Connecting Kids to Coverage

OUTREACH AND ENROLLMENT GRANTS

**Cycle III Frequently Asked Questions – FAQ 2**

1. **What documents are included in the 18-page limit for additional supporting documents?**
   1. CMS has published a modified announcement to clarify the page limits that apply to the supporting documentation requirement. Please visit Grants.Gov to access the most current FOA. The 18 page limit applies to the supporting documents listed in 3) Appendices. (Please refer to pages 17-18 of the FOA.)

3) Appendices

* A 2-year project Work Plan and Timeline as described in section V. The work plan may be presented in table format and be single spaced.
* Project Staffing Plan as well as resumes/job descriptions for Project Director and Assistant Director and a statement of the percentage of time that each person will be working on this project and the percentage of time that is spent on duties outside of the grant activities.

1. **What documents are excluded from all page limits?**
   1. CMS has published a modified announcement to clarify the page limits that apply to all sections. *Please visit Grants.Gov to access the most current FOA.*  While the following items are required in all applications, they are not counted toward any page limits. (Please refer to pages 17-18 of the FOA.)

1) Cover Sheet and Standard Forms  
2) Letters of Commitment

1. **Do applicants need to be registered with the Federal Government System for Award Management (SAM – formerly CCR) to apply for this grant?**
   1. All applicants must register in the System for Award Management (SAM) database in order to be able to submit the application ([www.sam.gov](http://www.sam.gov)). Registering an account with SAM is a separate process from submitting an application. For additional details please review page 11 of the announcement.
2. **Can you define ‘performance measures” and explain how they differ from “outcome measures’?**
   1. As described in detail on page 24 of the solicitation, the Evaluation Plan “should provide for ongoing assessment of meaningful performance and outcome measures” that will help to demonstrate the success of the project. Performance measures generally relate to the specific activities undertaken by a grantee (e.g. applications completed, hours of application assistance provided, individuals trained, etc.) while outcome measures are related to the change that occurs as a result of those activities (e.g. increase in the number of children enrolled in health coverage, application processing time reduced, additional individuals trained and equipped to provide assistance, etc.) Additional examples of relevant data to support both types of measures are provided in the solicitation.
3. **Is it preferred that applicants track the source of applications (e.g. food bank outreach vs. outreach at the library) if it means increased admin time of $15K-$20K?**
   1. Applicants should propose the best use of all available resources including a reasonable balance of administrative time and costs relative to other costs. Applicants should describe their methods for tracking the effectiveness of the strategies they conduct under the grant.
4. **What level of detail do you need for subcontractor budgets?   Is there a threshold amount under which you don’t need it and over which you do need it?**
   1. Total estimated funding requirements for any expected contracts must be provided for each of the cost categories detailed on page 17 of the announcement. An itemized breakdown of all expenses requested must include – a cost estimate, how the estimate was calculated, a brief description on how the expense furthers the objectives of the grant.
5. **Have you ever funded public awareness campaigns?   How did you measure the results?**
   1. While CMS anticipates that most grantees will build public awareness as part of their outreach efforts, these Connecting Kids to Coverage grants are not designed to fund “public awareness campaigns.” CMS has another national initiative, the *Connecting Kids to Coverage Outreach and Enrollment Campaign*, referenced in this solicitation. Grantees are expected to coordinate messages and strategies with this campaign, and will have access to materials and other resources developed as part of this campaign.
6. **How will you evaluate results?   For example, if we do a multi-state outreach effort and we get the data from each state regarding changes in enrollment, are you expecting us to show how our efforts specifically impacted that change in enrollment?    For example, in the past, how has anyone validated that their specific work resulted in an actual increase?**
   1. CMS will evaluate results as described in the solicitation, using both the grantee’s evaluation plan and the required data reporting. Except for those grantees awarded funds to implement Focus Area 5, Training Strategies, all grantees will be expected to show how their efforts specifically impact change in enrollment. In the past, grantees have tracked the results of specific activities (including specific applications submitted as a result of those activities), and used enrollment data to demonstrate their success.

As noted in the solicitation, non-state grantees will have 90 days after notification of their award to develop an MOU with the state to establish the procedures for reporting or verifying enrollment and retention data related to funded activities. If the applicant cannot secure a MOU from the state, it must show that an attempt was made to obtain an MOU, but was unsuccessful. The applicant must provide a statement detailing how it will document the number of eligible children enrolled or retained in Medicaid and CHIP as a result of the project. Please see page 8 and page 25 of the FOA for more information.

1. **If the application is being submitted as a collaborative effort, can an organizational chart be submitted for the lead agency, only?**
   1. The organizational chart should list all staff who will be dedicated to the project. If staff is employed by the lead agency and others, the organization chart should reflect this. Please see page 27 of the announcement.
2. **To whom and to what address should the Applicant’s Cover Letter, State Agency’s Letter of Commitment, and Subcontractor Letters of Commitment be addressed?**
   1. Please address Cycle III letters to:

Paul Schimmel

Grants Management Specialist

Office of Acquisitions & Grants Management

Centers for Medicare & Medicaid Services

Mailstop B3-30-03

7500 Security Boulevard

Baltimore, MD 21244

1. **Is there a template available for the Budget Justification?**
   1. No template for the budget justification has been provided. Please review page 16 of the announcement *4) Proposed Budget and Budget Narrative* for a detailed list of items that must be included in the budget presentation.
2. **Is an Assistant Director required?**
   1. No, it is not a requirement to have an Assistant Director dedicated to the project.
3. **Page 19 of the funding announcement states in bullet f) under the Prohibited Use of Grant Funds that “data processing software or hardware in excess of the software and personal computers required for staff devoted to the grant”. We are considering the utilization of a web-based software system that would be shared by our internal providers, school nurses, and our maternal and child provider service agency in our region. The software would have financial information that includes insurance coverage. Such a shared system would allow for easy referral to our Family Resource counselor to assist with applications. Does this solicitation not allow for such systems to be purchased using grant funds?**
   1. CMS encourages all applicants to describe how they will utilize technology to support their efforts in the specific Focus Area chosen. However, this solicitation is not designed to fund systems development or purchase of new technology systems.