



DEPARTMENT OF THE TREASURY
COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS FUND
601 THIRTEENTH STREET, NW, SUITE 200 SOUTH
WASHINGTON, DC 20005

**HEALTHY FOOD FINANCING INITIATIVE -
FINANCIAL ASSISTANCE (HFFI-FA) PROGRAM
SUPPLEMENTAL QUESTIONNAIRE**

OMB No. 1559-0040

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 1559-0040; expires 02/28/2015. The time required to complete this information collection is estimated to average 30 hours, including the time to review instructions, search existing data resources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Comments concerning the accuracy of the time estimate and suggestions for reducing this burden should be directed to the Program Manager, Community Development Financial Institutions Fund, 601 13th Street NW, Suite 200 South, Washington, DC 20003.

**HEALTHY FOOD FINANCING INITIATIVE -
FINANCIAL ASSISTANCE (HFFI-FA) PROGRAM
SUPPLEMENTAL QUESTIONNAIRE**

CDFI Program Applicant: You indicated on your FY 2012 Financial Assistance application an interest in applying for a Healthy Food Financing Initiative Financial Assistance (HFFI-FA) Award. As stated in the Notice of Funding Availability (NOFA), the CDFI Fund is issuing this questionnaire soliciting details about your current and proposed healthy food financing activities. Only organizations who have submitted an FY 2012 Financial Assistance Application, and indicated interest in the Application in applying for an HFFI-FA award are eligible to apply.

If you remain interested in applying for an HFFI-FA award, please complete and submit this questionnaire according to the directions in this document. Please refer to the NOFA for additional details about HFFI-FA.

Applicants should not reference their FY 2012 Financial Assistance Application or any of the FA Application materials in the HFFI-FA Supplemental Questionnaire since those materials will not be assessed during the scoring process for HFFI-FA. Please note the CDFI Fund does not anticipate making combined FA and HFFI-FA awards in excess of \$5 million.

I. DEADLINE AND HOW TO SUBMIT

- A. The HFFI-FA Application is due by 5:00 PM EDT on May 11, 2012. Late Applications will not be considered for review by the CDFI Fund.
- B. All HFFI-FA Applicants are to complete and submit a Signature Page in the myCDFI Fund system.
- C. HFFI-FA applicants must submit the HFFI-FA Supplemental Questionnaire through the organization's myCDFI Fund account.
- D. HFFI-FA applicants must also submit required matching funds documentation as described in the FY 2012 CDFI Program NOFA through the organization's myCDFIFund account. Applicants are expected to use the HFFI-FA Matching Funds Table and submit all required supporting documentation. The matching funds documentation requested is only for the HFFI-FA award request.
- E. Applicants are required to answer all questions listed in the HFFI-FA Supplemental Questionnaire, including the Persistent Poverty Award Commitments (Table 1).
- F. Do not submit any additional materials. The CDFI Fund will only review requested information. Your response to the HFFI-FA Supplemental Questionnaire may not exceed 15 pages.
- G. Please reference the HFFI-FA Application Checklist before application submission.

HFFI-FA Application Checklist			
Application Component	Prepare In...	Submit via...	Required for...
HFFI-FA Supplemental Questionnaire	HFFI-FA Supplemental Questionnaire Narrative Template (Word Doc)	myCDFI Fund	All HFFI-FA Applicants <ul style="list-style-type: none"> Complete the HFFI-FA Supplemental Questionnaire Narrative Template and submit as an attachment
HFFI-FA Matching Funds Table	HFFI-FA Matching Funds Table (Excel Worksheets)	myCDFI Fund	All HFFI-FA Applicants <ul style="list-style-type: none"> Complete the HFFI-FA Matching Funds Table and submit as an attachment
HFFI-FA Matching Funds Documentation	PDF Document as One Attachment	myCDFI Fund	All HFFI-FA Applicants <ul style="list-style-type: none"> Combine all HFFI-FA matching funds documentation into one single PDF document and submit as an attachment

II. CONTACTING THE CDFI FUND

The CDFI Fund will respond to questions between the hours of 9:00 a.m. and 5:00 p.m. Eastern Time through the application due date. The CDFI Fund will not respond to phone calls or e-mail inquiries received after the deadline.

CDFI Fund Contact List (Not toll-free numbers)			
Main Office:	(202) 622-8662 (202) 622-7754 (fax)	www.cdfifund.gov	For general inquiries, phone numbers for individual CDFI Fund staff, access to MyCDFI Fund and program Web page.
Program Support:	(202) 622-6355	cdfihelp@cdfi.treas.gov	For information about the HFFI-FA Supplemental Questionnaire and other programmatic questions.
Compliance and Monitoring Support	(202) 622-6330 (202) 622-7754 (fax)	cme@cdfi.treas.gov	For status of compliance with other awards including outstanding reports.
IT Support	(202) 622-2455	ithelpdesk@cdfi.treas.gov	For information about registering and creating accounts on MyCDFI Fund.
Legal Support	If you have any questions or matters that you believe require response by the CDFI Fund's Office of Legal Counsel, please refer to the document entitled "How to Request a Legal Review" on the CDFI Fund's Web site at www.cdfifund.gov.		

HFFI-FA SUPPLEMENTAL QUESTIONNAIRE

▶ SUPPLEMENTAL QUESTIONNAIRE TEXT LIMIT: NOT TO EXCEED FIFTEEN PAGES

1. TARGET MARKET PROFILE FOR HEALTHY FOOD FINANCING INITIATIVE

A. Provide a detailed description of the Applicant's Target Market for its HFFI-FA activities:

1. Quantify the extent to which the Applicant's activities will provide goods and services to communities that: (i) lack access to healthy food options (for example, food deserts); (ii) indicate patterns of non-healthy food consumption (such as low rates of fruit and vegetable consumption; (iii) suffer from poor health indicators (such as high rates of obesity, diabetes and other diet-related chronic disease); (iv) have high concentrations of persons participating in food assistance programs (for instance, Supplemental Nutrition Assistance Program; Women, Infants, and Children food packages; school lunch programs); or (v) demonstrate other indications of need for healthy food finance interventions.

NOTE: HFFI-FA AWARDEES WILL BE REQUIRED, AS A CONDITION OF THEIR ASSISTANCE AGREEMENTS, TO ENSURE THAT AT LEAST 75% OR THE EQUIVALENT OF THEIR HFFI-FA AWARDS WILL BE USED TO FINANCE HEALTHY FOOD RETAIL OUTLETS¹ IN FOOD DESERTS.

TO FURTHER FACILITATE COMPLETING THE RESPONSE TO QUESTION #1 ABOVE, APPLICANTS ARE ENCOURAGED TO USE THE FOLLOWING LIST OF TOOLS AVAILABLE FOR IDENTIFYING AREAS WITH HIGH NEED FOR HEALTHY FOOD INTERVENTIONS, INCLUDING:

- USDA'S FOOD DESERT LOCATOR AT [HTTP://WWW.ERS.USDA.GOV/DATA/FOODDESERT/](http://www.ers.usda.gov/data/fooddesert/)
- USDA'S FOOD ENVIRONMENT ATLAS, AVAILABLE ON THE USDA'S WEBSITE AT [HTTP://MAPS.ERS.USDA.GOV/FOODATLAS/](http://maps.ers.usda.gov/foodatlas/) WHICH PROVIDES A RESOURCE FOR OBTAINING CENSUS TRACT LEVEL DATA RELATING TO FOOD ACCESS, FOOD CONSUMPTION, DIET-RELATED HEALTH INDICATORS, AND PARTICIPATION IN FOOD ASSISTANCE PROGRAMS.
- THE CENTER FOR DISEASE CONTROL'S BEHAVIORAL RISK FACTORS SURVEILLANCE SYSTEM AT [HTTP://APPS.NCCD.CDC.GOV/BRFSS-SMART/](http://apps.nccd.cdc.gov/BRFSS-smart/).
- ANY LOCALLY DEFINED METHODOLOGY THAT HAS BEEN ADOPTED FOR USE BY A GOVERNMENTAL OR PHILANTHROPIC HEALTHY FOOD INITIATIVE

¹ Healthy food retail outlets are commercial sellers of "healthy foods" including, but not limited to, a grocery store, mobile food retailer, farmers market, cooperative, corner store, bodega or a store that sells other food and non-food items along with a full range of "healthy foods." A healthy food retail outlet might also be an existing retail store that upgrades to offer a full range of healthy food choices, or a nonprofit organization that expands the availability of healthy foods, particularly fresh fruits and vegetables, in underserved areas.

2. HEALTHY FOOD FINANCIAL PRODUCTS

A. Describe the Applicant's proposed and/or current Financial Products that will be used to support the Healthy Food Financing Initiative.

1. Describe the proposed financial products that will be funded through a HFFI-FA award, and how these compare with prior financial products that the Applicant has previously provided in support of healthy food interventions.
2. Describe how the Applicant's proposed and/or current financial products that support healthy food interventions address the financing needs of the Applicant's customers.
3. Discuss how the Applicant's current and/or proposed financial products that support healthy food interventions are (or will be) leveraged with:
 - Public sector resources made available under other programs identified as part of the Federal government's proposed Healthy Food Financing Initiative²
 - Other public sector resources, such as Choice Neighborhoods (HUD) or Promise Neighborhoods (Education), that promote a comprehensive approach to neighborhood transformation;
 - Private sector resources, including philanthropic contributions; and
 - Other resources including local community resources.

3. DEVELOPMENT SERVICES FOR HEALTHY FOOD FINANCING

A. Describe the Development Services that will be used to support Applicant's HFFI-FA Initiative.

1. Describe the development services (e.g., training, technical assistance) that the Applicant offers and/or intends to offer in conjunction with its HFFI-FA activities. Describe the format of the instruction (such as one-on-one sessions, group training, or on-line counseling), any fees or costs charged to the customer, and any systems used to evaluate effectiveness.
2. Discuss how these development services are linked to the financial products that support healthy food interventions. What is the relationship between the number of clients receiving development services and ultimately qualifying for financial products that support healthy food interventions? How will development services make an impact within the next 24 months?

² For a complete list of HFFI programs, please see the following website: <http://apps.ams.usda.gov/fooddeserts/>

3. Describe the Applicant's strategy to ensure that community residents will utilize the healthy food options being financed through HFFI-FA. The Applicant should specifically discuss its (and any partner's) education and outreach efforts to residents of the communities.

4. PROJECTED HFFI-FA ACTIVITIES

1. Describe the Applicant's strategy for identifying potential borrowers, investees or activities, including the extent to which the Applicant has used or will be using community alliances or strategic partners (including banks, credit unions, CDFIs, local governments, tribal agencies, schools, health departments, community based organizations, non-governmental organizations, etc.) to identify projects aimed at increasing access to healthy foods.
2. Describe the extent to which the Applicant's HFFI-FA interventions will work in concert with other federal and local initiatives as part of a broader strategy for revitalizing local communities.
3. Describe the Applicant's pipeline of HFFI-FA projects. Be sure to identify the number and dollar amount of transactions that have already been identified, for which underwriting is completed or underway. Of those underway, please describe a sample of transactions (up to three) that can reasonably be expected to close within 24 months. Provide the amount of HFFI-FA financing needed and total activity or project costs, and the status of project financing.

5. TRACK RECORD AND MANAGEMENT CAPACITY FOR PROVIDING HEALTHY FOOD FINANCING

A. Describe the Applicant's track record in financing healthy food interventions.

1. Discuss prior healthy food financing activities, with a particular focus on those that were specifically provided in the Applicant's designated Target Market.

B. Describe the Applicant's management team and key staff for its healthy food financing activities.

1. What key staff and management team are responsible for implementing the Applicant's healthy food financing activities? What are the qualifications of these staff members and how do they help implement the Applicant's products and services?
2. Describe the status of new or vacant positions and the strategy for filling the positions, as well as the expected date of filling them.

C. Describe the Applicant's ability to track and report healthy food financing outcomes.

1. What outcomes does the Applicant intend to track and measure to report on program success (e.g., number and type of healthy food outlets developed or rehabilitated; total square footage of commercial retail space developed and rehabilitated; number of jobs created for residents of low-income communities; etc.)?
2. Describe the Applicant's experiences in collecting and analyzing outcome data, particularly as it relates to healthy food financing activities, tracking those results over time, and reporting findings.
3. Discuss how the Applicant will ensure that its HFFI-FA financed activities will lead to significantly improved healthy food options in low-income communities.
4. Describe specific program design features, outreach methods or other aspects of the Applicant's HFFI-FA strategy that the Applicant believes can be replicated by other service providers.
5. Discuss the Applicant's strategy for sharing program outcomes, including both "best practices" and "lessons learned," to better inform the national agenda.

▶ SUPPLEMENTAL QUESTIONNAIRE TEXT LIMIT: NOT TO EXCEED FIFTEEN PAGES

HFFI-FA PERSISTENT POVERTY AWARD COMMITMENTS (TABLE 1)

The CDFI Fund’s Fiscal Year (FY) 2012 appropriation legislation includes a requirement that “of the funds awarded ...not less than 10 percent shall be used for projects that serve populations living in persistent poverty counties.”³ The specific counties that meet the criteria for “persistent poverty” can be found at: www.cdfifund.gov/persistentpoverty.

Please review the counties and respond to the following request in your HFFI-FA application submission process in myCDFI Fund:

As a FY 2012 HFFI-FA applicant, please indicate in the HFFI-FA application submission portal in your myCDFI Fund account the minimum and maximum percentage of the award that your organization will commit to serving populations in persistent poverty counties. At the discretion of the CDFI Fund, the applicant may be required to deploy a percentage of its allocation at or above the minimum indicated below, but not more than the maximum percentage indicated below.

Table 1 –HFFI-FA Award Commitment to Persistent Poverty Counties	
Criteria	Percentage of Award Amount ⁴
Minimum HFFI-FA award amount targeted to persistent poverty counties	____[xxx]_%
Maximum HFFI-FA award amount targeted to persistent poverty counties	____[xxx]_%

The CDFI Fund may use the above information to determine the final awardee pool and size of awards to comply with the 10 percent Congressional requirement. Therefore this information may impact the ranking of your organization’s application and/or the size of an award. As a result, an organization may be advantaged when the final awards are decided if it commits that at least 10 percent of its award dollars will be invested in persistent poverty counties. No applicant, however, will be disqualified from consideration or otherwise adversely affected in ranking if it does not make a commitment to a persistent poverty county.

If your organization is selected to receive a FY 2012 HFFI-FA award and you have committed in Table 1 to lending in the relevant counties, a commitment amount will be incorporated into the organization’s Assistance Agreement along with other requirements, such as the need to report Transactional Level Report (TLR) data and the need to maintain proper supporting documentation and records available for review by CDFI Fund staff during site visits and desk reviews.

³ The appropriation language defined persistent poverty counties as any county that has had 20 percent or more of its population living in poverty over the past 30 years, as measured by the 1990, 2000, and 2010 decennial censuses.

⁴ Please note that there is a three character maximum and all figures should be listed as a whole number. This information is collected during the HFFI-FA application submission process in myCDFI Fund.