored regions

Insights from the data:

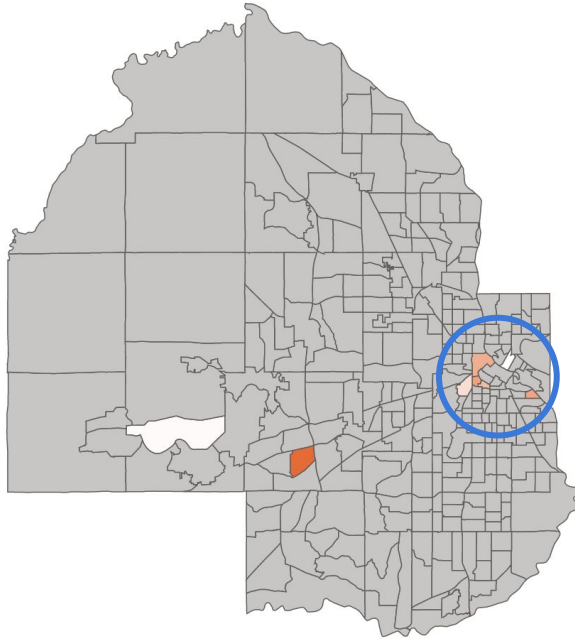
Relatively low penetration rate for a specific tract



- Of tracts with median incomes below \$32k per year this tract has lowest penetration rate.
- Two stores here accept SNAP
- Why does this tract have stores ready to accept SNAP users yet penetration rate is low?

Insights from the data:

Identifying tracts with high penetration rate

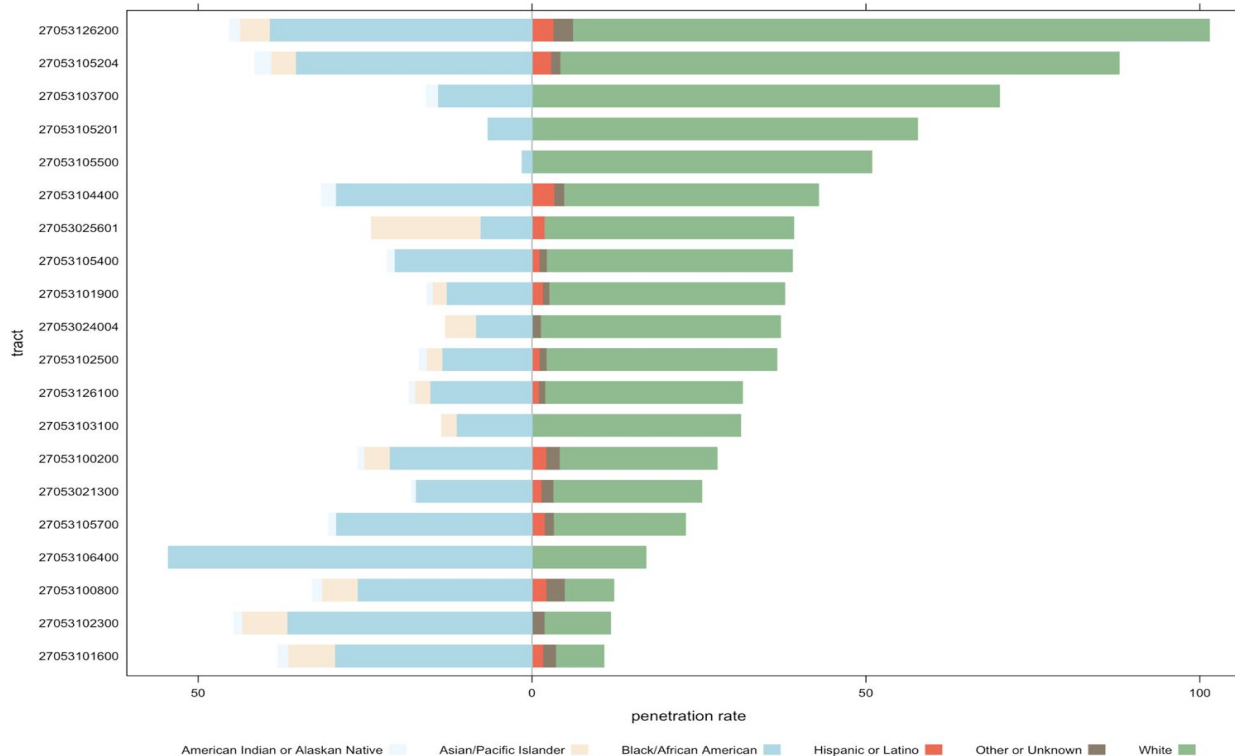


- Using our dashboard, we are also able to identify areas that are doing well in terms of SNAP penetration (penetration rate > 20% shown)

Insights from the data:

Best 20 SNAP Penetration Tracts

most recent data (Dec 2019)

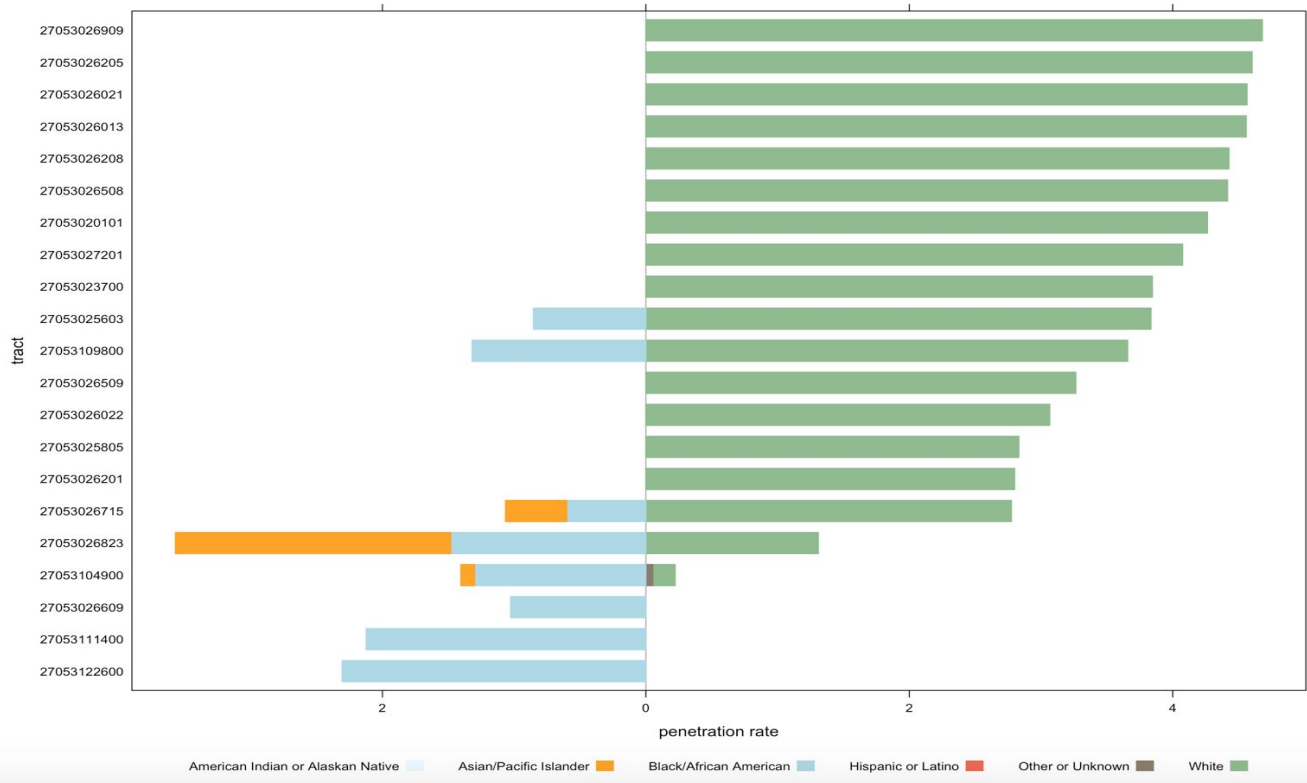


Access the entire list of tracts here: (download & zoom in to view)
https://drive.google.com/file/d/1saVTMFAwCyENuVlyY207w_ChMCyIFL2h/view?usp=sharing

Insights from the data:

Worst 20 SNAP Penetration Tracts

most recent data (Dec 2019)



Access the entire list of tracts here: (download & zoom in to view)

https://drive.google.com/file/d/1saVTMFAwCyENUvlyY207w_ChMCyiFL2h/view?usp=sharing