



2016 Social Service Funding Application – Non-Alcohol Funds

Applications for 2016 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by **5:00 pm on Friday, May 15, 2015**. Applications received after the deadline or not following the attached format **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 27. **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, Assistant City Manager at ctoomay@lawrenceks.org or at 785-832-3409.



City of Lawrence

2016 Social Service Funding Application – Non-Alcohol Funds

SECTION 1. APPLICANT INFORMATION

Legal name of agency: Lawrence Farmers' Market

Name of program for which funding is requested: Market Match (SNAP dollar-for-dollar matching program)

Contact name and title: Amanda Cook, Lawrence Farmers' Market Board President

Address: PO Box 44-2151

Telephone: 620-353-4486 Fax: N/A

Email: lawrencefarmersmarket@gmail.com; cooksmarket@gmail.com

SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2016:

\$12,500

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

No.

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

Yes. We are researching supplementary grant opportunities and would like to consider using City funds to leverage additional grant dollars to expand the program.

- D. Did you receive City funding for this program in 2015? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.):

Yes. Funding was received in 2015 in the amount of \$10,000 from the General Fund. It was approved by the City Commission on Tuesday, April 22. Funding for the 2015 program was also secured from the Topeka Community Foundation (\$8,000), Kansas Health Foundation (\$15,000) and KDHE CDRR Supplemental Grant (\$7,000).

1. How would any reduction in city funding in 2016 impact your agency?

It would directly reduce the amount of dollar-for-dollar match available for low-income citizens.

2. If you are requesting an increase in funding over 2015, please explain why and exactly how the additional funds will be used:

We are requesting an increase of \$2,500 from 2015. Last year, we piloted Market Match at two markets and provided matching funds to 118 SNAP users in the amount of \$8,881. The program wasn't launched until June, so this data only reflects five full months. The EBT (electronic benefit transfer) equipment also unfortunately broke half way through the season at the biggest market we participate in (Lawrence Farmers' Market), thus not giving us the full picture of sales. We anticipate that the SNAP participation rate and, in turn match, would have been higher than the above data reflects.

We also are aiding the Farmers' Market at Clinton Parkway in getting their market EBT equipped so that they can participate in the Market Match program. With two farmers' markets accepting SNAP all season long – a cumulative total of seven months – and one new market hopefully entering later this season, we anticipate more SNAP dollars being spent, and thus more match would be required.

As the program grows, it also becomes increasingly necessary to fund a part-time Coordinator position to administer the program. Market Match requires weekly tracking of SNAP and Match spent, advertising, and sometimes daily technical assistance for market managers. The Coordinator also works with many community organizations to grow partnerships and programs that aid low-income populations. This type of

market assistance and programming is crucial to the longevity and growth of Market Match. We have an established population from last year's launch, making it very important to find other ways to engage new members of our community to this service.

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.

Please see attached excel spreadsheet.

- B. What percent of 2016 program costs are being requested from the City?

We anticipate applying for funding from several community organizations in hopes of achieving a comparable program budget for next year as we did for the 2015 season. We plan to request funding from the Douglas County Community Foundation and two opportunities through the USDA. We have already submitted a proposal for funding from the USDA Farmers' Market Promotion Program help fund a Market Match coordination support role. We are also applying as a beneficiary of the K-State Research and Extension SNAP-ED program which will not give us any actual money, but will provide programming and outreach on the program's behalf.

In 2014, the City provided nearly 50% of the program funds. This year, the City's contribution makes up 25% of the overall program budget. In the last two years, the City was integral in program funding and in 2016, we anticipate the City's contribution to be a significant portion of our budget. Although no other funding has been secured for 2016 yet, we aim to receive a close equivalent to our 2015 budget and expect the City's contribution to be between 25 to 35% of the total program budget.

- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2016:

We are applying for funding from the following entities, and hope to achieve a similar program budget to 2015 next year:

- City of Lawrence
- Douglas County Community Foundation
- USDA Farmers' Market Promotion Program & USDA Food Nutrition Service Farmers' Market SNAP Support Grant

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

- A. Provide a brief statement of the problem or need your agency propose 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.

The availability of healthy, affordable food is a critical issue affecting the low-income members in our community. These individuals – children, teens, adults and seniors alike – are less likely to purchase and consume fruits and vegetables. Without adequate support and encouragement to eat healthy, this population is left vulnerable to many health-related issues. Market Match directly supports those who are food insecure by providing them with extra money to spend at Lawrence area farmers' markets.

The requested funding from the City will provide a significant portion of the matching funds to sustain the SNAP dollar-for-dollar matching funds at Lawrence area farmers' markets. Last year, 73% of Market Match users indicated that the incentives offered by Market Match were very important in their decision to shop at the farmers' market. This population is subject to much uncertainty due to their financial status and having a program like Market Match that they can rely on year-to-year is a true gift that we wish to keep giving.

The benefit Market Match provides extends beyond the users. By providing our local farmers' markets with this incentive program, it drives participation in their weekly markets, thus turning into added revenue the market would otherwise not see. One hundred percent of vendors surveyed last year agreed that Market Match had a positive influence on their revenue generated from the farmers' market.

The requested funding will serve two populations: those who are food insecure and the farmers who produce food for their livelihood.

- B. How was the need for this program determined?

Market Match was piloted at two Lawrence farmers' markets in 2014 (Cottin's Farmers' Market and Lawrence Farmers' Market) thanks to inspiration from the LiveWell Lawrence Healthy Food For All Workgroup and the Douglas County Food Policy Council. Both of these groups understood the real need there is for our community members who are on tight budgets.

Douglas County maintains one of the lowest SNAP participation rates in Kansas with only 27.3% of those eligible for food assistance participating in programs like SNAP (Kansas Department of Social and Rehabilitation Services, 2011). Market Match was created to help connect these people with the resources they need – even when they extend beyond the farmers' market. The program works with many other food assistance organizations, like Just Food and Harvesters, allowing us to serve as a bridge to other places they can turn to for help when they're hungry. This program also draws heavily from the highly successful Beans 'n Greens program in Kansas City which operates a similar program at three markets in Kansas City.

The success of the 2014 pilot program warranted an increased program budget for the 2015 season. Last year, the program matched almost \$9,000 of SNAP dollars over a five-month period. This year, after just one month of market days, the program has already matched \$725 of SNAP dollars. With much higher awareness of the program's availability this year during the launch of farmers' market season, we anticipate much more SNAP participation in 2015.

Our local farmers' also depend on this program to help grow their customer base. As they are able to rely on this added funding from year-to-year, Market Match is also indirectly supporting their individual families by providing security for their businesses.

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?

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." Market Match aligns with the Community Health Plan by allowing City and County residents of low-income who are on SNAP to purchase fresher, healthier produce at the farmers' markets. The proposed funding will double the buying power of SNAP redemptions at farmers' markets. The Community Health Plan defines a healthy diet as one consisting of the recommended servings of fresh fruits, vegetables. Last year, 62% participants agreed that their fruit and vegetable consumption increased because of Market Match.

The Community Health Plan also has a goal that aims to increase employment opportunities for its community members to reduce the rate of poverty in Douglas County. As we saw in just five months time last year, Market Match had a positive revenue influence for 100% of vendors. This continual growth in residents who choose the farmers' market as their grocery store gives our local farmers' the security they need to provide for their own families' needs. Also, as Market Match brings in new market customers, the program serves as a source of potential job creation as it allows our farms to grow and expand their production because of increased revenue.

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 double their spending money at local farmers' markets by 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 market day. The SNAP user would then receive the initial SNAP redemption amount as well as matching funds in the form of wooden, one-dollar farmers' market tokens. Last year, 118 unique SNAP users shopped at both participating markets, creating a local economic

impact of \$32,102. In just four weeks, \$725 of SNAP has been used at both Lawrence Farmers' Market and Cottin's Farmers' Market by a total of 23 unique users.

Almost \$9,000 of SNAP benefits was redeemed last year at the Lawrence Farmers' Market and Cottin's Farmers' Market combined. In 2016, Market Match aims to increase the SNAP redemption amount by an appropriate figure determined from 2015 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.

However, we are collaborating closely with several community partners / organizations to cross promote services that mutually benefit the target audience. Harvesters Community Food Network is providing AmeriCorps staff time to aid in program materials distribution throughout Lawrence and Douglas County, as well as a SNAP application hotline number advertised on Market Match outreach materials. Just Food is hosting Market Match at several cooking classes to help spread the word about the services this program provides. The Douglas County Master Food Volunteers are also providing three cooking demonstrations for those on a budget at Cottin's Farmers' Market to help promote the program while also educating those in need how to cook the foods they can purchase from the market. Market Match will also have a presence at three of the Summer Meals Program Feeding Sites this season to have one-on-one conversations with program participants about how they can increase their access to healthy food in the community.

Additionally, the LiveWell Healthy Food For All Workgroup, the Lawrence-Douglas County Health Department, and Douglas County Food Policy are all working closely with Market Match to help advertise and grow program reach.

SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2016. 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 2016," "credit counseling services will be provided to 600 clients in 2016," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

Data for the 2015 season will not be available until November of this year. These goals are based on growth from the available 2014 season data.

1. Increase the amount of SNAP matched from \$8,881 to at least \$12,500.
2. Increase number of SNAP users at farmers' markets from 118 to 200.
3. Ensure all Lawrence Farmers' Markets are SNAP authorized Farmers' Markets by December 2016.
4. Leverage an additional \$30,000 from various local, state and federal organizations / grants for future program sustainability.
5. Increase participant fruit and vegetable consumption from 62% to 70%.
6. Increase percentage of vendors from 83% to 90% who saw an increase in business from SNAP due to Market Match.
7. By December 2016, 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.