

ARTICLE I. PROGRAMS DEFINITIONS

- A. “Activity” means actual work performed by program personnel to implement objectives.
- B. “Advantaged SSI Recipient” means an older adult living in a household where other members are already receiving CalFresh and the household will experience an increase in CalFresh benefits based on household income level.
- C. “Applicant” means persons/household who have applied for CalFresh benefits.
- D. “Application Assistance” means the provision of help to clients in completing the CalFresh application and gathering verification documents. It may include delivery of signed applications to the local office. Application assistance provides support to the client during the application phase, which can lead to a more complete application, fewer trips to the local office, and easier processing for the eligibility worker.
- E. “CalFresh” means a federal food assistance program, funded by the US Department of Agriculture and known as the Supplemental Nutrition Assistance Program (SNAP). CalFresh is an entitlement that provides low-income families with electronic benefits that can be used to purchase food at participating markets and food stores.
- F. “CalFresh Applications Approved”: CalFresh applications that have been submitted on behalf of a client and approved by the County Welfare Directors (CWD) for benefits. It is beyond the scope of this contract for the Contractor to obtain application status on each paper or electronic application from their CWD.
- G. “CalFresh Applications Submitted” means CalFresh applications (both paper and on-line) that have been submitted on behalf of a client and funded by the CalFresh Outreach Plan.
- H. “California Department of Social Services” (CDSS) means the agency with responsibility for implementation and oversight of the CalFresh Outreach Plan.
- I. “Disadvantaged SSI Recipient” means an older adult living in a household where other members are already receiving CalFresh and the household will experience a decrease in CalFresh benefits based on household income level. They will be eligible to receive a State-funded nutrition benefit called the Supplemental Nutrition Benefit (SNB).

ARTICLE I. PROGRAMS DEFINITIONS (continued)

- J. “Discontinued SSI Recipient” means an older adult living in a household where other members are already receiving CalFresh and the household will experience a loss of CalFresh eligibility based on household income level. They will be eligible to receive a State-funded nutrition benefit called the Transitional Nutrition Benefit (TNB).
- K. “Existing CalFresh Household” means one or more members of a household are already receiving CalFresh.
- L. “Newly Eligible SSI Recipient” means those who are newly eligible for CalFresh as a result of the reversal of the SSI Cash-Out.
- M. “Older Adult” means a person age 60 or older.
- N. “Outreach” means educational and informational efforts that provide information about the nutritional and other benefits of participating in CalFresh, as well as basic information about how to apply, directed to nonparticipating but potentially eligible persons. Also referred to as “program informational activities.” These program informational activities accomplish the following: 1) inform low-income households about the availability, eligibility requirements, and application procedures, 2) provide information about the nutritional benefits of CalFresh, 3) correct myths and misperceptions about CalFresh, and 4) allow individuals to make an informed decision about whether to apply based on accurate information. Allowable outreach activities do not include recruitment activities. See the definition of “recruitment activities” for more information.
- O. “Outreach Operations Manual” means the document that provides all the guidelines and information for managing CalFresh outreach.
- P. “Outreach Plan Guidance” means the document that specifies allowable activities.
- Q. “Participant” means an individual age 60 or older participating in an Older American’s Act or SNAP-Ed activity.
- R. “Prescreening” means the process by which potentially eligible people are asked basic eligibility questions (not the complete application) in order to estimate potential eligibility for CalFresh. Pre-screening is a way to educate low income people who don’t know they could be eligible for benefits. Pre-screening may be done on a computer or on paper.
- S. “Program Requirements” means CalFresh program requirements found in the SNAP: Nutrition Education and Obesity Prevention Grant Program, Interim Rule (7 CFR 272.2); SNAP: State Plan Outreach Guidance; and California Department of Aging (CDA) Program Memoranda.

ARTICLE I. PROGRAMS DEFINITIONS (continued)

- T. “Recruitment Activities” means activities designed to persuade an individual to apply for SNAP benefits through the use of persuasive practices. Persuasive practices constitute coercing or pressuring an individual to apply or providing incentives to fill out an application. Recruitment activities are unallowable costs.
- U. “SSI/SSP Cash-Out” refers to the 1974 policy giving states the option to increase monthly SSP funds to SSI/SSP recipients by ten (10) dollars in lieu of providing federal food benefits to SSI/SSP recipients. California is the last state to reverse the SSI/SSP Cash-Out.
- V. State Fiscal Year (SFY) means the period that begins July 1 of one year through June 30 of the following year.
- W. “State Supplemental Payment” (SSP) means the State-funded cash assistance program administered by the Social Security Administration which augments SSI.
- X. “Supplemental Nutrition Assistance Program” (SNAP), formerly known as the Food Stamp Program, provides food purchasing assistance for low- and no-income people living in the U.S. It is a federal aid program, administered by the U.S. Department of Agriculture, under the Food and Nutrition Service (FNS). SNAP is known as CalFresh in California.
- Y. “Supplemental Security Income” (SSI) means the Federal cash assistance program administered by the Social Security Administration that provides monthly benefits to people with limited income and resources who are disable, blind, or age 65 or older.
- Z. “United States Department of Agriculture, Food and Nutrition Service (USDA, FNS)” is an agency that works to end hunger and obesity through the administration of fifteen (15) federal nutrition assistance programs including SNAP.

ARTICLE II. SCOPE OF WORK

Purpose:

The purpose of the contract is to provide outreach regarding the Reversing of the SSI/SSP Cash-Out and CalFresh application assistance to SSI/SSP recipients, age 60 and older, and disabled adults in California.

ARTICLE II. SCOPE OF WORK (continued)

The Contractor shall:

- A. Provide outreach activities for the CalFresh Program (see Welfare and Institutions Code Sections 18904.2 and 18904.3) in accordance with the SNAP Outreach Plan Guidance. ([https://fns-prod.azureedge.net/sites/default/files/snap/Outreach\\_Plan\\_Guidance.pdf](https://fns-prod.azureedge.net/sites/default/files/snap/Outreach_Plan_Guidance.pdf)) [SNAP: State Outreach Plan Guidance]. The targeted audience for the activities of this Contractor are SSI/SSP recipients, age 60 or older, and disabled adults in California, in reference to the ending of SSI Cash-Out.
- B. Cooperate with CDA or its designee by participating in meetings and/or site visits as CDA may deem necessary to monitor Contractor compliance with the agreement.
- C. Comply with the guidelines for the development of all materials as outlined in the CalFresh Outreach Operations Manual and the approved CalFresh Outreach State Plan. CDSS shall provide the CalFresh Outreach Operations Manual to the Contractor on the website, at <http://www.cdss.ca.gov/inforesources/CalFresh-Outreach>. [CalFresh Outreach Operations Manual].
- D. Post CalFresh Outreach messaging on its organization's website. Any website content must be approved by CDA before publication.
- E. Utilize data sources to support targeted CalFresh Outreach strategies and efforts.
- F. Cooperate with CDA in data collection related to evaluation of program effectiveness as requested in the manner, format, and timeline prescribed by CDA. Data may include demographic descriptions of the population served, audience reached, CalFresh outreach efforts broken down by Planning and Service Area (PSA), and additional measures of program effectiveness. The data shall be submitted in a form prescribed by CDA, as noted in Exhibit E, Article IV, G.
- G. Participate in training and technical assistance provided by CDSS and CDA, as deemed necessary by CDA.
- H. Help identify and provide CalFresh outreach activities to individuals who are low-income age 60 years or older, blind, and/or disabled individuals and couples who are newly eligible for CalFresh benefits due to the ending of SSI cash-out.
- I. Identify a primary point of contact for the contract who is required to stay informed of any policy/procedural changes.

ARTICLE II. SCOPE OF WORK (Continued)

- J. Certify, on a semi-annual basis, the time and effort of employees working full time on Expanding CalFresh, or certify on a monthly basis, the time and effort of employees working part-time on Expanding CalFresh.
- K. Conduct Expanding CalFresh Outreach activities as follows:
1. Customize Expanding CalFresh Outreach materials with AAA contact information.
  2. Print outreach materials for distribution to SSI/SSP recipients in the PSA.
  3. Disseminate outreach materials to SSI/SSP recipients through the following means:
    - a. Post outreach materials at each site where Older Americans Act (OAA) and SNAP-Ed (if applicable) programs and services are provided including senior centers, community centers, low-income senior housing sites, and AAA and service provider lobbies.
    - b. Post outreach flyers and/or distribute brochures at special events including farmers' markets.
    - c. Provide outreach flyers and brochures to partners including county agencies and food banks for distribution to SSI/SSP recipients.
    - d. Provide outreach letters to SSI/SSP recipients receiving OAA services at home, including home-delivered meals.
    - e. Provide guidance and technical assistance to Information & Assistance program staff to identify SSI/SSP recipients and provide outreach messaging when speaking with older adults, family members, and caregivers.
    - f. Engage volunteers to assist with outreach efforts.
    - g. Include outreach materials with scheduled mailings to program participants
    - h. Post outreach messaging on AAA website.
    - i. For AAAs and service providers who have established social marketing, provide outreach messaging on Facebook, Twitter, and Instagram.

ARTICLE II. SCOPE OF WORK (Continued)

4. Quantify all outreach materials and methods utilized. Conduct outreach activities to provide and disseminate the following outreach materials: Expanding CalFresh materials disseminated to potential SSI/SSP recipients by any of the means listed in Section K.3. or by any other means.
- L. Conduct CalFresh application assistance activities as follows (this section does not apply to PSA 8, PSA 12, PSA 14, PSA 16, PSA 17, PSA 23, and PSA 26):
1. The role of Application Assistance Coordinator will be assigned to at least one person at the AAA.
    - a. Application assistance will be scheduled at program sites coinciding with regular program services to include Title IIIC Congregate meals, Title IIID Disease Prevention and Health Promotion classes, and SNAP-Ed activities (where applicable).
    - b. Sites where application assistance coordination will be conducted may include senior centers, community centers, senior residential housing, parks and any other locations where program services are currently held.
    - c. Application Assistance Coordinators will coordinate with providers of services provided in the home including home-delivered meals (HDM) to offer CalFresh application assistance to all HDM participants receiving SSI/SSP.
    - d. Use participant intake forms, or other means, to identify and provide outreach information to SSI/SSP recipients.
  2. The Application Assistance Coordinators will assist older adults and/or adults with disabilities in accessing and completing the CalFresh enrollment process through any the following methods:
    - a. Online
    - b. Paper
    - c. Telephone
  3. The Application Assistance Coordinators will provide one-on-one assistance to SSI/SSP recipients (and family member and/or caregiver if available) to initiate and complete the initial CalFresh application process.

ARTICLE II. SCOPE OF WORK (Continued)

- a. Review potential income deductions to increase the likelihood of CalFresh eligibility. Potential income deductions include Uncapped Excess Shelter, Excess Medical and Standard Medical Deduction, and Dependent Care Deduction.
  - b. Assist SSI/SSP recipients with submission of all required paperwork, including recipient signature, to the local Social Services Agency (SSA).
  - c. Contact SSI/SSP recipient within 2 weeks following application submission to ensure recipient has been contacted for an interview.
4. Conduct application assistance activities to provide the following deliverables:
- a. CalFresh Pre-Screening: Use of a paper or electronic tool to inform potential applicants that they may be eligible. Please note that only CWDs can make an eligibility determination.
  - b. CalFresh Applications Submitted: CalFresh applications (by paper, phone, and online) that have been submitted on behalf of a client and funded by the CalFresh Outreach Plan.
  - c. CalFresh Applications Approved: CalFresh applications that have been submitted on behalf of a client and approved by the CWD for benefits. It is beyond the scope of this contract for the Contractor to obtain application status on each paper or electronic application from their CWD.