

FY 2025 SNAP PROCESS AND TECHNOLOGY IMPROVEMENT GRANTS (PTIGS)



| WEBINAR AGENDA

- PTIG Basics
- Fiscal Year (FY) 2025 Objective Areas
- Review Criteria
- Application Submission
- Questions

| FY2025 PTIG PURPOSE

Develop and implement projects that use technology to improve the quality and efficiency of SNAP application and eligibility determination systems.

Advance key aspects of Secretary Rollins' vision for the U.S. Department of Agriculture's 16 nutrition programs.

SECRETARY BROOKE ROLLINS: GUIDING PRINCIPLES

- **Prioritize timely and satisfactory customer service.**
- **Support state innovation through approvals of waivers and pilot projects.**
- Clarify statutory, regulatory, and administrative requirements.
- Take swift action to minimize instances of fraud, waste, and program abuse.
- **Develop and implement modernized systems.**
- Associate access to SNAP benefits with clear expectations that those who can work, do.
- Create new opportunities to connect America's farmers to nutrition assistance programs.
- Encourage states to choose policy options that protect both participants and the taxpayer.
- Strengthen strategies to encourage healthy choices, healthy outcomes, and healthy families.
- Improve federal dietary policy to align with science, not politics.
- Infuse each nutrition program with new energy and vision.



I ELIGIBLE ENTITIES

- 53 State agencies that administer SNAP
- State or local governments
- Agencies providing health or welfare services
- Indian Tribal Organizations (ITOs)
- Public health or educational entities
- Private non-profit entities

Note: Entities that received a PTIG award in FY23 or FY24 are ineligible to apply.

| AWARD INFORMATION

- Up to \$5 million in FY 2025
- Grants awarded through competitive process
- No cost sharing or matching required
- Anticipated number of awards: 4 to 12
- Anticipated funding per award: \$20,000 – \$2,000,000
- Anticipated grant project period: September 2025 through September 2028

FUNDING RESTRICTIONS

- No pre-award costs
- New projects only
- No waiving SNAP regulations
- Funds for SNAP's share of project costs only
- No more than 25% of grant funds are for outreach activities

| KEY DATES

- Application due: August 6, 2025, by 11:59 pm EDT
- Grant awards announcement: September 2025
- Project period: September 2025 through September 2028

FY 2025 FUNDING OBJECTIVE AREAS



FY 2025 PTIG OBJECTIVE AREAS

1. Modernize SNAP customer service and client communication to improve efficiency, transparency, and accuracy in application processing and eligibility determinations.
2. Improve administrative infrastructure and day-to-day SNAP operations in processing applications and determining eligibility.
3. Invest in technology and systems to coordinate application and eligibility determination processes, including verification practices, between SNAP and other Federal, State, and local assistance programs.

OBJECTIVE ONE:

MODERNIZE SNAP CUSTOMER SERVICE AND CLIENT COMMUNICATION.

Proposals will use technology-based tools to improve the customer experience and allow households to manage their cases.

Examples:

- Creating or improving client self-service options;
- Improving communication with applicants and participants with electronic notices (eNotices) and text messaging reminders;
- Ensuring applications, verification requirements, notices, and other client communications are clear, in plain language, and easy to understand;
- Reducing technology-based barriers to improve service delivery; or
- Developing and/or enhancing mobile responsive websites, mobile applications, online applications, and online portals.

OBJECTIVE TWO:

IMPROVE ADMINISTRATIVE INFRASTRUCTURE AND DAY-TO-DAY SNAP OPERATIONS.

Proposals will employ technology to improve service levels, reduce administrative burden, and accurate and timely case processing, as required by law.

Examples:

- Increasing State call center capacity;
- Improving paper document processing using intelligent or optical character recognition (I/OCR), or robotic process automation (RPA) technology;
- Developing workload management dashboards or data analysis tools;
- Creating a hard-coded or scripted policy chat bot that would give eligibility workers answers to SNAP policy questions; or
- Enhancing eligibility systems and applications.

OBJECTIVE THREE:

INVEST IN TECHNOLOGY AND SYSTEMS TO COORDINATE APPLICATION AND ELIGIBILITY DETERMINATION PROCESSES.

Proposals will improve administrative efficiency, as allowable by program requirements, when processing combined applications.

Examples:

- Developing combined applications and partnerships across State-operated assistance programs to increase administrative efficiency and alignment between programs;
- Enhancing cross-program enrollment through integrated mobile applications, online portals, and automated technologies for data population such as Application Programming Interfaces (APIs) or robotic process automation (RPA);
- Improving data sharing and verification between SNAP and other Federal, State, and local assistance programs within the State agency; or
- Creating a technology improvement plan to enhance or develop accurate cross-enrollment or administration between SNAP and other programs, as permitted by law.

BONUS POINTS

Proposals may receive up to nine total bonus points; up to three bonus points will be available for each bonus point area.

- Proposals that are particularly data-driven;
- Proposals from grantees that have never received a PTIG;
- Proposals that approach solutions from a human-centered design (HCD) perspective.

RECAP

Purpose:

- Develop and implement projects that use technology to improve the quality and efficiency of SNAP application and eligibility determination systems.
- Advance key aspects of Secretary Rollins' Vision.

Objectives:

1. Modernize SNAP customer service and client communication.
2. Improve administrative infrastructure and day-to-day SNAP operations.
3. Invest in technology and systems to encourage cross-collaboration and cross-enrollment .

Due Date:

- Application must be submitted to www.Grants.gov by **August 6, 11:59 pm EDT**

| ADVANCED AUTOMATION

Federal law and SNAP regulations require that States use employees hired under a merit system of personnel administration to conduct SNAP certification functions.

SNAP certification functions include:

- Conducting interviews
- Determining households' eligibility and benefit levels
- Making changes to participants' cases that may affect their eligibility and benefits

ADVANCED AUTOMATION

Type	Description
No-Change Periodic Reports	Uses RPA to automatically process no-change periodic reports and create a task for a merit worker to process reports that are incomplete or indicate changes
Data Population	Uses optical character recognition (OCR) or other automation to streamline uploading case information
Interactive Voice Response	Uses pre-recorded messages or text-to-speech technology to engage callers, allowing them to provide and access information without a worker
Chatbots	Uses a scripted bot to respond to general inquiries about case status
Baby Bot	Uses information from Presumptive Eligibility Determiners in hospitals to populate the case file

ADVANCED AUTOMATION CONT.

- Outline the scope and type of advanced automation your project includes
- Questions to consider:
 - Does your project include generative AI?
 - What level of access would the advanced automation have in your system(s)?
 - Are there case identifiers to track when advanced automation is used for a case?

ADVANCED AUTOMATION RESOURCES

- [Advanced Automation in SNAP Memo](#)
- [March 2024 Nonmerit Toolkit and Memo](#)
- [Major Change Resources](#)

REVIEW CRITERIA



REVIEW CRITERIA OVERVIEW

- Project design (35 points)
- Impact and evaluation (30 points)
- Budget and economic efficiency (20 points)
- Organizational experience, staff capability, and management (15 points)
- Bonus points (up to 9 points)
- **Total points: 109**

Note: Review criteria is based on application content as outlined in the RFA. For more information, please see the RFA posted on [Grants.gov](https://www.grants.gov).

REVIEW CRITERIA: PROJECT DESIGN

The proposal clearly defines the problem, the solution, and provides evidence that the proposed project will solve the problem.

The Project Design section should include:

- Problem Analysis
- Implementation
- Sustainability
- Letters of Commitment or Endorsement

SPECIAL INSTRUCTIONS: LETTER OF COMMITMENT

A **Letter of Commitment** is required if the grant proposal is from a State agency working in partnership with another organization(s).

The letter(s) of commitment must describe:

- The organization's role in the project;
- The amount of time the partner organization intends to commit to the project; and
- An attestation that it will cooperate with the grant applicant in implementing the project.

SPECIAL INSTRUCTIONS: LETTER OF ENDORSEMENT

Grant proposals from entities other than a State agency must demonstrate that the State SNAP agency strongly endorses and/or is involved in the proposed project through a **Letter of Endorsement**.

The State agency's letter of endorsement must:

- Explain that the State agency is aware of the projected impact on its eligibility system and is supportive of the project;
- Acknowledge whether the project creates any additional work for the State agency and identify the State agency's capacity to address this work; and
- Describe how the project will support the State's current or planned technology and/or business process improvement efforts and priorities.

REVIEW CRITERIA: IMPACT & EVALUATION

The proposal must:

- Clearly quantify the proposed project's impact on the SNAP application and eligibility determination processes;
- Provide measurable evidence that the proposed changes will benefit the applicant, recipient, or caseworkers; and
- Identify how the proposed project will impact one or more of the aspects of SNAP listed in the RFA and propose how to evaluate its impact.

REVIEW CRITERIA: IMPACT & EVALUATION

All proposals must include a comprehensive evaluation process that:

- Is specific and data-driven;
- Measures if the problem identified is addressed by the proposed project;
- Details who will measure progress towards the goal of the project;
- Explains what criteria will be evaluated and how those criteria will be evaluated; and
- Tracks activities and indicators using the Activities Tracker included in the RFA.

REVIEW CRITERIA: ACTIVITIES TRACKER

- Maps proposed activities and indicators of success to the Objective(s) you choose.
- Please use the format provided in the RFA.

**Activities tracker is
REQUIRED**

Example:

Objective #	2. Improve administrative infrastructure and day-to-day SNAP operations in processing applications and determining eligibility.
Activity	IVR System Implementation
Indicator(s)	Number (or percent) of phases of implementation completed
Activity	Data collection and analysis of wait time, calls abandoned, dropped calls
Indicator(s)	Number of calls impacted
Activity	Train call center staff
Indicator(s)	Number of call center staff trained

REVIEW CRITERIA: BUDGET APPROPRIATENESS AND ECONOMIC EFFICIENCY

Budgets must include:

- All required budget forms
- Line-item budget narrative, formatted in a table:
 - How funds will be spent, by whom, and for what purpose?
 - Narrative should discuss how costs were determined and how they relate to project goals
 - Budget estimates should be justified

Refer to RFA, pages 18 and 19, for what to include.

REVIEW CRITERIA: BUDGET APPROPRIATENESS AND ECONOMIC EFFICIENCY CONT.

Cost Allocation:

- If necessary, identify programs other than SNAP that may benefit from the project and allocate project costs across the benefiting programs.

Sub-Project Costs:

- If necessary, provide a funding breakdown for each sub-project identified in the application.

Contractual and Consultant Costs:

- If necessary, applicants who hire a consultant or contract work out must provide information contained on page 19 of the RFA.

Budget Table as Appendix:

- The budget narrative table must also be attached as a spreadsheet (e.g., Microsoft Excel, .csv, etc.) to the application as an appendix with all costs listed and which aligns to the categories on the SF-424.

REVIEW CRITERIA: BUDGET APPROPRIATENESS AND ECONOMIC EFFICIENCY

If applicable or desired, budgets may include:

- Approved Negotiated Indirect Cost Rate Agreement for indirect costs
- Tiered budgets and the corresponding narrative discussing different possible funding levels
- 501(c)(3) letter for non-profits

REVIEW CRITERIA: BUDGET CHECKLIST

- Does the project and budget meet the bona fide needs of the RFA?
- Is the budget summary included?
 - Does it agree with the calculations shown on the OMB budget form (SF-424A)?
 - Is the budget in line with the project description?
- Are budget figures consistent across displays and narratives?
- Did you use the Budget Checklist found in Appendix B of the RFA?
- Did you upload the budget narrative as a separate spreadsheet?

REVIEW CRITERIA: ORGANIZATIONAL EXPERIENCE, STAFF CAPABILITY AND MANAGEMENT

The proposal must:

- Describe a plan for effective and consistent oversight by qualified project managers;
- Include the organizational chart for the project;
- Include an internal communications plan, and external plan if necessary;
- Include resumes and proposed project job descriptions for all involved employees;

REVIEW CRITERIA: ORGANIZATIONAL EXPERIENCE, STAFF CAPABILITY AND MANAGEMENT

The proposal must also:

- Identify key project staff and outline the amount of time they will commit to the project; and
- Delineate how all data and client personally identifiable information (PII) would be protected in accordance with Section 11(e)(8) of the Food and Nutrition Act of 2008, Federal regulations at 7 CFR 272.1(c), and the Privacy Act of 1974.

APPLICATION SUBMISSION



PRE-APPLICATION REQUIREMENTS

Applicants must have a current Unique Entity ID (UEI) number generated by SAM.gov.

New entities can get their UEI and register in SAM by selecting the purpose of the registration and providing the requested information.

Existing entities can find their UEI on the SAM.gov website.

PRE-APPLICATION REQUIREMENTS

Enter the following information to get a Unique Entity ID:

- Legal Business Name
- Physical Address (PO boxes may not be used)
- Date of Incorporation
- State of Incorporation

It may take 7-10 business days to register, complete migration of permissions, or renew an entity record.

We strongly encourage applicants to begin the process **at least 3 weeks** before the due date, **Aug 6**.

GRANTS.GOV INFORMATION

- Follow the guidance provided in the [grants.gov FAQ page](#).
- Limit file attachment name lengths
 - File attachment names longer than approximately 50 characters can cause problems processing packages
- Special Characters are not supported
 - Special characters example: &, -, *, ., %, /, #, ', -
- Contact the Grants.gov help desk with any submission issues
 - 1-800-518-4726
 - Support@grants.gov

GRANTS.GOV REQUIRED FORMS

All applicants:

- SF-424 Family:
 - Application for Federal Assistance (SF-424)
 - Budget Information and Instruction Form (SF-424A)
 - Assurance for Non-Construction Programs (SF-424B)
- SF-LLL (Disclosure of Lobbying Activities)
- FNS-906 – Grant Program Accounting System & Financial Capability Questionnaire

If applicable:

- Negotiated Indirect Cost Rate Agreement
- AD-3030 – Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants

Forms can be found at: grants.gov/forms

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Your Team. Your Workspace

Applying for a funding opportunity is easier when your team collaborates. Grants.gov makes it possible.

[Apply for a Grant Using Workspace](#)[/applicants/applicant-faqs](#)

ADDITIONAL INFORMATION



REPORTING REQUIREMENTS

An example FNS-908 form is in Appendix C of the RFA for reference

Training on the form will be provided to grantees after the PTIG grants are awarded

Progress AND financial reports due on a quarterly basis

QUICK REFERENCE LINKS

PTIG Landing Page:

- fns.usda.gov/snap/ptig

For information regarding **previous** PTIG Grantees and Project Summaries:

- [FY 2024 Award Summaries](#)

To submit your completed application:

- [Grants.gov](https://grants.gov) by Aug 6, 2025, 11:59 pm EDT.

KEY CONTACT INFORMATION

Dawn Addison – Grants Officer

Dawn.Addison@usda.gov

PTIG Inbox

SM.fn.SNAP-PDB-PTIG@usda.gov

QUESTIONS?

