

Application Scoring Criteria

The California Department of Education (CDE) will score all applications and award grants based on a comprehensive scoring criteria matrix, which is available on page three of this document. The scoring matrix factors in relevant components such as innovation and detailed budget descriptions. The maximum number of points is 100.

In addition to the \$1.017 million in annual state funding for the Start-up and Expansion Grants, please note that for School Years 2017–18 and 2018–19, Senate Bill 828 provides an additional \$2 million in grant funds for school food authorities (SFA) that want to start-up or expand Breakfast After the Bell (BATB) service models in schools that have at least 60 percent of enrolled students approved for free or reduced-price (F/RP) meals. For this additional funding, the CDE will give priority to SFAs that indicate that they will be implementing or expanding a BATB service model (i.e., serving breakfast after the start of the school day) and have at least 60 percent of enrolled students approved for F/RP meals.

All SFA applications are scored based on the following criteria:

- 1. An explanation of any public or private funding that the SFA has received for starting or expanding a School Breakfast Program or Summer Food Service Program.** This can include funding from an outside source such as a private citizen, a local health department, a community organization, etc. Please indicate if no outside funding has been collected **(up to 5 points)**.
- 2. An explanation of the technical assistance (TA) or funding, beyond normal operating support, that the SFA will provide to the site(s).** For example, the CDE will not award points for a description stating that the SFA will use its information technology staff to wire or program computers or to pay custodians to clean the classrooms, etc. However, the CDE will award points if the SFA proposes to provide Breakfast in the Classroom training to its teachers. Please indicate if the SFA will not provide additional TA or funding. The CDE does not consider financial support from the Cafeteria Fund to be special funding. However, financial support from the SFA's General Fund is considered to be special funding. If this section is blank, the CDE will not award points **(up to 5 points)**.
- 3. A detailed explanation that describes the existing barriers** that hinder the SFA's ability to provide breakfast, restrict the SFA's ability to operate the SFSP, or decrease children's ability or desire to participate in the SBP or SFSP. Describe the innovative measures designed to maximize participation in these programs. Examples of barriers could be early or late bus schedules, meal time constraints, student and staff attitudes toward the SBP or SFSP, lack of updated equipment, etc. **(up to 5 points)**.
- 4. Identification of innovative strategies designed to maximize participation.** Examples of innovative strategies in the SBP include Breakfast on the Bus, Grab-and-Go Breakfast, and BATB service models like Breakfast in the Classroom and Second Chance Breakfast **(up to 30 points)**.

Note: Please be assured that SFAs can provide students with Breakfast in the Classroom while appropriate educational activities are taking place without concern regarding an instructional minutes audit exception.

Innovative strategies in the SFSP include those designed to expand services such as providing mobile meal sites; operating at CalFresh; county Health and Human Services; or Women, Infants, and Children Supplemental Nutrition Program (or WIC) offices; and partnering with other

organizations to serve meals at community-based locations such as Boys and Girls Clubs, churches, parks, libraries, and recreational sites.

Especially successful SFSP strategies focus on adding sites where children are already present as opposed to urging children to access meals at existing sites. For example, some fire departments and Salvation Army units operate mobile canteens for emergency feeding operations and are willing to help the SFSP by serving or delivering food to a number of rural sites.

Best practices have shown that SFSP participation increases significantly when there are activities associated with the program. Be sure to include any activities that your agency will offer. Activities that SFAs offer to children participating in the SFSP, such as baseball, volleyball, crafts, etc., are considered innovative, while giveaways and contests are not. A marketing plan designed to increase participation may be considered innovative.

- 5. Budgets** that identify equipment purchases, site outreach, promotional items and activities, and training (if applicable). The proposed budget should include a detailed description of how the expenses will support the program, as well as how innovation will be used to enhance the program and overcome the barriers described in Section 1—Grant Plan (**up to 15 points**).
- a) **Equipment**—be specific and reflect quantities for each item. For example, use descriptions like an insulated utility cart versus a cart, or three-door refrigerator versus refrigerator. A detailed description also includes a justification of how the item will be used and how the item supports start-up or expansion efforts. Address what barriers to participation will this expenditure resolve. If the equipment costs more than \$1,000, include the name of the vendor that provided the price quote. Also include how the equipment will promote innovation.
 - b) **Outreach and Promotion**—list each item that you plan to purchase. The CDE suggests that SFAs estimate the number of times they plan to distribute letters, flyers, and other sources of outreach for the entire grant period; recurring costs cannot be billed more than once per year. The SFA should then request the amount needed for costs associated with ongoing outreach and promotional activities for the year. Some expenses—such as food, staff salaries, clothing, and giveaways—are not allowable costs under this grant.
 - c) **Training**—limit training costs to expenses that vendors charge to train on the use of their equipment, such as point-of-sale software. Travel-related expenses for vendors and staff are not allowable. Some training expenses such as salaries and benefits, conference and membership fees, and subscriptions are not allowable costs under this grant.

Please be specific in your budget justifications. The CDE will deduct points if the SFA is not clear regarding how the expenditures will support or increase participation in either the SBP or SFSP.

While the following criteria are not required, the CDE will award additional points if the site:

- 1. Implements a **new SBP or SFSP (15 points)**
- 2. Qualifies for **Severe Need** breakfast reimbursement (the site served 40 percent or more F/RP lunches two years prior) (**15 points**)
- 3. Is a **Program Improvement** school with at least 50 percent or more enrolled students approved for F/RP meals (**5 points**)
- 4. Agrees to operate the SBP or SFSP for no less than three years (**5 points**)

AGENCY:	SCHOOL YEAR 2017–18 SCHOOL BREAKFAST PROGRAM AND SUMMER FOOD SERVICE PROGRAM START-UP AND EXPANSION GRANT APPLICATION—SITE SCORING CRITERIA				
	CRITERIA	TOTAL POINTS POSSIBLE			CDE USE ONLY TOTAL POINTS
AGENCY:	PUBLIC/PRIVATE ASSISTANCE (Item 4 on the Grant Plan): Public and/or private funding that the school food authority (SFA) has received to implement start-up or expansion of the School Breakfast Program (SBP) or Summer Food Service Program (SFSP)	Up to 5 points for identifying public or private resources.		0 points if left blank or an indication that no public or private funding is available.	
	SPECIAL FUNDING/ASSISTANCE (Item 5a and 5b on the Grant Plan): Description of how the SFA will provide technical assistance (TA) or funding for the start-up or expansion of the program	Up to 5 points for a detailed description of TA or funding that is over and above what is normally provided.	Up to 3 points if the applicant identified activities that would normally be provided during the course of business.	0 points for no description or an indication that no TA or funding will be provided.	
	BARRIERS (Item 6 on the Grant Plan): Identification of any barriers to participation and strategies to overcome them	Up to 5 points for a detailed explanation or description of barriers and strategies.	Up to 3 points for a general listing barriers and strategies.	0 points for no identification of barriers and strategies.	
SITE:	INNOVATIVE STRATEGIES (Subsection 2 on the Site Application): Inclusion of detailed innovative strategies that the SFA will implement or expand that are designed to increase participation (Breakfast in the Classroom, Grab-N-Go Breakfast, Outreach, etc.)	Up to 30 points for a detailed description of innovative strategies and how the SFA will implement them.	Up to 10 points for listing innovative ideas but no detail.	0 points for having no plan to implement innovative strategies.	
	SITE BUDGET (Subsection 3 on the Site Application): Detailed descriptions and justifications of nonrecurring expenses needed to initiate or expand an SBP or SFSP	Up to 15 points for clearly demonstrating need for increasing participation.	Up to 10 points for general descriptions and justifications.	0 points for list of equipment in attachments. 3–5 with no description or justification.	
	SFA is establishing a new SBP or SFSP	15 points for establishing a new SBP or SFSP.		0 points for not establishing a new SBP or SFSP.	
GRAND TOTAL SCORE:	Site qualifies for Severe Need breakfast reimbursement (served at least 40 percent free or reduced-price lunches two years prior)	15 points if site qualifies for Severe Need breakfast reimbursement.		0 points if site does not qualify for Severe Need breakfast reimbursement.	
	Site is a Program Improvement (PI) school	5 points if site is a PI school.		0 points if site is not a PI school.	
	Site agrees to operate SBP or SFSP for no less than three years	5 points if SFA agrees to 3-year plan.			
	TOTAL POINTS (100 Maximum)				