

CHAPTER 28

AN ACT concerning the Supplemental Nutrition Assistance Program outreach plan, and supplementing Title 44 of the Revised Statutes.

BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:

C.44:10-81.6 Maintain, conduct new outreach programs; “SNAP Navigator Program” established.

1. a. The department shall, consistent with federal requirements, maintain a SNAP outreach plan targeted at increasing potential beneficiaries’ access to:

(1) information regarding the availability of SNAP, the criteria for eligibility for SNAP benefits, and the various methods to apply for SNAP benefits; and

(2) the technological means to apply for SNAP benefits.

b. The department shall, subject to available funds, conduct additional outreach programs, which may include:

(1) establishing a SNAP Navigator Program, the purpose of which shall be to recruit, train, and support SNAP application navigators via a process and method determined by the commissioner;

(2) making available training to the appropriate staff at community-based organizations regarding the necessary steps to complete and submit a SNAP application, through all available methods, including online and by telephone. Staff trained pursuant to this paragraph shall assist clients with the SNAP application process;

(3) partnering with community-based organizations to increase client access to computers and the online SNAP application;

(4) providing SNAP information and resources to beneficiaries of public assistance programs who are served by the department and county welfare agencies, and who are likely to be eligible for, but are not currently receiving, SNAP benefits; and

(5) conducting a public awareness campaign using available media, including television, radio, print, and social media, to inform the public of the availability of SNAP.

c. As used in this section:

“Commissioner” means Commissioner of Human Services.

“Department” means the Department of Human Services.

“Public assistance program” means any program administered through the Department of Human Services, a county welfare agency, or a collaboration between the two which is authorized to provide assistance and services to needy persons, including, but not limited to: the New Jersey Supplemental Nutrition Assistance Program, established pursuant to the federal “Food and Nutrition Act of 2008,” Pub.L.110-246 (7 U.S.C. s.2011 et seq.); the Work First New Jersey program established pursuant to P.L.1997, c.38 (C.44:10-55 et seq.); and the Medicaid program established pursuant to P.L.1968, c.413 (C.30:4D-1 et seq.).

“SNAP” means the New Jersey Supplemental Nutrition Assistance Program, established pursuant to the federal “Food and Nutrition Act of 2008,” Pub.L.110-246 (7 U.S.C. s.2011 et seq.).

2. The Commissioner of Human Services may promulgate rules and regulations to effectuate the provisions of this act, which rules and regulations shall be effective immediately upon filing with the Office of Administrative Law for a period not to exceed 18 months, and may, thereafter, be amended, adopted, or readopted in accordance with the provisions of the “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et seq.).

3. This act shall take effect immediately.

Approved June 30, 2022.