



2015 Social Service Funding Application – Non-Alcohol Funds

Applications for 2015 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used to support activities that align with the Community Health Plan which was developed with input from many people throughout the community. The five areas for the plan are listed below:

- Access to healthy foods
- Access to health services
- Mental health
- Physical activity
- Poverty and jobs

More information on the Community Health Plan can be found at <http://ldchealth.org/information/about-the-community/community-health-improvement-plan/>.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. **Applicants are asked to make a contact person available by phone at that time in case questions arise.**

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the stated objectives of the applicant's program
- alignment of the program with the Community Health Plan
- the efforts to collaborate and create a seamless system of support for residents
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the Community Health Plan
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or at 785-832-3409.



2015 Social Service Funding Application – Non-Alcohol Funds

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Downtown Lawrence Farmers Market
Name of Program for Which Funding is Requested: SNAP Matching Program
Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to 12:00 p.m.)
Contact Name and Title: Amy Saunders, Market Coordinator
Address: PO Box 44-2151
Telephone: 785-505-0117 Fax: _____
Email: lawrencefarmersmarket@gmail.com

SECTION 2. REQUEST INFORMATION

A. Amount of funds requested from the City for this program for calendar year 2015: \$ 10,000

B. Will these funds be used for capital outlay (equipment or facilities?) If so, please describe:

No, 100% of the funds will be utilized to match SNAP (food stamp) benefits dollar-for-dollar for low-income shoppers at the Downtown Lawrence Farmers Market and the Cottin's Hardware Farmers Market.

C. Will these funds be used to leverage other funds? If so, how:

Yes, we anticipate that the newly-passed Farm Bill's Food Insecurity Nutrition Incentive Program will be released in 2015. This program provides \$20 million/year of USDA funding to communities to provide matching dollars for SNAP benefit programs at farmers markets. The Food Insecurity Nutrition Incentive Program will require a local match of 50%. Therefore, the \$10,000 provided by the City of Lawrence can help leverage: Additional funding from Douglas County, Livewell Lawrence, and USDA.

D. Did you receive City funding for this program in 2014? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):

Yes, the Downtown Lawrence Farmers Market received \$10,600 from the City of Lawrence in 2014. The source of funding was the General Fund. The request was approved by the City Commission on Tuesday, April 22nd. The County Commission also voted on April 23rd to fund the program in the amount of \$10,600. Livewell Lawrence provided \$3,800 to fund a part-time program coordinator and marketing/communications budget. Therefore, the total budget for the SNAP matching program was \$25,000 in 2014.

1. How would any reduction in city funding in 2015 impact your agency?

Reduced funds would directly reduce the total amount available for the dollar-for-dollar match for low-income citizens.

2. If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used:

No increase requested.

SECTION 3. PROGRAM BUDGET INFORMATION

- A. Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

The budget for the SNAP-matching program is a simple budget, as it utilizes existing personnel time (in-kind match from the Downtown Lawrence Farmers Market), and existing Harvesters' communications channels and materials to advertise the program. Therefore, there are only three simple budget categories:

Category:	Amount Requested:
Dollar-for-dollar matching funds.	\$20,000 (\$10,00 from City of Lawrence, \$10,000 from Douglas County)
Design, printing, and distribution of marketing materials. (covered partially by in-kind contribution of Harvesters' staff time, and potential Livewell Lawrence funding)	\$1,000
Staff time for a coordinator to administer program details, track funds, and evaluate the program. (covered partially by in-kind contribution of LFM Coordinator staff time and potential Livewell Lawrence funding)	\$3,000
Total:	\$24,000

Depending upon the rulemaking process in Congress that will implement the Food Insecurity Nutrition Incentive Program, we anticipate applying for a match of \$24,000 from USDA, for a total program budget of \$48,000.

- B. What percent of 2015 program costs are being requested from the City?

Approximately 42% (\$10,000 of \$24,000) of the total SNAP program budget funds are being requested from the City of Lawrence. If USDA matching funds are secured, the City contribution would be 21% (\$10,000 of \$48,000).

- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015:

Anticipated source of funding in 2015:

City of Lawrence = \$10,000

Douglas County = \$10,000

Livewell Lawrence and/or Douglas County Community Foundation = \$4,000

USDA match = \$24,000 (pending passage of additional rulemaking in Congress)

SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

- A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

Low-income individuals and families are less likely to purchase and consume fruits and vegetables putting them at an increased risk of health-related issues. The diets of low-income households do not meet nutritional recommendations in regards to fruit and vegetable consumption. In Douglas County, research suggests that less than 1 in 5 county residents consume the recommended five servings of fruit and vegetables per day.

The requested funding from the City will provide a significant portion of the matching funds to sustain the SNAP Dollar for Dollar Match program at Lawrence farmers' markets. The Kansas Department of Social and Rehabilitation Services report that in July 2011 Douglas County had 8,442 monthly food assistance participants out of an eligible 30,927 participants. The estimated food assistance participation rate was then 27.3%. This is one of the lowest SNAP participation rates in Kansas.

Therefore, requested funding will not only meet the need of SNAP users who desire access to healthy food options by helping them stretch their food budgets further, but it may also drive increased participation in the SNAP program overall as residents sign up for the program to access the farmers market benefits.

B. How was the need for this program determined?

This program was proposed by the Livewell Lawrence Healthy Food For All workgroup and the Douglas County Food Policy Council. Both entities utilized data from the Census of Agriculture, Just Food, Community Health Plan, Department for Children and Families, and our area farmers markets to assess how low-income community members are accessing the healthy food they want and need. Also, this program draws heavily from the highly successful Bean 'n Greens program in Kansas City which operates a similar program at three markets in Kansas City.

C. Why should this problem/need be addressed by the City?

The proposed funding from the City will not only increase access to healthy food for low-income community members but it also allows for economic development by supporting local farmers to keep the federal SNAP dollars in the Lawrence community.

D. How does the program align with the Community Health Plan (see page one)?

One of the goals of the Community Health Plan is "to create environments where healthy food consumption is easier and more likely." A specific strategy to achieve this goal is to "enhance access to nutritious foods for low-income residents." The SNAP Dollar for Dollar Match program aligns with the Community Health Plan by allowing City and County residents of low-income who are on SNAP to purchase more fresh, local, healthy produce at the farmers' markets. The proposed funding will essentially double the buying power of SNAP redemptions at farmers' markets.

SECTION 5. DESCRIPTION OF PROGRAM SERVICES

A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

Dollar for dollar match programs allow those receiving SNAP to potentially double their spending money at local farmers' markets increasing their access to healthy, affordable food. These programs also offer the opportunity for economic development by supporting the local food producers that sell at the market. Lawrence farmers' markets currently accept the Vision card which is the Kansas program for distribution of SNAP. SNAP dollar for dollar match funds would be redeemed at the EBT (electronic benefit transfer) terminal at the farmers' market.

Once the Vision card is swiped, the user would indicate the amount of SNAP funds they would like to redeem. The program will provide matching funds up to \$25.00 per day. The SNAP user would then receive the initial SNAP redemption amount as well as matching funds in the form of wooden farmers' market tokens. Due to the anonymous nature of SNAP redemption at farmers' markets, there is currently no data on the number of individuals or households that have redeemed SNAP benefits, only the aggregated sales data from each market.

An estimated \$22,825 of SNAP benefits were redeemed last year at Lawrence Farmers' Market and Cottin's Farmers' Market combined (LFM-\$22,200/CFM-\$625.00). The SNAP Dollar for Dollar Match 2014 pilot program aims to increase the amount of SNAP benefits redeemed by nearly double and looks to increase the redemption amount in 2015 by an appropriate figure determined from 2014 pilot year evaluation data.

B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?

No other agencies are providing SNAP matching services in Lawrence and Douglas County. We are collaborating closely with Harvesters', Just Food, and the Livewell Lawrence Healthy Food For All workgroup.

SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2015. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2015," "credit counseling services will be provided to 600 clients in 2015," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

The 2014 SNAP Dollar for Dollar Match Pilot Program Evaluation will provide valuable data that will be needed to fully construct objectives for the 2015 match program year. However, as the 2014 market season pilot program has not yet begun, we don't have data yet to create measurable objectives. We would be happy to submit revised program objectives in November 2014 once the 2014 market season has closed.

In general terms, though, our objectives will be to:

1. Increase SNAP redemption sales at local vendors by x% over 2014 participation data.
2. Increase the # of families accessing SNAP match benefits by x% over 2014 data.
3. Expand the program from two to three farmers markets that accept SNAP and have EBT machine access.
4. Leverage additional funding from Douglas County, Livewell Lawrence, and USDA for future program sustainability.
5. Administer pre and post surveys for SNAP users to assess program successes and challenges.
6. By December 2015, develop and distribute final evaluation and program sustainability recommendations to Douglas County, the City of Lawrence, Healthy Food For All Work Group, Douglas County Food Policy Council, Lawrence Farmers' Market, Cottin's Farmers' Market, potential funders, and other interested community groups.