Electronic Healthy Incentive Projects (eHIP)

February 28, 2023

1-2pm EST

Presented by: SNAP Retailer Policy Branch

Webinar Agenda

- ❑ Introductions
- ❑ eHIP RFA Overview
  - ✓ Award Information
  - ✓ Project Design
  - ✓ Data Collection and Evaluation
  - ✓ Letters of Commitment
  - ✓ Funding Allocation
  - ✓ Application Evaluation Factors & Criteria
- ❑ Questions

What is eHIP?

The electronic delivery of incentives using State's EBT systems, also known as EBT integration.

What is eHIP's Purpose?

Develop innovative strategies to prioritize nutrition security

Award Information

- Eligible Entities: The 53 State Agencies that administer SNAP benefits
- Up to $25 million available
- Cooperative Agreement awarded through competitive process
- No cost sharing or matching required
- Anticipated number of awards: 1 to 3
- Application due date: March 31, 2023
- Anticipated award announcement date: June 2023
- Grant project period: June 2023 – December 31, 2027

Project Design

- ❑ Offer a set percentage, up to 100%, of the cost of qualifying fruits and vegetables (F/V) purchased with SNAP benefits back onto household EBT cards to be redeemed for future purchases.
- ❑ Projects must test one the of the following incentive models:
  - Qualifying F/V for any SNAP eligible food
  - Qualifying F/V for Qualifying F/V
- ❑ States must establish partnerships with SNAP-authorized retailers prior to applying.
- ❑ Develop a plan of action to address the changes needed to EBT system programing, accounting, and reporting.
- ❑Priority will be given to States that plan to launch the project in a fully operational form within 18 months of award.

Data Collection and Evaluation

- FNS will have an evaluation contractor conduct an administrative cost analysis using data provided by the awardee.
- States must include how they will support the monitoring and evaluation over the course of the grant performance period.
- States should note any opportunities and challenges with the data collection requirements listed in the RFA and how they will be addressed.
- Proposals should also describe any previous evaluation experience with SNAP participants, food retailers, or nutrition incentive programs.

Letters of Commitment

- State Applicant
  - Commitment to work closely and cooperatively with its partners to support the project objectives
- Each partnering retailer banner or location
  - Description of the retailer and an explanation of the type of POS system the retailer has and any changes that will be made
- State's EBT processor
  - Method of the proposed incentive model solution and description of the changes that will be made
- Partnering organizations
  - Description of organization and the services and role the organization is contributing to the project

Funding Allocation Guidance

- Funds provided under eHIP must primarily provide for the integration of the issuance and redemption of SNAP incentives into existing EBT processing systems and the incentives themselves.
- States may allocate funds only for retailers located in Priority Target Areas for POS system upgrades.
- All costs, with the exception of the actual incentives, are legitimate State Agency expenditures for purposes of normal Federal-State cost share associated with SNAP administration.
- States may utilize American Rescue Plan Act funds for these costs at a 100% reimbursement rate.

Application Scoring Factors & Criteria - Part 1

- **EBT Integration Solution Design – 35 points**

A detailed description of the proposed EBT integration solution outlining the incentive delivery method(s), as part of the Work Plan.

- **Implementation Plan – 30 points**

A detailed implementation plan that demonstrates effective planning with processes that will support successful project completion.

- **Management Plan – 15 points**

A clearly identified management plan that includes oversight and monitoring throughout the project duration.

Application Evaluation Factors & Criteria – Part 2

- **Budget – 15 points**

A breakdown of all costs that includes both a line-item budget using a spreadsheet and a budget narrative.

- **Data Collection – 5 points**

Describe the necessary procedures and duties required to obtain the required data elements specified in the RFA.

- **Bonus Points – 20 points maximum**

FNS will provide up to 20 additional bonus points to projects meeting Agency Priorities.

Agency Priorities – Bonus Points

FNS will give priority to projects that target SNAP households in marginalized and/or likely to be highly food insecure communities, such as:

- ❑ Tribal Nations or surrounding tribal communities (5 points),
- ❑ Rural communities (5 points), and/or
- ❑ Persistent Poverty Counties (5 points); and/or
- ❑ Low-income and Low-access census tracts (5 points).

FAQs #1

QUESTION: Is my State eligible if we have started the re-procurement process or plan to begin the process during the project timeframe?

ANSWER: Yes, States are eligible as long as they can ensure the project can operate within the given timeline stated in the RFA. If the State will be converting processors and has finished building out the requirements at the time of applying, they are ineligible.

FAQs #2

QUESTION: What’s considered eligible fruits and vegetables?

ANSWER: Qualifying F/V are considered whole fruits and vegetables (including legumes); 100% fruit or vegetable juice; and any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e., sodium).

FAQs #3

QUESTION: Can a State implement both incentive models– F/V for F/V *and* F/V for any SNAP eligible item

ANSWER: Yes, as long as the State can clearly define the difference in costs for each model and that the EBT processor can make the necessary changes for this to work.

FAQs #4

QUESTION: Does a State need to have MOUs already in place with partnering retailers by the application due date?

ANSWER: No, only a Letter of Commitment is needed. MOUs will need to be signed only when a State is awarded and begins project implementation.

FAQs #5

QUESTION: Will all participating States need to offer the same incentive cap?

ANSWER: No, each State may propose an incentive monthly cap that they feel best works for their State's program.

FAQs #6

QUESTION: Will the eHIP program continue after this initial grant?

ANSWER: The purpose of eHIP is to develop and provide a cost effective, consistent way to deliver incentives via EBT integration. eHIP is an incentive delivery method that can be used with GusNIP, State-funded SNAP incentives, privately funded SNAP incentives, the Healthy Fluid Milk Incentive, and others offered during or after the eHIP project performance period.

FAQs #7

QUESTION: Will participating retailers need to apply for an incentive waiver to offer incentives under eHIP?

ANSWER: The awarded State(s) will receive a waiver before project implementation but each individual retailer will not need to get one.

Q & A Session

Contacts

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