

TARGETING INSTRUCTIONS

Key

Tan Cells with Red Font	These are REQUIRED Columns for all sites
Purple Cells	Means Tested Sites, Alternative Methodology sites
Green Columns	Columns for School Site Information
Pink Columns	Columns for Census Tract OR Block Group Information / Sites
Blue Cells	Dropdown list provided
Yellow Cells	Data Entry cells
Patterned cells	These cells will pre-populate based on CDS Code or Census information entered

0.01 Implementing Agency (IA) Requesting Site Change

- This is a dropdown list choose the IA that is requesting the addition or deletion of sites to the county Work Plan
 - County Welfare Office = **CWO**
 - Local Health Department = **LHD**
 - Area Agency on Aging = **AAA**
 - County Agriculture Commissioner = **CAC**
 - UC CalFresh/County Extension = **UCCE**

0.02 Site Change

- Using pull down choose ADD, DELETE, or CHANGE as appropriate
- If Site is moving from one LIA to another then one will **ADD** the site and the other will **DELETE** (See example Figure 1)

Required Cells					Means Tested	School Data		Re
0.01	0.02	0.03	0.04	0.05	0.06	0	0.08	0.09
Implementing Agency Requesting Site Change	Site Change	County	Site Type (Community Or School)	Site Setting *see Instructions for list*	Type of Means-Tested Program *see Site Types tab for list*	14 digit CDS Code (eg: 00000000000000)	School District Name	Site Name OR School Name
AAA	DELETE	Alpine	Community	Elderly Service Center			-	ABC Congregate Site
LHD	ADD	Alpine	Community	Elderly Service Center			-	ABC Congregate Site

Figure 1

- An example of a “Change” would be if a site has changed addresses or moved

0.03 County

- Using the pull down choose the county jurisdiction for your site

0.04 Site Type

- Using the pull down choose either **School** for public schools or **Community** for all other sites

0.05 Type of setting

- Using the pull down menu choose the site type

0.06 Type of Means-Tested Program

- For sites that fall under “Means Tested” use the drop down menu to choose the “Type” of means tested site.
 - Means Tested settings are qualified based on the population served and not on the physical location. They offer a **high likelihood** of reaching individuals eligible for SNAP-Ed. These were



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previously known as **proxy sites** for the purposes of income qualifying for SNAP-Ed, but are currently referred to as **Means Tested** programs.

0.07 14 digit CDS Code (e.g.: 00000000000000)

- If site is a CDS coded school site, enter in the county, district and school code
 - For Child and Adult Care Food Program (CACFP) sites do not have CDS codes. Write "CACFP Site" in the CDS Code column and include the month and year of the CACFP FRPM data being used in Column 0.14 along with the percentage FRPM in Column 0.13

0.08 School District Name

- This field will self-populate based on the CDS Code

0.09 **Site Name / School Name** - If site is not a school with a CDS Code ,site name and address will need to be entered manually 0.09 – 0.12

- **Otherwise**, this field will pre-populate based on the CDS Code

0.10 Address

- This field will self-populate based on the CDS Code

0.11 City

- This field will self-populate based on the CDS Code

0.12 Zip

- This field will self-populate based on the CDS Code

0.13 Adjusted Percent (%) Eligible FRPM (Ages 5-17)

- This field will self-populate based on the CDS Code. Oct. 2013 data set, Source 2013-14 CALPADS Data System
 - If site is not a school with a CDS Code either enter an eligible census tract or enter the eligible percentage and the source of the data in column 0.12

0.14 Source FRPM/CACFP

- Child and Adult Care Food Program (CACFP) sites do not have CDS codes. For these sites write "CACFP Site" in the CDS Code column and include the month and year of the CACFP FRPM data being used.
 - Enter the percentage enrolled in Free Meals, percentage enrolled in Reduced-Price Meals, and the combined percentage of FRPM enrollment for each school site that qualifies through FRPM data. Schools must have a combined minimum percentage of Free and Reduced of 50.00%.
 - Enter in percentages to two decimal places (xx.xx%). Do not round numbers.
 - "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:
 - (1) Enter the school information and FRPM data as noted in the instructions.
 - (2) 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."



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- If you cannot qualify a school by FRPM or CACFP data, the school location may qualify by census tract. If qualifying a school site by census tract, enter the school name, district name, CDS Code and add the qualifying census tract number in parentheses. Leave the percentage columns blank. The school site and census tract number must also be entered on the Census Tract Data Sheet.

0.15 % FPL for Means Tested OR Alternative Qualifying Sites

- For Means Tested sites this percentage will default to 100%
- For **Alternative Methodology Qualifying sites**, enter the qualifying percentage < 185% FPL

0.16 Source if Alternative Methodology used for Eligibility (i.e., Intake Data, CEP Data, etc.)

- If site is Means Tested this cell will default to Means Tested
- IF using Alternative Methodology enter the source of the qualifying data (i.e., Intake Data, Food Service Director Data, Title IIC Data, Participant Surveys, Etc.)

0.17 Census tract OR Block Group # (Data Source: ACS 08-12 All Census Tracts – Eligibility ALL Races / ACS 2008 - 2012 Census Block Groups-Eligibility *)

- If this is not a CDS Coded School, Means Tested or Alternative Methodology site enter in the Census tract or block group number here
 - The Census Tract Data Sheet is for all intervention sites that do not qualify by FRPM data, CACFP data or are classified as Means Tested. Contractors/Grantees are required to use the American Communities Survey (ACS) data from the NEOPB website as the targeting data source to qualify census tracts at 185% or less of the Federal Poverty Level (FPL).

0.18 Prop. All Races < 185% FPL

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.19 Prop. Non-Hispanic White in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.20 Prop. Non-Hispanic Black in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.21 Prop. Hispanic in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.22 Prop. Asian in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.23 Prop. Native American in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

0.24 Prop. Native Hawaiian and Pacific Islander in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.



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0.26 Prop. Other in poverty (< 100% FPL)

- This cell will pre-populate based on the Census Tract OR Block Group Number entered, must be eleven digits.

**Although 2007-2011 Block Group Data was used during the Work Plan Process, we are required to use the most current data sets to qualify sites.*

Audience(s) Columns 0.26 – 0.29

- 0.27 P (0-4) Pre- school – Using the pull down menu choose "P"
- 0.28 S 5-17School [k-12] - Using the pull down menu choose "S"
- 0.29 A 18-59 Adult - Using the pull down menu choose "A"
- 0.30 Sr. 60+ Seniors - Using the pull down menu choose "Sr"

Strategy(s) Columns 0.30 – 0.33

- 0.31 Direct Education (DE) - Using the pull down menu choose "DE"
- 0.32 Indirect Education (IE) - Using the pull down menu choose "IE"
- 0.33 Social Marketing (SM) - Using the pull down menu choose "SM"
- 0.34 Policy, Environmental or Systems Change (PSE) - Using the pull down menu choose "PSE"

Implementing Agency Columns 0.34 - 0.36

0.35 Using the Drop down Menu choose the appropriate Implementing Agency(s)

- List the agency(s) that is working in the site using acronyms as follows:
 - County Welfare Office = **CWO**
 - Local Health Department = **LHD**
 - Area Agency on Aging = **AAA**
 - County Agriculture Commissioner = **CAC**
 - UC CalFresh/County Extension = **UCCE**

0.37 Intervention Category

- Choose from the dropdown list of intervention categories as described in Section C of the Integrated Work Plan

0.38 Objective

- Choose from the dropdown list of objectives as described in Section C of the Integrated Work Plan

0.39 Activity Description (brief)

- Give a brief three to four word description of activity or services provided at site

0.40 (CDPH LHD's Only) Grant Deliverable

- list the Grant Deliverable #, this column is only for CDPH LHD's

0.41 CDPH ONLY Impact on Budget / Budget Adjustment Needed

- list the impact on budget, this column is only for CDPH LHD's