



HEALTH CARE AUTHORITY

**State of New Mexico
SNAP Outreach State Plan
Federal Fiscal Year 2026**

Submitted by the New Mexico Health Care Authority
Date: July 23rd, 2025

1. Contact Information/Signatures



SNAP Annual Plan for Outreach

State: New Mexico

State Agency: New Mexico Health Care Authority

Fiscal Year: FY26

Primary Contacts:

Name	Title	Phone	Email
Kaski Suzuki	Food Security Coordinator, Income Support Division	(505) 231-5226	Kaski.Suzuki@hca.nm.gov
Zachary Gonzales	SUN Bucks Program Coordinator, Income Support Division	(505) 709-7632	Zachary.Gonzales2@hca.nm.gov
Melissa Sisneros	Contracts Manager, Income Support Division	(505) 490-0922	Melissa.Sisneros2@hca.nm.gov
Eli Gallegos	SNAP Program Manager, Income Support Division	(505) 396-0314	Eli.Gallegos@hca.nm.gov
Suzanne Duran-Vigil	Acting Deputy Director of Policy and Work Program, Income Support Division	(505) 795-0493	Suzannep.Duran-Vigi@hca.nm.gov
Miquella Lopez	Deputy Director of Finance, Income Support Division	(505) 709-0509	Miquella.Lopez@hca.nm.gov
Marisa Vigil	Senior Deputy Director, Income Support Division	(505) 629-8476	Marisa.Vigil@hca.nm.gov
Niki Kozlowski	Director, Income Support Division	(505) 695-5064	Niki.Kozlowski@hca.nm.gov

Certified By:

Niki Kozlowski

Niki Kozlowski, Director

Income Support Division

7/02/2025

Date

Certified By:

Carolee Graham

Carolee Graham, Director/CFO

Administrative Services Division

07/08/2025

Date

2. Statement of Need



Despite great strides in New Mexico to address the root causes of hunger and poverty, the state continues to face high rates of food insecurity, with 1 in 6 residents and 1 in 4 children lacking consistent access to nutritious food. Although community-based emergency food distribution systems provide crucial short-term relief, they are not a substitute for stable, long-term solutions like the Supplemental Nutrition Assistance Program (SNAP). Outreach efforts across the state underscore a clear and urgent truth: far too many eligible New Mexicans remain disconnected from the SNAP benefits they are entitled to — due to lack of awareness, procedural barriers, and systemic inequities. New Mexico's SNAP Outreach Plan aims to close this gap and ensure that all eligible individuals, particularly those in identified service gaps, are connected to this vital support.

Recent 2024 Census data shows that 297,315 people reside in one major New Mexico service area alone, where over 43,350 are experiencing food insecurity and 16.73% live in poverty.^{1,2} While these figures reflect a regional snapshot, they are indicative of broader statewide trends. In Northern New Mexico, for example, The Food Depot and its 82 partner agencies distributed over 10 million pounds of food — equal to 8.4 million meals — in 2024. Yet, demand continues to climb. In Santa Fe County, the Navigation Program distributes 10-15 food packs tailored for unhoused individuals and 8-10 emergency food boxes each month, a testament to the ongoing need for wraparound food support and sustained benefits enrollment assistance.

New Mexico's October 2024 expansion of SNAP eligibility to 200% of the Federal Poverty Level has the potential to extend benefits to approximately 60,000 new households. A significant portion of these are expected to include older adults, a population that historically has had alarmingly low participation rates — only 53% of eligible seniors were enrolled in SNAP in 2018, despite New Mexico having some of the highest SNAP participation rates in the nation.³ Seniors and individuals with disabilities are often unaware of their eligibility or face insurmountable challenges completing applications or renewals without support. Our outreach efforts aim to reach these residents with clear, proactive education and one-on-one assistance.

Another critical and under-recognized barrier to SNAP participation is procedural churn—when eligible households lose benefits due to missed paperwork, unclear requirements, or insufficient renewal assistance. In March 2025 alone, over 4,000 SNAP cases in New Mexico were closed for procedural reasons.⁴ These interruptions often result in devastating food gaps for those living paycheck to paycheck, especially seniors, people with disabilities, and families with limited digital or logistical access to state systems.

¹ Gundersen, C., Strayer, M., Dewey, A., Hake, M., & Engelhard, E. (2023). Map the Meal Gap 2023: An analysis of county and congressional district food insecurity and county food cost in the United States in 2021. Feeding America. <https://www.feedingamerica.org/sites/default/files/2023-05/Map%20the%20Meal%20Gap%202023.pdf>

² U.S. Census Bureau. 2020 Census Data. Retrieved from <https://www.census.gov/data.html> on June 4, 2025.

³ U.S. Department of Agriculture, Food and Nutrition Service. *SNAP Participation Rates by State, All Eligible People (FY 2018)*. U.S. Department of Agriculture, n.d., <https://www.fns.usda.gov/usamap#>.

⁴ New Mexico Health Care Authority. *Monthly Statistical Reports*. New Mexico Human Services Department, <https://www.hsd.state.nm.us/public-information-and-communications/monthly-statistical-reports/>

This need is especially acute in rural New Mexico, where geographic isolation and limited infrastructure compound access challenges. In Doña Ana County, for instance, the 2024 Community Survey found that nearly 60% of residents needed food assistance, but 41% reported difficulties accessing it, citing misinformation about eligibility, uncertainty about where to apply, and barriers related to technology and digital literacy.⁵ These experiences are echoed in rural counties statewide, where lack of broadband, transportation, and localized outreach prevents eligible individuals from enrolling and remaining connected to SNAP.

In addition to reaching rural, unhoused, senior, and disabled populations, college students are emerging as a key group of eligible non-participants. New Mexico's own UNM Basic Needs Project found that 58% of college students surveyed in 2023–2024 experienced food insecurity, with 39% reporting severe food insecurity. Nationally, only 31% of income-eligible college students receive SNAP, leaving billions in federal nutrition aid untapped each year. At the University of New Mexico, a team of social work interns, supervised by licensed social workers, is addressing this “college SNAP gap” through student-focused SNAP education and enrollment assistance. These campus-based outreach strategies are essential and replicable statewide.

The root causes of SNAP underutilization in New Mexico are clear:

- Limited education and outreach, especially in rural counties
- Widespread misinformation about eligibility and program rules
- Digital and technological barriers, including lack of internet access
- Complex and burdensome application processes that discourage re-enrollment

New Mexico has one of the highest rates of SNAP participation in the country, demonstrating our strong commitment to connecting residents with the support they need. However, with expanded eligibility and persistent pockets of unmet need, we know we can do even better. To build on this success, a comprehensive and well-resourced SNAP Outreach Plan is critical. Outreach programs that offer one-on-one application assistance, recertification support, and targeted community education — delivered in regionally responsive ways — are key to ensuring that every eligible New Mexican can access the nutrition benefits they deserve.

⁵ Center for Community Analysis. *100% Community Survey Snapshot: DAC 2019 and 2024*. New Mexico State University, 2025, https://cca.nmsu.edu/documents/100%20Community%20Survey%20Snapshot_DAC%202019%20and%202024.pdf.

3. Outreach Plan Summaries



Executive Summary:

SNAP outreach partners across New Mexico are expanding efforts to educate potentially eligible individuals about the benefits and application process. From Roadrunner and The Food Depot's focus on rural areas and older adults, to ECHO's in-person and mobile outreach in tribal communities, and UNM's campus-based education and support, each organization helps individuals understand and access SNAP.

Roadrunner Food Bank will be prioritizing SNAP outreach to seniors aged 50+ and community members in rural areas — two groups that face significant barriers to SNAP participation, such as limited computer access, and transportation. Despite New Mexico's high overall SNAP participation rate, many eligible seniors remain un-enrolled. Roadrunner aims to assist at least 300 households with SNAP applications, including at least 100 from these target groups. To reach this goal, the team will leverage its statewide pantry network to increase outreach and provide partners with training, informational materials, and access to our direct appointment booking link. Partners with the capacity and interest will be further supported to conduct their own application assistance.

ECHO Food Bank's outreach project focuses on increasing access to SNAP among low-income households in northwestern New Mexico, with a special emphasis on older adults, Native American communities, college students and individuals with disabilities. ECHO provides in-person SNAP application assistance through its food pantry in Farmington and at mobile food distributions across rural and tribal areas. The team conducts direct outreach at community events, senior centers, and housing complexes, helping neighbors complete new applications and recertifications. ECHO also offers phone-based support for those unable to attend in person and works closely with local partners to share outreach materials and coordinate services.

The University of New Mexico's (UNM) will work to increase SNAP participation among college students through a combination of one-on-one appointments and educational events. This past academic year, the program assisted nearly 450 students, and UNM's goal is to increase student contacts by 30%—reaching 600 students in the upcoming year. Outreach strategies include hosting events in residence halls, providing multilingual educational materials (including in Spanish and Navajo), and using social work interns to conduct both outreach and individual support.

The Food Depot, Northern New Mexico's regional food bank, integrates SNAP outreach and enrollment into its broader anti-hunger strategy through its Navigation Department. Navigators screen every client for food insecurity and SNAP eligibility, offering education and online application assistance via HCA's online application portal. With bilingual staff and trusted community relationships, The Food Depot focuses on reaching populations including older adults, targeted populations, and grandparents raising grandchildren — particularly in rural and tribal communities facing barriers like limited internet and transportation. Outreach efforts include partnerships with health councils, healthcare providers, and local coalitions, as well as direct engagement through food distributions, events, and health fairs.

New Mexico is committed to engaging tribal communities in the development of its SNAP Outreach Plan through respectful, community-led collaboration. Our implementing agencies coordinate directly with tribal partners in their service areas to inform activities. For example, Roadrunner works closely with tribal communities by co-hosting food distributions and coordinating outreach based on each community's preferences. Their Director of Tribal Relations communicates directly with tribal leaders to determine what types of outreach, such as flyers or participation in events, are appropriate and welcomed. Moving forward, the outreach team will also engage through HCA's Tribal Charter, a standing meeting with tribal partners, to share outreach updates and build ongoing dialogue and collaboration.

Summary of Projects:

Project Number	Title	Geographic Area	Target Audience	Contracted or In-House
00	Health Care Authority	Statewide	N/A	In-House
01	Roadrunner Food Bank	Statewide	Older adults (50 and over); New Mexicans in rural counties	Contractor
02	Economic Council Helping Others Inc. Food Bank (ECHO)	San Juan County	Residents of San Juan County; Older adults; College students; Low-income households	Contractor
03	The Food Depot	Northern New Mexico	Older adults; Kinship Care Households/Grandparents raising grandchildren; Other targeted populations	Contractor
04	The University of New Mexico (UNM)	Albuquerque, New Mexico	College students	Contractor

4. Outreach Project Details



Project Number	00 – Health Care Authority			
Goal	Provide administrative oversight, oversee SNAP Outreach contracts, and take lead in reporting to FNS.			
Target Audience	N/A			
Timeline	Start	October 1, 2025	End	September 30, 2026, Ongoing
Description of Activity	Manage State contracts with NMHCA's SNAP Outreach partner(s) and prepare/submit required FNS report.			
Subrecipient	N/A			
Tax ID of Subrecipient	N/A			
Role of Subrecipient	N/A			
Role of State Agency	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.			
State/subrecipient funding source	State General Fund			
Volunteers	No			
Evaluation	<p>Goal: To evaluate the effectiveness, efficiency, and impact of SNAP outreach activities coordinated by the New Mexico Health Care Authority during Federal Fiscal Year 2026.</p> <p>Evaluation Questions:</p> <ul style="list-style-type: none"> • Reach: Are we reaching the intended populations (e.g., low-income individuals, older adults, rural communities, tribal populations)? • Effectiveness: Are outreach activities increasing awareness and applications for SNAP? • Efficiency: Are the outreach resources (funding, staff time, materials) being used effectively? • Collaboration: Are partnerships with CBOs, tribal organizations, and other agencies strengthening SNAP access? <p>Data Collection Methods</p> <ul style="list-style-type: none"> • Quarterly Partner Reports – Quantitative and qualitative reporting from CBOs. • Internal Tracking Logs – For events, TA, materials, and technical assistance provided. 			

	<ul style="list-style-type: none"> • Application Data Analysis – Compare application trends over time, especially in priority counties. • Annual Partner Survey – Gather feedback on collaboration, support, and areas for improvement. • Outreach Map (tentative) – Visual representation of areas reached and gaps.
--	--

Project Number	01 – Roadrunner Food Bank			
Goal	<p>Goal #1: Assist in the completion of 300 applications this fiscal year, with at least 100 applications being with neighbors in Roadrunner’s targeted demographics (rural counties and/ or elderly).</p> <p>Goal #2: Onboard at least 25 partner food pantries to use Roadrunner’s direct appointment booking link by September 2026.</p>			
Target Audience	<ul style="list-style-type: none"> • Older adults (50 and over) • New Mexicans in rural counties 			
Timeline	Start	October 1, 2025	End	September 30, 2026, Ongoing
Description of Activity	<p>#1: Partner Engagement and Onboarding Roadrunner Food Bank will expand its outreach by onboarding food pantry partners and other community-based organizations to serve as access points for SNAP information and application support. As part of this effort:</p> <ul style="list-style-type: none"> • Materials Distribution: Partners will be equipped with Roadrunner SNAP flyers and a unique direct appointment booking link for phone-based SNAP application assistance. • Training and Empowerment: Roadrunner staff will provide training to ensure partners have the knowledge and confidence to describe the SNAP application process, benefits, and what applicants can expect. • Pathway to Direct Application Assistance: This onboarding process will serve as the first phase in a broader capacity-building initiative. Partners who demonstrate interest and capacity will be invited to receive additional training and support to eventually provide direct SNAP application assistance themselves. <p>#2: Ongoing In-Person SNAP Application Assistance Roadrunner Food Bank will continue to offer in-person SNAP application assistance at several key locations, ensuring accessibility for community members in need:</p> <ul style="list-style-type: none"> • Roadrunner Food Pantry and Community Resource Center • Department of Veterans Affairs (VA) • Albuquerque’s International District Library • Southern New Mexico Expansion: • Development is underway to offer SNAP application assistance at Roadrunner’s Las Cruces office, expanding access to areas in the southern region of the state. <p>#3: Community Event-Based Outreach Roadrunner staff will maintain a strong presence at community events to reach households who may benefit from SNAP but are not yet enrolled:</p> <ul style="list-style-type: none"> • Event Participation: Staff will attend health and resource fairs, senior center events, Roadrunner-led food distributions, and other community gatherings. 			

	<ul style="list-style-type: none"> Outreach Activities: At these events, staff will distribute printed outreach materials, provide general information about SNAP, and help schedule phone appointments for application or recertification assistance.
Subrecipient	N/A
Tax ID of Subrecipient	N/A
Role of Subrecipient	N/A
Role of State Agency	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.
State/subrecipient funding source	Community grants, general operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA match.
Volunteers	Yes , volunteers will be utilized to promote Roadrunner's SNAP outreach program at our distributions, partner distributions, and at events. For example, a volunteer could hand out flyers for our program OR use our booking link to book appointments for clients who need phone application assistance.
Evaluation	Roadrunner will use Salesforce to track neighbor demographic and contact information. This information will inform how the neighbor was referred to Roadrunner, their household make up, some demographic information, and contact information to follow up for approvals/denials. Roadrunner will upkeep a monthly dashboard with this data to track progress for its goals.

Project Number 02 – Economic Council Helping Others Inc. Food Bank (ECHO)				
Goal	Goal: Increase awareness and provide direct education about the SNAP program through one-on-one conversations, community presentations, and assistance with SNAP applications and renewals. <ul style="list-style-type: none"> • Tactic 1.1: Assist at least 50 households with applying for or renewing their SNAP benefits. • Tactic 1.2: Engage a minimum of 500 San Juan County residents with information about SNAP eligibility, benefits, and enrollment support. 			
Target Audience	<ul style="list-style-type: none"> • Residents of San Juan County • Older adults • College students • Low-income households 			
Timeline	Start	October 1, 2025	End	September 30, 2026, Ongoing
Description of Activity	<p>ECHO's SNAP Coordinator will actively collaborate with community partners to increase public awareness and understanding of SNAP. Through strategic engagement, the coordinator will participate in health fairs, resource events, school-based outreaches, and other community gatherings across San Juan County.</p> <p>In addition to strengthening existing partnerships, the coordinator will identify and cultivate new collaborations with local organizations, schools, tribal entities, and service providers to expand the reach of SNAP education and enrollment support. These efforts aim to ensure that eligible households are informed, supported, and empowered to access the food assistance resources available to them.</p>			
Subrecipient	N/A			
Tax ID of Subrecipient	N/A			
Role of Subrecipient	N/A			
Role of State Agency	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.			
State/subrecipient funding source	General operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA match.			
Volunteers	No , volunteers will not be used for this project.			
Evaluation	The outreach coordinator will track various outcomes in the monthly report, including the number of SNAP events attended, materials distributed, connections made, scheduled appointments, attended appointments, and			

	certified or denied applications. This data will help evaluate the effectiveness of ECHO's efforts.
--	---

Project Number	03 – The Food Depot			
Goal	<p>Goal 1: Close the SNAP participation gap by increasing access to SNAP enrollment support for eligible individuals.</p> <ul style="list-style-type: none"> • Tactic 1.1: Screen every individual who contacts the Navigation Program for potential eligibility for SNAP benefits. • Tactic 1.2: Maintain accurate and timely documentation of the number of individuals screened and those successfully enrolled in SNAP. • Tactic 1.3: Leverage the Navigation team’s daily interactions (averaging 10 individuals per day) to consistently identify and support eligible but unenrolled individuals. <p>Goal 2: Support at least 5 to 15 successful SNAP enrollments each month through direct Navigation assistance.</p> <ul style="list-style-type: none"> • Tactic 2.1: Provide one-on-one enrollment support to eligible clients, including application submission, recertification assistance, and follow-up as needed. • Tactic 2.2: Monitor monthly enrollment metrics to ensure alignment with performance targets and inform continuous program improvement. <p>Goal 3: Expand outreach efforts to increase awareness of SNAP benefits outside of Santa Fe County.</p> <ul style="list-style-type: none"> • Tactic 3.1: Participate in a minimum of two community distributions or outreach events per month in regions outside Santa Fe County. • Tactic 3.2: Provide on-site SNAP education, eligibility screening, and appointment booking or application assistance during these events. • Tactic 3.3: Reach an estimated 100 community members per month through outreach events and track engagement outcomes to evaluate effectiveness. 			
Target Audience	<ul style="list-style-type: none"> • Older adults • Kinship Care Households/Grandparents raising grandchildren • Other targeted populations 			
Timeline	Start	October 1, 2025	End	September 30, 2026, Ongoing
Description of Activity	<p>Goal 1: Close the SNAP participation gap by increasing access to SNAP enrollment support for eligible individuals.</p> <p><i>Tactic 1.1 – Screen individuals who contact the Navigation Program for SNAP eligibility.</i></p> <p><i>Tactic 1.2 – Track screenings and successful enrollments.</i></p> <p><i>Tactic 1.3 – Leverage daily interactions to identify and assist eligible individuals.</i></p> <p>Associated Activities:</p> <ul style="list-style-type: none"> • Screen individuals who call into the Navigation Program for SNAP eligibility and track outcomes. • Collect and report data on the total number of individuals screened and successfully enrolled in SNAP benefits. 			

	<ul style="list-style-type: none"> Utilize SNAP Navigators to provide consistent follow-up and ensure individuals receive the support they need to complete applications. <p>Goal 2: Support at least 5 to 15 successful SNAP enrollments each month through direct Navigation assistance.</p> <p><i>Tactic 2.1 – Provide one-on-one enrollment support, including application submission and recertification assistance.</i></p> <p><i>Tactic 2.2 – Monitor monthly enrollment numbers.</i></p> <p>Associated Activities:</p> <ul style="list-style-type: none"> Implement SNAP application clinics at food distributions, including those held in Tribal communities, to offer direct assistance to individuals applying or recertifying for SNAP. Provide in-person SNAP application support and education at Casita de Comida, The Food Depot’s pantry in Española. Ensure Navigators follow up with clients who are partially through the enrollment process to drive completion and success. <p>Goal 3: Expand outreach efforts to increase awareness of SNAP benefits outside of Santa Fe County.</p> <p><i>Tactic 3.1 – Participate in at least two monthly outreach events in areas outside Santa Fe County.</i></p> <p><i>Tactic 3.2 – Offer on-site SNAP education, screening, and enrollment assistance.</i></p> <p><i>Tactic 3.3 – Track engagement and impact of outreach events.</i></p> <p>Associated Activities:</p> <ul style="list-style-type: none"> Participate in a minimum of two outreach events or food distributions per month outside of Santa Fe County to increase SNAP visibility and engagement. Host SNAP education sessions at events and partner locations to raise awareness and encourage enrollment. Collaborate with rural and community-based partners (e.g., WIC managers, Farmers Market Association, 100% New Mexico teams, county health councils) to co-host or support SNAP outreach efforts. Leverage existing relationships with partner agencies in rural areas to expand the geographic reach of SNAP outreach and support.
Subrecipient	N/A
Tax ID of Subrecipient	N/A
Role of Subrecipient	N/A
Role of State Agency	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.
State/subrecipient funding source	Community grants, general operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA

	match.
Volunteers	Yes , to ensure that the SNAP outreach and enrollment efforts are adequately supported, Food Depot plans to recruit and train volunteers. These volunteers will assist with community engagement, help individuals with SNAP enrollment, support tabling events, and provide education about the SNAP program and its benefits. This approach will allow the food bank to expand its reach while maintaining quality support for community members.
Evaluation	<p>The project will be evaluated using both quantitative and qualitative data collection methods to assess outreach effectiveness and SNAP enrollment outcomes. We will use the following evaluation strategies:</p> <p>1. Data Collection:</p> <ul style="list-style-type: none"> • Client Intake and Tracking: Navigators will use a standardized intake form to collect demographic information, assess SNAP eligibility, and record outcomes of each interaction. • SNAP Screening Logs: Each outreach activity will include a log documenting the number of individuals screened for SNAP, the number assisted in submitting applications, and follow-up outcomes (certified, denied, or pending). • Event Participation Logs: Outreach events and tabling activities will have sign-in sheets to track the number of individuals reached and topics covered. <p>2. Data Analysis:</p> <ul style="list-style-type: none"> • Data will be entered into a central database and reviewed monthly to identify trends, such as the percentage of individuals screened who successfully enrolled in SNAP. • Reports will track progress toward goals, including the number of people reached through outreach, number of SNAP applications submitted, and outcomes (certified or denied). • Demographic trends and barriers reported by clients will be analyzed to improve program reach and effectiveness. <p>This evaluation approach will allow us to measure not only how many people were reached by outreach efforts, but also how many were ultimately certified or denied for SNAP benefits. Findings will be used for continuous improvement and to demonstrate the impact of our outreach and enrollment efforts.</p>

Project Number	04 – The University of New Mexico (UNM)			
Goal	<p>Goal 1: Increase SNAP participation among college students by expanding one-on-one assistance, educational outreach, and referral partnerships.</p> <ul style="list-style-type: none"> • Tactic 1.1: Provide individualized SNAP support through one-on-one appointments with students to assist with eligibility understanding and application completion. • Tactic 1.2: Track student contacts reached through both direct appointments and outreach events, aiming to increase from 450 to 600 contacts in the next academic year — a 30% increase. • Tactic 1.3: Host educational SNAP outreach events in campus Residence Halls and other accessible areas to increase awareness and reduce stigma in student living spaces. • Tactic 1.4: Strengthen referral networks by engaging campus and community partners to connect eligible students with SNAP support. 			
Target Audience	College students			
Timeline	Start	October 1, 2025	End	September 30, 2026, Ongoing
Description of Activity	<p>Goal 1: Increase SNAP participation among college students by expanding one-on-one assistance, educational outreach, and referral partnerships.</p> <p><i>Tactic 1.1: Provide individualized SNAP support through one-on-one appointments with students to assist with eligibility understanding and application completion.</i></p> <p><i>Tactic 1.2: Track student contacts reached through both direct appointments and outreach events, aiming to increase from 450 to 600 contacts in the next academic year — a 30% increase.</i></p> <p><i>Tactic 1.3: Host educational SNAP outreach events in campus Residence Halls and other accessible areas to increase awareness and reduce misconceptions in student living spaces.</i></p> <p><i>Tactic 1.4: Strengthen referral networks by engaging campus and community partners to connect eligible students with SNAP support.</i></p> <p>Associated Activities:</p> <ul style="list-style-type: none"> • Meet with students individually to provide SNAP screening and assistance. • Receive and respond to student referrals through the CARE referral system. • Schedule follow-up meetings to support students in completing or navigating the SNAP application process. • Log each one-on-one appointment and outreach interaction in a tracking system. • Use referral data and event attendance to monitor overall student contact numbers. • Evaluate outreach effectiveness and adjust engagement strategies to reach the goal of 600 student contacts. • Plan and deliver SNAP outreach events in student residence halls and other accessible campus spaces. 			

	<ul style="list-style-type: none"> • Use events to provide on-the-spot education about SNAP eligibility, benefits, and the application process. • Recruit and coordinate volunteers, including social work interns, to support event staffing. • Distribute printed SNAP materials and offer scheduling for one-on-one follow-ups during events. • Collaborate with local and state agencies to support outreach efforts and co-host events. • Leverage partnerships and community resources to secure event support and materials. • Work with the social work internship program to build internal capacity for SNAP outreach and case management.
Subrecipient	N/A
Tax ID of Subrecipient	N/A
Role of Subrecipient	N/A
Role of State Agency	Communication and oversight of compliance with all USDA regulations. Administration of reimbursement funds to specific partner agencies.
State/subrecipient funding source	Community grants, general operating funds from unrestricted donations. No federal funding is used for this project with the exception of the 50% USDA match.
Volunteers	Yes , community members that like to get involved and volunteer for UNM events will be utilized to help share flyers and raise awareness about events in the local community.
Evaluation	UNM collects data on SNAP outreach through its CARE referral system, which is used to document one-on-one appointments with students. This system tracks the number of students who have received SNAP assistance from the team. For larger outreach events, UNM utilizes sign-in sheets to record student attendance. Together, these data collection methods provide an estimate of the number of students reached through SNAP support efforts. Currently, there is no formal mechanism to verify application outcomes (approval or denial), unless students self-report. In the future, UNM will work with HCA, along with other agencies, to obtain limited access to HCA's Unified Portal which would allow the ability to track approval/denial data.

5. Outreach Project Staffing Details



OUTREACH STAFFING SUMMARY FOR ALL PROJECTS

New Mexico Health Care Authority State Outreach Plan

FY2026

Staffing Budget Summary

Project Number	Project Name	Staffing Budget Total
Project 00	New Mexico Health Care Authority	\$67,835
Project 1	Roadrunner Food Bank	\$105,967
Project 2	Economic Council Helping Others Inc. Food Bank (ECHO)	\$60,093
Project 3	The Food Depot	\$108,899
Project 4	The University of New Mexico (UNM)	\$78,950
TOTAL STAFFING BUDGET FOR ALL PROJECTS (100%)		\$421,750
STATE RESPONSIBILITY (50%)		\$210,875
FEDERAL RESPONSIBILITY (50%)		\$210,875

Staffing Template and Details

New Mexico Health Care Authority	Project 00
FY2026	

Staffing Budget Template

Position Title	Outreach Duties and Responsibilities <i>brief description</i>	(a) FTE <i>between 0.0001 and 1.0000</i>	(b) Total Annual Salary	(c) Outreach Annual Salary <i>a x b</i>	(d) Benefits Rate <i>shown as percent</i>	(e) Outreach Benefits <i>c x d</i>	(f) Annual Salary and Benefits Total <i>c + e</i>
Management Analyst - Advanced	Oversees and monitors contracts and reporting	0.2000	\$61,868	\$12,374	40.00%	\$4,949	\$17,323
SOC/COM SV COORD-A	Coordinates with community partners, tracks program activities, and facilitates access to SNAP through education/outreach.	0.2500	\$72,160	\$18,040	40.00%	\$7,216	\$25,256
SOC/COM SV COORD-A	Coordinates with community partners, tracks program activities, and facilitates access to SNAP through education/outreach.	0.2500	\$72,160	\$18,040	40.00%	\$7,216	\$25,256
	TOTALS (100%)	0.7000	\$206,188	\$48,454		\$19,381	\$67,835
						State Responsibility (50%)	\$33,917.48
						Federal Responsibility (50%)	\$33,917.48

Staffing Template and Details

Roadrunner Food Bank	Project 1
FY2026	

Staffing Budget Template

Position Title	Outreach Duties and Responsibilities <i>brief description</i>	(a) FTE <i>between 0.0001 and 1.0000</i>	(b) Total Annual Salary	(c) Outreach Annual Salary <i>a x b</i>	(d) Benefits Rate <i>shown as percent</i>	(e) Outreach Benefits <i>c x d</i>	(f) Annual Salary and Benefits Total <i>c + e</i>
Community Resource and Benefits Coordinator, Bilingual	setting phone application assistance appointments with clients via text, assigning them to team members, direct phone and in-person application assistance, outreach events	0.4000	\$53,475	\$21,390	22.00%	\$4,706	\$26,096
Community Resource and Benefits Specialist	direct phone and in-person application assistance, outreach events	0.5000	\$45,427	\$22,714	22.00%	\$4,997	\$27,710
Community Resource and Benefits Specialist, Bilingual (Part-time)	direct phone and in-person application assistance, outreach events	0.5000	\$21,840	\$10,920	11.00%	\$1,201	\$12,121
Community Resource and Benefits Manager	training other agencies to utilize our appointment booking link and the value of SNAP outreach, outreach events, direct phone and in-person application assistance	0.3000	\$66,410	\$19,923	22.00%	\$4,383	\$24,306
Manager of Health Promotion	direct in-person application assistance, outreach events, onboarding agencies to utilize appointment booking link	0.2000	\$64,480	\$12,896	22.00%	\$2,837	\$15,733
TOTALS (100%)		1.9	\$251,632	\$87,842		\$18,124	\$105,967
						State Responsibility (50%)	\$52,983.27
						Federal Responsibility (50%)	\$52,983.27

Staffing Template and Details

Economic Council Helping Others Inc. Food Bank (ECHO)	Project 2
FY2026	

Staffing Budget Template

Position Title	Outreach Duties and Responsibilities <i>brief description</i>	(a) FTE <i>between 0.0001 and 1.0000</i>	(b) Total Annual Salary	(c) Outreach Annual Salary <i>a x b</i>	(d) Benefits Rate <i>shown as percent</i>	(e) Outreach Benefits <i>c x d</i>	(f) Annual Salary and Benefits Total <i>c + e</i>
SNAP Coordinator	The SNAP coordinator collaborates with community partners to raise awareness of SNAP benefits. Additionally, assists in renewing and enrolling San Juan County residents in SNAP.	0.7500	\$35,360	\$26,520	25.00%	\$6,630	\$33,150
Associate Director	The Associate Director supervises ECHO's SNAP program, ensuring that effective strategies and operational efficiency are in place.	0.2500	\$65,000	\$16,250	25.00%	\$4,063	\$20,313
Marketing Coordinator	The Marketing Coordinator develops and implements the branding and marketing strategies for ECHO's SNAP program within the community.	0.1500	\$35,360	\$5,304	25.00%	\$1,326	\$6,630
TOTALS (100%)		1.15	\$135,720	\$48,074		\$12,019	\$60,093
						State Responsibility (50%)	\$30,046.25
						Federal Responsibility (50%)	\$30,046.25

Staffing Template and Details

The Food Depot	Project 3
FY2026	

Staffing Budget Template

Position Title	Outreach Duties and Responsibilities <i>brief description</i>	(a) FTE <i>between 0.0001 and 1.0000</i>	(b) Total Annual Salary	(c) Outreach Annual Salary <i>a x b</i>	(d) Benefits Rate <i>shown as percent</i>	(e) Outreach Benefits <i>c x d</i>	(f) Annual Salary and Benefits Total <i>c + e</i>
Community Health Specialist	Coordinate and manage all outreach efforts. Prepare and organize outreach materials and supplies for events and presentations. Assist clients with SNAP application enrollment, including document uploads and application tracking.	0.7620	\$73,500	\$56,007	15.00%	\$8,401	\$64,408
Lead Navigator	Assess SNAP eligibility, provide SNAP information, assist eligible individuals with application, track application status, upload any documents needed, track number of individuals assisted.	0.6200	\$62,400	\$38,688	15.00%	\$5,803	\$44,491
	TOTALS (100%)	1.382	\$135,900	\$94,695		\$14,204	\$108,899
						State Responsibility (50%)	\$54,449.63
						Federal Responsibility (50%)	\$54,449.63

Staffing Template and Details

The University of New Mexico (UNM)	Project 4
FY2026	

Staffing Budget Template

Position Title	Outreach Duties and Responsibilities <i>brief description</i>	(a) FTE <i>between 0.0001 and 1.0000</i>	(b) Total Annual Salary	(c) Outreach Annual Salary <i>a x b</i>	(d) Benefits Rate <i>shown as percent</i>	(e) Outreach Benefits <i>c x d</i>	(f) Annual Salary and Benefits Total <i>c + e</i>
Associate Dean of Students	Supervises Social Worker, Consults on SNAP out reach and Basic Needs Strategy. Manages Fiscal affairs.	0.116667	\$101,764	\$11,873	46.79%	\$5,555	\$17,428
Social Worker	Supervises and coordiantes the work of social work interns and performs directraining and SNAP outreach on behalf of the contract.	0.6500	\$64,480	\$41,912	46.79%	\$19,611	\$61,523
TOTALS (100%)		0.766667	\$166,244	\$53,785		\$25,166	\$78,950
						State Responsibility (50%)	\$39,475.13
						Federal Responsibility (50%)	\$39,475.13

6. Outreach Project Budget Details and Narrative



PROJECT 00 (State Agency)						
New Mexico Health Care Authority						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) $d = a+b+c$ total non-federal funds	(e) Federal Funds	(f) $f = d+e$ Total Funds
(g) Personnel (Salary and benefits)	\$33,917	\$0	\$0	\$33,917	\$33,917	\$67,835
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$0	\$0	\$0	\$0	\$0	\$0
(i) Internet/Telephone	\$0	\$0	\$0	\$0	\$0	\$0
(j) Equipment and Other Capital expenditures	\$0	\$0	\$0	\$0	\$0	\$0
(k) Supplies and Non Capital Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other	\$0	\$0	\$0	\$0	\$0	\$0
(n) $n = h+i+j+k+l+m$ Subtotal Other Direct Costs	\$0	\$0	\$0	\$0	\$0	\$0
TRAVEL						
(o) Long Distance	\$0	\$0	\$0	\$0	\$0	\$0
(p) Local	\$0	\$0	\$0	\$0	\$0	\$0
(q) $q = o+p$ Subtotal Travel	\$0	\$0	\$0	\$0	\$0	\$0
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) $s = g+n+q+r$ Total Personnel, Direct Costs, Travel, and Contractual	\$33,917	\$0	\$0	\$33,917	\$33,917	\$67,835
(t) $t = IDC\% \times s$ Indirect Cost	0.00%	\$0	\$0	\$0	\$0	\$0
(u) $u = s+t$ TOTAL	\$33,917	\$0	\$0	\$33,917	\$33,917	\$67,835

Project #00: Health Care Authority

Personnel – \$67,835

The Health Care Authority estimates approximately \$67,835 in salary-related expenses to support SNAP outreach and application assistance.

- **Management Analyst – Advanced: \$17,323**
This position will assist in overseeing contracts and quarterly reporting. Twenty percent (20%) of the position is dedicated to SNAP Outreach, based on a \$61,868 annual salary and a 40% benefit rate, totaling \$17,323.
- **Social/Community Services Coordinator – Advanced: \$25,256**
This role coordinates with community partners, tracks program activities, and facilitates access to SNAP through outreach and education. Twenty-five percent (25%) of the position is allocated to SNAP Outreach, based on a \$72,160 annual salary and a 40% benefit rate, totaling \$25,256.
- **Social/Community Services Coordinator – Advanced: \$25,256**
This role coordinates with community partners, tracks program activities, and facilitates access to SNAP through outreach and education. Twenty-five percent (25%) of the position is allocated to SNAP Outreach, based on a \$72,160 annual salary and a 40% benefit rate, totaling \$25,256.

PROJECT 1						
Roadrunner Food Bank						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) $d = a+b+c$ total non-federal funds	(e) Federal Funds	(f) $f = d+e$ Total Funds
(g) Personnel (Salary and benefits)	\$0	\$0	\$52,983	\$52,983	\$52,983	\$105,967
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$0	\$0	\$1,331	\$1,331	\$1,331	\$2,661
(i) Internet/Telephone	\$0	\$0	\$0	\$0	\$0	\$0
(j) Equipment and Other Capital expenditures	\$0	\$0	\$0	\$0	\$0	\$0
(k) Supplies and Non Capital Expenditures	\$0	\$0	\$1,500	\$1,500	\$1,500	\$3,000
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other	\$0	\$0	\$0	\$0	\$0	\$0
(n) $n = h+i+j+k+l+m$ Subtotal Other Direct Costs	\$0	\$0	\$2,831	\$2,831	\$2,831	\$5,661
TRAVEL						
(o) Long Distance	\$0	\$0	\$0	\$0	\$0	\$0
(p) Local	\$0	\$0	\$0	\$0	\$0	\$0
(q) $q = o+p$ Subtotal Travel	\$0	\$0	\$0	\$0	\$0	\$0
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) $s = g+n+q+r$ Total Personnel, Direct Costs, Travel, and Contractual	\$0	\$0	\$55,814	\$55,814	\$55,814	\$111,628
(t) $t = IDC\% \times s$ Indirect Cost	7.50%	\$0	\$4,186	\$4,186	\$4,186	\$8,372
(u) $u = s+t$ TOTAL	\$0	\$0	\$60,000	\$60,000	\$60,000	\$120,000

Project #01: Roadrunner Food Bank Budget Narrative/Justification

Personnel/Staffing – \$105,967

- The Community Resources and Benefits Coordinator will coordinate appointments and provide direct SNAP application assistance by phone for at least 40% of each working day. Responsibilities include client engagement and managing the team calendar to ensure daily appointment coverage. SNAP outreach salary: \$21,390 (based on 40% of \$53,475 annual salary), plus 22% benefits (\$4,706), totaling **\$26,096**.
- The Community Resources and Benefits Specialist (Full-Time) will spend at least 50% of their time providing SNAP application assistance by phone or in-person and attending outreach events. SNAP outreach salary: \$22,714 (based on 50% of \$45,427 annual salary), plus 22% benefits (\$4,997), totaling **\$27,710**.
- Another Community Resources and Benefits Specialist (Part-Time, 0.5 FTE) will also provide SNAP application assistance (phone/in-person) and participate in outreach activities for at least 50% of their time. SNAP outreach salary: \$10,920 (based on 50% of a \$21,840 salary), plus 11% benefits (\$1,201), totaling **\$12,121**.
- The Community Resources and Benefits Manager will dedicate at least 30% of working time to onboarding agencies to use the HELP Center for direct SNAP booking, promoting SNAP outreach, training agency partners to conduct their own SNAP assistance, and attending outreach events. SNAP outreach salary: \$19,923 (30% of \$66,410), plus 22% benefits (\$4,383), totaling **\$24,306**.
- The Southern Region Health Promotion Manager will dedicate 20% of time to direct, in-person SNAP application assistance and outreach while developing a regional resource center. SNAP outreach salary: \$12,896 (20% of \$64,480), plus 22% benefits (\$2,837), totaling **\$15,733**.

Copying, Printing, Materials – \$2,661

- Printing Needs: Estimated cost of \$2,662 for 10,000 cards, 5,000 flyers, and 5,000 infographics.

Supplies and Non-Capital Expenditures – \$3,000

- Outreach Items: Estimated cost of \$3,000 for 2,000 pens and 2,000 notepads featuring the SNAP support line number.

PROJECT 2						
Economic Council Helping Others Inc. Food Bank (ECHO)						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) $d = a+b+c$ total non-federal funds	(e) Federal Funds	(f) $f = d+e$ Total Funds
(g) Personnel (Salary and benefits)	\$0	\$0	\$30,046	\$30,046	\$30,046	\$60,093
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$0	\$0	\$1,000	\$1,000	\$1,000	\$2,000
(i) Internet/Telephone	\$0	\$0	\$860	\$860	\$860	\$1,720
(j) Equipment and Other Capital expenditures	\$0	\$0	\$0	\$0	\$0	\$0
(k) Supplies and Non Capital Expenditures	\$0	\$0	\$500	\$500	\$500	\$1,000
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other	\$0	\$0	\$0	\$0	\$0	\$0
(n) $n = h+i+j+k+l+m$ Subtotal Other Direct Costs	\$0	\$0	\$2,360	\$2,360	\$2,360	\$4,720
TRAVEL						
(o) Long Distance	\$0	\$0	\$300	\$300	\$300	\$600
(p) Local	\$0	\$0	\$2,350	\$2,350	\$2,350	\$4,700
(q) $q = o+p$ Subtotal Travel	\$0	\$0	\$2,650	\$2,650	\$2,650	\$5,300
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) $s = g+n+q+r$ Total Personnel, Direct Costs, Travel, and Contractual	\$0	\$0	\$35,056	\$35,056	\$35,056	\$70,113
(t) $t = IDC\% \times s$ Indirect Cost	0.00%	\$0	\$0	\$0	\$0	\$0
(u) $u = s+t$ TOTAL	\$0	\$0	\$35,056	\$35,056	\$35,056	\$70,113

Project #02: Economic Council Helping Others Inc. Food Bank (ECHO) Budget Narrative/Justification

Personnel – \$60,093

This category supports a portion of staff time dedicated to SNAP outreach, application assistance, and program coordination:

- 75% of the SNAP Coordinator's salary: Supports day-to-day outreach coordination, application assistance, and engagement with community partners. SNAP outreach salary: \$26,520 (based on 75% of \$35,360 annual salary), plus 25% benefits (\$6,630), totaling **\$33,150**.
- 25% of the Associate Director's salary: Contributes strategic oversight, partnership development, and program management. SNAP outreach salary: \$16,250 (based on 25% of \$65,000 annual salary), plus 25% benefits (\$4,063), totaling **\$20,313**.
- 15% of the Marketing Coordinator's salary: Assists with planning and executing outreach campaigns, designing outreach materials, and managing communications to increase SNAP awareness. SNAP outreach salary: \$5,304 (based on 15% of \$35,360 annual salary), plus 25% benefits (\$1,326), totaling **\$6,630**.

Copying, Printing, and Materials – \$2,000

Funds will cover the cost of producing essential outreach materials distributed during community events and appointments: Includes brochures, flyers, business cards, banners, and branded car magnets to raise awareness of available SNAP application support services and help build program visibility.

Internet/Telephone – \$1,720

Supports communication infrastructure to ensure staff can conduct remote outreach and stay connected while traveling:

- SNAP-dedicated cell phone: \$1,158 annually for a program-specific phone line used for intake and client communication.
- Hotspot and office internet: \$562 annually to support reliable mobile connectivity during field visits and outreach events, especially in rural or remote areas.

Supplies and Non-Capital Expenditures – \$1,000

General supplies to support outreach and staff development:

- Office supplies: \$500 for general administrative needs.
- SWAG merchandise: \$500 for items (e.g., pens, notepads) featuring the SNAP support line to help community members remember contact information.

Travel – \$5,300

Long Distance – \$600

- Training, conference attendance: to support staff participation in relevant professional development and outreach-related travel.

Local – \$4,700

- Mileage reimbursement: \$850 for approximately 1,269 miles x \$0.67 miles
 - Naschitti Chapter House (140 mi round trip)
 - Beclabito Chapter (100 mi round trip)
 - Sheep Springs Chapter House (140 mi round trip)

- Shiprock Chapter House (60 mi round trip)
- Huerfano Chapter House (60 mi round trip)
- Aztec Senior Center (30 mi round trip)
- San Juan College (10 mi round trip)
- Shiprock Senior Center (113 mi round trip)
- Diné College Shiprock North Campus (113 mi round trip)
- Vehicle insurance: \$1,850 annually to cover two outreach vehicles.
- Vehicle maintenance: \$2,000 annually to ensure safe and reliable transportation for staff traveling across the county.

PROJECT 3						
The Food Depot						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) $d = a+b+c$ total non-federal funds	(e) Federal Funds	(f) $f = d+e$ Total Funds
(g) Personnel (Salary and benefits)	\$54,450	\$0	\$0	\$54,450	\$54,450	\$108,899
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$2,000	\$0	\$0	\$2,000	\$2,000	\$4,000
(i) Internet/Telephone	\$500	\$0	\$0	\$500	\$500	\$1,000
(j) Equipment and Other Capital expenditures	\$0	\$0	\$0	\$0	\$0	\$0
(k) Supplies and Non Capital Expenditures	\$1,050	\$0	\$0	\$1,050	\$1,050	\$2,100
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other	\$0	\$0	\$0	\$0	\$0	\$0
(n) $n = h+i+j+k+l+m$ Subtotal Other Direct Costs	\$3,550	\$0	\$0	\$3,550	\$3,550	\$7,100
TRAVEL						
(o) Long Distance	\$1,500	\$0	\$0	\$1,500	\$1,500	\$3,000
(p) Local	\$501	\$0	\$0	\$501	\$501	\$1,001
(q) $q = o+p$ Subtotal Travel	\$2,001	\$0	\$0	\$2,001	\$2,001	\$4,001
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) $s = g+n+q+r$ Total Personnel, Direct Costs, Travel, and Contractual	\$60,000	\$0	\$0	\$60,000	\$60,000	\$120,000
(t) $t = IDC\% \times s$ Indirect Cost	0.00%	\$0	\$0	\$0	\$0	\$0
(u) $u = s+t$ TOTAL	\$60,000	\$0	\$0	\$60,000	\$60,000	\$120,000

Project #03: The Food Depot Budget Narrative/Justification

Personnel – \$108,899

The Food Depot estimates approximately \$108,899 in salary-related expenses to support SNAP outreach and application assistance.

- Community Health Specialist – \$64,408
This Community Health Specialist will dedicate approximately 76% of time on SNAP outreach related activities. With an annual salary of \$73,500 annual + benefits (15%) the total estimated annual cost is \$64,408.
- Lead Navigator – \$44,491
The Lead Navigator will dedicate approximately 62% of time focusing on outreach events, follow-up calls, phone enrollment, and building connections. With an annual salary of \$62,400 + benefits (15%) the total estimated annual cost is \$44,491.

Copying, Printing, and Materials – \$4,000

A total of \$4,000 is budgeted for printing and materials. This includes:

- The design and production of 1,000+ flyers, brochures etc. to support outreach and education efforts.
- Copier toner, paper, and general printing supplies for outreach-related collateral.

Internet/Telephone – \$1,000

This line item includes \$1,000 for annual phone and internet service used in support of SNAP navigation, outreach coordination, and remote client enrollment activities.

Supplies and Non-Capital Expenditures – \$2,100

We are allocating \$2,094 for general supplies and non-capital expenses to support outreach and enrollment work. This includes:

- Office supplies
- Outreach tabling needs – including simple “swag” items like pens and notepads that include SNAP-related information
- Light equipment or materials used during events

Travel – \$4,001

A total of \$4,001 is budgeted for staff travel to support outreach across the region:

- We anticipate traveling up to 5,972 miles for local and out-of-town travel across the nine counties we serve. This includes travel to remote food distribution sites and community-based events.

Example: One of the longest round-trip drives is to Clayton in Union County, totaling 432 miles.

PROJECT 4						
The University of New Mexico (UNM)						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) $d = a+b+c$ total non-federal funds	(e) Federal Funds	(f) $f = d+e$ Total Funds
(g) Personnel (Salary and benefits)	\$39,475	\$0	\$0	\$39,475	\$39,475	\$78,950
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$1,750	\$0	\$0	\$1,750	\$1,750	\$3,500
(i) Internet/Telephone	\$0	\$0	\$0	\$0	\$0	\$0
(j) Equipment and Other Capital expenditures	\$1,050	\$0	\$0	\$1,050	\$1,050	\$2,100
(k) Supplies and Non Capital Expenditures	\$3,000	\$0	\$0	\$3,000	\$3,000	\$6,000
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other (stipends @ 12 interns * \$1800/intern) IDC excludable	\$10,800	\$0	\$0	\$10,800	\$10,800	\$21,600
(n) $n = h+i+j+k+l+m$ Subtotal Other Direct Costs	\$16,600	\$0	\$0	\$16,600	\$16,600	\$33,200
TRAVEL						
(o) Long Distance	\$0	\$0	\$0	\$0	\$0	\$0
(p) Local	\$0	\$0	\$0	\$0	\$0	\$0
(q) $q = o+p$ Subtotal Travel	\$0	\$0	\$0	\$0	\$0	\$0
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) $s = g+n+q+r$ Total Personnel, Direct Costs, Travel, and Contractual	\$56,075	\$0	\$0	\$56,075	\$56,075	\$112,150
(t)* $t = IDC\% \times s$ Indirect Cost	\$3,913	\$0	\$0	\$3,913	\$3,913	\$7,826
(u) $u = s+t$ TOTAL	\$59,988	\$0	\$0	\$59,988	\$59,988	\$119,976

*Indirect costs are calculated using the Modified Total Direct Cost of \$52,173

Project #04: The University of New Mexico Budget Narrative/Justification

Personnel - \$78,950

The University of New Mexico estimates approximately \$78,950 in salary-related expenses to support SNAP outreach and application assistance.

- **Principal Investigator (PI) - \$17,428**
The PI is Associate Dean of Student Well-Being and has extensive experience in administration, well-being services, and Student affairs efforts which mirror this proposal. The PI's primary responsibilities are to oversee SNAP efforts on campus and the implementation of Basic Needs services for college students on campus. Their primary responsibilities will be to oversee that funding is allocated appropriately, manage expenses and the overall delivery of services related to this contract and ensure the completion of all reporting requirements. Compensation is requested for 0.1157 of the FTE salary during the 2026 fiscal year, based on a base salary of \$101,764/ year. This will include a benefit rate of 46.79%
- **Social Worker – \$61,523**
The Social Worker will oversee outreach interns and the administration of daily work efforts. This position will dedicate 65% of time to SNAP outreach work based on a \$64,480 salary and 46.79% benefit rate.

Copying, Printing, and Materials – \$3,500

UNM anticipates spending \$3,500 on design, production, and binding printing/copying of various fliers to help spread awareness of SNAP and UNM's outreach efforts.

Equipment and Other Capital expenditures – \$2,100

UNM intends to purchase 2 I-pads/tablets at \$2,100 to aid in the completion of SNAP applications virtually and in real time during events.

Supplies and Non-Capital Expenditures – \$6,000

UNM has budgeted \$6,000 to purchase "SWAG" items for tabling events and to share information about SNAP on campus. These will most likely be small, modest items like pens, utensil-oriented or food preparation items, hand sanitizer etc.

Other – \$21,600

UNM is budgeting \$21,600 to provide monetary stipends to social work student interns placed with the Dean of Students through various programs. 100% of their efforts for the sake of this stipend will be directly attributed to SNAP outreach. The proposed activity will include SNAP outreach, assisting fellow student in applying for SNAP, assisting in troubleshooting/answering questions, and facilitating various events related to SNAP outreach and the completion of SNAP applications. There will be a total of 12 semesterly internships (fall, Spring, Summer) receiving a total of \$1800/semester.

Indirect Costs or Facilities and Administration Costs (F&A) * – \$ 7,826

The required or negotiated F&A rate for a grant to the University of New Mexico is 7.5%

*Indirect costs are calculated using the Modified Total Direct Cost of \$52,173

7. Budget Summary



Budget Summary (All Projects)

New Mexico Health Care Authority State Outreach Plan						
FY2026						
Expenses	Non-Federal Funds				Federal funds	Total Funds
	(a) Public Cash	(b) Public In-Kind	(c) Private Cash	(d) d = a+b+c Total Non-Federal Funds	(e) Federal Funds	(f) f = d+e Total Funds
(g) Personnel <i>(Salary and Benefits)</i>	\$127,842	\$0	\$83,030	\$210,872	\$210,872	\$421,743
OTHER DIRECT COSTS						
(h) Copying, Printing, materials	\$3,750	\$0	\$2,331	\$6,081	\$6,081	\$12,161
(i) Internet/Telephone	\$500	\$0	\$860	\$1,360	\$1,360	\$2,720
(j) Equipment and Other Capital Expenditures	\$1,050	\$0	\$0	\$1,050	\$1,050	\$2,100
(k) Supplies and Non Capital Expenditures	\$4,050	\$0	\$2,000	\$6,050	\$6,050	\$12,100
(l) Building/Space	\$0	\$0	\$0	\$0	\$0	\$0
(m) Other	\$10,800	\$0	\$0	\$10,800	\$10,800	\$21,600
(n) n = h+i+j+k+l+m Subtotal <i>Other Direct Costs</i>	\$20,150	\$0	\$5,191	\$25,341	\$25,341	\$50,681
TRAVEL						
(o) Long Distance	\$1,500	\$0	\$300	\$1,800	\$1,800	\$3,600
(p) Local	\$501	\$0	\$2,350	\$2,851	\$2,851	\$5,701
(q) q = o+p Subtotal <i>Travel</i>	\$2,001	\$0	\$2,650	\$4,651	\$4,651	\$9,301
(r) Contractual	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL						
(s) s = g+n+q+r Total <i>Personnel, Direct Costs, Travel, and Contractual</i>	\$149,993	\$0	\$90,870	\$240,863	\$240,863	\$481,725
(t) t = IDC% x s Indirect Cost	\$3,913	\$0	\$4,186	\$8,099	\$8,099	\$16,198
(u) u = s+t TOTAL	\$153,906	\$0	\$95,056	\$248,962	\$248,962	\$497,923

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.