



PANDEMIC RECOVERY OFFICE

SNAP Retail Incentive Pilot Program Final Report

Submitted by State of Rhode Island Pandemic Recovery Office

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<https://pandemicrecovery.ri.gov>

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SNAP Retail Incentive Pilot Program

Project Identification Number: 10100

Pandemic Recovery Office Approval Date: August 1, 2025

Project Completion Date: August 31, 2025

Funded Amount: \$4,500,000

Expended Amount: \$4,500,000

Project Expenditure Category: 6.1 Revenue Replacement: Provision of Government Services

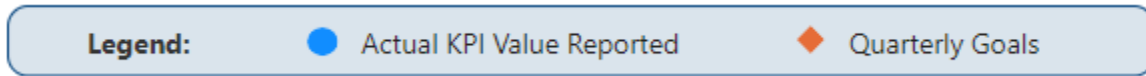
Project Overview: The SNAP Retail Incentive Pilot Program, also known as Eat Well, Be Well (EWBW), is a vital safety net for the approximately 140,000 SNAP recipients struggling with food insecurity and access to healthy, nutritious foods. The program's goal is to increase access to healthy foods by making fresh fruits and vegetables more affordable for SNAP users in retail grocery stores. The program provides Rhode Island households with up to \$25 in additional monthly benefits when qualifying purchases are made from participating retailers.

Customers receive \$0.50 in SNAP benefits for every \$1.00 spent on qualifying fruits and vegetables at participating retailers. Only in-store purchases count toward the accrual of additional benefits. All SNAP recipients are automatically enrolled in the program, including families receiving benefits through the Summer EBT (SUN Bucks) program. The additional benefits are loaded to the customer's EBT card for the future in-store purchase of qualifying SNAP products at SNAP retailers throughout the state.

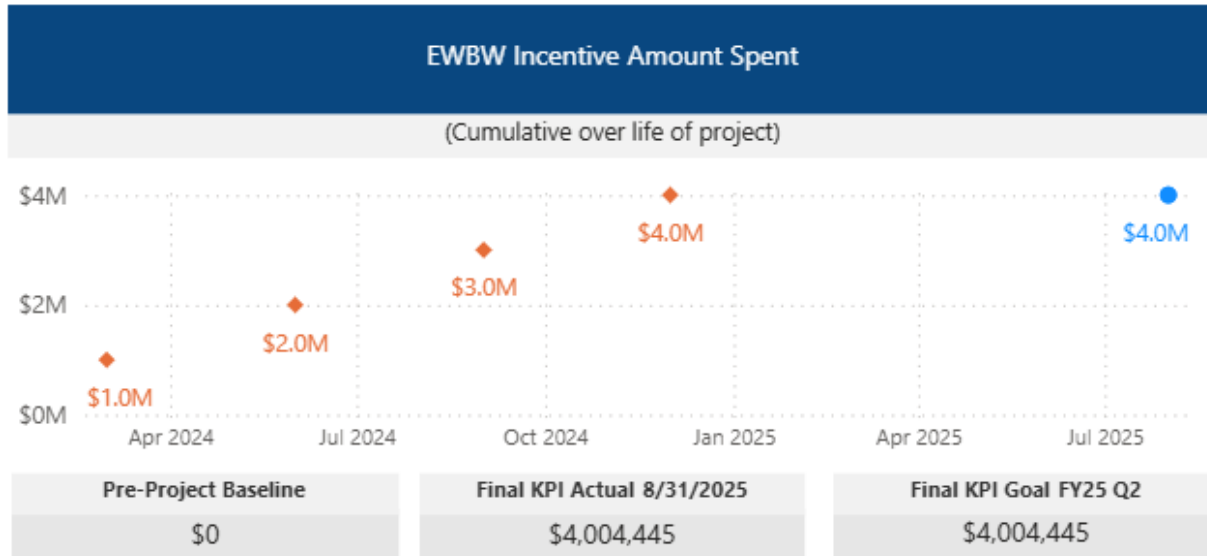
Financial Overview: All program payments can be found on the [Pandemic Recovery Office's website](#) by filtering the "Project" box for "SNAP Retail Incentive Pilot." The payments are comprised of \$4.0 million in incentives and \$0.5 million for communications and media-related services. The table below shows planned expenditures and actual expenditures by fiscal quarter:

Fiscal Year Quarter	Planned Expenditures	Actual Expenditures
FY 2024 Q3	\$995,602	-
FY 2024 Q4	\$1,232,896	-
FY 2025 Q1	\$1,239,935	
FY 2025 Q2	\$1,031,567	-
FY 2026 Q1	-	\$4,500,000
Total	\$4,500,000	\$4,500,000
<i>Note: A single audit fee applies to all State Fiscal Recovery Fund projects and accounts for \$1,350 of the \$4,500,000 in actual expenditures in the above table.</i>		

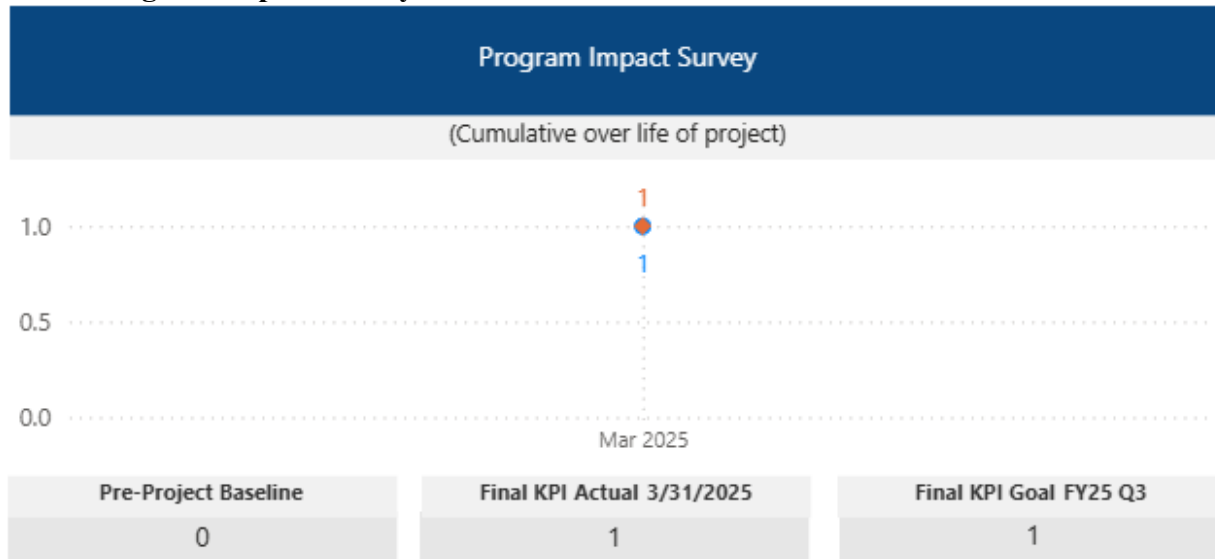
Key Performance Indicators: The following are the key performance indicators based on quarterly goals and monthly data collections.



1. Incentive amount spent



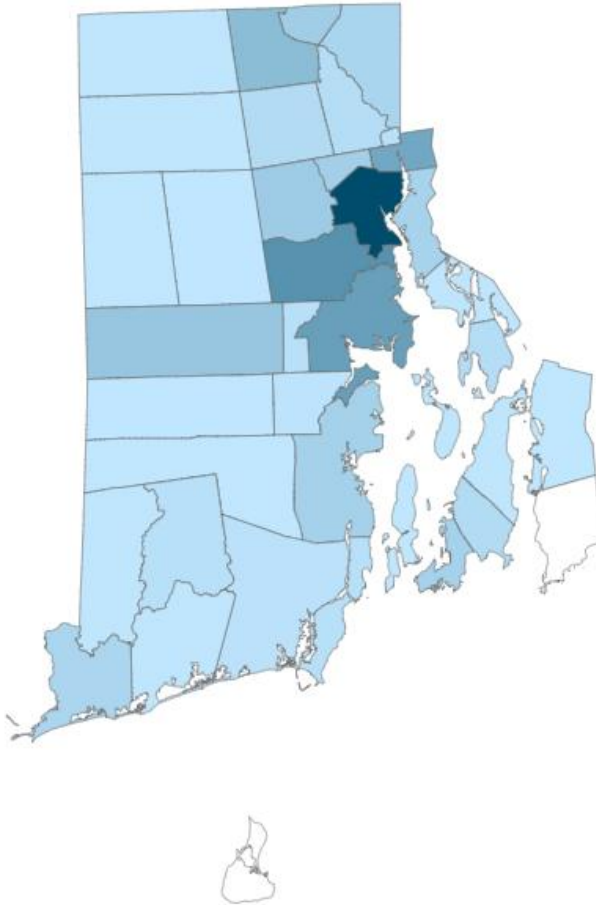
2. Program impact survey¹



¹ This is a yes/no binary indicator: 0 meaning 'no', 1 meaning 'yes'.

Demographics: The map and table below show where EWBW incentives were spent. EWBW incentives can be spent at any qualifying SNAP retailer. The data is from July 1, 2024, through June 30, 2025.

Spent Eat Well, Be Well Incentives by Municipality



Municipality	Sum of Spent Incentives
BARRINGTON	\$4,744
BRISTOL	\$51,801
BURRILLVILLE	\$5,718
CENTRAL FALLS	\$28,633
CHARLESTOWN	\$4,041
COVENTRY	\$168,441
CRANSTON	\$437,709
CUMBERLAND	\$94,741
EAST GREENWICH	\$15,278
EAST PROVIDENCE	\$103,455
EXETER	\$729
FOSTER	\$219
GLOCESTER	\$4,619
HOPKINTON	\$3,456
JAMESTOWN	\$1,812
JOHNSTON	\$143,511
LINCOLN	\$48,441
MIDDLETOWN	\$62,291
NARRAGANSETT	\$34,605
NEWPORT	\$106,584
NORTH KINGSTOWN	\$112,939
NORTH PROVIDENCE	\$125,992
NORTH SMITHFIELD	\$217,496
PAWTUCKET	\$326,556
PORTSMOUTH	\$5,832
PROVIDENCE	\$798,530
RICHMOND	\$36,375
SCITUATE	\$2,422
SMITHFIELD	\$58,213
SOUTH KINGSTOWN	\$26,026
TIVERTON	\$1,643
WARREN	\$6,097
WARWICK	\$370,413
WEST GREENWICH	\$2,391
WEST WARWICK	\$38,144
WESTERLY	\$87,088
WOONSOCKET	\$132,260
Total	\$3,669,242