



# HEALTH CARE AUTHORITY

**State of New Mexico  
SNAP Outreach State Plan  
Federal Fiscal Year 2025**

Submitted by the New Mexico Health Care Authority  
Date: August 15<sup>th</sup>, 2024

# 1. Contact Information/Signatures

## SNAP Annual Plan for Outreach

**State:** New Mexico

**State Agency:** New Mexico Health Care Authority

**Fiscal Year:** FY25

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**Certified By:**

*Niki Kozlowski*

8/1/24

Niki Kozlowski, Director

Date

Income Support Division

**Certified By:**

*Carolee Graham*

8/6/2024

Carolee Graham, Director/CFO

Date

Administrative Services Division

## 2. Statement of Need

The Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps, is the nation's largest and most effective anti-hunger safety net program. The program measurably reduces food insecurity among participants and provides opportunities for low-income individuals and households to achieve their full health potential. SNAP is a federal program that enhances individual and household food purchasing power, allowing participants to buy foods that meet their dietary and cultural needs.

The importance of SNAP cannot be understated. For every meal that food bank partners can provide to New Mexicans, SNAP provides nine.<sup>1</sup> SNAP also acts as an economic stimulus for local economies. For every \$1 that is spent on groceries, SNAP benefits generate an estimated \$1.50 – \$1.80 in local economic activity. In addition to its economic benefits, SNAP also provides participants with the opportunity to purchase food products that meet their individual/family food needs.

With the increases that New Mexico has seen in the incidence of preventable chronic health conditions associated with food insecurity (e.g. hypertension and type 2 diabetes) and increases in the healthcare expenditures disproportionately linked to such conditions, it is important that New Mexico continues to highlight the link between health and food access by investing in programs with a proven track record of success such as SNAP. Recent literature also highlights that SNAP benefits are indeed associated with lower subsequent healthcare expenditures (for emergency department visits, for example) for lower-income individuals, proving that the investments made today will have long lasting impacts on the health and wellbeing of New Mexicans as well as on New Mexico's healthcare system as a whole.

New Mexico has unique geographic barriers. The state is geographically large, with many rural and frontier communities. Rural areas in New Mexico experience higher rates of poverty and food insecurity compared to urban areas. Rural communities can often be classified as "food deserts," where residents have limited access to affordable and nutritious foods that meet their dietary and cultural needs. The geographical isolation of these areas, coupled with limited transportation options and fewer social services, often makes it challenging for potentially eligible individuals to apply for and maintain SNAP benefits. In total, New Mexico has a population of approximately 2.1 million people, with a significant portion residing in rural, frontier and tribal areas. According to the U.S. Census Bureau, about 33% of New Mexico's population lives in rural areas, compared to the national average of 19%.<sup>2</sup> This rural population faces unique challenges, including limited access to social services and transportation barriers. The state is also home to 23 indigenous tribes, including the Navajo Nation, which is geographically the largest tribe in the United States, spanning New Mexico, Arizona, and Utah. These tribal communities often reside in remote locations, further complicating access to essential services and public benefits like SNAP.

New Mexico's population is notably diverse, with a high proportion of Hispanic and Native American residents. Approximately 50.2% of the population identifies as Hispanic or Latino, the highest percentage of any state, and about 11.2% identify as American Indian or Alaska Native.<sup>3</sup> These

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<sup>1</sup> Feeding America. (2020, July 20). Why SNAP? Retrieved from Feeding America: <https://www.feedingamerica.org/hunger-blog/why-snap>

<sup>2</sup> U.S. Census ACS 2022 5-year estimate

<sup>3</sup> United States Census Bureau. (2023, July 1). QuickFacts: New Mexico. Retrieved from United States Census Bureau: <https://www.census.gov/quickfacts/fact/table/NM/PST045222>

demographic groups are disproportionately affected by poverty and food insecurity, with 22.6% of Hispanics and 32.5% of all Native Americans experiencing poverty.

New Mexico consistently ranks among the states with the highest poverty and food insecurity rates in the nation. According to the U.S. Census Bureau, 18% of New Mexico's population lived below the poverty line in 2022, significantly higher than the national average of 13%.<sup>4</sup> Child poverty is particularly severe, with approximately 25% of New Mexico children living in poverty compared to 17% of children nationally, making it one of the highest rates in the nation.<sup>5</sup>

This data, especially when broken down by race and ethnicity, highlights the necessity of culturally sensitive and targeted outreach strategies to ensure that all eligible individuals can access SNAP. On the Navajo Nation, for example, 39% of all ages and 49% of children live in poverty. These inequities inform HCA's SNAP outreach priorities and strategies.

The state's food insecurity rate is also alarming. According to the most recent 2022 food insecurity data from Feeding America, 15.2% of all households in New Mexico struggle with food insecurity. For children, the rate is even higher, at 22%.<sup>6</sup> These figures underscore the critical need for effective food assistance programs like SNAP. Other vulnerable groups more susceptible to experiencing food insecurity and poverty includes older adults, college students, unhoused/homeless individuals and families, and veterans. For example, first of its kind data was recently released and published by the New Mexico Higher Education Department's Basic Needs Project which surveyed 27 of the State's public institutions. Results showed that across New Mexico college campuses (4-year, community college, and tribal institutions), 58% of student struggle with food insecurity. When considering race and ethnicity, food security was more severe for Native American students (70%), Black students (68%), LGBTQ+ students (64%).<sup>7</sup> The income disparity for older adults also highlights a critical area for outreach. Adults 65 and over are more concentrated in lower income ranges (\$25,000 < \$75,000) compared to adults 18-64 (\$50,000 < \$150,000).<sup>8</sup> This limited income significantly increases the risk of food insecurity for seniors, who may struggle to afford nutritious food options, and considering the low SNAP participation for potentially eligible older adults (53%), new and improved outreach strategies are necessary.<sup>9</sup> Additionally, by 20230, New Mexico will be the 4<sup>th</sup> oldest state in the union. New Mexico has also recently increased, via state funding, minimum benefits for this population to \$100 per month and increased its FPL threshold to 200% FPL – thus, HCA anticipates outreach will be integral to connecting eligible community members to SNAP.

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<sup>4</sup> U.S. Census Bureau, American Community Survey, Table S1701, 2017–2021

<sup>5</sup> U.S. Census Bureau, American Community Survey, Table S1701, 2017–2021

<sup>6</sup> Feeding America. (2024). Map the Meal Gap. Retrieved from Feeding America: <https://map.feedingamerica.org/county/2022/child/new-mexico>

<sup>7</sup> Cargas, S., Neel, A., Thomas, T., Gonzalez-Pacheco, D., Trujillo, P., Coakley, K., & Allocca, A. (2024). 2023-2024 Student Basic Needs Report. Retrieved from <https://basicneeds.unm.edu/nm-higher-ed-basic-needs-report.pdf>

<sup>8</sup> National Health Interview Survey 2021

<sup>9</sup> U.S. Department of Agriculture. (n.d.). SNAP Participation Rates by State, Elderly People (FY 2018). Retrieved from USDA Food and Nutrition Service: <https://www.fns.usda.gov/usamap#>

### 3. Outreach Plan Summaries

#### **Executive Summary:**

The Roadrunner Food Bank and the Economic Council Helping Others Inc. Food Bank (ECHO) are dedicated to enhancing food security in New Mexico by providing comprehensive SNAP outreach and application assistance. Both organizations employ targeted strategies to ensure that vulnerable populations have access to the benefits of SNAP, focusing on diverse and rural geographic areas and priority populations that include older adults, veterans, college students, food pantry clients, immigrant communities and mixed status families, tribal communities, and people living in rural communities. Also, throughout the year, each implementing agency will work collaboratively with HCA's Tribal Liaison to conduct collaborative and thoughtful outreach with tribal partners and to solicit feedback for programming.

**Roadrunner Food Bank's** outreach is structured around three main strategies. Roadrunner will approach each strategy with health and racial equity in mind. The first, the HELP Center, provides vital support for individuals navigating the SNAP application and recertification process. This assistance includes guidance on verifications, interviews, and other necessary steps. The HELP Center primarily offers this support via a dedicated phone line, ensuring accessibility for all clients.

The second strategy, Field Outreach, involves distributing target-specific materials to potential SNAP recipients at various locations such as Roadrunner distribution sites, community events, and resource fairs. The Roadrunner Client Services team is responsible for the creation and distribution of these materials (all include the USDA nondiscrimination statement). At these events, the team educates attendees about SNAP benefits and schedules application assistance appointments. Moreover, Roadrunner fosters relationships with organizations such as veteran sites and senior centers to conduct regular field outreach.

The third strategy revolves around "SNAP Clinics", where Roadrunner provides in-person application and recertification assistance at partner locations. These locations are selected based on the specific populations they serve, ensuring that the assistance reaches those most in need. Roadrunner Client Services establishes a regular schedule at these locations to build consistency and awareness. SNAP clinic events are promoted through various channels, including printed materials, social media, and phone/text awareness campaigns. Additionally, Roadrunner continues its on-the-ground outreach efforts through partner organizations to educate the community about SNAP benefits.

**ECHO Food Bank's** outreach efforts focus on assisting San Juan County residents with SNAP applications and addressing frequently asked questions. ECHO targets tribal communities, college students and older adults, but aids all county residents. ECHO collaborates with local colleges, municipal schools, and Tribal Chapter Houses to provide SNAP assistance and offers in-person office appointments. To expand their outreach, ECHO intends to build new partnerships with health care providers, senior centers, and other community entities.

Both RRFB and ECHO are committed to ensuring that eligible New Mexico residents have access to SNAP benefits. By employing comprehensive outreach strategies and targeting specific populations, these organizations play a crucial role in addressing food insecurity in the state. Their efforts not only provide immediate assistance but also foster long-term relationships and community awareness, ultimately contributing to the overall well-being of New Mexico's most vulnerable populations.

**Summary of Projects:**

<b>Project Number</b>	<b>Title</b>	<b>Geographic Area</b>	<b>Target Audience</b>	<b>Contracted (list contractor) or In-House</b>
00	Health Care Authority	Statewide	N/A	In-House
01	Roadrunner Food Bank	Statewide	Food Pantry Clients; Immigrant Communities and Mixed Status Families; Older Adults; Support of Racial Equity; Veterans; College Students; Latinos; Native Americans; People Living in Rural Communities	Contractor
02	Economic Council Helping Others Inc. Food Bank (ECHO)	San Juan County	College Student; Clinic and Healthcare Clients; Farmers Market Participants; Tribal Communities (Chapter Houses)	Contractor

#### 4. Outreach Project Details

<b>Project Number</b>	<b>00 – Health Care Authority</b>			
<b>Goal</b>	Provide administrative oversight, oversee SNAP Outreach contracts, and take lead in reporting to FNS.			
<b>Target Audience</b>	N/A			
<b>Timeline</b>	Start	October 1, 2024	End	September 30, 2025, Ongoing
<b>Description of Activity</b>	Manage State contracts with NMHCA’s SNAP Outreach partner(s) and prepare/submit required FNS report.			
<b>Subrecipient</b>	N/A			
<b>Tax ID of Subrecipient</b>	N/A			
<b>Role of Subrecipient</b>	N/A			
<b>Role of State Agency</b>	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.			
<b>State/subrecipient funding source</b>	State General Fund			
<b>Volunteers</b>	No			
<b>Evaluation</b>	<p>The SNAP Outreach Plan will be evaluated based on the following metrics:</p> <ul style="list-style-type: none"> <li>• Applications Submitted</li> <li>• Applications Approved</li> <li>• Materials Distributed</li> <li>• # of phone assistance appointments scheduled at outreach events designated by a referral source code through RRFB’s CRM</li> <li>• Evaluation of application approved is part of the overall evaluation of the NM SNAP Outreach Plan</li> <li>• Client satisfaction (via surveys)</li> </ul>			

Project Number	01 – Roadrunner Food Bank		
<b>Goal</b>	<p><b>Strategy #1 – HELP Center</b>            Goal: Increase access to SNAP by providing application assistance over the phone to citizens across NM, thereby removing geographic and technological barriers.</p> <p><b>Strategy #2 – Field Outreach</b>            Goal: Increase awareness of SNAP program and access and Roadrunner SNAP application assistance services.</p> <p><b>Strategy #3 – SNAP Clinics</b>            Goal: Increase SNAP program participation by providing direct, in person application assistance at targeted locations</p>		
<b>Target Audience</b>	<p><b>Strategy #1 – HELP Center</b>            Target Audience:</p> <ul style="list-style-type: none"> <li>Food pantry clients, immigrant communities and mixed status families, older adults, support of racial equity, veterans, students, Latinos, Native Americans, People living in rural communities.</li> </ul> <p>Geographic Area:</p> <ul style="list-style-type: none"> <li>Statewide</li> </ul> <p><b>Strategy #2 – Field Outreach</b>            Target Audience:</p> <ul style="list-style-type: none"> <li>Food pantry clients, immigrant communities and mixed status families, older adults, support of racial equity, veterans, students, Latinos, Native Americans, People living in rural communities.</li> </ul> <p>Geographic Area:</p> <ul style="list-style-type: none"> <li>Bernalillo County, Sandoval County, Valencia County, Dona Ana County, McKinley County, Sierra County, Luna County</li> </ul> <p><b>Strategy #3 – SNAP Clinics</b>            Target Audience:</p> <ul style="list-style-type: none"> <li>Veterans, students, seniors, Latinos, Native Americans, unhoused population, immigrant communities and mixed status families.</li> </ul> <p>Geographic Area:</p> <ul style="list-style-type: none"> <li>Bernalillo County, Sandoval County, Valencia County, Dona Ana County</li> </ul>		
<b>Timeline</b>	Start	October 1, 2024	End September 30, 2025, Ongoing
<b>Description of Activity</b>	<p><b>Strategy #1 – HELP Center</b></p> <ul style="list-style-type: none"> <li>Application and recertification assistance: Provide guidance and support to individuals seeking assistance with SNAP applications, verifications, interviews, or other steps in the application and/or recertification process.</li> </ul>		



	<ul style="list-style-type: none"> <li>• Roadrunner will provide material distribution through partner organizations and ‘on the ground’ outreach working to provide education about the benefits of SNAP. All materials will include the USDA nondiscrimination statement. <ul style="list-style-type: none"> <li>○ Materials (flyers, cards, posters, etc.) will have direct phone number for Roadrunner’s HELP Center.</li> </ul> </li> <li>• Application assistance will be provided primarily by phone on a dedicated Roadrunner HELP Center phone line.</li> </ul> <p><b>Strategy #2 – Field Outreach</b></p> <ul style="list-style-type: none"> <li>• Materials distribution: Distribution of accurate, target-specific materials to clients and agencies where potential SNAP recipients/candidates may be located. These locations can include Roadrunner distributions, community events, resource fairs, outside organizations, community clinics, etc. All materials will include the USDA nondiscrimination statement. <ul style="list-style-type: none"> <li>○ Roadrunner Client Services team will administer and oversee materials creation and distribution.</li> <li>○ RR Roadrunner FB Client Services team will attend these outreach opportunities, educate and provide information on SNAP, and directly schedule application assistance phone appointments for people interested in applying.</li> </ul> </li> <li>• Develop and maintain relationships with outside organizations, such as veteran sites and senior centers, to conduct regular field outreach to target populations.</li> <li>• Coordinate joint Roadrunner/HCA field outreach activities.</li> </ul> <p><b>Strategy #3 – SNAP Clinics</b></p> <ul style="list-style-type: none"> <li>• Application and recertification assistance: Provide guidance and support to individuals seeking assistance with SNAP applications, verifications, interviews, or other steps in the application and/or recertification process.</li> <li>• Application assistance will be provided primarily in person by dedicated Roadrunner staff at partner locations selected for specific populations served.</li> <li>• Roadrunner Client Services will establish a regular schedule at recurring partner locations for consistency and awareness.</li> <li>• Roadrunner will promote SNAP clinic events via printed materials, social media, text and phone campaigns, etc.</li> <li>• Roadrunner will provide material distribution through partner organizations and ‘on the ground’ outreach working to provide education about the benefits of SNAP.</li> </ul>
<b>Subrecipient</b>	Roadrunner Food Bank
<b>Tax ID of Subrecipient</b>	85-0278525

<b>Role of Subrecipient</b>	Provide staffing and resources for project. Provide oversight to partner organizations. Ensure compliance with all NMHCA and USDA requirements.
<b>Role of State Agency</b>	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.
<b>State/subrecipient funding source</b>	Community grants, general operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA match.
<b>Volunteers</b>	Yes, volunteers will be used to: <ul style="list-style-type: none"> <li>• Distribute educational materials;</li> <li>• Refer clients to HELP Center for further SNAP information and assistance;</li> <li>• And help in a support capacity at SNAP clinics to provide Roadrunner information to interested people who are waiting or people already on SNAP, while RRFB staff provides application assistance.</li> </ul>
<b>Evaluation</b>	Roadrunner Food Bank will evaluate Strategies #1-3 progress based on: <ul style="list-style-type: none"> <li>• Applications Submitted</li> <li>• Applications Approved</li> <li>• Materials Distributed</li> <li>• # of phone assistance appointments scheduled at outreach events designated by a referral source code through Roadrunner’s CRM</li> <li>• Evaluation of application approved is part of the overall evaluation of the NM SNAP Outreach Plan</li> </ul>

<b>Project Number</b>	<b>02 – Economic Council Helping Others Inc. Food Bank (ECHO)</b>		
<b>Goal</b>	<p>Goal: Increase awareness of and access to SNAP by conducting outreach and providing application assistance.</p> <ul style="list-style-type: none"> <li>Objective: Assist a minimum of five hundred people with the SNAP application over the course of FFY25.</li> </ul>		
<b>Target Audience</b>	College students, seniors, tribal communities, and families.		
<b>Timeline</b>	Start	October 1, 2024	End September 30, 2025, Ongoing
<b>Description of Activity</b>	ECHO will collaborate with local colleges, municipal schools, and Tribal Chapter Houses to offer SNAP assistance and open their office for in-person appointments. ECHO will also implement a mobile SNAP unit to address geographic access barriers that clients in San Juan County often face. To expand reach and impact, ECHO will build new partnerships with healthcare partners, senior centers, and other community entities.		
<b>Subrecipient</b>	Economic Council Helping Others Inc. Food Bank (ECHO)		
<b>Tax ID of Subrecipient</b>	85-0196667		
<b>Role of Subrecipient</b>	Provide staffing and resources for project. Provide oversight to partner organizations. Ensure compliance with all NMHCA and USDA requirements.		
<b>Role of State Agency</b>	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.		
<b>State/subrecipient funding source</b>	General operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA match.		
<b>Volunteers</b>	No, volunteers will not be used for this project.		
<b>Evaluation</b>	ECHO’s team will track the number of people served and what services they utilize in its client database. Monthly and annual statistical reports will be created to assist ECHO analyze outreach efforts and develop more strategies around the plan. ECHO will also create and provide a satisfaction survey for clients and partners to improve services.		

## 5. Outreach Project Staffing Details

Project Number	00 – Health Care Authority						
Staff Person Title	Outreach Duties and Responsibilities	(a) FTE Outreach	(b) Salary	(c=a x b) Outreach Salary	(d) Benefits Rate	(e=c x d) Outreach Benefits	(f=c + e) Total
Management Analyst - Advanced	Oversees and monitors contracts and reporting	.20	\$57,721	\$11,544	36.28%	\$4,188	\$15,732
<b>Total</b>				<b>\$11,544</b>		<b>\$4,188</b>	<b>\$15,732</b>

Project Number	01 – Roadrunner Food Bank						
Staff Person Title	Outreach Duties and Responsibilities	(a) FTE Outreach	(b) Salary	(c=a x b) Outreach Salary	(d) Benefits Rate	(e=c x d) Outreach Benefits	(f=c + e) Total
HELP Center Coordinator	Assists with SNAP outreach coordination	0.5	\$51,418	\$25,709	25%	\$6,427	\$32,136
Field Outreach Coordinator	Schedules field outreach events and activities	0.5	\$51,418	\$25,709	25%	\$6,427	\$32,136
HELP Center Representative – Bilingual (Part-time)	Assists clients with SNAP applications over the phone and in person	0.7	\$20,800	\$14,560	N/A	N/A	\$14,560
HELP Center Representative (Full-time)	Assists clients with SNAP applications over the phone and in person	0.5	\$43,680	\$21,840	25%	\$5,460	\$27,300
<b>Total</b>				<b>\$87,818</b>		<b>\$18,315</b>	<b>\$106,133</b>

Project Number	02 – Economic Council Helping Others Inc. Food Bank (ECHO)						
Staff Person Title	Outreach Duties and Responsibilities	(a) FTE Outreach	(b) Salary	(c=a x b) Outreach Salary	(d) Benefits Rate	(e=c x d) Outreach Benefits	(f=c + e) Total
Outreach Coordinator (Part-time)	Assists clients with SNAP applications	1.0	\$22,000	\$22,000	N/A	N/A	\$22,000
<b>Total</b>				<b>\$22,000</b>			<b>\$22,000</b>

## 6. Outreach Project Budget Details and Narrative

<b>Budget Detail Table for Project #00: Health Care Authority</b>						
<b>Expenses</b>	<b>(a) Public Cash</b>	<b>(b) Public In-kind</b>	<b>(c) Private Cash</b>	<b>(d=a+b+c) Total Non- Federal</b>	<b>(e) Federal Funds</b>	<b>(f=d+e) Total Funds</b>
<b>(g) Personnel (Salary &amp; Benefits)</b>	\$7,866	\$0	\$0	\$7,866	\$7,866	\$15,732
<b>Other Direct Costs</b>						
<b>(h) Copying/Printing/Materials</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(i) Internet/Telephone</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(j) Equipment and Other Capital Expenditures</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(k) Supplies and Non Capital Expenditures</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(l) Building/Space</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(m) Other</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(n=h+i+j+k+l+m) Subtotal Other Direct Costs</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Travel</b>						
<b>(o) Long Distance</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(p) Local</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(q=o+p) Subtotal Travel</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(r) Contractual</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(s=g+n+q+r) Total Personnel, Direct Costs, Travel, and Contractual</b>	\$7,866	\$0	\$0	\$7,866	\$7,866	\$15,732
<b>(t = indirect cost rate × s) Indirect Costs</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(u=s+t) TOTAL</b>	<b>\$7,866</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7,866</b>	<b>\$7,866</b>	<b>\$15,732</b>

### **Budget Narrative/Justification:**

HCA will use a percentage of an FTE to assist HCA's Income Support Division manage contracts and monitor reporting requirements.

HCA does not anticipate any indirect costs for FFY25.

<b>Budget Detail Table for Project #01: Roadrunner Food Bank</b>						
<b>Expenses</b>	<b>(a) Public Cash</b>	<b>(b) Public In-kind</b>	<b>(c) Private Cash</b>	<b>(d=a+b+c) Total Non- Federal</b>	<b>(e) Federal Funds</b>	<b>(f=d+e) Total Funds</b>
<b>(g) Personnel (Salary &amp; Benefits)</b>	\$0	\$53,067	\$0	\$53,067	\$53,067	\$106,133
<b>Other Direct Costs</b>						
<b>(h) Copying/Printing/Materials</b>	\$0	\$2,000	\$0	\$2,000	\$2,000	\$4,000
<b>(i) Internet/Telephone</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(j) Equipment and Other Capital Expenditures</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(k) Supplies and Non Capital Expenditures</b>	\$0	\$2,965	\$0	\$2,965	\$2,965	\$5,930
<b>(l) Building/Space</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(m) Other</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(n=h+i+j+k+l+m) Subtotal Other Direct Costs</b>	\$0	\$4,965	\$0	\$4,965	\$4,965	\$9,930
<b>Travel</b>						
<b>(o) Long Distance</b>	\$0	\$1,000	\$0	\$1,000	\$1,000	\$2,000
<b>(p) Local</b>	\$0	\$968	\$0	\$968	\$968	\$1,935
<b>(q=o+p) Subtotal Travel</b>	\$0	\$1,968	\$0	\$1,968	\$1,968	\$3,935
<b>(r) Contractual</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(s=g+n+q+r) Total Personnel, Direct Costs, Travel, and Contractual</b>	\$0	\$60,000	\$0	\$60,000	\$60,000	\$119,999
<b>(t = indirect cost rate × s) Indirect Costs</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(u=s+t) TOTAL</b>	<b>\$0</b>	<b>\$60,000</b>	<b>\$0</b>	<b>\$60,000</b>	<b>\$60,000</b>	<b>\$120,000</b>

**Budget Narrative/Justification:**

Printing cost explanation: Paper, copy machine, and ink at direct cost

Supplies and Non-Capital Expenditures cost explanation: Office supplies at direct cost

Long distance cost explanation: Outreach travel to rural New Mexico counties at .655 per mile

Local Travel Explanation: Travel to local outreach sites at .655 cents per mile.

- Long Distance (3,053 miles X \$.655 = \$2,000); Local (2,954 miles X \$.655 = \$1,935)

<b>Budget Detail Table for Project #02: Economic Council Helping Others Inc. Food Bank (ECHO)</b>						
<b>Expenses</b>	<b>(a) Public Cash</b>	<b>(b) Public In-kind</b>	<b>(c) Private Cash</b>	<b>(d=a+b+c) Total Non- Federal</b>	<b>(e) Federal Funds</b>	<b>(f=d+e) Total Funds</b>
<b>(g) Personnel (Salary &amp; Benefits)</b>	\$0	\$11,000	\$0	\$11,000	\$11,000	\$22,000
<b>Other Direct Costs</b>						
<b>(h) Copying/Printing/Materials</b>	\$0	\$940	\$0	\$940	\$940	\$1,880
<b>(i) Internet/Telephone</b>	\$0	\$600	\$0	\$600	\$600	\$1,200
<b>(j) Equipment and Other Capital Expenditures</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(k) Supplies and Non Capital Expenditures</b>	\$0	\$4,200	\$0	\$4,200	\$4,200	\$8,400
<b>(l) Building/Space</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(m) Other</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(n=h+i+j+k+l+m) Subtotal Other Direct Costs</b>	\$0	\$5,740	\$0	\$5,740	\$5,740	\$11,480
<b>Travel</b>						
<b>(o) Long Distance</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(p) Local</b>	\$0	\$3,260	\$0	\$3,260	\$3,260	\$6,520
<b>(q=o+p) Subtotal Travel</b>	\$0	\$3,260	\$0	\$3,260	\$3,260	\$6,520
<b>(r) Contractual</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(s=g+n+q+r) Total Personnel, Direct Costs, Travel, and Contractual</b>	\$0	\$20,000	\$0	\$20,000	\$20,000	\$40,000
<b>(t = indirect cost rate × s) Indirect Costs</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(u=s+t) TOTAL</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$40,000</b>

**Budget Narrative/Justification:**

Copying, Printing, and materials – \$1,880:

- Marketing materials that include USDA nondiscrimination statement (brochures, flyers, business cards, banners, car magnets)

Internet/Telephone – \$1,200:

- SNAP Cell phone - \$65 a month x 12 months = \$780, \$420 towards the cost of Wi-Fi in the office and on the mobile unit.

Supplies and Non-Capital Expenditures – \$8,400:

- Office supplies \$500
- Language Link \$3,600 annual cost
- Laptop, iPad, keyboard, and other equipment as needed (protective cases)- \$1000
- Mobile office setup: Canopy, mobile desk, chairs, totes, etc. \$1,000
- Incentives and Merchandise \$1000
- Training, conferences, collaborative offices
- Other items - \$1,300

Local Travel – \$6,520:

- Due to ECHO's unique rural geographic coverage and the type of vehicles used for outreach work, ECHO's calculates their cost per mile at \$3.50.
- $720 \text{ miles} \times \$3.50 = \$2,520 + \$2,000 \text{ (vehicle insurance)} + \$2,000 \text{ (vehicle maintenance)} = \mathbf{\$6,520}$
- Travel mileage for **some** of the chapter houses, senior centers, and colleges in San Juan County:
  - Naschitti Chapter House, Tohatchi, NM 87325 – 70 miles/ 140 round trip
  - Beclabito Chapter, Shiprock, NM 87420 – 50 miles/100 round trip
  - Sheep Springs Chapter House, Sheep Springs, NM 87364 -70 miles/140miles round trip
  - Shiprock Chapter House, Shiprock, NM 87420 – 30 miles/60 miles round trip
  - Huerfano Chapter House, 536 Co Rd 7150, Bloomfield, NM 87413 – 30 miles/60 miles round trip
  - Aztec Senior Center, 101 S Park Ave, Aztec, NM 87410 – 15 miles/30 miles round trip
  - San Juan College, 4601 College Blvd, Farmington, NM 87402 – 5 miles/10 miles round trip
  - Shiprock Senior Center, Shiprock, NM 87420 – 40 miles/80 miles round trip
  - Diné College Shiprock North Campus, 1228 Yucca Dr, Shiprock, NM 87420 – 40 miles/80 miles round trip



## 7. Budget Summary

<b>Line Item Budget Summary for Projects #00 - #02</b>						
<b>Expenses</b>	<b>(a) Public Cash</b>	<b>(b) Public In-kind</b>	<b>(c) Private Cash</b>	<b>(d=a+b+c) Total Non- Federal</b>	<b>(e) Federal Funds</b>	<b>(f=d+e) Total Funds</b>
<b>(g) Personnel (Salary &amp; Benefits)</b>	\$7,866	\$64,067	\$0	\$71,933	\$71,933	\$143,866
<b>Other Direct Costs</b>						
<b>(h) Copying/Printing/Materials</b>	\$0	\$2,940	\$0	\$2,940	\$2,940	\$5,880
<b>(i) Internet/Telephone</b>	\$0	\$600	\$0	\$600	\$600	\$1,200
<b>(j) Equipment and Other Capital Expenditures</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(k) Supplies and Non Capital Expenditures</b>	\$0	\$7,165	\$0	\$7,165	\$7,165	\$14,330
<b>(l) Building/Space</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(m) Other</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(n=h+i+j+k+l+m) Subtotal Other Direct Costs</b>	\$0	\$10,705	\$0	\$10,705	\$10,705	\$21,410
<b>Travel</b>						
<b>(o) Long Distance</b>	\$0	\$1,000	\$0	\$1,000	\$1,000	\$2,000
<b>(p) Local</b>	\$0	\$4,228	\$0	\$4,228	\$4,228	\$8,455
<b>(q=o+p) Subtotal Travel</b>	\$0	\$5,228	\$0	\$5,228	\$5,228	\$10,455
<b>(r) Contractual</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(s=g+n+q+r) Total Personnel, Direct Costs, Travel, and Contractual</b>	\$7,866	\$80,000	\$0	\$87,866	\$87,866	\$175,731
<b>(t = indirect cost rate × s) Indirect Costs</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>(u=s+t) TOTAL</b>	<b>\$7,866</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$87,866</b>	<b>\$87,866</b>	<b>\$175,731</b>

## 8. Assurances

Check to Indicate You Have Read and Understand the Assurance Statement	Assurance Statement
✓	The State agency is accountable for the content of the State outreach plan and will provide oversight of any subrecipients.
✓	The State agency is fiscally responsible for outreach activities funded under the plan and is liable for repayment of unallowable costs.
✓	Outreach activities are targeted to those potentially eligible for benefits.
✓	Cash or in-kind donations from other non-Federal sources have not been claimed or used as a match or reimbursement under any other Federal program.
✓	If in-kind goods and services are part of the budget, only public in-kind services are included. No private in-kind goods or services are claimed.
✓	Documentation of State agency costs, payments, and donations for approved outreach activities are maintained by the State agency and available for USDA review and audit.
✓	Contracts are procured through competitive bid procedures governed by State procurement regulations.
✓	Program activities are conducted in compliance with all applicable Federal laws, rules, and regulations including Civil Rights and OMB regulations governing cost issues.
✓	Program activities do not supplant existing outreach programs, and where operating in conjunction with existing programs, enhance and supplement them.
✓	Program activities are reasonable and necessary to accomplish outreach goals and objectives.