

RFP NEOP 14-01
Supplemental Nutrition Assistance
Program-Education FFY 2014
Training and Resource Centers

Questions and Answers
July 24, 2013

	Question	Answer
1.	Under minimum requirements - is #3 “previous successful contract/grant performance with the CDHS or CDPH health promotion programs” a mandatory? Or can “like” contracts with other state departments (like First 5 California”) be considered?	Yes, #3 previous successful contract/grant performance with the CDHS or CDPH health promotion programs is a “mandatory requirement”. See Attachment 2, Required attachment/Certified Checklist on pg. 32 & 33 of the RFP.
2.	Is there a preference for one main agency to manage the contract and identify and manage the regional groups that will work with the seven service areas? Or are you open to an organization responding for one core area – like Greater Los Angeles?	The RFP allows for both options in your inquiry; one agency to manage all seven service areas or organizations responding to one or multiple service areas.
3.	When will funding availability be determined?	Funding is approved by the United States Department of Agriculture on an annual basis. Funding announcements from USDA can vary but usually occur in the September/October timeframe. The selected Contractor(s) will complete a detailed budget that will be reviewed by CDPH, California Department of Social Services, and the United States Department of Agriculture.
4.	Where the RFP refers to assisting LHDs with peer-to-peer and youth engagement, community engagement, and policy, systems and environmental change strategies, would such engagements and strategies explicitly target unhealthy food/beverage categories or industries? If yes, are allowable messages, engagement processes and change strategies already determined and approved for use in the 2014 contract period?	Community engagement, peer- to- peer. Youth interventions, systems and environmental change strategies would not just target unhealthy food/beverage categories or industries. They could improve access and consumption of healthy foods/beverages. The allowable messages, engagement processes and change strategies have already been determined and approved for the FFY 2014 contract period.

5.	Who currently provides the types of technical assistance described in Section II, Task 1, #3?	California Department of Public Health, Nutrition Education and Obesity Prevention Branch (CDPH NEOP) Training Unit coordinates multiple Units to provide training and technical assistance. They contract for expertise not available at the state-level.
6.	What types of SNAP-Ed training have LHDs received in the past?	LHDs have received training at the state-level as well as training at the Regional-level through coordinated Training Unit, 11 Regional Networks, Community Development Unit, Campaigns and Programs in their area of expertise.
7.	Could a separate web site be developed to provide training materials online, or would online training materials need to be provided at the CDPH web site?	Online training materials would need to be hosted on the CDPH web site.
8.	How would the roles, responsibilities, and activities of the Network for a Healthy California African American and Latino campaigns change in the 2014 contract period?	NEOP staff will provide support/consultation to implement campaigns for appropriate populations to those LHDs that choose to implement them.
9.	In 2014, will there be a Benchmark Survey or other annual statewide survey measuring the effectiveness of obesity prevention campaign efforts in California? If so, would the findings be regional, corresponding to the seven service areas in the RFP?	An annual Benchmark Survey measures the effectiveness of media and advertising efforts in California but is not part of this scope of work. There is an overarching NEOP evaluation that is being conducted by our Research and Evaluation Section.
10.	To the extent that CDPH has conducted research into broad platforms or messaging frameworks for obesity prevention, such as would related to social norms or social injustice, should the findings be applied to the scope of work activities in this RFP?	The CDPH research finding from Bench mark and platform and messaging frameworks testing could be applied to SOW activities in this RFP.
11.	Are local Departments of Public Health eligible to apply for this funding opportunity?	Yes, Local Health Departments are able to apply for the funding if they meet the Minimum Qualifications on page 2 of the RFP.
12.	Are local Departments of Public Health obligated to receive the TA that the selected contractor will provide?	No, local Departments of Public Health would not be obligated to receive TA that the selected TRC will provide.

13.	Please define the nature of the relationship the selected contractor will have in regards to subcontractors of local Departments of Public Health that are Network-LHD funded vs. the local Departments of Public Health themselves. Will the contractor work directly with the local Department of Public Health, provide services directly to local Department of Public Health subcontractors, or both?	The TRC would provide services mainly to the NEOP-LHD. Where a subcontractor was doing an objective/deliverable from the prime contractors SOW, the subcontractor might receive services/trainings.
14.	Is UC CalFresh Nutrition Education eligible to apply for this funding?	Yes, UC CalFresh Nutrition Education Program could apply for the funding if they meet the Minimum .Qualifications on page 2 of the RFP.
15.	Is there a formula being used to determine equitable allocation of funds to each service area? (i.e. percentage SNAP-Ed eligible population, number of LHDs being served)	No. Funding is based on the proposal submitted and cannot exceed \$9 million for the entire project.
16.	Can we offer services to LHDs outside of the designated service area if requested?	No, unless you propose to take on the additional designated service area in its entirety.
17.	Can letters of support be included in addition to the references in the Reference Form? If so, where should they be added?	Letters of Support are not required; however, if you choose to submit them, they would be additional pages to Attachment 4.
18.	Where do we attach the Previous Work Products? Should it go with the References as Att. 4?	VOLUME 1, Section 2, Technical Section after Attachment 4.
19.	Objective 3, 4b - Can we provide stipends and transportation for “champions” to participate in events and activities?	You can provide travel expense reimbursement and daily event rate for Champions assisting with events.
20.	While the evaluation says that we do not need to do impact or outcome evaluation, can we do this if we choose to?	Yes, you may do impact and outcome evaluation if you choose to. You will need to work with NEOP Research Evaluation Unit at CDPH.
21.	Regarding the Scope of Work: Is it allowable to add tasks to objectives on the sample SOW?	Yes, it is allowable to add tasks to objectives on the sample SOW.
22.	Regarding the Scope of Work: How much flexibility is permitted in tailoring sample SOW activities to regional needs?	Flexibility is permitted to tailor SOW activities to regional needs. Adjustments must be justified. All interventions must be evidence-based.

23.	Objective 1: Activity 3: is the “training needs assessment data” derived from a CDPH NEOP assessment or does the CDPH NEOP contractor for the region conduct the needs assessment in the region?	A training need assessment has been completed for FFY 2014 and training matrix has been created. This was required in order to have USDA approval for training in FFY 2014.
24.	Objective 2: Are “coalitions” different from the current Regional “Collaborative” structure and if so, how?	Coalition is an alliance of organizations brought together to work on a specific issue(s) or in this case service area priority(ies). The Regional Collaboratives are a type of coalition and in some cases act like the coalition that are part of the SOW.
25.	Objective 2: Is a designated website a legitimate avenue for member recruitment and promotion, connecting LHDs and other partners within the region, for sharing the regional calendar and sharing best practices?	Yes, websites are a legitimate avenue for member recruitment and promotion, connecting LHDs and other partners within the region, for sharing regional calendar and best practices. These will need to also be posted at the State website and State calendar, to ensure best coordination.
26.	Objective 2: Task 1: Please clarify the meaning of the underlined part of the sentence: “Help each LHD coordinate plan, development, and implement SNAP-Ed activities within the LHD and in collaboration with other LHDs in the service area.”	Help each LHD within the Proposer’s TRC Service area; 1) coordinate, 2) plan, 3) develop and 3) implement and 5) evaluate SNAP-Ed activities within their jurisdiction and/or their TRC Service area.
27.	If the current potential contractor is currently being subcontracted by LHD, could we utilize current Network for a Healthy California Staff to support training and TA deliverables in this new RFP?	Yes. The existing Regional contract ends 9/30/2013. If employees are on two separate contracts, i.e. subcontract for LHD, they cannot exceed 100% time or 1 FTE.
28.	Are we allowed to subcontract to local health departments?	Yes, the Proposer would be allowed to subcontract with local health departments.
29.	We will be working with each county to conduct needs assessments, which will determine the specific consultants and subcontractors. Are we able to not list the specific consultants and subcontractors, and provide a general plan instead?	The Counties have done needs assessments. It is preferable to list the specific subcontractor and consultant as best as possible. If you are unable to, indicate TBD and include the scope the contractor will be providing.
30.	Under LHD Training and TA (Activity 6, pg. 58): Are the 6-8 skills-based trainings counted per County or regional?	The trainings would be for the TRC service area but must be available for all Counties in a convenient location. This may require web-based training. Some training would need to be face-to-face.

31.	Under LHD Training and TA (Activity 8, pg. 60): Please clarify Champions for Change trainings. Is the intended audience community members (or intermediaries)? If so, can these be a combination on nutrition and physical activity education and Policy, Systems, and Environmental Change?	The training (Activity 8, page 60) is for community members to identify and develop Champions for the LHDs and TRC Service area. (See associated a) and b). Topics are listed as adult education techniques, nutrition education and PA promotion education, media literacy. These can be combined with policy, systems and environmental change strategies that are important to their community.
32.	Under LHD Training and TA (Activity 14/15, pg.61): Are "training course" requirements on Worksite and Retail separate from skills-based trainings and mini trainings requirement?	These training are in addition to the trainings required on page 58, Activity 6.
33.	Under Media/Public Relations Outreach and Coordination (Obj. 3, pg.67): Would it be allowable to allocate funds for media buys and development of public service announcements (PSAs)/media campaign based on county needs/initiatives? For example, develop PSAs to dispel myths around CalFresh, or purchase bus shelter ads to promote statewide Rethink Your Drink Campaign, etc.	No. Media buys and development of PSAs will be at the state-level due to required approval processes. The Communications Unit will work with TRC to develop service area - specific PSAs or provide added value opportunities including radio remotes, Facebook promotions on an as needed basis.
34.	Under Media/Public Relations Outreach and Coordination (Activity 10g, pg.71): Which organization is responsible for developing and implementing Nutrition Education Initiative addressing increasing access to healthier foods (LHDs, or 1-2 coalitions). Please elaborate on this objective.	The coalition and its members (including LHDs) would be responsible for developing and implementing Nutrition Education Initiative addressing increasing access to healthier foods.
35.	Can a proposer recommend minor reconfigurations of the TRC areas based on SNAP-Ed eligible populations, population density, similarities among counties, and similar considerations?	If the proposer were doing more than one/ all TRC service areas, then they could propose minor reconfigurations of the TRC areas. Justification should be provided.
36.	The description of the elements of a proposal on page 7 is somewhat different from the description on page 23. Please indicate the preferred elements and proper order.	Both are relevant. Page 7 is specific to the Work Plan itself which is a scored part of the RFP. Page 23 requires additional information; a narrative on the approach to tasks in SOW, organizations structure, references and previous work products.
37.	What is the required format for the Work Plan Scope of Work table? Section IV.B. (page 21) describes one format for the proposal, including a minimum 12 point font, while the Exhibit A sample Work Plan and Scope of Work uses 10 point font.	Proposals are to use Times New Roman, Arial, or Calibri font of at least 12 point.

38.	Exhibit A, Objective 2, Activity 9a states that the contractor may be required to provide training on "SNAP-Ed and CalFresh promotion services for SNAP eligible audience." Please describe allowable CalFresh promotion activities for the purposes of this contract.	Exhibit A, Objective 2, Activity 9a should state "contractor may be required to provide training on SNAP-Ed for SNAP eligible audience. CalFresh promotion services are no longer allowable under SNAP-Ed.
39.	Please indicate whether the design, production and distribution of materials can be included in a proposer's package of training, technical assistance and support.	Yes, the design, production and distribution of materials can be included in a proposer's package of training, technical assistance and support.
40.	Is there a required percentage of funded amount that must be subcontracted out to community or partners?	No, this RFP does not require a percentage to be subcontracted out.
41.	Do subcontractors have to submit certifications as well or just the Lead agency/Fiscal agency submitting a proposal?	The Lead agency is responsible to complete Attachment 2 "Required Attachment/Certification Checklist". Subcontractors that are assisting Lead Agencies receive five percent preference in the proposal need to show proof of certification as a small business.
42.	Where do we include Attachment 11? It does not specify in Section IV (Proposal Format, Required Documents, and Delivery).	VOLUME 1, Section 2, Technical Section just before the "Approach to Tasks in Scope of Work".
43.	Will the Network LHDs be provided support by Brown Miller Communications and Citizen Paine/Relations?	There will be a subcontract for Public Relations support but it will be more limited than the previous subcontract.
44.	Is there an LHD PR Firm assigned to LHD projects/activities?	There will be a subcontract for Public Relations support but it will be more limited than the previous subcontract.
45.	Will there be targeted campaigns and programs at the State Network level?	Yes, there will be targeted campaigns and programs at the State level. They may not provide the same comprehensive services as past Regional Network structure.
46.	Will Service Area TRC's be training partners as well as LHD & LHD Staff? Will LHDs be required to outreach to partners?	The primary responsibility of the TRC is to train LHDs and LHD staff and partners supporting SNAP-Ed Programs.
47.	What is the new State structure/depts. for the State Network (FFY 2014)?	CDPH/NEOP Branch is undergoing reorganization and the structure is not available at this time.
48.	Will the Service Area TRC's be purchasing media (see Pg 11 of 115, II. Task1: 2. "assistance leveraging added value opportunities"?)	No. Media will be purchased at the state-level and in some cases by the LHDs.

49.	Who will be choosing the themes for themed events such as Fruit & Veggie Fest, Latino Health Awareness Month, etc.	There will be state-level template materials and state-level themes for four events. There will be flexibility for locals to do additional events and themes.
50.	There is no date for intent to submit, Pg. 27 of 115, V. D. RFP Cancellation and Amendments state "If the RFP is amended.....will send an addendum to all parties who requested the RFP and will also post it on BidSync".	RFP responses are due by August 16, 2013 at 5 pm. Addendums to the RFP can occur any time prior to that deadline and addendums will be posted on BidSync.
51.	Attachment 10 page 2, what district numbers are being requested? Only for the organization or for the Service Area?	The Form requires district numbers for the organization.
52.	Will the LHD SOW specify requirement to participate in Service Area TRC's activities?	No, the LHD SOW will not require LHD participation in Service Area TRC activities. It will be in the LHDs interest to participate to meet their SOW objectives/deliverables.
53.	Will the LHD SOW specify requirement to partner with Service Area TRC's?	No, the LHD SOW will not require LHD to partner with Service Area TRC activities. It will be in the LHDs interest to participate and work with the TRC to meet its SOW objectives/deliverables.
54.	Will there be a section/department in the State to assist Service Area TRC's?	Yes, there will be Unit/staff at the State to assist the Service Area TRCs.
55.	Will LHD's be required to use Network created materials for activities such as the SIRK, CYO Kit, Toolbox, Shape of Yoga, Power Up In 10, etc.?	The LHD will be required to use evidence-based tools and materials from the approve materials list. These materials are on the list. Anything not on the list required approval from USDA.
56.	What is the estimated number of times of travel for the Service Area TRC's to meet with the State Network program for meetings and/or trainings. To Sacramento?	Budget for three times a year for face-to-face meetings. Most travel will be within the region. There will be state webinars and monthly calls.
57.	Will Service Area TRC's be provided trainings by the State?	Yes, Service Area TRC's will be provided some training by the State.
58.	Will the LHD's have targeted campaign and program State leads?	Very small rural counties might not be doing certain campaigns and programs. State leads will be assigned by groupings of LHDs, not by campaigns, either ethnic or place-based.