



CITY OF EL PASO

# Grocery Price Fairness Ordinance

City Representative Josh Acevedo - District 2  
April 15, 2025



# Policy Background

## Grocery Price Fairness Ordinance

- 33% of Households in El Paso County reported income of \$40,000 or less
- Regions with the largest share of households with income of \$40,000 or less:
  - Lower Valley - 55.7%
  - Central - 54.6%
  - East - 33.9%

(Hunt Institute, 2022. [https://www.utep.edu/hunt-institute/\\_files/docs/broadband%20report.pdf](https://www.utep.edu/hunt-institute/_files/docs/broadband%20report.pdf))

# Food Costs

## Grocery Price Fairness Ordinance

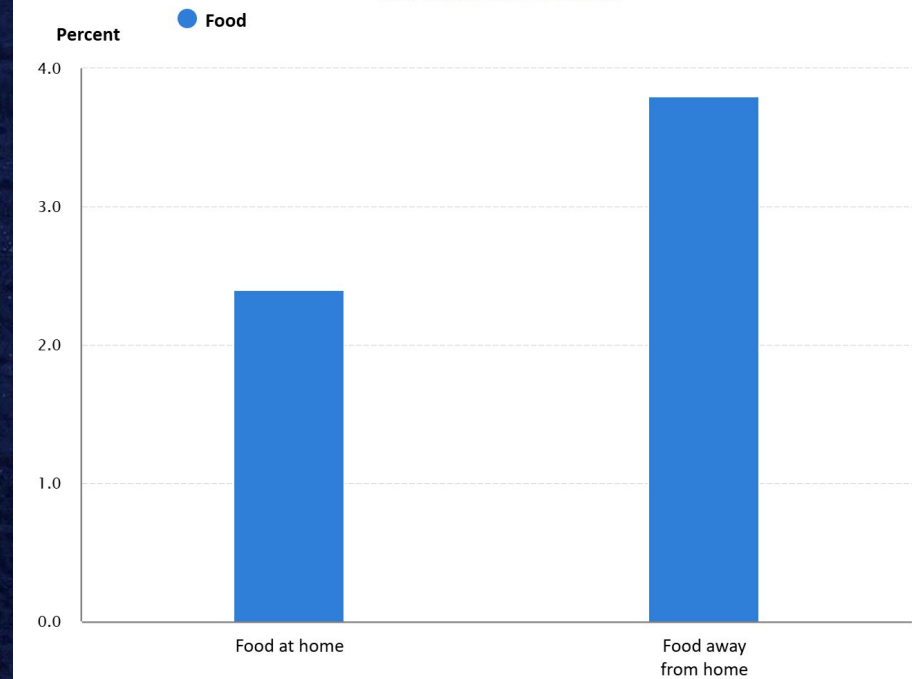
- Food Price Index
  - FPI Increased 6.9% from March 2024 to March 2025

(Food and Agriculture Organizations of the United Nations, 2025. [fao.org/worldfoodsituation/foodpricesindex/en/](https://www.fao.org/worldfoodsituation/foodpricesindex/en/))

- Consumer Price Index
  - 3% Increase in prices from March 2024 to March 2025

(U.S. Bureau of Labor Statistics, 2025. <https://www.bls.gov/cpi/>)

12-month percentage change, Consumer Price Index, selected categories, March 2025, not seasonally adjusted



Source: U.S. Bureau of Labor Statistics.

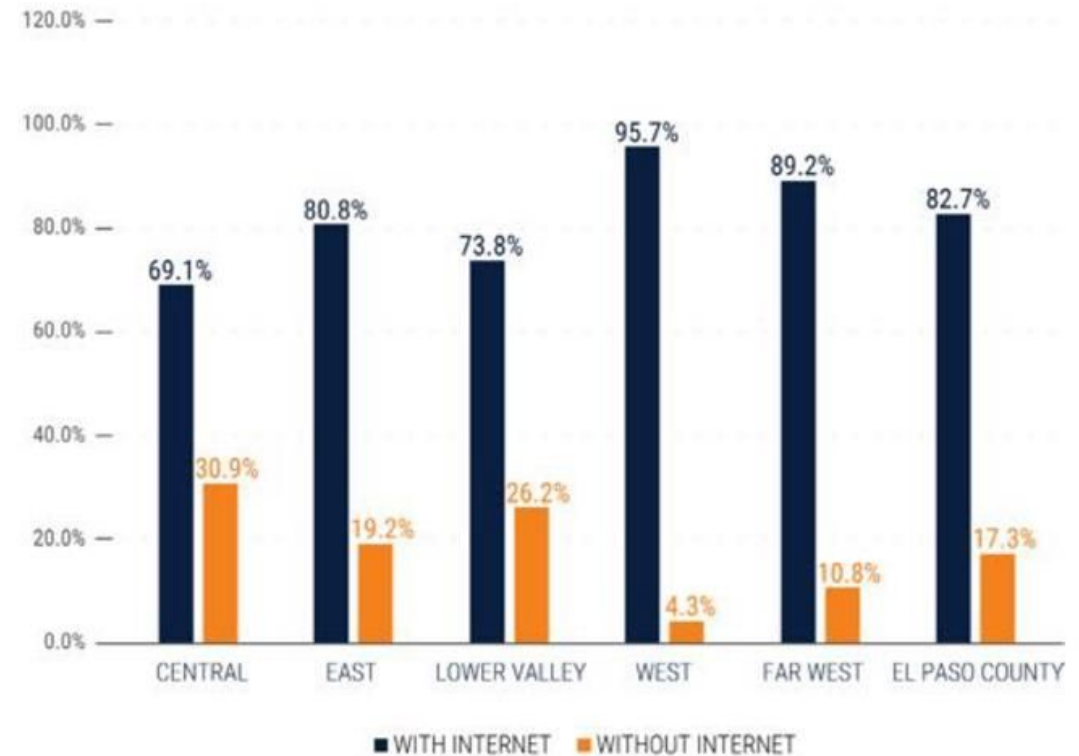
# Internet Access

## Grocery Price Fairness Ordinance

- Approximately 1 in 4 households in El Paso County do not have internet access

(Hunt Institute, 2022. [https://www.utep.edu/hunt-institute/\\_files/docs/broadband%20report.pdf](https://www.utep.edu/hunt-institute/_files/docs/broadband%20report.pdf))

Figure 2: Households with and without Internet by Region (%)



Source: Hunt Institute broadband survey results.



# Digital Literacy

## Grocery Price Fairness Ordinance

- Heads of households who are non-proficient with Microsoft Office and internet browsing
  - Lower Valley - 17.5%
  - Central - 15.8%
  - East - 9.9%
  - Far West - 6.9%
  - West - 4.3%
- Non-Proficiency in online communication platforms
  - Lower Valley - 25.9%
  - Central - 22.1%
  - East - 16.9%
  - Far West - 14.3%
  - West - 9.7%

# Effects on Senior Citizens

## Grocery Price Fairness Ordinance

- Of those 65 years and older
  - 39% do not own a smartphone
  - 55% do not use social media
  - 66% do not own a tablet

(Pew Research Center, *Share of those 65 and older who are tech users has grown in the past decade*, January 13, 2022.  
<https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/>)



# Digital Coupons

## Grocery Price Fairness Ordinance

- Grocery Stores offer exclusive digital coupons which leave out many community members
- Major Grocery Stores in El Paso
  - Albertsons
  - Whole Foods
  - Vista
  - Food King
  - Sprouts

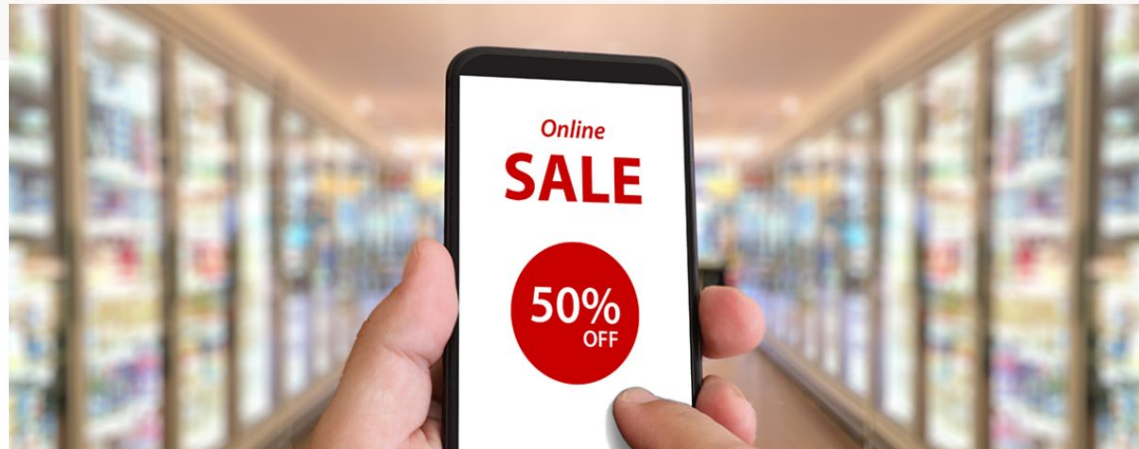




MONEY

## Millions of Older Shoppers Shut Out of Digital Coupons

Without a mobile phone or internet access it can be difficult to get a discount on groceries





# Benefits to Retailers

## Grocery Price Fairness Ordinance

- 38% of American consumers buy more than they intended when they have a coupon
- 67% will make an unplanned purchase because of a coupon

(Capital One Shopping Research, 2025. [capitaloneshopping.com/research/coupon-statistics/](https://capitaloneshopping.com/research/coupon-statistics/))

# Existing Alternatives

## Grocery Price Fairness Ordinance

Across the nation, many grocery retailers offer alternatives to exclusive digital coupons

- Grocery Retailers that offer physical coupons along with digital coupons
  - H-E-B
  - Vons
  - The Giant Company
- Grocery Retailers that offer digital coupon kiosks in-store
  - ShopRite
  - Food Lion





# Policy Request

## Grocery Price Fairness Ordinance

- If a digital coupon for the purchase of goods or packaged food is offered to consumers, paper or physical coupons in the identical value shall also be made available to consumers.
- Digital coupons may also be shown as a clearly readable price where the goods or packaged food is displayed or on each individual item offered for sale.

# Summary

## Grocery Price Fairness Ordinance

- El Pasoans, especially children and seniors, are disproportionately affected by rising costs of goods, and lack of internet access/digital literacy
- Digital coupons are a popular form of discounts offered by retailers that leave out people without internet access or limited digital literacy
- To address these issues, request to City Manager and City Attorney to draft and present the Grocery Price Fairness Ordinance





# Requested Action

## Grocery Price Fairness Ordinance

Direct City Manager and City Attorney to draft and present the Grocery Price Fairness Ordinance within 120 days that would require retail grocery stores to offer fair access to discount pricing to all consumers regardless of their access to or familiarity with digital technology.

The ordinance would further require any grocery store that sells goods in the city of El Paso and offers digital coupons and/or discounts via the Internet, text message, or a mobile/smart phone application, to make traditional, physical coupons with identical pricing available to consumers.

# Sources

1. (Hunt Institute, 2022. [https://www.utep.edu/hunt-institute/\\_files/docs/broadband%20report.pdf](https://www.utep.edu/hunt-institute/_files/docs/broadband%20report.pdf))
2. (Food and Agriculture Organizations of the United Nations, 2025. [fao.org/worldfoodsituation/foodpricesindex/en/](https://www.fao.org/worldfoodsituation/foodpricesindex/en/) )
3. (U.S. Bureau of Labor Statistics, 2025. <https://www.bls.gov/cpi/>)
4. (Pew Research Center, Share of those 65 and older who are tech users has grown in the past decade, January 13, 2022. <https://www.pewresearch.org/short-reads/2022/01/13/share-of-those-65-and-older-who-are-tech-users-has-grown-in-the-past-decade/>)
5. (Capital One Shopping Research, 2025. [capitaloneshopping.com/research/coupon-statistics/](https://capitaloneshopping.com/research/coupon-statistics/))



## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

## MISIÓN



Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad

## VISIÓN



Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



## VALORES

Integridad, Respeto, Excelencia,  
Responsabilidad, Personas