



ARIZONA DEPARTMENT OF ECONOMIC SECURITY

1717 W. Jefferson • P.O. Box 6123 • Phoenix, AZ 85005

Janet Napolitano  
Governor

Tracy L. Wareing  
Director

AUG 13 2007

Dennis Stewart, Director  
USDA Food & Nutrition Service  
Western Regional Office  
90 Seventh St., Suite 10-100  
San Francisco, CA 94103

Dear Mr. Stewart:

Enclosed is the Food Stamp Information Plan, federal fiscal year 2008, for the state of Arizona.

If you have any questions, please contact Judith Fritsch, Program Administrator, Director's Office of Community Partnerships and Innovative Practices (CPIP) at (602) 542-6600.

Sincerely,

Tracy L. Wareing  
Director

Enclosure

# Outreach Plan Template

## 1. Cover Page/Contact Information/Signatures

Multiple year plans: Complete Section 1 each year.

### **FOOD STAMP PROGRAM Annual Plan for Outreach**

State: Arizona  
State Agency: Arizona Department of Economic Security  
Fiscal Year: 2008.

Primary Contacts: Complete the table with the name, title, phone and email address for those State food stamp agency personnel who should be contacted with questions about the outreach plan. Add additional rows if needed.

| Name           | Title                 | Phone        | Email              |
|----------------|-----------------------|--------------|--------------------|
| Judith Fritsch | Program Administrator | 602-542-0283 | jfritsch@azdes.gov |
| Marco Liu      | Program Administrator | 602-524-5065 | mliu@azdes.gov     |

**Certified By:**

<Signature of Authorized Person>

*Tracy L. Waring*  
 State Food Stamp Agency Director (or Commissioner)

8/13/07  
 Date

**Certified By:**

<Signature of Authorized Person>

\_\_\_\_\_  
 State Food Stamp Agency Fiscal Reviewer

\_\_\_\_\_  
 Date

## 2. Statement of Need

Provide a concise description of the need for the projects. Include data such as trends in food stamp participation, and the incidence of hunger and food insecurity. Include the source and date of the data. Additional data such as demand for emergency food providers, poverty rates, unemployment rates, or other similar information may also be provided to support the need. (Suggested length: Not more than 2 pages)

A large number of Arizona residents live below the federal poverty guidelines. An estimated 824,000 Arizonans currently live in poverty (as of 2006, an annual income of less than \$20,650

for a family of four).<sup>1</sup> For May 2007, the unemployment rate in Arizona was 3.6 percent.<sup>2</sup> As of January 2007, 534,181 residents receive Food Stamp (FS) benefits. Arizona has had an 85.6 percent participation increase in the FSP from 2001-2006<sup>3</sup>. Despite this increase, over 588,000 Arizonans are currently living at or below 130% of the Federal Poverty Guidelines, yet not receiving Food Stamps<sup>4</sup>. These statistics illustrate the considerable need for targeted dissemination of Food Stamp Information in Arizona.

In 2007, 41 percent of people receiving emergency food in Arizona are seniors or children, and 13 percent of the families accessing emergency food have children ages 0 – 5.<sup>4</sup> Poverty and subsequent food insecurity has been shown to produce quantifiable reductions in cognitive development and physical growth in children during their formative developmental stages (0 to 5 years), and under-nutrition in seniors may lead to significant health concerns. In addition, 42 percent of the households accessing emergency food report having at least one person who is employed, highlighting the need for FS outreach to the working poor. Additionally, there is strong evidence that children who live in households lacking access to sufficient food are more likely to be in poorer health than children from food secure households.<sup>4</sup>

There are approximately 1.7 million people in Arizona who are poor or “working poor” (income is slightly above the poverty level). This is one third of the state’s population. According to the Arizona Community Action Association (ACAA), low wages continue to be the primary challenge for low income families/individuals across the state. Six of Arizona’s ten industrial sectors have an average annual salary below the U.S average of \$29,245. These six sectors make up 63 percent of all Arizona jobs.<sup>5</sup>

According to ACAA data, the poverty rate for children in Arizona remains higher than that of any other group. Over 44 percent of Arizona’s children are living below 200 percent of the poverty line. The number of poor families with children headed by single females rose 128.8 percent over the last twenty years.<sup>5</sup> Attachment A identifies 2005 poverty rates by age and race.

### **3. Outreach Plan Summaries**

The Federal Food Stamp Act of 1977 provided that state agencies may, at their option, inform low income households about the availability, eligibility requirements, application procedures and benefits of the Food Stamp Program (FSP), and receive federal matching funds for such program informational activities. The Arizona State Legislature traditionally appropriates General Fund dollars in the amount of \$28,500 to serve as the match for its Food Stamp Information Plan activities funded by the United States Department of Agriculture, Food and Nutrition Services (USDA/FNS). This year, the outreach agency will be awarded a total of \$57,000.

The Hunger Program at Department of Economic Security (DES)/Office of Community Partnership and Innovative Practices (CPIP) administers these funds and manages the ACAA contract. DES/CPIP submits this plan in consultation with the DES/Family Assistance Administration (FAA), which administers the FSP.

The goal of the Arizona Food Stamp Information Plan is to demonstrate at least a ten percent annual increase in the statewide FSP participation among low income families/ individuals, defined as those who are at or below 125% of the Federal Poverty Level (FPL). ACAA will

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<sup>1</sup> Estimated 2004 Arizona Population (<http://factfinder.census.gov>). Multiplied by 2000 census% of individuals below

poverty level (<http://factfinder.census.gov>)

<sup>2</sup> Dept. of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

<sup>3</sup> Food Research and Action Center

<sup>4</sup> Association of Arizona Food Banks

<sup>5</sup>Arizona Community Action Association. Poverty in Arizona. September 2003.

provide a special focus on outreach to seniors, immigrant populations, and the working poor throughout Arizona.

ACAA is a statewide, non-profit organization, engaged in research and educational activities related to developing solutions to poverty-related problems in Arizona.

For over 32 years, ACAA has brought together public officials, low income families/individuals and representatives of the private sector and human service providers to share common concerns and to develop strategies to address poverty-related issues that are statewide rather than local in nature.

ACAA will work in partnership with the food banks, Community Action Agencies (CAAs), state agencies, grocers, community based agencies, schools, and hospitals to maximize community resources. ACAA has built strong partnerships with a variety of community, faith based and non-profit organizations and will utilize these partnerships to enhance the food stamp outreach program. This Plan includes a statewide effort to build the capacity of all CAAs and food banks to increase the awareness of the FSP and encourage clients to prescreen and apply for benefits.

Additionally, ACAA will utilize the FNS website which provides information about Food Stamp outreach methods in other states, and provides tools and resources to enhance Food Stamp outreach as well as correspondence with the Western Region Anti-Hunger Consortium, which meets semi-annually to discuss best practices. ACAA will identify successful ideas used in other states to enhance our effort. Best practices already identified include Oregon's model of working directly with the DES offices, as well as Washington's model that allows them to blanket the state in outreach through partners. The FNS website also provides a tool kit to assist in the creation of a free media campaign and increase the effect of the paid media campaign.

For fiscal year 2008, ACAA will utilize outreach methods found to be successful in previous years while incorporating new methods as well. Three projects are outlined in Section 3, Summary of Projects, and in Section 4 of the Plan. Each is expected to positively impact participation in Arizona's FSP. Project activities will concentrate on informing low income working Arizonans, but will not neglect informing families, immigrants, the elderly and local agencies serving these groups of the existence and benefits of the FSP. This project will also inform these groups of the changes made in the FSP. The projects will:

- Be accessible, delivered or performed statewide, to employers and employees.
- Include low income individuals in planning activities, through committee and community meetings.
- Include materials printed in appropriate languages (i.e., English and Spanish).
- Utilize Spanish, Native American and other language interpreters at presentations as appropriate.
- Utilize ACAA staff and consultants to provide services in rural and urban settings, especially in areas where there is a large low-paying industry.
- Consider the needs of individuals with visual, hearing and mental impairments.
- Outreach services will address mobility issues by delivering materials to places of employment via mail, on site presentations, and by making information available at locations where individuals are receiving other services.
- Community presentations will be conducted in locations that are handicap accessible and a reasonable effort will be made to provide transportation for participants to the meeting.
- Include materials to maximize message exposure and leverage resources.
- Require DES/CPIP and DES/FAA prior review and approval of materials pertaining to the FSP.

All outreach will be evaluated for effectiveness using a variety of tracking methods, as outlined in detail in Section 4 of this plan.

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> |
|-----------------------|------------------------|------------------------|---|--|
| 1                     | Multiple Media Outlets | Statewide              | Potentially eligible and their family and friends   | In-house   |
| 2                     | Community Outreach     | Statewide              | Potentially eligible, caseworkers and professionals working with potentially eligible clients | In-house   |
| 3                     | Material Distribution  | Statewide              | Caseworkers and professionals working with potentially eligible clients                       | In-house   |

#### **4. Outreach Project Details**

Project Table:

|                                |  |                   |            |                  |
|--------------------------------|--|-------------------|------------|------------------|
| <b>Project Number</b>          | 1  |                   |            |                  |
| <b>Goal</b>                    | <i>By the end of FY 2008, reach a minimum of 50,000 points of contact through multiple media sources, including radio, newsprint, community newsletters, local papers, local access television channels, and in-kind donations of air and print space.</i>   |                   |            |                  |
| <b>Timeline</b>                | <b>Start</b>   | <i>April 2008</i> | <b>End</b> | <i>June 2008</i> |
| <b>Description of Activity</b> | <p><i>Using data collected in the 05-06 and 06-07 media campaigns, as well as penetration data provided by DES, ACAA will target radio, newsprint sources, local access television channels, and other relevant media sources. ACAA will provide these outlets with a PSA in English, Spanish, or both that is targeted to low-income working poor, seniors, and immigrant populations. This PSA will inform the listener/reader about the FSP as well as refer them to a pre-screening website. Rural and urban communities statewide will be targeted using one or more methods.</i></p> <p><i>ACAA will concentrate on advertising in free publications and partnering with media sources for complimentary air time and newsprint space that will maximize our financial resources and our impact within targeted communities. Newsprint advertising will be focused on community newsletters and local papers. Radio media will be targeted in urban and rural areas of Arizona where DES identifies low penetration rates by poverty data. ACAA will continue to partner with media sources who have been effective and supportive partners in past years.</i></p> |                   |            |                  |
| <b>Contractor</b>              | <i>No contractor.</i>  |                   |            |                  |
| <b>Role of the Contractor</b>  | <i>N/A</i>   |                   |            |                  |
| <b>Partner 1</b>               | <i>ACAA</i>  |                   |            |                  |
| <b>Role of Partner 1</b>       | <p><i>Please see Attachment B for a list of media sources utilized in the 06-07 contract year. ACAA will continue to work with the media outlets identified therein to the extent that it is cost-effective and relevant to need as identified by DES penetration and poverty data. ACAA will also work with DES to identify and collaborate with new sources, such as local access television channels and statewide newsprint sources.</i></p> <p><i>ACAA will make contacts with and negotiate time, dates prices, and in-kind donations with all media outlets. ACAA will provide the PSA to outlets in radio or print format, and work with DES where appropriate to develop information to be provided.</i></p>  |                   |            |                  |
| <b>Evaluation</b>              | <p><i>ACAA will monitor the number of hits to the Arizona Self Help (ASH) prescreening website, and in particular answers to the question 'How did you hear about Arizona Self Help?' to look for trends in increased hits and increased references to the media efforts. Currently, users can report hearing about ASH through 'Flyer/Poster', 'Radio/TV', and 'Newspaper'. ACAA will also monitor, through DES reports, the number of individuals and families applying for and enrolling in the FSP, and compare these numbers to months when no media is run, as well as to the same months in the previous year. ACAA will also, with information provided by DES, track for an increase in calls to the DES 1-800 hotline number.</i></p>  |                   |            |                  |

|                                |  |              |                              |
|--------------------------------|--|--------------|------------------------------|
| <b>Project Number</b>          | 2  |              |                              |
| <b>Goal</b>                    | By the end of FY 2008, provide a minimum of 24 outreach presentations statewide, providing potentially eligible persons, caseworkers, and professionals working with potentially eligible clients with information about the FSP and using <a href="http://www.arizonaselfhelp.org">www.arizonaselfhelp.org</a> to pre-screen for Food Stamp eligibility.  |              |                              |
| <b>Timeline</b>                | <b>Start</b>   | October 2007 | <b>End</b><br>September 2008 |
| <b>Description of Activity</b> | <p>Due to funding restrictions, community outreach will be our primary focus again this year. We will concentrate heavily on educating the community about <a href="http://www.arizonaselfhelp.org">www.arizonaselfhelp.org</a> (ASH) and the Food Stamp Program. In addition, we will continue to build community partners throughout the state.</p> <p>ACAA will conduct trainings on ASH and the FSP to potentially eligible persons, caseworkers, and professionals working with potentially eligible clients. Past trainings have proven to be successful in increasing usage of ASH as well as applications to the FSP. Although Arizona's enrollment numbers for the FSP have fluctuated in FY 06-07, ACAA and DES believe that outreach presentations are effective in helping reach potentially eligible populations, and are a cost-effective means of spreading information about the FSP. Many individuals report hearing about ASH through caseworkers and agency contact.</p> <p>ACAA will train at least 24 community organizations, agencies, educational institutions or businesses on the effective use of ASH, specifically focusing on the Food Stamp benefit and application.</p> <p>Community outreach materials have already been printed and are available for distribution. ACAA manages the materials and provides them on a consistent basis to various groups, including DES, CAP offices statewide, and several grocery chains. In addition, ACAA receives several requests in the average month through phone calls and through both the ACAA and ASH websites. Materials will be used to reinforce and enhance media and outreach presentations, as well as help increase enrollment in the FSP and keep the message present and consistent.</p> <p>ACAA has printed and will provide to community organizations:</p> <ul style="list-style-type: none"> <li>Bilingual Food Stamp brochures;</li> <li>Food Stamp posters;</li> <li>ASH flyers;</li> <li>ASH pens; and</li> <li>ASH/FS magnets in English and Spanish.</li> </ul> <p>Materials encourage individuals to call the Food Stamp hotline number or visit the ASH website.</p> <p>ACAA will continue to partner with supermarkets to provide Food Stamp and ASH information to low-income shoppers who are not already enrolled in the FSP. This includes providing flyers and brochures to be distributed in supermarket locations including Bashas', Food City, Fry's, Safeway, and the Ranch Market. ACAA will also continue to work with supermarkets statewide to run PSAs in-store, and to run FSP/ASH advertisements on</p> |              |                              |

|                               |  |
|-------------------------------|--|
|                               | <p>grocery bags.</p> <p>Many of the community outreach materials have already been printed including 45,000 Food Stamp brochures and 50,000 ASH flyers in late 2005-2006 and 5,000 English and 2,000 Spanish magnets printed in late 2006. Materials will be used to reinforce and enhance enrollment in the FSP. There is also potential for the development of new materials, such as cards for computers at public libraries. It is essential to keep the message present and consistent, as this strategy accomplishes.</p>  |
| <b>Contractor</b>             | No contractor.   |
| <b>Role of the Contractor</b> | N/A  |
| <b>Partner 1</b>              | ACAA   |
| <b>Role of Partner 1</b>      | <p>ACAA will provide outreach and community trainings by contacting service providers and potentially eligible groups and organizing sessions. Trainings will utilize language interpreters where appropriate. ACAA has, in the past, provided these trainings to school groups, health care providers, DES staff, homeless service providers, parent groups, Community Action Program (CAP) staff, and a variety of other social service providers. DES penetration and poverty data will be used to help ACAA identify both urban and rural areas of Arizona where outreach is most needed. ACAA will also work with DES to identify and collaborate with new sources.</p> <p>ACAA will provide trainings statewide. ACAA will also track usage of ASH, and utilize information provided by DES to target trainings and track FSP numbers.</p>   |
| <b>Evaluation</b>             | <p>ACAA will monitor the number of hits to the Arizona Self Help (ASH) prescreening website to look for trends in increased hits. ACAA will also monitor, through DES reports, the number of individuals and families applying for and enrolling in the FSP, and compare these numbers to the previous month that year, as well as the same month in the previous year. ACAA will also, with information provided by DES, track for an increase in calls to the DES 1-800 hotline number.</p> <p>To evaluate the effectiveness of the trainings, ACAA will provide a survey to at least 12 groups participating in training. The survey will ask for feedback about the training itself, as well as solicit suggestions for improvements to the ASH website and potential groups for providing additional outreach.</p> <p>ACAA will also keep track of where presentations are done and how many participants are at each presentation.</p> |



|                               |  |
|-------------------------------|--|
| <b>Project Number</b>         | 3  |
| <b>Goal</b>                   | <i>By the end of FY 2008, ACAA will provide a minimum 25,000 Food Stamp brochures and ASH flyers, 100 ASH pens, 2,500 ASH magnets in English and Spanish, and 50 FSP posters statewide, through a variety of outlets.</i>  |
| <b>Contractor</b>             | <i>No contractor.</i>  |
| <b>Role of the Contractor</b> | <i>N/A</i>   |
| <b>Partner 1</b>              | <i>ACAA</i>  |
| <b>Role of Partner 1</b>      | <i>ACAA will continue to work with our existing partners, including DES and grocers statewide, as well as identify new partners to whom to provide materials to. ACAA will utilize DES penetration and poverty data to help target material distribution. ACAA will also work with DES to identify and collaborate with new sources which may benefit from materials.</i>  |
|                               |  |
| <b>Evaluation</b>             | <p><i>ACAA will monitor the number of hits to the Arizona Self Help (ASH) prescreening website, to look for trends in increased hits and increased references to the media efforts. Currently, users can report hearing about ASH through 'Flyer/Poster', so ACAA will pay particular attention to how often that method is noted. ACAA will also monitor, through DES reports, the number of individuals and families applying for and enrolling in the FSP, and compare these numbers to previous months, as well as to the same months in the previous year. ACAA will also, with information provided by DES, track for an increase in calls to the DES 1-800 hotline number.</i></p> <p><i>ACAA will also track the number of each material distributed, and who is requesting materials.</i></p> |

## 5. Outreach Project Staffing Details

*Staffing Table: Use this table as a worksheet to calculate the staffing cost for each project. Add more lines to the table as needed. The total in column f should be placed in the personnel line item (column f, row g) on your project budget detail table in section 6. The first row of this table is completed to provide an example.*

Multiple year plans: Complete Section 5 each year.

| <b>Project Number</b>     | 1                           |                           |                   |                                  |                          |                                    |                      |
|---------------------------|-----------------------------|---------------------------|-------------------|----------------------------------|--------------------------|------------------------------------|----------------------|
| <b>Staff Person Title</b> | <b>Name of Staff Person</b> | <b>(a) % FTE Outreach</b> | <b>(b) Salary</b> | <b>(c = aXb) Outreach Salary</b> | <b>(d) Benefits Rate</b> | <b>(e = cXd) Outreach Benefits</b> | <b>(f=c+e) Total</b> |
| Program Manager           | Katie Kahle                 | 25%                       | \$22,800          | \$5,700                          | 25.7%                    | \$1,464.90                         | \$7,164.90           |
| <b>Project Number</b>     | 2                           |                           |                   |                                  |                          |                                    |                      |
| <b>Staff Person Title</b> | <b>Name of Staff Person</b> | <b>(a) % FTE Outreach</b> | <b>(b) Salary</b> | <b>(c = aXb) Outreach Salary</b> | <b>(d) Benefits Rate</b> | <b>(e = cXd) Outreach Benefits</b> | <b>(f=c+e) Total</b> |
| Program Manager           | Katie Kahle                 | 50%                       | \$22,800          | \$11,400                         | 25.7%                    | \$2,929.80                         | \$14,329.80          |
| <b>Project Number</b>     | 3                           |                           |                   |                                  |                          |                                    |                      |
| <b>Staff Person Title</b> | <b>Name of Staff Person</b> | <b>(a) % FTE Outreach</b> | <b>(b) Salary</b> | <b>(c = aXb) Outreach Salary</b> | <b>(d) Benefits Rate</b> | <b>(e = cXd) Outreach Benefits</b> | <b>(f=c+e) Total</b> |
| Program Manager           | Katie Kahle                 | 25%                       | \$22,800          | \$5,700                          | 25.7%                    | \$1,464.90                         | \$7,164.90           |

## **6. Outreach Project Budget Details and Narrative**

**Budget Narrative/Justification:** *Provide a budget narrative that explains and justifies each cost and clearly explains how the amount for each line was determined. Be sure to provide details for what is included in the line labeled "other" on the line item budget. (Suggested length: Not more than 2 pages each.)*

*Justification Example: Local travel is calculated at 6 round trips from Capital City to Newtown to train outreach workers. Each trip is 120 miles round trip. (6x120=720 total miles) The mileage rate is \$.485. The total cost for local travel is 720x\$.485=\$349.20.*

Multiple year plans: Complete Section 6 each year. Approval of budgets is on an annual basis. Thus, approval of the upcoming fiscal year budget does not constitute approval of any future year budget presented in multi-year plans. Such budgets will continue to be approved annually.

Staff time and resources will be divided among the three projects outlined, with approximately 25 percent of the Program Manager's time on this contract going to Projects 1 and 3, and 50 percent going to Project 2. Each cost associated with this contract has been divided accordingly, and split into three separate tables. The Program Manager will dedicate 57% of her time to this contract, as reflected in the salary line and ERE expenses.

- (h) Copying and Printing/Materials costs consist of the projected costs of printing outreach materials associated with the Projects.
- (i) Internet/Telephone includes the portion of telephone and long distance service that can be applied to this contract, as well as the maintenance of the ASH website.
- (j) Equipment and Other Capital Expenditures includes Postage and Copier Service and Rental for ACAAs office copier.
- (k) Supplies and Non-Capital Expenditures includes office supplies needed by the Program Manager to carry out tasks associated with this contract.
- (l) Building/Space costs are for Rent, Utilities, and Taxes.
- (m) Other includes accounting services, audit costs, payroll processing, marketing, liability insurance, and postage.
- (n) Long distance includes travel expenses for out of state conferences at \$1,998.00.
- (o) Local travel includes \$500 for mileage (.405 per mile x ~1235 miles) and per diem for Program Manager while traveling (\$28 per day x 5 days)

|   |                                |                                   |                                 |                            |                                  |                                    |
|---|--------------------------------|-----------------------------------|---------------------------------|----------------------------|----------------------------------|------------------------------------|
| <b>Project Number</b>   | 1                              |                                   |                                 |                            |                                  |                                    |
| <b>BUDGET DETAIL</b>  |                                |                                   |                                 |                            |                                  |                                    |
|   | <b>Non-Federal Funds</b>       |                                   |                                 |                            |                                  |                                    |
| <b>Expenses</b>   | <b>(a)<br/>Public<br/>Cash</b> | <b>(b)<br/>Public<br/>In-kind</b> | <b>(c)<br/>Private<br/>Cash</b> | <b>(d=a+b+c)<br/>Total</b> | <b>(e)<br/>Federal<br/>Funds</b> | <b>(f=d+e)<br/>Total<br/>Funds</b> |
| (g) Personnel (Salary and Benefits)   |                                | 3,582.50                          |                                 | 3,582.50                   | 3,582.50                         | 7,165.00                           |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Other Direct Costs  |                                |                                   |                                 |                            |                                  |                                    |
| (h) Copying/Printing/Materials  |                                | 1,452.25                          |                                 | 1,452.25                   | 1,452.25                         | 2,904.50                           |
| (i) Internet/Telephone  |                                | 299.75                            |                                 | 299.75                     | 299.75                           | 599.50                             |
| (j) Equipment and Other Capital Expenditures                                  |                                | 58.75                             |                                 | 58.75                      | 58.75                            | 117.50                             |
| (k) Supplies and Non Capital Expenditures                                     |                                | 108.88                            |                                 | 108.88                     | 108.87                           | 217.75                             |
| (l) Building/Space  |                                | 465.63                            |                                 | 465.63                     | 465.63                           | 931.25                             |
| (m) Other   |                                | 845.00                            |                                 | 845.00                     | 845.00                           | 1,690.00                           |
| (n=h+i+j+k+l+m) Subtotal Other Direct Costs                                   |                                | 3,230.25                          |                                 | 3,230.25                   | 3,230.25                         | 6,460.5                            |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Travel  |                                |                                   |                                 |                            |                                  |                                    |
| (n) Long Distance   |                                | 249.75                            |                                 | 249.75                     | 249.75                           | 499.50                             |
| (o) Local   |                                | 62.50                             |                                 | 62.50                      | 62.50                            | 125.00                             |
| (p=n+o) Subtotal Travel   |                                | 312.25                            |                                 | 312.25                     | 312.25                           | 624.50                             |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (q) Contractual   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(r=g+n+p+q) Total Personnel,<br/>Direct Costs, Travel, and Contractual</b> |                                | 7125.00                           |                                 | 7125.00                    | 7125.00                          | 1,4250.00                          |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (s = indirect cost rate X r) Indirect Costs                                   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(t=r+s) TOTAL</b>  |                                | 7,125.00                          |                                 | 7,125.00                   | 7,125.00                         | 1,4250.00                          |

|   |                                |                                   |                                 |                            |                                  |                                    |
|---|--------------------------------|-----------------------------------|---------------------------------|----------------------------|----------------------------------|------------------------------------|
| <b>Project Number</b>   | <b>2</b>                       |                                   |                                 |                            |                                  |                                    |
| <b>BUDGET DETAIL</b>  |                                |                                   |                                 |                            |                                  |                                    |
|   | <b>Non-Federal Funds</b>       |                                   |                                 |                            |                                  |                                    |
| <b>Expenses</b>   | <b>(a)<br/>Public<br/>Cash</b> | <b>(b)<br/>Public<br/>In-kind</b> | <b>(c)<br/>Private<br/>Cash</b> | <b>(d=a+b+c)<br/>Total</b> | <b>(e)<br/>Federal<br/>Funds</b> | <b>(f=d+e)<br/>Total<br/>Funds</b> |
| (g) Personnel (Salary and Benefits)   |                                | 7,165.00                          |                                 | 7,165.00                   | 7,165.00                         | 14,330.00                          |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Other Direct Costs  |                                |                                   |                                 |                            |                                  |                                    |
| (h) Copying/Printing/Materials  |                                | 2,904.50                          |                                 | 2,904.50                   | 2,904.50                         | 5,809.00                           |
| (i) Internet/Telephone  |                                | 599.50                            |                                 | 599.50                     | 599.50                           | 1,199.00                           |
| (j) Equipment and Other Capital Expenditures                                  |                                | 117.50                            |                                 | 117.50                     | 117.50                           | 235.00                             |
| (k) Supplies and Non Capital Expenditures                                     |                                | 217.75                            |                                 | 217.75                     | 217.75                           | 435.50                             |
| (l) Building/Space  |                                | 931.25                            |                                 | 931.25                     | 931.25                           | 1,862.50                           |
| (m) Other   |                                | 1,690.00                          |                                 | 1,690.00                   | 1,690.00                         | 3,380.00                           |
| (n=h+i+j+k+l+m) Subtotal Other Direct Costs                                   |                                | 6,460.5                           |                                 | 6,460.5                    | 6,460.5                          | 12,921.00                          |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Travel  |                                |                                   |                                 |                            |                                  |                                    |
| (n) Long Distance   |                                | 499.50                            |                                 | 499.50                     | 499.50                           | 999.00                             |
| (o) Local   |                                | 125.00                            |                                 | 125.00                     | 125.00                           | 250.00                             |
| (p=n+o) Subtotal Travel   |                                | 624.50                            |                                 | 624.50                     | 624.50                           | 1,249.00                           |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (q) Contractual   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(r=g+n+p+q) Total Personnel,<br/>Direct Costs, Travel, and Contractual</b> |                                | 14,249.98                         |                                 | 14,249.98                  | 14,249.98                        | 28,499.96                          |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (s = indirect cost rate X r) Indirect Costs                                   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(t=r+s) TOTAL</b>  |                                | 14,249.98                         |                                 | 14,249.98                  | 14,249.98                        | 28,499.96                          |

|   |                                |                                   |                                 |                            |                                  |                                    |
|---|--------------------------------|-----------------------------------|---------------------------------|----------------------------|----------------------------------|------------------------------------|
| <b>Project Number</b>   | <b>3</b>                       |                                   |                                 |                            |                                  |                                    |
| <b>BUDGET DETAIL</b>  |                                |                                   |                                 |                            |                                  |                                    |
|   | <b>Non-Federal Funds</b>       |                                   |                                 |                            |                                  |                                    |
| <b>Expenses</b>   | <b>(a)<br/>Public<br/>Cash</b> | <b>(b)<br/>Public<br/>In-kind</b> | <b>(c)<br/>Private<br/>Cash</b> | <b>(d=a+b+c)<br/>Total</b> | <b>(e)<br/>Federal<br/>Funds</b> | <b>(f=d+e)<br/>Total<br/>Funds</b> |
| (g) Personnel (Salary and Benefits)   |                                | 3,582.50                          |                                 | 3,582.50                   | 3,582.50                         | 7,165.00                           |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Other Direct Costs  |                                |                                   |                                 |                            |                                  |                                    |
| (h) Copying/Printing/Materials  |                                | 1,452.25                          |                                 | 1,452.25                   | 1,452.25                         | 2,904.50                           |
| (i) Internet/Telephone  |                                | 299.75                            |                                 | 299.75                     | 299.75                           | 599.50                             |
| (j) Equipment and Other Capital Expenditures                                  |                                | 58.75                             |                                 | 58.75                      | 58.75                            | 117.50                             |
| (k) Supplies and Non Capital Expenditures                                     |                                | 108.88                            |                                 | 108.88                     | 108.87                           | 217.75                             |
| (l) Building/Space  |                                | 465.63                            |                                 | 465.63                     | 465.63                           | 931.25                             |
| (m) Other   |                                | 845.00                            |                                 | 845.00                     | 845.00                           | 1,690.00                           |
| (n=h+i+j+k+l+m) Subtotal Other Direct Costs                                   |                                | 3,230.25                          |                                 | 3,230.25                   | 3,230.25                         | 6,460.5                            |
|   |                                |                                   |                                 |                            |                                  |                                    |
| Travel  |                                |                                   |                                 |                            |                                  |                                    |
| (n) Long Distance   |                                | 249.75                            |                                 | 249.75                     | 249.75                           | 499.50                             |
| (o) Local   |                                | 62.50                             |                                 | 62.50                      | 62.50                            | 125.00                             |
| (p=n+o) Subtotal Travel   |                                | 312.25                            |                                 | 312.25                     | 312.25                           | 624.50                             |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (q) Contractual   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(r=g+n+p+q) Total Personnel,<br/>Direct Costs, Travel, and Contractual</b> |                                | 7,125.00                          |                                 | 7,125.00                   | 7,125.00                         | 14,250.00                          |
|   |                                |                                   |                                 |                            |                                  |                                    |
| (s = indirect cost rate X r) Indirect Costs                                   |                                |                                   |                                 |                            |                                  |                                    |
|   |                                |                                   |                                 |                            |                                  |                                    |
| <b>(t=r+s) TOTAL</b>  |                                | 7,125.00                          |                                 | 7,125.00                   | 7,125.00                         | 14,250.00                          |

## 7. Budget Summary

Line Item Budget: Complete the line item budget table below to present an overall line item budget for the entire outreach plan. Summarize the information presented in the budget detail tables for each project to complete this table. The table rows and columns are labeled and include math formulas to help you calculate the budget. If you have no contracts, leave row q blank.

Multiple year plans: Provide a budget summary for each year of the plan and for the plan as a whole. Complete Section 7 each year.

| LINE ITEM BUDGET SUMMARY  |                       |                          |                        |                    |                         |                           |
|---|-----------------------|--------------------------|------------------------|--------------------|-------------------------|---------------------------|
|   | Non-Federal Funds     |                          |                        |                    |                         |                           |
| Expenses  | (a)<br>Public<br>Cash | (b)<br>Public<br>In-kind | (c)<br>Private<br>Cash | (d=a+b+c)<br>Total | (e)<br>Federal<br>Funds | (f=d+e)<br>Total<br>Funds |
| (g) Personnel (Salary and Benefits)   |                       | 11,400.00                |                        | 11,400.00          | 11,400.00               | 22,800.00                 |
|   |                       |                          |                        |                    |                         |                           |
| Other Direct Costs  |                       |                          |                        |                    |                         |                           |
| (h) Copying/Printing/Materials  |                       | 5,809.00                 |                        | 5,809.00           | 5,809.00                | 11,618.00                 |
| (i) Internet/Telephone  |                       | 1,199.00                 |                        | 1,199.00           | 1,199.00                | 2,398.00                  |
| (j) Equipment and Other Capital Expenditures                                  |                       | 235.00                   |                        | 235.00             | 235.00                  | 470.00                    |
| (k) Supplies and Non Capital Expenditures                                     |                       | 435.50                   |                        | 435.50             | 435.50                  | 870.00                    |
| (l) Building/Space  |                       | 1,862.50                 |                        | 1,862.50           | 1,862.50                | 3,725.00                  |
| (m) Other   |                       | 6,309.96                 |                        | 6,309.96           | 6,309.96                | 12,619.92                 |
| (n=h+i+j+k+l+m) Subtotal Other Direct Costs                                   |                       | 15,850.46                |                        | 15,850.46          | 15,850.46               | 31,700.92                 |
|   |                       |                          |                        |                    |                         |                           |
| Travel  |                       |                          |                        |                    |                         |                           |
| (n) Long Distance   |                       | 999.00                   |                        | 999.00             | 999.00                  | 1,998.00                  |
| (o) Local   |                       | 250.00                   |                        | 250.00             | 250.00                  | 500.00                    |
| (p=n+o) Subtotal Travel   |                       | 1,249.00                 |                        | 1,249.00           | 1,249.00                | 2,498.00                  |
|   |                       |                          |                        |                    |                         |                           |
| (q) Contractual   |                       |                          |                        |                    |                         |                           |
|   |                       |                          |                        |                    |                         |                           |
| <b>(r=g+n+p+q) Total Personnel,<br/>Direct Costs, Travel, and Contractual</b> |                       | 28,500.00                |                        | 28,500.00          | 28,500.00               | 57,000.00                 |
|   |                       |                          |                        |                    |                         |                           |
| (s = indirect cost rate X r) Indirect Costs                                   |                       |                          |                        |                    |                         |                           |
|   |                       |                          |                        |                    |                         |                           |
| <b>(t=r+s) TOTAL</b>  |                       |                          |                        |                    |                         |                           |
|   |                       | 28,500.00                |                        | 28,500.00          | 28,500.00               | 57,000.00                 |

**8. Assurances**

| <b>Check to Indicate You Have Read and Understand the Assurance Statement</b> | <b>Assurance Statement</b>  |
|---|---|
|   | The State food stamp agency is accountable for the content of the State outreach plan and will provide oversight of any sub-grantees.                                     |
|   | The State food stamp 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.  |

By signature on the cover page of this document, the State food stamp agency director (or Commissioner) and financial representative certify that the above assurances are met.

**9. Attachments**

- FNS-366A (Budget Projection): This is included in the State Plan, which is being sent under separate cover.
- Indirect Cost Rate Agreement: Not applicable.
- Attachment A: Arizona Poverty Breakdown by Age and Race, 2005
- Attachment B: Radio Media Run FY06 - 07



### Attachment A

#### Arizona Poverty Breakdown by Ethnicity and by Age, 2005\*

| Arizona Poverty Breakdown by Ethnicity                  | Totals    |         | Poverty Status in 2005 |           |                |     |
|---|-----------|---------|------------------------|-----------|----------------|-----|
|   |           |         | In Poverty             |           | Not in Poverty |     |
|   | Persons   |         | Persons                |           | Persons        |     |
|   | Sum       |         | Sum                    | PCT       | Sum            | PCT |
| <b>Totals</b>   | 6,025,000 | 917,000 | 15.22%                 | 5,108,000 | 84.78%         |     |
| <b>Race</b>   | 5,289,000 | 756,000 | 14.30%                 | 4,532,000 | 85.70%         |     |
| <b>White alone</b>                                      |           |         |                        |           |                |     |
| <b>Black or African American alone</b>                  | 220,000   | 52,000  | 23.42%                 | 169,000   | 76.58%         |     |
| <b>American Indian and Alaska Native alone</b>          | 254,000   | 51,000  | 20.14%                 | 203,000   | 79.86%         |     |
| <b>Asian alone</b>                                      | 132,000   | 22,000  | 16.86%                 | 110,000   | 83.14%         |     |
| <b>Native Hawaiian and Other Pacific Islander alone</b> | 27,000    | 14,000  | 53.46%                 | 12,000    | 46.54%         |     |
| <b>Two or more races</b>                                | 103,000   | 21,000  | 20.83%                 | 81,000    | 79.17%         |     |

| Arizona Poverty Breakdown by Age | Totals    |         | Poverty Status in 2005 |           |                |     |
|----------------------------------|-----------|---------|------------------------|-----------|----------------|-----|
|                                  |           |         | In Poverty             |           | Not in Poverty |     |
|                                  | Persons   |         | Persons                |           | Persons        |     |
|                                  | Sum       |         | Sum                    | PCT       | Sum            | PCT |
| <b>Totals</b>                    | 6,025,000 | 917,000 | 15.22%                 | 5,108,000 | 84.78%         |     |
| <b>Age</b>                       | 1,604,000 | 347,000 | 21.61%                 | 1,257,000 | 78.39%         |     |
| <b>00 to 17</b>                  |           |         |                        |           |                |     |
| <b>18 to 64</b>                  | 3,672,000 | 512,000 | 13.95%                 | 3,159,000 | 86.05%         |     |
| <b>65 to 80+</b>                 | 749,000   | 58,000  | 7.75%                  | 691,000   | 92.25%         |     |

**Source for Tables:** U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2006. <http://www.census.gov/cgi-bin/broker>

(Sums in Some CPS questions, such as income, ask about the previous year. Others, such as age, refer to the time of the survey. The column labels indicate any subject with a reference year which differs from the survey year.)

## Attachment B

| Station(s)                           | County or Counties | Dates Run            | # of Spots | Cost     | In-Kind Donation |
|--------------------------------------|--------------------|----------------------|------------|----------|------------------|
| KTUC<br>KHYT<br>KSZR<br>KIIM<br>KCUB | Pima               | 5/28/07 –<br>6/10/07 | 100 paid   | \$5,009  | 80 spots         |
| KCFY                                 | Yuma               | 5/14/07 –<br>6/10/07 | 112 paid   | \$1,120  |                  |
| KTMG<br>KNOT                         | Yavapai            | 5/14/07 –<br>6/10/07 | 96         | \$1,808  |                  |
| KPPV                                 | Yavapai            | 5/14/07 –<br>6/10/07 | 96         | \$1920   |                  |
| KJJJ                                 | La Paz             | 5/14/04 –<br>6/10/07 | 112        | \$1,344  |                  |
| KTHQ                                 | Apache             | 5/14/07 –<br>6/10/07 | 96         | \$864    |                  |
| KWKM                                 | Apache             | 5/14/07 –<br>6/10/07 | 112        | \$913.92 |                  |
| KLPZ                                 | La Paz             | 5/13/07 –<br>6/24/07 | 250        | \$2,000  |                  |
| KBUX                                 | La Paz             | 5/14/07 –<br>6/10/07 | 112        | \$560    |                  |
| KRIM                                 | Gila               | 5/14/07 –<br>6/10/07 | 44 paid    | \$264    | 44 spots         |

Radio Media Run FY06-07