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CREATED BY GUSNIP NTAE CENTER

## 2022 USDA GusNIP Grant Program Nutrition Incentive Project Narrative Template

For GusNIP Standard Project (FIP) and GusNIP Large Scale Projects (FLSP) only  
Applications due June 30, 2022 at 5:00pm ET / 2pm PT

### Formatting Guidelines

For GusNIP Standard Project (FIP) and GusNIP Large Scale Project (FLSP) program area priority applications, the project narrative may not exceed **15 pages, including written text, figures, and tables and should be 1.5 spaced with 1-inch margins**. The font for text and tables should be **Times New Roman and no smaller than 12 point**. We have established this maximum (15 pages) to ensure fair and equitable competition. Organizing your proposal, clearly labeling each section, and sequencing them as indicated below will help reviewers find the information to evaluate your proposal. **Applications exceeding these limits may be administratively declined without review.**

Please make sure to submit your application as a PDF.

## **1. Introduction to the Communities to be Involved in the Project and the Benefit to the Communities Needs to be Addressed**

Identify and succinctly describe the critical elements and needs of the local food economy or food system, including demographics, income, and geographic characteristics of the area or communities to be served. Beyond a recitation of statistics, applications should describe local capabilities and assets, such as those identified in a community food assessment, and the involvement of historically underserved communities in the context of project activities and operations.

Note the Supplemental Nutrition Assistance Program/ Nutrition Assistance Program Block Grants (SNAP/NAP) participants or beneficiaries of the project and the community/health needs and opportunities being addressed should directly relate to project goals and the objectives. Describe how the community(ies) will benefit from an incentive project.

## **2. Personnel and Resources of the Organizations and Communities Involved in the Project**

List the organizations and communities to be involved in carrying out the proposed project. Include a summary description of the relevant previous work and experience of each community group, organization, or SNAP/NAP State/Territory Agency, including the applicant organization that will be involved, and any related project history. For SNAP/NAP and historically underserved communities, it is very important to have partner(s) who have knowledge and experience working with such audiences, are members of the community(ies) the project serves, and that such partner(s) be involved in the leadership of the project. Proposals should demonstrate community linkages and coalitions as appropriate.

The qualifications of staff involved with the proposed project and/or organizational leadership should reflect the expertise necessary to carry out the proposed project activities or similar types of activities. Specify the degree to which paid and volunteer staff will be utilized. Experience in and connections with the community will be considered as important as academic or professional credentials in this regard.

To the extent practicable, ensure that residents are involved in planning; in particular, describe how the communities being served (particularly the SNAP/NAP participants, residents, and organizations) have been or will be involved in planning the project and will be engaged in its implementation and evaluation processes. Please reference planning activities, assessments, meetings, or other activities that demonstrate community input into key decision-making.

### **3. Project Goals, and Intended Outcomes, and Relationship to GusNIP Nutrition Incentive Program Purpose and Priorities**

Concisely present the goals, associated objectives, and expected outputs and outcomes of the project in relation to the needs identified in the introduction, such as the numbers served, anticipated knowledge gains, or actions (e.g., increased consumption of fruits and vegetables).

Outcomes should describe specific changes in knowledge, action, or condition that will occur because of the project and that will constitute “success” for the initiative.

Outcomes should be specific, measurable, achievable, realistic, and timely.

### **4. Activities to Achieve the Goals**

The activities proposed to achieve each objective must be clearly stated. Include how the project team will ensure proposed activities comply with the rules and regulations of SNAP/NAP. Discuss how the proposed project outcomes will be realized by providing a systematic description of how the most important steps or milestones will be accomplished. Include cashier training plan and project promotion and outreach plan activities in this section. Particular attention should be given to existing technical capabilities and any technical solutions that must be developed for project goals and intended outcomes to be achieved.

In addition to these descriptions, it is recommended that a table be provided with implementation details for these activities, including: (a) specific steps and achievements in planning, implementing, and evaluating; (b) timetables for milestones; and, as relevant, (c) expected numbers of SNAP/NAP participants involved in each step of the process. Most relevant is an explanation of why the applicant and its partners selected the activities proposed in the application.

### **5. Relationship to the Program Objectives**

Concisely present how the proposed project and its intended outcomes will contribute to the purpose and priorities of the GusNIP Nutrition Incentive Program as described in Part I. B. of the RFA. Discuss the specific changes intended among SNAP/NAP participants or in the communities served (e.g., increased food access) that address the GusNIP Nutrition Incentive Program purpose and priorities.

### **6. Evaluation**

Describe the method(s) of evaluating success developing a viable fruit and vegetable incentive project. The evaluation must include: (1) a process assessment that documents the process, challenges, and success of implementation and operations and (2) an outcome assessment that documents the project’s effectiveness in increasing fruit and vegetable purchases among SNAP/NAP participants. Outcome assessment requires Institutional Review Board (IRB) review. Project process assessment results must be provided to the Nutrition Incentive Program Training, Technical Assistance,

Evaluation, and Information Center (NTAE) annually. At a minimum, the outcome assessment must include collecting core firm-level and participant-level metrics and cooperating with and contributing core data to the NTAE center. The core participant-level data collection is an annual cross-sectional survey.

Applicants should discuss any opportunities and challenges with IRB review and the GusNIP Comprehensive Program Evaluation requirements described in Part I. D. 6. of the RFA and how they will be addressed to meet requirements. Proposals should also describe any previous process, outcome, and impact evaluation experience with SNAP/NAP participants or other related food programs. The proposal should demonstrate the capacity and willingness to comply with the evaluation requirements.

## **7. Specific Program and Incentive Information**

Provide a detailed description of the way incentives will be handled in the proposed project and the firms that will participate. Please include the following information in this section as a clear and discrete section of your proposal (do not reference other sections or charts located elsewhere in your proposal).

1. The type and number of SNAP/NAP-authorized firms that will be involved in the proposed project (e.g., small brick and mortar stores, farmers' markets). The names and addresses of SNAP-authorized firms are available to the public and can be obtained via the SNAP Retailer Locator.
2. The number of months and days that the project, if funded, will operate (e.g., a project at a seasonal farmers market that will operate from June 15 through October 15).
3. The products eligible to be purchased to earn incentives at the point of sale (e.g., all fruits and/or vegetables, only fresh and local fruits and/or vegetables).
4. The products eligible to be purchased when incentive is redeemed (e.g., all fruits and/or vegetables, only fresh and local fruits and/or vegetables).
5. The incentive levels and ratio of SNAP/NAP spent to incentive earned and the maximum incentive dollar amount that can be earned per day.
6. The financial instrument used for incentive delivery (e.g., tokens, scrip, gift card, electronic).
7. The methods that will be used to track SNAP/NAP households' grant project participation (e.g., a store loyalty card issued to each participant).
8. Indicate if the proposal is a new incentive program or an enhancement, expansion, or modification of an existing program.
9. Indicate if nutrition education or other interventions will be combined with the incentive.
10. List where the project and sub-grantee projects will operate.
11. Indicate if any special SNAP/NAP waivers will be requested or required and what the FNS waivers will include.
12. Provide the firm names, street addresses, and FNS numbers for all the identified SNAP/NAP-authorized firms that will participate in the proposed project.

13. Indicate if there are any identified firms that are not yet SNAP/NAP authorized and include the firm names and street addresses. If any of these firms are currently undergoing the SNAP/NAP authorization process through the SNAP Retailer Service Center, please also include those firms' FNS numbers.
14. Indicate if the project anticipates new firms that are not currently SNAP/NAP authorized and include the firm names and street addresses.
15. Indicate if the project anticipates making any technical enhancements to the firms, EBT, or other systems. Provide a high-level description of any such proposed technical enhancements and page number(s) in the proposal indicating where a detailed description of technical enhancements can be found.

## **8. Sustainability**

Describe which aspects or components of the project will continue beyond the end of the project period and discuss how an infusion of Federal funds will advance local capacity-building and achieve sustainability. Projects may identify actual or potential funding sources for continuation of the project. Applicants should differentiate between how the basic elements of the project will be continued versus how the historically underserved community will be changed and its capacity advanced.

## **9. Non-Supplantation**

Proposals must be for projects that will supplement, not replace, non-Federal funds that would otherwise be available to support incentive program activities. Applications must be for 1) new projects, 2) expanding existing projects, or 3) enhancing existing projects. They may not be used to replace State/Territory or local funds that would, in the absence of Federal aid, be available or forthcoming for incentive programs.

## **10. (If applicable) Response to Previous Review**

This requirement only applies to Resubmitted Applications as described in Part II, B of the RFA. The response to previous review must not exceed **one page** and should be **1.5 spaced with 1-inch margins**. The font should be **Times New Roman** and **no smaller than 12 point**. This does not count towards the page limit for the Project Narrative.

The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019-70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.