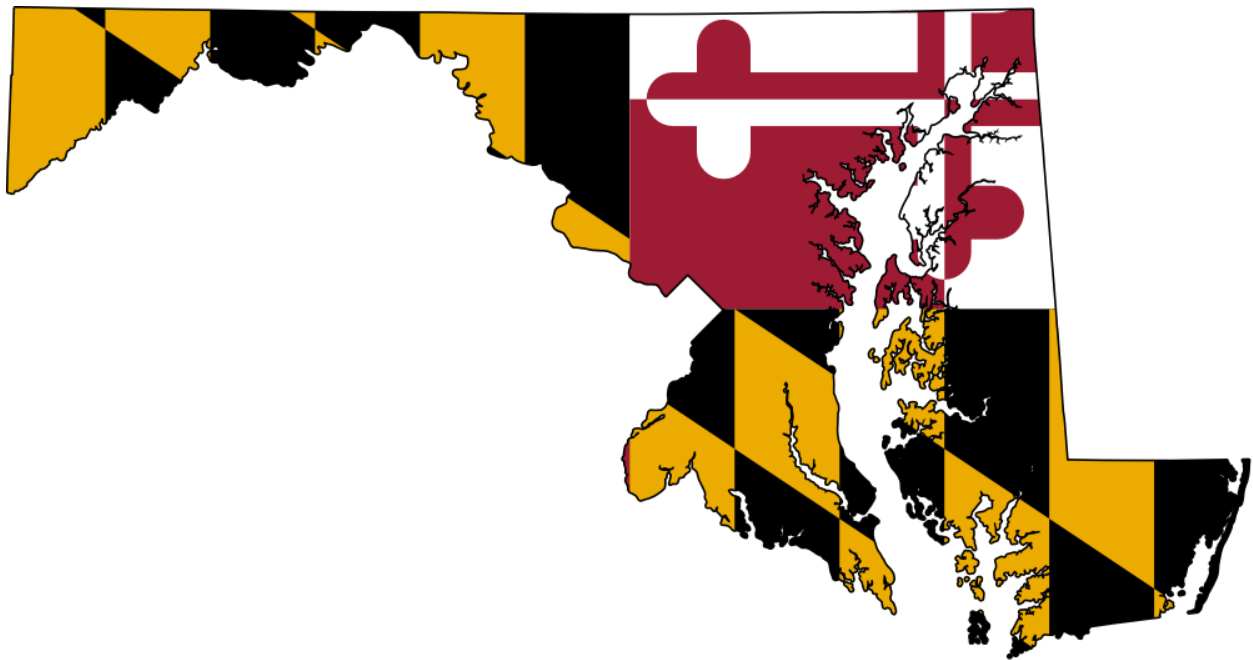


SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM OUTREACH GUIDELINES



**DEPARTMENT OF HUMAN
SERVICES**

FFY 2019 – FFY 2021

1. BACKGROUND AND PURPOSE

The State of Maryland Department of Human Services (DHS) under the guidelines of the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) submits a comprehensive plan to administer the Supplemental Nutrition Assistance Program (SNAP) Outreach Program created through the Food and Nutrition Act (Section 11(e)(1)(A), as amended). During Federal Fiscal Year (FFY) 2019, DHS intends to submit a three year Plan to fund and coordinate the SNAP Outreach services.

The purpose of the State Plan is to collaborate with FNS and to ensure the general public is informed and educated about the SNAP benefits available to individuals and families that may qualify, but are not aware of the program. In addition, outreach services are designed to address the misinformation and stigma associated with receiving SNAP benefits. SNAP serves as the primary safety net to address issues of hunger within the State of Maryland. The benefits are used to support individuals' and families' ability to purchase and obtain healthy food choices and to prevent hunger.

In addition to the positive benefits of reducing hunger in Maryland, the use of SNAP benefits has a positive economic impact. It has been shown that every SNAP dollar spent results in an additional \$1.80 in additional spending¹. Such action produces an affirmative impact on local grocery stores, farmers' markets, and/or other locations where SNAP benefits may be used.

A third benefit of the SNAP Outreach Program is that it allows Maryland to develop a comprehensive community based outreach infrastructure which provides greater flexibility and access for residents and supports Local Departments of Social Services (LDSS). The SNAP Outreach Program has no direct bearing on the State General Funds. This program is funded through federal funds and private contributions from program partners.

2. COMMUNITY PARTNER ELIGIBILITY REQUIREMENTS

A. Organizational Qualifications

DHS will administer the SNAP Outreach Program in partnership with Community Based Organizations (CBOs). To be eligible for funding, if not administered through a local government agency, an organization may submit an application to become a SNAP Outreach partner if it meets the following criteria:

1. Be a verifiable tax-exempt organization as defined by the Federal Internal Revenue Service.
2. Its mission aligns with the goals and priorities of the SNAP Outreach Program.
3. Has demonstrated capacity to satisfactorily administer complex government funded programs.

¹ FNS Guidance 2017, page7.

B. Programmatic Requirements

Each interested, qualified, and eligible CBO must submit a SNAP Outreach Plan using a template embedded in this document. The plan must adhere to all elements of the directions within this document. The CBO shall use SNAP Outreach funds to implement allowable activities specified in the program guidelines and any subsequent policies issued by DHS. The CBO shall:

1. Develop a comprehensive outreach plan to educate, inform, and assist residents of the state in applying for SNAP benefits.
2. Develop the outreach plan in accordance with the FNS SNAP Outreach Plan Template and address all sections.
3. Ensure the maintenance of the equipment purchased or leased through the outreach budget.
4. Comply with all reporting requirements including program and fiscal reports on the schedule identified in this plan.
5. Comply with all requirements regarding access to services for individuals with Limited English Proficiency. SNAP Grantees must provide translation, and/or interpretation services to this population.
6. Submit all SNAP Outreach literature and marketing materials to be reviewed and approved by DHS.
7. Develop marketing tools in accordance with the federal spending limit of \$5.00 per each item.
8. Ensure confidentiality and appropriate user agreements are signed by active SNAP Outreach staff who have access to DHS databases (i.e. myDHR).
9. Ensure compliance with protocols for deactivating staff that no longer need access to myDHR.
10. Provide any resident applying for SNAP benefits with all information needed to successfully submit an application for SNAP benefits.
11. Inform clients of their rights and responsibilities under the SNAP benefits program.
12. Assist potentially eligible individuals with applying for SNAP benefits. The application process shall comport with the federal guidelines 5 C.F.R. §§ 400.53 and 400.59.
13. Inform SNAP applicants of their rights to appeal in the event they disagree with the decision of DHS regarding their application.
14. Follow-up with recipients to ensure the completion of their first re-determination for SNAP by the start of the recipient's fifth month of receiving assistance.
15. Create informational resources for those individuals and/or families who do not qualify for SNAP benefits such as local food pantries and other low cost food sharing programs.

C. Administrative Requirements

In addition to assisting individuals and families apply for SNAP benefits, the CBO may enter into similar contractual sub-agreements with other organizations in order to maximize the impact. Any CBO that chooses to establish a third-party agreement shall follow the same guidelines. The parties must enter into formal sub-agreements. The lead CBO shall create a process for ensuring that the subcontractor is compliant with Federal and State Outreach policies. At a minimum, the lead CBO shall:

1. Require subcontractors to use and/or abide by the CBO's SNAP Outreach processes, procedures, and requirements.
2. Meet routinely with the subcontractor to discuss issues related to SNAP Outreach.
3. Have clear procedures for the reimbursement arrangement between the lead CBO and the subcontractor.

4. Develop a method for monitoring subcontractors and to share that methodology with the State Project Officer for SNAP Outreach.
5. Maintain a record of all outreach expenditures and submit a quarterly expenditure report to the State Project Officer and maintain records of all expenditures for a period of no less than three (3) years following the FFY of the expenditures.
6. Develop corrective action procedures to use in the event the subcontractor fails to perform to expectation.
7. Upon request, make case files, accounts, and records available to State or Federal staff authorized to inspect such records for purposes of monitoring performance and performing audits.

D. Allowable Activities

The following table (Table A) lists the allowable activities permitted to be implemented utilizing SNAP Outreach funds. The Allowable Activities column indicates the identified federal activities. The Allowable Activities Examples are federal examples with specific State application. DHS recognizes and values the diversity of prospective SNAP Outreach partners, in terms of organizational capacity and complexity; therefore, SNAP Outreach proposals that constitute all or only a portion of the allowable activities are acceptable.

Allowable Activities (Table A)

Allowable Activities	Allowable Activity Example
Eligibility pre-screening	Use of a paper or electronic tool to inform potential applicants that they may be eligible and potentially how much they may be eligible for. <ul style="list-style-type: none"> • State of Maryland paper applications. • Electronic submission – myDHR.
Application assistance	Assistance completing the application, including delivery of the application to the LDSS office. <ul style="list-style-type: none"> • Outreach worker must assist with the application from start to finish and is responsible for submission.
Assistance obtaining application verification documents	Informing potential clients which documents may be needed and making copies of verification documents. <ul style="list-style-type: none"> • Providing the applicant with the use of the pre-printed envelope that specifies what documents are needed to apply for SNAP benefits. • Meet with the applicant to review documents to ensure accuracy.
Information dissemination in locations where low-income people gather	Distribution of information at the employers of low wage workers. <ul style="list-style-type: none"> • Requires written agreements with employers. • Requires written agreement with churches or other locations. • Centers or programs for immigrants who meet the required eligibility period of the 5 year residency.
Outreach exhibit or booth at a community event	Set-up and staffing of an outreach booth at annual community fairs. <ul style="list-style-type: none"> • CBO must specify the name, date, and location of community events. • CBO must have written documentation to show their involvement in the program. • CBO may use reinforcement materials to distribute at the event.

Allowable Activities	Allowable Activity Example
Conducting outreach workshops with community organizations at their locations	SNAP Outreach fair at a senior center. <ul style="list-style-type: none"> • Requires written documentation of workshop, date, location, and primary contact person. • Number of attendees must be recorded by primary contractor.
Toll-free information line to provide information to potential clients	A Statewide 1-800 information number for potential clients to connect to their local offices.
Development of printed educational or informational materials for clients	Development and printing of a brochure outlining the benefits of participation in SNAP. <ul style="list-style-type: none"> • Brochures developed must comply with FNS information and be approved by DHS. • Civil rights compliance statement must be included.
Use or customization of FNS outreach materials for clients	Hiring a graphic shop to customize and print the FNS posters with the phone number of the local office. <ul style="list-style-type: none"> • Civil rights compliance statement must be included.
Training or train-the-trainer programs for SNAP Outreach workers	Training of local community partners to run outreach seminars by the primary outreach contractor. <ul style="list-style-type: none"> • Training dates must be listed. • Location of trainings must be listed. • Training participants must be listed. • Certificate of attendance must be provided and a copy maintained by the training provider.
Translation of materials and bilingual accommodation to convey eligibility requirements and assist people with Limited English Proficiency during the application process	Translation of outreach materials into the predominant non-English language in the community. <ul style="list-style-type: none"> • Ensure compliance with interpretation and translation requirements.
Program Recertification Activities	CBOs shall reach out to recipients enrolled for a 5 month follow-up for the 1 st re-determination.

E. Prohibited Activities

These activities are not reimbursable with Federal funds under SNAP, although they may be funded through other mechanisms. Since these activities are not supported by Federal funds, costs associated with these activities cannot be counted as an outlay towards SNAP. FNS reimburses State agencies for 50 percent of all allowable outreach costs. The State has the responsibility to monitor and determine appropriate use of SNAP Outreach funds. Unallowable costs cannot be charged to the Federal government or put up as a non-Federal share towards the 50 percent reimbursement. The prohibited activities include, but are not limited to:

1. Recruitment activities designed to persuade an individual to apply for SNAP benefits. Prohibited recruitment activities are those designed to persuade an individual to apply for SNAP benefits through the use of persuasive practices. Persuasive practices constitute coercing or pressuring an individual to apply, or providing incentives to fill out an application.
2. Radio, television, and billboard advertisements that promote SNAP benefits and enrollment. This prohibition on using Federal funds does not apply to advertisements for Disaster SNAP. This prohibition also does not apply to social media, so long as the message is not a recruitment activity designed to persuade people to apply for SNAP benefits.
3. Any agreements with foreign governments designed to promote SNAP benefits and enrollment.

4. Activities related to determining the eligibility of a SNAP applicant. This is a certification activity and is the responsibility of State merit employees under the authority of the State. Certification activities are not included in outreach plans.
5. Activities related to authorizing retailers for EBT.
6. Activities that solely benefit programs other than SNAP, including Temporary Aid for Needy Families (TANF) and Medicaid. Activities that benefit multiple programs must be appropriately cost allocated.
7. Acting as an authorized representative for applying, receiving SNAP benefits at issuance, or food purchasing.
8. Provisions of tokens, vouchers, or similar items for transportation of clients to or from the local SNAP office. For example, a transit agency could donate bus vouchers for use by potential SNAP clients to travel back and forth to the local SNAP office at no expense to the State agency.
9. Lobbying activities are prohibited.

3. PROGRAM REPORTS AND INVOICES

The Grantee shall submit quarterly and annual reports to the designated Project Officer according to instructions in this section.

- A. Each CBO is responsible for submitting a comprehensive report at the end of each federal fiscal year quarter. The reporting process is the means by which CBOs will document their progress and inform the State of their financial expenditures. These reports are submitted as a comprehensive document and will be used by the State to evaluate the CBO's performance.
- B. Quarterly Reports are due no more than 30 days from the end of the FFY quarter. (If this date falls on a weekend or holiday, it is due the next business day):
 - First Quarter – January 30
 - Second Quarter – April 30
 - Third Quarter – July 30
 - Fourth Quarter – October 30
- C. Quarterly CBO reports consist of the following:
 - Program Activity Report for the designated quarter
 - Invoice for the reporting quarter
 - Expenditure reports with backup documentation for the designated quarter
- D. Quarterly CBO reports must be submitted in its entirety along with the invoice submission.
- E. The Final SNAP Outreach Program Report is due to the State of Maryland annually on November 15th of every year.

- F. Each CBO will receive a report template for the Program Activities, Invoice, and Expenditure reporting. These documents will be prepared by DHS and provided at the beginning of the contract period. Specific instructions for completion of these documents will be provided during the SNAP Program Orientation held prior to the start of the new Federal Fiscal Year.
- G. Special Reports are required in the event of an unusual incident or circumstance that may occur.
- H. Each invoice must be accompanied with supporting documentation as outlined in the Family Investment Administration Contract Monitoring and Invoice Protocol manual.

4. MEETING REQUIREMENTS

Prior to and during each fiscal year, DHS will sponsor a series of meetings to focus on SNAP Outreach and issues related to hunger in the state. The meetings and purpose are highlighted below.

- A. **Pre Award Meeting** – This meeting will be held approximately two weeks after the release of the SNAP Outreach guidelines. The purpose of this meeting is to explain the SNAP Outreach Program to potential participating organizations and to clarify any issues related to the preparation of the SNAP Outreach Plan.
- B. **Post Award Orientation** – This meeting is generally held in September, specifically for the organizations that have been tentatively approved for participation in the SNAP Outreach Program. The purpose of this meeting is to inform and clarify any policy or training concerns related to SNAP Outreach. This is a mandatory meeting for all recipients. DHS will provide an advance notice regarding the meeting location.
- C. **Food Supplement Program Workgroup Meetings** – This is a monthly meeting held at DHS. All SNAP Outreach partners are required to attend. The meetings are composed of CBOs, the Farmers’ Market, DHS staff, and other stakeholders who work on hunger and poverty alleviation initiatives. The purpose of these meetings are to primarily discuss topics related to hunger in Maryland. Discussions are based on current events happening in the State and sometimes nationally regarding benefits for our citizens. The meetings serve as an opportunity for CBOs to network while engaging DHS regarding SNAP Policy challenges and opportunities.

5. MONITORING AND EVALUATION

- A. Performance Measures

In assessing the effectiveness of the SNAP Outreach Program performance, SNAP Outreach partners shall comply with the following performance measures:

1. 95% of all stated target goals and activities are implemented.
2. 100% accuracy and timely submission of quarterly reports, including invoicing and expenditure.

3. 100% adherence to program budget.

B. Program Monitoring

DHS has a clear mandate to monitor and evaluate the effectiveness of statewide SNAP Outreach programs. This will be done through ongoing contract monitoring, regular meetings with CBOs, and technical assistance provisions. Monitoring efforts will focus in all key areas including program expenditures, adherence to policies, and delivery of intended outcomes. DHS will assess the performance measures through contract monitoring. If the monitoring results in findings, the following steps will occur:

1. DHS will issue a letter of corrective action to the CBO, indicating five (5) business days to respond with a corrective action plan (CAP) from the date of receipt.
2. DHS will review the CAP within five (5) business days of receipt. If the CAP is insufficient, the CBO shall have seven (7) business days to revise the CAP and resubmit it to FIA which will then have five (5) business days from the date of receipt to approve or deny the CAP.
3. With DHS’s approval, the CBO shall have thirty (30) days to implement the CAP. If the CBO fails to remedy the performance issue, DHS may terminate the SNAP Outreach funding within 30 days following the end of the corrective action period.

6. SNAP OUTREACH NEEDS

In 2016, DHS worked with the U.S. Census Bureau to assess SNAP accessibility. This study was conducted using the 2014 and 2015 Maryland SNAP administrative records linked to the 2015 1-Year American Community Survey data. While the levels of accessibility vary by jurisdictions and different age groups, the study shows that older individuals are the least likely to access SNAP benefits. The table below provides accessibility data for each Maryland jurisdiction. We strongly encourage all partners submitting proposals to join the State’s SNAP Outreach CBO network to consider underserved populations and geographic locations. The red highlighted section on the table represents a group, which has an accessibility rate below 50% of the potentially eligible population. The yellow highlighted section represents an accessibility rate above 50%, but below 75% of the potentially eligible population.

	Total Est. Access Rate	0-17 Est. Access Rate	18-29 Est. Access Rate	30-39 Est. Access Rate	40-49 Est. Access Rate	50-59 Est. Access Rate	60-69 Est. Access Rate	70+ Est. Access Rate
Allegany	73.7	91.9	58.3	85.0	90.4	67.3	50.9	40.1
Anne Arundel	70.7	83.8	68.2	79.5	76.7	75.0	40.4	20.6
Baltimore	70.9	87.6	71.7	76.2	74.2	69.3	41.3	33.0
Baltimore City	80.9	93.5	76.6	87.5	81.9	73.8	66.1	52.3
Calvert	71.1	86.3	89.5	96.3	80.5	63.4	A	21.3
Caroline	80.8	91.1	80.5	81.4	86.0	72.5	54.0	68.9
Carroll	68.9	84.9	77.6	65.4	70.3	68.5	51.1	30.4
Cecil	73.8	86.9	63.9	81.5	75.5	86.9	41.1	29.6

	Total Est. Access Rate	0-17 Est. Access Rate	18-29 Est. Access Rate	30-39 Est. Access Rate	40-49 Est. Access Rate	50-59 Est. Access Rate	60-69 Est. Access Rate	70+ Est. Access Rate
Charles	72.3	82.1	72.2	80.9	79.9	66.4	47.1	35.0
Dorchester	79.2	94.5	82.9	79.6	75.0	65.5	51.6	57.0
Frederick	66.3	79.5	62.2	73.7	69.2	53.9	63.8	29.8
Garrett	57.6	48.8	70.7	67.2	45.6	64.1	49.2	57.7
Harford	68.0	83.8	66.8	85.8	72.1	59.4	31.3	26.3
Howard	71.2	87.2	74.1	82.2	79.0	59.3	36.8	43.0
Kent	76.8	91.5	71.4	83.8	82.0	82.6	86.3	A
Montgomery	58.8	77.0	45.7	67.1	58.7	53.5	32.1	40.1
Prince George's	68.8	82.8	62.9	72.4	66.1	63.7	50.5	35.5
Queen Anne's	80.3	96.7	76.8	100.0	77.3	66.4	72.3	A
Somerset	81.7	92.9	73.1	68.2	85.9	93.4	88.3	A
Saint Mary's	86.6	93.0	92.7	81.4	95.9	82.5	44.3	61.4
Talbot	73.7	97.9	71.4	100.0	97.0	58.8	49.7	A
Washington	79.3	98.5	85.3	92.0	79.5	60.0	44.8	35.5
Wicomico	74.0	81.7	69.9	80.8	78.1	54.5	58.1	57.4
Worcester	67.6	86.1	76.1	67.9	87.6	47.8	52.4	17.2

Source: Maryland SNAP administrative records (2014-2015) linked to the 2015 1-year ACS.

Note: Cells that do not meet minimum size requirements for disclosure show A.

7. OUTREACH PLAN FORMAT

A. Cover Page/Contact Information/Signatures

The cover page of the proposal shall include all contact information for those with signatory authority for any contractual arrangements. The cover page shall be on letterhead and signed by the agency representative.

Insert Name of Applicant Organization
Address:
Three-Year Plan for SNAP Outreach

Fiscal Year: FFY 2019 – FFY 2021
Federal Tax ID:
Total Amount Requested:

Primary Contacts: Complete the table with the name, title, phone, and e-mail address for personnel who should be contacted with questions about the SNAP Outreach plan. Add additional rows if needed.

Name	Title	Phone	E-mail
<i>Insert more rows as needed.</i>			

Certified By:
 <Signature of Authorized Person>

_____ Date

Organization’s Leader

Print Name

Certified By:
 <Signature of Authorized Person>

_____ Date

Organization’s Fiscal Reviewer

Print Name

B. Introduction

Use one page to document all requested information under Eligibility Requirements from Section 2 as described above.

C. Statement of Need

Provide a concise description of the need for the projects. Include data such as trends in SNAP participation and the incidence of hunger and food insecurity. Include the source and date of the data. Additional data such as demand for emergency food providers, poverty rates, unemployment rates, or other similar information may also be provided to support the need (Suggested length: Not more than 2 pages).

D. Outreach Plan Summary

This segment consists of two parts: Executive Summary and Project Summary. Ensure the narrative in the Executive Summary is a concise representation or description for this proposed plan. Be certain to speak to the projection of this plan covering a three-year period.

1. **Executive Summary:** Provide an overview of your outreach plan. Briefly describe your goals and expected results. Include the target audiences and the outreach strategies that will be implemented. Be sure to identify partnerships that may be involved with this plan. Give a general description of your evaluation plan or the manner in which you will assess your strategy. The results of the evaluation plan should speak to any planned adjustments for year two or three (Suggested length: Not more than 1.5 pages).

2. **Project Summary:** Complete the table to provide a summary of the projects/initiatives you will implement. Give each project/initiative a number and a title. Refer to each project/initiative by number and title throughout the rest of your outreach plan. Add more lines as needed. The first row of this table is completed to provide an example.

PROJECT SUMMARY TABLE

Project Number	Title	Geographic Area	Target Audience	In-House or Contract
1	Train the Trainers	Baltimore County	CBO Staff	In-house or Contractor
2				
3				
4				

E. Outreach Project Details

Outreach Project Details Table: Complete this section for each project listed in the Summary of Projects Table in Section 7.D.2 as described above. Reminder: Copies of memoranda of understanding (MOUs)/contracts must be available upon request.

Complete the template below (Suggested length: Not more than 2 pages for each project).

PROJECT DETAILS TABLE

Project Number:	List the Project Title as noted in the table in Section 7.D.2.		
Goals	List the goals of the project on an annual basis for the three-year period. The goals should be measurable (a numeric goal, if possible) . If the goals do not directly result in a FSP benefit application submission, justify the need for the activity.		
Target Audience	Indicate the number of people assisted whether the assistance was a contact, pre-screened, assisted application, approved application, etc.		
Timeline	Start	October 1, 2018	End September 30, 2021
Description of Activity	Provide a description of the activity and how it will be implemented on an annual basis for the three year period.		
Subcontractor	If a subcontractor will be hired, list the name of the subcontractor. Indicate if there is no subcontractor. Subcontractors may be community or faith-based organizations, local SNAP offices, food banks or pantries, retailers, or other community organizations. Obtaining a letter of commitment from your partners is a good example of project management. It is suggested that you obtain such a letter from each partner and maintain the letter in your files.		
Tax ID of Subcontractor			
Role of the Subcontractor	Describe the role of the subcontractor. Add rows for additional sub-recipients, if necessary.		
Role of the State Agency	Technical assistance and monitoring.		
State/CBO funding source			
Volunteers	Are volunteers involved in this activity: Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, in what capacity?		
Evaluation	Explain how the project will be evaluated. Include your data collection and		

	analysis plan. Note if your evaluation will be able to assess how many people are reached by the outreach activities that were certified or denied for SNAP benefits.
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F. Outreach Project Staffing Details

Staffing Table: Use this table as a worksheet to calculate the staffing cost charged to your outreach plan (an attached Excel spreadsheet calculator is attached titled “SNAP Outreach Staffing Budget”). **The staffs listed are those directly involved in the provision or supervision of the project or outreach plan.** Add more lines to the table as needed. The total of Column F should be placed in the personnel line item (Column F, Row G) on your budget summary table in Section 7.G.1. The first row of this table is completed to provide an example.

Staff PersonTitle	Name of Staff Person	(a) % FTE Outreach	(b) Salary	(c = aXb) Outreach Salary	(d) Benefits Rate	(e = cXd) Outreach Benefits	(f=c+e) Total
Outreach Worker	Smith, Joe	50%	\$25,000	\$12,500	20%	\$2,500	\$15,000
<i>Insert more rows as needed.</i>							

G. Outreach Budget Summary and Narrative

1. **Budget Summary Table:** Complete the budget detail table. The table rows and columns are labeled. Enter the personnel costs from your staffing table in Section 7.F, the total of Column F into Row G. If there are no contracts, leave Row Q blank.

State of Maryland
 Department of Human Services
 SNAP Outreach Guidelines

BUDGET SUMMARY						
	Non-Federal Funds					
Expenses	(a) Public Cash	(b) Public In- kind	(c) Private Cash	(d=a+b+c) Total	(e) Federal Funds	(f=d+e) Total Funds
(g) Personnel (Salary and Benefits)						
Other Direct Costs						
(h) Copying/Printing/Materials						
(i) Internet/Telephone						
(j) Equipment and Other Capital Expenditures						
(k) Supplies and Non-Capital Expenditures						
(l) Building/Space						
(m) Other						
Subtotal Other Direct Costs (n=h+i+j+k+l+m)						
Travel						
(o) Long Distance						
(p) Local						
Subtotal Travel (q=o+p)						
(r) Contractual						
(s=g+n+q+r) Total Personnel, Direct Costs, Travel, and Contractual						
(t = indirect cost rate X s) Indirect Costs						
(u=s+t) TOTAL						

2. **Budget Narrative/Justification:** Provide a budget narrative that explains and justifies each cost and clearly explains how the amount for each line was determined. Be sure to provide details for what is included in the line labeled “other” on the line item budget (Suggested length: Not more than 2 pages each).

Justification Example: Local travel is calculated at 6 round trips from Capital City to Newtown to train outreach workers. Each trip is 120 miles round trip (6x120=720 total miles). The mileage rate is \$.485. The total cost for local travel is 720x\$.485=\$349.20.

The budget narrative should be in the following format:

(g) Personnel (corresponds with Line G on the budget detail table)

List each person who is part of this project, his/her title, whether full-time or part-time, and a description of his/her duties and responsibilities that are directly related to the implementation of the plan. This should not include administrative staff such as fiscal or human resources, unless those staff participate in conducting outreach services. Please use the attached Excel spreadsheet calculator titled “SNAP Outreach Staffing Budget.”

For example: Jane Doe, Outreach Worker (.5 FTE) – will conduct pre-screening for FSP eligible clients and assist them in applying for benefits. She will assist the shelter and office clients apply for FSP using myDHR. She will provide FSP related outreach to clients during their wait to meet with their case manager or their employment and training advocate. Annual salary = \$16,000 x .50 time devoted to the project = \$8,000. Fringe benefits of 10% = \$800 for a total personnel cost of \$8,800.

(h) Copying/Printing/Materials

Provide details/breakdown of what this budget line will cover.

(i) Internet/Telephone

Provide detail of what this line item will cover.

(j) Equipment and Other Capital Costs

Provide detail of what this line item will cover.

(k) Supplies and Non-Capital Expenditures

Provide detail of what this line item will cover.

(l) Building Costs

Use the attached Excel spreadsheet calculator titled “SNAP Outreach Building Space Cost.”

- The template is set-up for four different locations should your organization have more than one office/location.
- There are two tabs (worksheets) per location. Only fill in the yellow highlighted cells; formulas have been included. Therefore, calculations are automatic.
- The first tab (worksheet) is the “Location Staff.” Enter your staff person’s title, name, and the percentage of time the person does SNAP Outreach (must be entered with the percentage sign or as a decimal). The second tab is the “Location Cost” where you enter information in the yellow highlighted cells – Total Square Feet (Row 8/Column B), Total Staff (Row 9/Column B), and Yearly Rent (Row 18/Column B).

(m) Other

This section is for other SNAP Outreach expenditures that do not specifically fall under any other itemized budget category (i.e. depreciation, etc.).

(o) Long Distance Travel

Provide detail of what this line item will cover.

(p) Local Travel

Provide detail of what this line item will cover. Please also allocate travel expenses for attending the quarterly FSP Workgroup meetings.

(r) Contractual

Provide detail of what this line item will cover where there is a formal contract in place with the CBO.

(t) Indirect costs

Provide detail of what this line item will cover. If indirect costs are more than 10% the CBO will have to provide their approval letter from the federal government or cognizant agency.

H. Assurances

Check to Indicate You Have Read and Understand the Assurance Statement	Assurance Statement
<input type="checkbox"/> Initials: _____	The <<Insert organization name>> is accountable for the content of its outreach plan and will provide oversight of any subcontractors.
<input type="checkbox"/> Initials: _____	The <<Insert organization name>> is fiscally responsible for outreach activities

	funded under the plan and is liable for repayment of unallowable costs.
<input type="checkbox"/> Initials: _____	Outreach activities are targeted to those potentially eligible for benefits.
<input type="checkbox"/> Initials: _____	Cash or in-kind donations from other non-Federal sources have not been claimed or used as a match or reimbursement under any other Federal program.
<input type="checkbox"/> Initials: _____	If in-kind goods and services are part of the budget, only public in-kind services are included. No private in-kind goods or services are claimed.
<input type="checkbox"/> Initials: _____	Documentation of <<Insert organization name>> costs, payments, and donations for approved outreach activities are maintained by the <<Insert organization name>> and available for FIA review and audit.
<input type="checkbox"/> Initials: _____	Program activities are conducted in compliance with all applicable federal and state laws, rules, and regulations including Civil Rights and federal regulations governing cost issues.
<input type="checkbox"/> Initials: _____	Program activities do not supplant existing outreach programs, and where operating in conjunction with existing programs, enhance, and supplement them.
<input type="checkbox"/> Initials: _____	Program activities are reasonable and necessary to accomplish outreach goals and objectives.

By signature on the cover page of this document, the <<Insert organization name>> organization leader and fiscal reviewer certify that the above assurances are met.

8. SNAP OUTREACH PLAN SUBMISSION

The proposed outreach plan is due by **5:00 p.m. on Friday, June 8, 2018**. It must be submitted electronically in Microsoft Word, Microsoft Excel, and as a PDF no later than June 8, 2018. No electronic submissions will be accepted after the designated date and time.

Applicants shall simultaneously submit their SNAP Outreach Plan proposals in separate volumes:

- A. Volume I – OUTREACH PLAN – should be submitted as both a word document and as a PDF with signatures. Both should be submitted no later than June 8, 2018, at 5:00 p.m.
- B. Volume II – BUDGET PROPOSAL – SNAP Outreach Plan budget documents are required to be submitted as Microsoft Excel workbooks. This volume should include three Microsoft Excel workbooks for each fiscal year: Staffing Budget, Building Space Cost, and Overall Budget Summary.

9. ATTACHMENTS TO THE SNAP OUTREACH PLAN

Each CBO should submit the following attachments along with its SNAP Outreach Plan:

- A. SNAP Outreach Overall Budget Summary (Excel Workbook).
- B. SNAP Outreach Staffing Budget (Excel Workbook).
- C. SNAP Outreach Building Space Cost (Excel Workbook).
- D. Data Sharing Agreements.
- E. Confidentiality Forms.
- F. Community Partnership Agreement for the use of myDHR (as applicable).
- G. User agreements for new staff (as applicable).
- H. Copy of release of information forms that clients will sign to authorize your organization to communicate with DHS and other providers as needed to serve them.
- I. Indirect Cost Percentage approval letters if required.
- J. A document listing other government grants. These may be local, state, or federal government. The list shall include the name of the Grantor, amount, purpose, and funding period.
- K. A copy of the most recent independent final audit.

10. GLOSSARY OF TERMS

Application Assistance: Provision of help to clients in completing the SNAP application and gathering verification documents. Application assistance is usually provided by community based outreach workers. It may include delivery of signed applications to the local office. Application assistance does not include interference with the SNAP interview. Application assistance provides support to the client during the application phase which can lead to a more complete application, fewer trips to the local office, and easier processing for the eligibility worker.

Billboard: Outdoor, large format advertising display, either permanent or portable, which is used to advertise or inform along a roadway; does not include large signs and banners intended for viewing predominantly by individuals not travelling along a roadway.

Capital Equipment: Non-expendable property having a value of \$5,000 or more per item at the time of acquisition. Capital equipment must be inventoried and accounted for every two years by a physical inventory process. Capital equipment must be disposed of in accordance with Federal property management requirements.

Civil Rights Instruction 113-1: This instruction establishes and conveys policy, and provides guidance and direction to the USDA FNS and its recipients and customers. It ensures compliance with and enforcement of the prohibition against discrimination in all FNS nutrition programs and activities, whether federally funded in whole or not.

Cognizant Federal Agency: The Federal agency identified by the Office of Management and Budget (OMB) that is responsible for establishing indirect cost rates for a given organization.

Community Based Organization (CBO): The organization or person to which a State agency, as a Grantee, takes an agreement to conduct outreach activities. Federal funds reimburse the State agency for up to half of its allowable administrative costs, including outreach. The Grantee, in turn, generally will reimburse CBOs for up to half of their allowable costs. The CBO is accountable to the Grantee for the use of funds provided, and the Grantee is accountable to FNS for the use of all Federal funds provided.

Contracted Activities: State outreach plan activities that are implemented on behalf of the State by an outside organization with a formal contract in place with the State agency. Subcontractors have the formal contract with the CBO.

Depreciation: The process of allocating an appropriate portion of the cost of acquiring a building or a piece of equipment to each year the property is used in program operations. Depreciation cost measures the State agency's or CBO's "consumption" of its investment in the property. For example, consider a State agency that purchases a building for \$500,000; plans to use it for 15 years; and expects to sell it for \$25,000 at the end of that period. The State agency would compute its annual depreciation as follows:

- A. Compute the building's depreciable cost:
 - Acquisition cost of building: \$500,000
 - Less Building's scrap value: \$25,000
 - Land on which building stands: \$100,000
 - Non-depreciable items: (\$125,000)
 - Depreciable Cost: \$375,000
- B. Compute the building's annual depreciation cost:
 - Depreciable Cost: \$375,000 (\$25,000 annually)
 - Years of Useful Life: 15

The State agency would include the \$25,000 of depreciation cost in its FNS 778 report to FNS and draw 50-percent of it from its Letter-of-Credit.

Depreciation Schedule: The documentation that supports the depreciation cost a State agency or CBO claims for SNAP reimbursement each fiscal year that it uses depreciable assets in SNAP operations. In the above example, the State agency's depreciation schedule would provide for annually charging \$25,000 of depreciation cost on the building. If the State agency made enhancements to the property that substantially increased the property's value and/or prolonged its useful life, these expenditures would add to the property's depreciable cost. That, in turn, would require conforming adjustments to the depreciation schedule.

Federal Fiscal Year (FFY): The FFY that runs from October 1st of one year through September 30th of the following year.

Grantee: The agency of the State responsible for administering SNAP. Federal funds are paid to this agency for all food costs and for up to 50 percent of all non-food expenditures, including program administration and outreach. The Grantee, in turn, may make agreements with local agencies (CBOs) to conduct outreach activities. Federal funds are made available to pay for half of all allowable outreach costs on a reimbursement basis.

Indirect cost rate: A rate typically computed by summing all indirect costs then dividing the total by the Modified Total Direct Costs. The resulting percentage is applied to each grant to determine their share of the indirect or overhead costs. Indirect cost rates applied in the outreach plan must be documented through an indirect cost plan that is approved by a cognizant agency.

Lobbying: Any activity or material to influence Federal, State, or local officials to pass or sign legislation; or to influence the outcomes of an election, referendum, or initiative.

Non-Capital Equipment: Property having a value of less than \$5,000 per item at the time of acquisition. This equipment is generally treated as supplies and is not required to be included in any property management system. Treatment and disposition of non-expendable equipment should be done in accordance with State or local property management requirements.

Non-Contracted Activities: State outreach plan activities that are implemented directly by the State agency using State personnel.

Non-Federal Public Agency: A State or local government agency or entity, including State universities and colleges, and instrumentalities of the State, such as organizations that are chartered by State or local governments for public purpose.

Nutrition Education: A set of learning experiences designed to facilitate the voluntary adoption of eating, physical activity, and other nutrition-related behaviors conducive to health and well-being for those on a limited budget.

Outreach: Educational and informational efforts that provide factual information about the nutritional and other benefits of participating in SNAP, as well as basic information about how to apply, directed to nonparticipating but potentially eligible people. Also referred to as “program informational activities.” These program informational activities accomplish the following: 1) inform low-income households about the availability, eligibility requirements, and application procedures, 2) provide information about the nutritional benefits of SNAP, 3) correct myths and misperceptions about SNAP, and 4) allow individuals to make a well-informed decision about whether or not to apply based on accurate information. Allowable outreach activities do not include recruitment activities. See the definition of “recruitment activities” for more information.

Outreach Plan: An official written document that describes outreach activities to be delivered. It should describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

Pre-Screening: The process by which potentially eligible people are asked basic eligibility questions (not the complete application) in order to estimate potential eligibility for SNAP. Sometimes, pre-screening also includes an estimate of the amount of benefits they could receive. Pre-screening is a way to educate low-income people who do not know they could be eligible for benefits. Pre-screening may be done on a computer or on paper.

Program Informational Activities: Activities to inform low-income households about the availability, eligibility requirements, application procedures, and the benefits of SNAP. Program Informational Activities are also known as outreach.

Recruitment Activities: Recruitment activities are those designed to persuade an individual to apply for SNAP benefits through the use of persuasive practices. Persuasive practices constitute coercing or pressuring an individual to apply, or providing incentives to fill out an application. Recruitment activities are unallowable costs.

Single Language Minority: A group of low-income households that speak the same non-English language and do not contain adults fluent in English.

SNAP Applicant: Households who have applied for SNAP benefits.

SNAP Eligible: Persons who meet criteria for participation in SNAP as described in Federal legislation and regulations.

Taxpayer Identification Number (TIN): An identification number used by the Internal Revenue Service (IRS) in the administration of tax laws. It is issued either by the Social Security Administration (SSA) or by the IRS. A Social Security number is issued by the SSA whereas all other TINs are issued by the IRS.