Q & A for SNAP OUTREACH AND EDUCATION

**OUTREACH**

* RFA Section 12.0: Application Content and Instructions – Some of the components have (page limit) next to them, but don’t specify an actual page limit. What are the page limits for each component of the application? There is no page limit, you may submit per your agency’s preference.
* RFA Section 12.2.E: If we are a state university, how do we address the information on Board of Directors. Can we just focus on key staff? You may focus on supervisor/directors in leadership roles that supervise key staff in your department.
* The purpose listed in the scope of work where reach is indicated seems to be for SNAP-Ed rather than SNAP Outreach. It is focused on number of individuals making healthy food choices within a limited budget and choose physically active lifestyles. Can you confirm what reach should be based on?

Yes, thank you for pointing this out. It has been revised to say:

“To raise awareness of Food and Nutrition Services Program benefits, eligibility requirements and application procedures to an estimated \_\_\_\_\_\_ potentially eligible low-income individuals residing in \_\_\_\_\_\_ counties.”

I have also added the table to assist with what reach is based on.

* Can you provide some guidance on the relationship between the performance requirements in the scope of work and performance measures in contract package A? It seems that some are similar, such as social media, but others such as print media in the scope of work don’t seem to have a specific performance measure. It is the same format.

“Number of individuals targeted through print media.”

 Explain the type of social media being used and number of individuals targeted.

 Example: (1) “The Contractor shall provide advertisement through print media targeting an estimated 310,582 individuals with the purpose of providing eligibility requirements about the FNS program and how to apply as follows:”

1. *Explain type of print media being used*.
	1. “Articles about the benefits of SNAP/FNS and information on how to contact XXX for eligibility screening and application assistance will be printed in XXX partnering Extension Counties’ local newspapers.”
* We wanted to confirm that we do not need to address all performance measures and performance requirements. For ones that we do not plan to address, would we put “0” in the performance measures chart and delete them from the performance requirements section of the scope of work? You do not need to delete, please put N/A.
* The performance requirements section mentions to list the number of unduplicated participants. How would we indicate places where the same individual may be reached through more than one channel. As an example, distributing pamphlets (information dissemination) at a community event (outreach). We ask that you do your best to capture this and understand that it may not be 100%. Please look at location of reach, type of event, target audience and other factors that may help you with capturing this data. You can also consult with SNAP Outreach Coordinator.
* Do indirect costs require a match? Please look at Outreach Budget Detail excel worksheet, your agency can determine where to allocate cost for each line item. As long as your total budget has 50% federal, 50% non-federal, you should be good.
* Do we have flexibility to make changes to the sources of match funds during the grant period as long as they are allowable. As an example, a couple of sources of match funds we may include are a university trust fund and volunteer hours. We work with many student volunteers over the course of the year, but the number of volunteers/hours can vary from year to year. If we have more or less volunteer hours going towards SNAP Outreach than planned when we submit the grant, can we adjust the amount of match that comes from the trust for example? Once during the grant year, agencies can adjust the budget via the amendment process, which will occur around April.
* The RFA mentions providing proof of non-federal match on a quarterly basis of expenses charged to SNAP-Outreach contract. Would you be able to provide additional information on what type of documentation is needed? We have a verification letter that we will share with agencies. It lets us know that your agency understands and is following the requirement of the 50% match being non-federal funds.
* The instructions tab in contract package A mentions “incentives and participants” as an example of an “other cost.” We wanted to confirm that participant incentives for activities such as participating in a survey, interview or focus group to inform the development of our program and materials, such as providing input on messaging, communication channels, misperceptions about SNAP, etc., would be an allowable cost. This is the response from USDA: The primary purpose of SNAP Outreach is to inform and educate individuals about SNAP and assist individuals in completing SNAP applications. Research, focus groups, etc., are not allowable, however the provider can possibly conduct an outreach workshop and ask the attendees for input on messaging. You can also find a list of allowable activity on page 15-17 of the SNAP Outreach Plan Guidance here : [SNAP Outreach Plan Guidance July 2017 (azureedge.us)](https://fns-prod.azureedge.us/sites/default/files/resource-files/SNAP_Outreach_Guide_%20July_2017.pdf)
* There are a variety of components asked for in the RFA in different places and it’s a little unclear for some if they’re describing a new item or something that’s going to be included in one of the documents in the appendices or another section. Would it be possible to provide a checklist of each of the required documents to ensure that we are not missing anything? Yes, a checklist has been added to the RFA link, we will also work with you to make sure all required documents are submitted once the review process starts.

**EDUCATION**

* Can partner organizations be funded through SNAP-Ed and SNAP-Outreach grants simultaneously? Yes. An agency is allowed to be a SNAP-Ed and SNAP Outreach provider as long as the programs’ costs are separate and clearly delineated. Agencies can receive multiple funding streams from FNS as long as the agency is operating with program and fiscal integrity.
* Are data on the dollar amount of prior awards to partners publicly available? Yes. Agency may request this with the SNAP-Ed & Outreach Coordinator.
* Are the details of prior funded awards publicly available? You will find the information here. [Public Notices | NCDHHS](https://www.ncdhhs.gov/divisions/social-services/public-notices)
* Are there any financial matching requirements for SNAP-Ed funding? There is no matching required for SNAP-Education.
* Where can partners find more information about this requirement: "All projects and interventions must be evidence-based as required by the FNA and The SNAP Promotion Final Rule." Partners may go here to find more information on interventions: [SNAP-Ed Toolkit (snapedtoolkit.org)](https://snapedtoolkit.org/)