

USDA/WRO Targeting Methodologies Summary

#	Methodology Name	Description	Resources
<p><i>USDA/WRO has approved the following traditional targeting methodologies. When submitting a SNAP-Ed Site Change Form Section A to add sites using the following methodologies, LIAs will only need to complete SNAP-Ed Site Change Section A and the Site Change Targeting Summary Spreadsheet.</i></p>			
1.	<p><u>Means-Tested</u></p> <p><i>Low Income Assistance Programs</i></p>	<ul style="list-style-type: none"> • Means-Tested settings are qualified on the population they serve and not on their physical location. They offer a high likelihood of reaching individuals eligible for SNAP-Ed. These are previously known as <i>proxy</i> sites for the purposes of income qualifying for SNAP-Ed, but are currently referred to as Means Tested programs. No additional income targeting data are needed for these delivery sites unless otherwise noted. <ul style="list-style-type: none"> – A list of current Means-Tested site types was included for reference as part of the FFY 2015 SNAP-Ed One-Year Work Plan Instructions under Section E: SNAP-Ed Targeting Summary—Means-Tested Program Data Sheet. – Information regarding Means-Tested Programs can also be found in NEOPB Program Letter 13-03 which provides the expanded list of means-tested programs for income qualifying for the SNAP-Ed effective October 1, 2012. 	<p>FFY 2015 SNAP-Ed One-Year Work Plan Instructions</p>
2.	<p><u>Income Targeting Data:</u></p> <p><i>Free/Reduced Price Meal (FRPM) School Meals Enrollment</i></p>	<ul style="list-style-type: none"> • At least 50 percent of children in the schools receive free and reduced priced meals. All school sites qualified by FRPM or Child and Adult Care Food Program (CACFP) data must be entered on the FRPM Percentage Data Sheet. Use the most current FRPM data provided by NEOPB or your agency. • Schools must have a total Free and Reduced percentage of 50%. • If you cannot qualify a school site using the FRPM database and you believe that more current FRPM data from the school site would qualify the school, your next step would be to contact the Food Service Director of the site to obtain the most current FRPM data. If the more recent food service data qualifies the school site please take the following actions: <ul style="list-style-type: none"> – Enter the school information and FRPM data as noted in the instructions. – In the Code column, after the CDS code, write in “(School Food Service)” and include the month and year of the FRPM data being used. This notation will indicate that you are not using the FRPM database but more current school food service data. – The backup documentation from the food service director (email, letter) should be sent in with any updates or changes to your targeting plan as additional information. 	<p>FFY 2015 SNAP-Ed One-Year Work Plan Instructions</p>
3.	<p><u>Federal Poverty Level (FPL) Targeting Data:</u></p> <p><i>Census Tracts/Census Block Groups</i></p>	<ul style="list-style-type: none"> • Census tract areas or Census Block Groups and other defined areas where at least 50 percent of persons have gross incomes that are equal to or less than 185 percent of the poverty threshold (FPL). <ul style="list-style-type: none"> ○ Grantees are required to use the American Communities Survey (ACS) as a targeting data source to qualify census tracts at 185% or less of the Federal Poverty Level (FPL). Intervention sites may qualify by census tract, census blocks, if the intervention site does not qualify by census tract use the census blocks data. If the SNAP Nutrition Education is targeting a specific race/ethnicity then census data for a specific subgroup or race/ethnicity may be used to qualify the site. – The California Geographic information System (GIS Map Viewer) may be used to identify a census tract for an intervention site, which is available online at www.cnnigis.org. – A list of possible intervention sites was included for your reference as part of the FFY 2015 SNAP-Ed One-Year Work Plan Instructions under Section E: SNAP-Ed Target Summary—Free/Reduced Price Meal (FRPM) Percentage Data Sheet. 	<p>FFY 2015 SNAP-Ed One-Year Work Plan Instructions</p>

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<p>USDA/WRO has approved the following traditional targeting methodologies. When submitting a SNAP-Ed Site Change Form Section A to add sites using the following methodologies, LIAs will only need to complete SNAP-Ed Site Change Section A and the Site Change Targeting Summary Spreadsheet.</p>			
<p>Approved Alternative Methods</p>			
4.	<p><u>Worksite Wellness Initiatives</u></p>	<ul style="list-style-type: none"> To deliver worksite wellness programs, SNAP-Ed providers can work with Human Resource (HR) staff to ensure that 50% of the employees at the worksite are at or below 185% FPL. One State (California) used data from the American Communities Survey (ACS) and Bureau of Labor Statistics to determine an hourly wage that would equate to no more than 185% FPL. Worksites would be required to complete a form verifying the site’s eligibility using this method. <p>[Note: See attached “Alternative Targeting Methodology” email for additional information on California’s CDPH SNAP-Ed Worksite Program as an example of this approved alternative methodology.]</p>	<p>2015 USDA SNAP-Ed Guidance, pg. 30</p> <p>http://snap.nal.usda.gov/snap/Guidance/FinalFY2015SNAP-EdGuidance.pdf</p>
5.	<p><u>Community Eligibility Provision (CEP)</u></p>	<ul style="list-style-type: none"> To be eligible for The Community Eligibility Provision (CEP), schools are required to identify a minimum of 40% of identified students who are certified for free school meals without the use of a household application as of April 1 of the prior school year. This percentage of identified students includes all students who are directly certified for meals at no cost on the basis of their receiving SNAP, TANF, FDPIR, or otherwise certified as homeless, migrant, runaway, foster, and/or Head Start. WRO is allowing any school that participates in CEP as eligible for SNAP-Ed programming. 	<p>The Community Eligibility Provision (CEP)</p>
6.	<p><u>Retail—High CalFresh Redeeming Stores</u></p>	<ul style="list-style-type: none"> High CalFresh redeeming stores can be used as a way to qualify a retail site provided the stores are confirmed high redeeming from the Confidential List of High Redeeming Stores. Persons shopping in grocery stores when the store has been documented to redeem average monthly SNAP benefits of \$50,000 or more or persons shopping in grocery stores located in census tracts where at least 50 percent of person have gross incomes that are equal to or less than 185 percent of the poverty threshold. <p>NOTE: Please contact your SIA contact for the CalFresh Confidential List of High Redeeming Stores redemption rate list information. If the retail site is listed then it is a qualified site based on the Retail—High CalFresh Redeeming Stores approved alternative methodology.</p>	<p>2015 USDA SNAP-Ed Guidance, pg. 28</p> <p>http://snap.nal.usda.gov/snap/Guidance/FinalFY2015SNAP-EdGuidance.pdf</p>

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<p>USDA/WRO HAS NOT approved the following NEW Targeting Methodologies. When submitting a SNAP-Ed Site Change Form to CDSS to add sites using the following methodologies, LIAs will need to complete Section A and Section B of the SNAP-Ed Site Change Form and the Site Change Targeting Summary Spreadsheet, along with any attachments to support your methodology.</p>			
<p>Alternative Method(s) REQUIRE APPROVAL FROM WRO/FNS</p>		<p>Submit SNAP-Ed Site Change Form Section A and Section B with Targeting Update Summary Spreadsheet and all other supporting documents</p>	
<p>7.</p>	<p>Retail: <i>(For retail sites not listed as a qualified site on the California Confidential List of High Redeeming Stores redemption rate list)</i></p>	<ul style="list-style-type: none"> States may submit proposals to their respective Regional Office with alternate methods for defining grocery stores that serve the low-income target population as potentially eligible for SNAP-Ed activities. For example, in rural areas a particular store may not redeem a monthly average of \$50,000 in SNAP-benefits but may be serving the majority of the SNAP low-income population or be the only grocery outlet in the community for the entire population, including the low-income population. A store may be able to show average monthly SNAP redemptions that are significant compared to overall sales that are less than \$50,000 or some other indication that the low-income population shops at that location. <p><i>If the retail site is not listed on the CalFresh Confidential List of High Redeeming Stores redemption rate list information., both Section A and Section B of the Site Change Form will need to be completed (See Retail—Alternative Concept).</i></p>	<p>2015 USDA SNAP-Ed Guidance, pg. 28</p>
<p>8.</p>	<p>Census Designated Places</p>	<ul style="list-style-type: none"> In rural or frontier areas, urban residential areas that are economically intermixed, and in certain island states and territories, there may be few or no census tracts with more than half of residents within 185% of the FPL. States have used (GIS) Map Viewer to identify census designated places (CDPS), which are concentrations of a population that are recognized by name but are not legally incorporated as cities, towns, or other jurisdictions are defined by the state. One State compared the low-income population in the largest CDPs to the overall State population to identify which CDPs have the greatest percentage of low-income residents for SNAP-Ed programming. 	<p>2015 USDA SNAP-Ed Guidance, pg. 29-30</p>
<p>9.</p>	<p>County Fair Pro-rating Expenses</p>	<ul style="list-style-type: none"> Certain annual events, such as a State or County Fair, may not be located in low-income areas but have the potential to reach a large number of SNAP-Ed participants and other low-income persons. A State submitted a plan for a pro-rata share of SNAP-Ed funds to pay for the specific costs that would benefit the SNAP-Ed eligible population at the event (California—California Department of Food and Agriculture). FNS calculated a weighted average of the percentage of residents in three target neighborhoods within 130% of the FPL, or the gross income required to confer SNAP eligibility. 	<p>2015 USDA SNAP-Ed Guidance, pg. 30</p>

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<p>Alternative Method(s) REQUIRE APPROVAL FROM WRO/FNS</p>		<p>Submit SNAP-Ed Site Change Form Section A and Section B with Targeting Update Summary Spreadsheet and all other supporting documents</p>	
<p>10.</p>	<p><u>Use of surveys to qualify sites</u></p>	<p>May be done in very limited circumstances. Documentation must accompany the request that state <i>the site cannot be qualified using traditional methods; but that you have evidence to suggest that they are an important partner.</i></p> <ul style="list-style-type: none"> • <u>California Department of Aging-Specific—Title IIIC Intake Forms and Congregate Meal Sites</u> <ul style="list-style-type: none"> ○ The California Department of Aging (CDA) Supplemental Nutrition Assistance Program-Nutrition Education (SNAP-Ed) grant is a federally funded program from the US Department of Agriculture. The target audience for CDA SNAP-Ed is CalFresh recipients and eligible CalFresh populations. To provide SNAP-Ed activities, your program site(s) must meet CDA SNAP-Ed eligibility standards using one of the following methodologies: <ul style="list-style-type: none"> ▪ Approach 1 50% of congregate site participants have incomes below 100% of the FPL, as determined by income levels from the Title IIIC-1 intake forms. ▪ Approach 2 50% of congregate site participants must have incomes below 185 percent of the FPL. Participant income is determined by individual participant queries conducted at the congregate meal site. <i>(The queries may be completed on the day of largest attendance).</i> ○ For approaches 1 and 2, the SNAP-Ed Site Eligibility Verification Form must be fully completed, signed, and dated per instructions on the form. Complete one form per eligible site. SNAP-Ed site eligibility must be evaluated annually and the documentation must be kept on file at the contracting agency. 	<p>SNAP-Ed Site Eligibility Verification Form</p>
<p>11.</p>	<p><u>Qualifying Farmers Markets</u></p>	<ul style="list-style-type: none"> • If the market is not in a low-income census tract, must identify whether they accept SNAP. <i>(USDA is not allowed to release EBT data, LIA's must get this information from the SIA.)</i> The LIA will need to show that the market is the only place where low-income consumers can buy from farmers, or that there are only one or two that serve this area. <p><i>Need to be linking with a comprehensive approach – promote the market with SNAP-Ed clients, doing tours and activities -- THEN if you can make the case that this is the only market in the area that accepts snap and you are actively promoting the market with your clients, that is something we are very likely to accept.</i></p>	

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<p>Section A and Section B of the SNAP-Ed Site Change Form and the Site Change Targeting Summary Spreadsheet, along with any attachments to support your methodology.</p>			
<p>Alternative Method(s) REQUIRE APPROVAL FROM WRO/FNS</p>		<p>Submit SNAP-Ed Site Change Form Section A and Section B with Targeting Update Summary Spreadsheet and all other supporting documents</p>	
<p>12.</p>	<p><u>Qualifying corner stores and country stores</u></p>	<ul style="list-style-type: none"> Country stores in food deserts use same principles as qualifying farmers markets. If it is the only store in the area, it may be included if the location is part of a comprehensive effort linked with marketing, education, cooking demonstrations, etc. If the location is in an urban or suburban area where there are 10-15 stores that are not EBT-redemption eligible, and not in an otherwise qualifying location, the LIA will need to work with the state agency to look at average EBT redemptions to find evidence that low-income folks are shopping at that particular store. If the LIA can show that a preponderance of low-income folks are shopping at the store and it is linked into a larger comprehensive strategy, the store may be qualified. 	
<p>13.</p>	<p><u>Qualifying afterschool programs</u></p>	<ul style="list-style-type: none"> Question was raised about qualifying afterschool programs that do not have income qualifications, but are in an area where all schools are Title 1. Check to see if they are participating in CACFP, and percent of participants at that program with free/reduced price meals, otherwise use the aggregated poverty status of the program’s feeder schools to qualify an afterschool program. 	

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