

**STATE LEVEL PROJECT SUMMARY
FFY 2015**

**1. Project Title: Public Health Institute Non-Competitive Bid (NCB)
Transitional Plan**

Budget: \$6,010,699

Related State objectives:

This project supports 1, 2, 3 and 4 of the State Level Objectives.

a. Audience:

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Latino, Asian American and American Indian/Alaska Native communities.

Ages: Adults 18+, primarily women with children, and children ages 5-17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

SNAP-Ed Target: Interventions target individuals and families at or below 185% FPL.

b. Food and Activity Environments:

Educational materials and resources developed are used by intermediaries targeting SNAP-Ed audiences to reinforce behavior change strategies through eating healthier and being more active. Effectively pairing education and policy, systems and environmental (PSE) changes will further support behavior changes by increasing access to healthy foods and safe places to be active in low resource communities. Media and public relations activities increase SNAP-Ed audiences' awareness of healthy foods and beverages, and places to be physically active with an emphasis on a call to action. Research and evaluation activities inform and guide SNAP-Ed interventions and measure access to healthy foods, beverages, and physical activity opportunities. Trainings and technical assistance increase the capacity of state-level staff, local health departments, and other local implementing agencies to effectively target SNAP-Ed audiences through multi-level interventions using social marketing, PSE changes, and nutrition education/physical activity promotion interventions delivered in a culturally competent, linguistically appropriate, and evidenced- and/or practiced-based manner.

c. Project Description and Educational Strategies:

Under a competitive bidding process, the Public Health Institute (PHI) has worked with state-level SNAP-Ed projects in California for over 20 years. PHI has been a leader in

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SNAP-Education work, nationally as well. With the conversion of several contracts (including PHI's) to state civil service positions and the new Nutrition Education and Obesity Prevention (NEOP) local control funding model with local health departments, PHI will lead strategies to increase the capacity and competency of state and local staff working on SNAP-Education interventions and initiatives. This will be accomplished with trainings, technical assistance, mentoring, media and public relations support, recommendations, reports, guides and additional resources. PHI will highlight how to maintain the fidelity of evidence- and practice-based interventions.

In addition, PHI will work collaboratively with the NEOPB Research and Evaluation Chief to resolve and transition outstanding and ongoing FFY 2014 evaluation projects.

Local Project Support & Capacity Building

Training

PHI will increase the capacity of local projects by collaborating on trainings for four regional youth engagement and corresponding adult ally trainings, emphasizing youth and community partners co-leading the local projects. Teleconferences and/or webinars will train on California Smart Snacks in Schools, New School Meal Requirements, the Education and Administration Reporting System (EARS), and Policy, Systems, and Environmental Change strategies. Training support will be given on partnerships, collaboration, facilitation, and strategic planning for 8-10 county nutrition action groups. PHI will also conduct trainings requested by local projects during the first six months (October 1, 2014 - March 31, 2015) of the transitional year. These trainings will also be made available to all implementing agencies during this time period, to support a coordinated and more cohesive approach to the delivery of SNAP-Education programs in California.

Technical Assistance

PHI will support local projects by providing technical assistance on the implementation of priority/core elements of program activities, including program evaluation, CX3, media, public relations, policy, partnerships, trainings, and reporting for the first six months of the contract. Education and Administration Reporting System (EARS) technical assistance will be provided to train and assist with the on-line reporting system.

Resources

PHI will increase the capacity of local projects by developing ten Intervention Implementation Toolkits, which will include components on the Social Ecological Model integration, intervention fact sheets, implementation overview, PowerPoint presentations, recorded and archived webinars, resources, health statistics, success stories, evaluation, and citations.

The ten Intervention Implementation Toolkits will cover the following topical areas:

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1. Retail Program
2. Worksite Program
3. Latino Campaign
4. African American Campaign
5. Children & Youth/PowerPlay!/Photovoice
6. Rethink Your Drink
7. Physical Activity Integration
8. Youth Engagement
9. Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
10. Champions for Change statewide advertising campaign

Additionally, a Youth to Career Pathways Project intervention overview summary and supporting PowerPoint presentation will be developed.

State-level Support & Capacity Building

Training

PHI will increase the capacity of NEOPB staff by providing the trainings and webinars outlined below.

School-based trainings will encompass Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, Engaging Parents in Local School Wellness Policy, California Smart Snacks in Schools, and New School Meal Requirements.

Trainings on targeted interventions will cover the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children's Power Play! Campaign, Rethink Your Drink, Youth Engagement, Physical Activity Integration, Harvest of the Month, and Communities of Excellence (CX3). Post-training observation and coaching will be provided.

PHI will train NEOPB staff on SNAP-Ed materials, including red-flag testing and resource evaluation protocol. Training on utilizing the California Department of Social Services Medi-Cal Eligibility database will be provided. Calendars, trainings, and communications plans will be developed for the Champion Physicians Project and Statewide Collaborative Meeting.

PHI will also provide support for up to ten workshops, three presentations, and four guest speaker panels for the Statewide Collaborative Meeting and NEOPB Forum. Through existing partnerships, PHI staff will recruit a total of 12 experts for panel presentations at state meetings and trainings.

Technical Assistance

The Public Health Institute will provide up to 1,500 hours of technical assistance to NEOPB staff.

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PHI will train newly hired NEOPB staff and mentor current NEOPB staff in the implementation of program activities, including program evaluation, media and communications, policy, partnerships, trainings, and reporting. School-based technical assistance will cover California Smart Snacks in Schools and School Meal Requirements. Communities of Excellence (CX3) technical assistance and updates will occur regularly; data input and local pricing data will be provided until 3/31/15.

Research and evaluation support, including review of findings, communication materials, and other documents (up to two requests per month) will be provided for the first three months of the contract period.

Until new staff are hired and trained, PHI will provide support on EARS and Activity Tracking Form support, up to four ad-hoc requests from USDA, up to four ad-hoc analyses and reports from USDA or NEOPB regarding activity tracking form data, and refinement of the USDA evaluation framework indicators and guides. Up to five applications for obesity prevention approaches will be included in the 2015/2016 USDA SNAP-Ed Toolkit.

Resources

PHI will increase the capacity of NEOPB staff by developing the resources listed below.

Fifteen NEOP Staff Guides will be developed on the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Youth Engagement, Physical Activity Integration, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School, Communities of Excellence, Policy and Partnerships, Materials Development, Advertising, Public Relations, and Research Tools for Nutrition Education and Obesity Prevention studies (including Comprehensive Local Health Department Evaluation; Impact and Outcome Evaluation; Activity Tracking Forms and other reporting processes).

Four Intervention Analyses will be created, one each for Rethink Your Drink, Asian American Campaign, American Indian/Alaska Native Campaign, and the Physical Activity Integration Program.

Fifteen Instructor Manuals will be comprised, one each for the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Physical Activity Integration, Youth Engagement, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School, CX3, Champion Mom Recruitment, Spokesperson Training, Statewide Advertising Campaign – Champions for Change, RE-AIM Framework, and Impact/Outcome Evaluation.

Multiple NEOPB web page content will be updated, and a social media posting guide and online resource library tutorial will be created to facilitate future online presence of the NEOP SNAP-Ed program. Websites to be updated include the Champions for

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Change English and Spanish sites, Harvest of the Month, NEOPB Home Website, NEOPB Facebook page, the Communications Resource Library, and the Worksite Program Take Action site.

Documents to support PHI-led trainings will be created for Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, and Engaging Parents in Local School Wellness Policy.

Reference documents will be developed to support California Smart Snacks in School and New School Meal Requirements, as well as a Healthy Behaviors Initiative history, background, development, outcomes, and evaluation document.

Other documents include NEOPB Partnership Team deliverables, framework, and recommendations for workgroup team meetings, three to five approved materials or resources not completed in FFY 2014 based on CDPH delays in review, a database of Spokespersons/Champion Moms, including representatives from the English, Spanish, Hmong, Chinese, and Vietnamese languages, and calendars of meetings and trainings.

PHI will increase the capacity of NEOPB staff by updating the six Fruit, Vegetable, Physical Activity Campaigns & Programs Critical Analyses' Recommendations, which encompass the Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children's PowerPlay! Campaign, and Harvest of the Month.

SNAP-Ed Reports, Research and Recommendations

PHI will produce multiple reports, research, and recommendations to support NEOPB SNAP-Ed.

Eleven Pilot Project Status Reports will be developed to provide overviews, pilot findings, and recommendations for Cuerpo y Alma (Body and Soul), Sister Circles, Healthy Diva Salon, 90 Day Body and Soul Challenge, Body and Soul Youth Initiative, Mobile Health Promotion – Latino Texting Pilot, CX3 Afterschool Tools & School Neighborhood Pilot, Farm to fork, school and preschool, Asian American Pilot (Chinese, Hmong, and Vietnamese), American Indian/Alaska Native Pilot, and the Retail Recognition Program.

Other reports to be developed include the Physical Activity Strategic Plan Phase I, Policy, Systems and Environmental Change Resource Guide, 2013/2014 Benchmark Survey report, and a written protocol for coding and interpreting all survey items for the 24-hour dietary recall and supplemental questionnaire from the FFY 2014 Comprehensive Quantitative LHD Interview.

Contributions will be made to the FFY 14 CDPH NEOPB final report, including the Activity Tracking Form, Education and Administration Reporting System, and the Progress Report Narrative, and the FFY 15 USDA Annual Plan.

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A summary of formative evaluation, additional evaluation studies, and promising avenues for future developments will be produced for each of the following Retail Program, Worksite Program, Latino Campaign, African American Campaign, Children & Youth/PowerPlay!/Photovoice, Rethink Your Drink, Physical Activity Integration, Youth Engagement, Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School.

Developing New Materials

PHI will develop new materials to support local intervention activities for Local projects and to facilitate knowledge transfer and capacity of NEOPB staff.

For Local projects:

- Ten Intervention Implementation Toolkits.
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - Champions for Change statewide advertising

Intervention Implementation Toolkits will include components on the Social Ecological Model integration, intervention fact sheets, implementation overview, PowerPoint presentations, recorded and archived webinars, a local-level implementation guide, resources, health statistics, success stories, evaluation, and citations.

- A Youth to Career Pathways Project intervention overview summary and supporting PowerPoint presentation

For NEOPB Staff:

- Fifteen NEOP Staff Guides:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - Communities of Excellence

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- Research tools for Nutrition Education and Obesity Prevention studies, including: Comprehensive Local Health Department Evaluation; Impact and Outcome Evaluation; Activity Tracking Forms, and other reporting processes
- Materials Development
- Advertising
- Public Relations
- Policy and Partnerships

- Four Intervention Analyses:
 - Rethink Your Drink
 - Asian American Campaign
 - American Indian/Alaska Native Campaign
 - Physical Activity Integration Program

- Fifteen Instructor Manuals:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children & Youth/PowerPlay!/Photovoice
 - Rethink Your Drink
 - Physical Activity Integration
 - Youth Engagement
 - Harvest of the Month/Farm to Fork/Farm to Preschool/Farm to School
 - CX3
 - Champion Mom Recruitment
 - Spokesperson Training
 - Statewide Advertising Campaign – Champions for Change
 - RE-AIM Framework
 - Impact/Outcome Evaluation

- A summary index table of PHI NEOPB interventions, including evidence- versus practice-based, target audience age, ethnicity, language, materials, and intervention settings.

- NEOPB webpages, social media posting, and online resource library tutorial:
 - Champions for Change (English and Spanish)
 - Harvest of the Month
 - NEOPB SNAP-Ed Website
 - NEOPB Facebook page
 - Communications Resource Library
 - Take Action

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- Documents to support PHI-led trainings on Comprehensive School Wellness Policy 101, Engaging Youth in Local School Wellness Policy, and Engaging Parents in Local School Wellness Policy.
- Training documents to support California Smart Snacks in School and New School Meal Requirements.
- Healthy Behaviors Initiative history, background, development, outcomes, and evaluation.
- NEOPB Partnership Team deliverables, framework, and recommendations for workgroup team meetings.
- Three to five FFY 2014 newly approved materials or resources.
- Spokesperson/Champion Mom Database, including representatives from the English, Spanish, Hmong, Chinese, and Vietnamese languages.
- Calendar of meetings and trainings.

PHI will increase the capacity of NEOPB staff by updating the following resources:

- Fruit, Vegetable, Physical Activity Campaigns & Programs Critical Analyses' Recommendations:
 - Retail Program
 - Worksite Program
 - Latino Campaign
 - African American Campaign
 - Children's PowerPlay! Campaign
 - Harvest of the Month
- Websites:
 - NEOPB SNAP-Ed Website
 - Harvest of the Month
 - Champions for Change
 - Take Action
 - Communications Resource Library
- Eleven Pilot Project Status Reports/Recommendations :
 - Cuerpo y Alma (Body and Soul)
 - Sister Circles
 - Healthy Diva Salon
 - 90 Day Body and Soul Challenge
 - Body and Soul Youth Initiative
 - Mobile Health Promotion – Latino Texting Pilot
 - CX3 Afterschool Tools & School Neighborhood Pilot

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- Farm to fork, school and preschool
 - Asian American Pilot (Chinese, Hmong, and Vietnamese)
 - American Indian/Alaska Native Pilot
 - Retail Recognition Program
- Phase I of FFY 2014 Physical Activity Strategic Plan.
 - Policy, Systems and Environmental Change Resource Guide
 - 2013/2014 Benchmark Survey report.
 - Coding and interpretation of the 24-hour dietary recall and supplemental questionnaire.
 - FFY 14 CDPH NEOPB final report including Activity Tracking Form, Education and Administration Reporting System, and the Progress Report Narrative contributions.
 - FFY 15 USDA Annual Plan contributions.

d. Evidence Base:

N/A

e. Environmental Supports:

The trainings, technical assistance, resources, mentoring, guides, research and recommendations will enhance NEOPB staff capacity to provide SNAP-Ed guidance and services to local projects.

The reports, toolkits, webinars, materials, trainings and conferences will enhance local projects (especially Local Health Departments) in effectively targeting SNAP-Ed eligible audiences in a culturally competent, linguistically appropriate, age-specific and evidence-or practice- based manner.

f. Use of Existing Educational Materials:

See NEOPB Materials List.

g. Development of New Educational Materials:

PHI will finalize graphic design for three to five newly approved materials and resources not completed in FFY 2014.

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h. Key Performance Measures/Indicators

PHI will work in conjunction with the NEOPB staff to assess the transitional needs and provide draft deliverables. This will be accomplished through participation via in person or phone meetings, work group and team meetings, trainings and conferences. Documentation of progress will include monthly status reports, mid-year progress report, and an annual report.

2. Evaluation Plans Not applicable.

- a. Name
- b. Type
- c. Questions
- d. Evaluation

3. Coordination Efforts:

PHI will make available all educational materials and toolkits to the California Department of Social Services (CDSS), as requested, and as resources allow.

Budget Coversheet

Contractor Name: Public Health Institute
Contract Number: 14-10306

Budget Categories	FFY 14 Total	FFY 15 Total	Difference	% Difference
1 Salaries		\$2,977,548.80	\$2,977,548.80	0.00%
2 Benefits		\$1,001,542.12	\$1,001,542.12	0.00%
3 Operating		\$534,867.86	\$534,867.86	0.00%
4 Equipment		\$89,300.00	\$89,300.00	0.00%
5 Travel & Per Diem		\$102,000.00	\$102,000.00	0.00%
6 Subcontractors		\$0.00	\$0.00	0.00%
7 Other Costs		\$364,960.00	\$364,960.00	0.00%
8 Indirect Costs		\$826,446.22	\$826,446.22	0.00%
Totals:	\$0.00	\$5,896,665.00	\$5,896,665.00	\$0.00

Budget Categories	Reason for difference greater than 5%
1 Salaries	
2 Benefits	
3 Operating	
4 Equipment	
5 Travel & Per Diem	
6 Subcontractors	
7 Other Costs	
8 Indirect Costs	

Contractor Name:

Public Health Institute **Prime Staffing**

Contract Number:

14-10306

Budget Adjustment		Position Title	Position Names	Description of Job Duties		FTEs charged to SNAP-Ed	Total Annual Salary	Total SNAP-Ed Salary	Benefit Rate	Benefits *Total SNAP-Ed Salary X Benefit Rate	SNAP-Ed Salary, Benefits and Wages, Federal Dollars only	Budget Adjustment Justification
Action	Last Amt Approved			% of SNAP-Ed Time spent on Mgmt/Admin Duties	% of SNAP-Ed Time spent on Direct SNAP-Ed Delivery							
		Accounting Assistant I	Kristi Smith	100.00%		15%	\$ 41,910.96	\$6,286.64	35.0%	\$2,200.32	\$8,486.96	
		Community Partnership Specialist II	Vicki Sanderford-O'Connor		100.00%	100%	\$ 71,104.95	\$71,104.95	35.0%	\$24,886.73	\$95,991.68	
		Community Partnership Specialist III	Lisa Tadlock		100.00%	100%	\$ 64,209.60	\$64,209.60	35.0%	\$22,473.36	\$86,682.96	
		Community Partnership Specialist III	Susan Lopez-Payan	50.00%	50.00%	100%	\$ 84,000.00	\$84,000.00	35.0%	\$29,400.00	\$113,400.00	
		Contracts Administrator II	Liza Bolante	100.00%		94%	\$ 71,649.38	\$67,350.42	35.0%	\$23,572.65	\$90,923.07	
		Information Specialist II	Iain Rylett		100.00%	100%	\$ 59,230.08	\$59,230.08	35.0%	\$20,730.53	\$79,960.61	
		Information Specialist II	TBD		100.00%	100%	\$ 50,835.00	\$50,835.00	35.0%	\$17,792.25	\$68,627.25	
		Marketing Manager I	Emily Perez		100.00%	100%	\$ 74,520.97	\$74,520.97	35.0%	\$26,082.34	\$100,603.31	
		Marketing Manager I	Rebecca Larson		100.00%	83%	\$ 73,500.07	\$61,005.06	35.0%	\$21,351.77	\$82,356.83	
		Marketing Manager II	Stephanie Carillo		100.00%	35%	\$ 94,263.75	\$32,992.31	35.0%	\$11,547.31	\$44,539.62	
		Marketing Manager II	Lloyd Nadal		100.00%	77%	\$ 81,585.00	\$62,820.45	35.0%	\$21,987.16	\$84,807.61	
		Marketing Manager III	Kristy Garcia		100.00%	100%	\$ 89,855.15	\$89,855.15	35.0%	\$31,449.30	\$121,304.45	
		Marketing Specialist II	TBD		100.00%	100%	\$ 50,835.00	\$50,835.00	35.0%	\$17,792.25	\$68,627.25	
		Marketing Specialist III	Suzanne Morikawa		100.00%	100%	\$ 59,939.25	\$59,939.25	35.0%	\$20,978.74	\$80,917.99	
		Marketing Specialist III	Laura Webster		100.00%	100%	\$ 58,487.10	\$58,487.10	35.0%	\$20,470.49	\$78,957.59	
		Marketing Specialist III	Gerrard Herrera		100.00%	71%	\$ 60,564.00	\$43,000.44	35.0%	\$15,050.15	\$58,050.59	
		Marketing Specialist III	TBD		100.00%	50%	\$ 61,589.00	\$30,794.50	35.0%	\$10,778.08	\$41,572.58	
		Marketing Specialist III	Kathryn Gardella		100.00%	100%	\$ 57,674.40	\$57,674.40	35.0%	\$20,186.04	\$77,860.44	
		Marketing Specialist IV	Judy Vang		100.00%	100%	\$ 68,845.93	\$68,845.93	35.0%	\$24,096.08	\$92,942.01	
		Marketing Specialist IV	Courtney Cagle		100.00%	77%	\$ 60,060.00	\$46,246.20	35.0%	\$16,186.17	\$62,432.37	
		Marketing Specialist IV	Angela Dennis		100.00%	100%	\$ 65,807.96	\$65,807.96	35.0%	\$23,032.79	\$88,840.75	
		Marketing Specialist IV	Susan Vitulli		100.00%	100%	\$ 62,842.50	\$62,842.50	35.0%	\$21,994.88	\$84,837.38	
		Office Administrator	Debbie Fine	100.00%		94%	\$ 64,966.36	\$61,068.38	35.0%	\$21,373.93	\$82,442.31	
		Program Administrator III	Tanya Garbolino	20.00%	80.00%	71%	\$ 100,108.47	\$71,077.01	35.0%	\$24,876.95	\$95,953.96	
		Program Director I	Amy DeLisio		100.00%	94%	\$ 99,225.00	\$93,271.50	35.0%	\$32,645.03	\$125,916.53	
		Program Director II	Sharon Sugerman		100.00%	100%	\$ 125,435.16	\$125,435.16	35.0%	\$43,902.31	\$169,337.47	
		Program Director III	Kamaljeet Singh-Khaira	50.00%	50.00%	60%	\$ 128,225.54	\$76,935.32	35.0%	\$26,927.36	\$103,862.68	
		Program Manager	Rebecca Garrow		100.00%	100%	\$ 83,431.69	\$83,431.69	35.0%	\$29,201.09	\$112,632.78	
		Program Manager	Katharina Streng		100.00%	100%	\$ 84,234.58	\$84,234.58	35.0%	\$29,482.10	\$113,716.68	
		Project Manager	Keirsten Mihos		100.00%	60%	\$ 75,810.49	\$45,486.29	35.0%	\$15,920.20	\$61,406.49	
		Project Manager	Rosanna Oliva		100.00%	100%	\$ 69,360.90	\$69,360.90	35.0%	\$24,276.32	\$93,637.22	
		Research Associate III	Elizabeth Egelski		100.00%	88%	\$ 54,709.20	\$48,144.10	35.0%	\$16,850.44	\$64,994.54	
		Research Associate III	Evan Talmage		100.00%	100%	\$ 55,102.32	\$55,102.32	35.0%	\$19,285.81	\$74,388.13	
		Research Associate IV	Betty Sun		100.00%	100%	\$ 69,415.82	\$69,415.82	35.0%	\$24,295.54	\$93,711.36	
		Research Associate IV	Maria Leech		100.00%	50%	\$ 72,930.90	\$36,465.45	35.0%	\$12,762.91	\$49,228.36	
		Research Associate IV	Carolyn Kitzmann-Ryder		100.00%	100%	\$ 71,185.52	\$71,185.52	35.0%	\$24,914.93	\$96,100.45	

Prime Staffing											
37		Research Scientist I	Barbara MkNelly		100.00%	83%	\$ 90,645.14	\$75,235.47	35.0%	\$26,332.41	\$101,567.88
38		Research Scientist I	Angie Keihner-Cooper		100.00%	43%	\$ 90,647.20	\$38,978.30	35.0%	\$13,642.41	\$52,620.71
39		Research Scientist I	Patrick Mitchell		100.00%	50%	\$ 92,120.20	\$46,060.10	35.0%	\$16,121.04	\$62,181.14
40		Research Scientist I	Michael Biehl		100.00%	50%	\$ 81,900.00	\$40,950.00	35.0%	\$14,332.50	\$55,282.50
41		Research Scientist II	Lauren Whetstone		100.00%	100%	\$ 99,750.00	\$99,750.00	35.0%	\$34,912.50	\$134,662.50
42		Technical Assistance Specialist II	Chrystal Mota	50.00%	50.00%	88%	\$ 50,232.00	\$44,204.16	35.0%	\$15,471.46	\$59,675.62
43		Technical Assistance Specialist II	Marja Strutz		100.00%	100%	\$ 50,778.00	\$50,778.00	35.0%	\$17,772.30	\$68,550.30
44		Technical Assistance Specialist III	Metria Munyan		100.00%	88%	\$ 57,220.80	\$50,354.30	35.0%	\$17,624.01	\$67,978.31
45		Communications Specialist	Maran Kammer-Perez		100.00%	10%	\$ 68,990.00	\$6,899.00	35.0%	\$2,414.65	\$9,313.65
46		Health Educator III	Deirdre Kleske		100.00%	15%	\$ 64,340.00	\$9,651.00	35.0%	\$3,377.85	\$13,028.85
47		Health Educator IV	Jane Alvarado Banister		100.00%	10%	\$ 64,590.00	\$6,459.00	35.0%	\$2,260.65	\$8,719.65
48		Program Manager	Katherine Hawksworth		100.00%	60%	\$ 73,500.00	\$44,100.00	35.0%	\$15,435.00	\$59,535.00
49		Program Director I	Y. Armando Nieto		100.00%	12%	\$ 97,335.00	\$11,680.20	35.0%	\$4,088.07	\$15,768.27
50		Program Director II	Michael Dimock		100.00%	15%	\$ 157,500.00	\$23,625.00	35.0%	\$8,268.75	\$31,893.75
51		Project Coordinator	Doris Meier		100.00%	12%	\$ 68,250.00	\$8,190.00	35.0%	\$2,866.50	\$11,056.50
52		Program Manager	Christina Spach		100.00%	10%	\$ 69,367.67	\$6,936.77	35.0%	\$2,427.87	\$9,364.64
53		Community Outreach Specialist I	Jessica Gill		100.00%	25%	\$ 48,463.80	\$12,115.95	35.0%	\$4,240.58	\$16,356.53
54		Communications Specialist I	Courtney Hendrix		100.00%	25%	\$ 53,159.40	\$13,289.85	35.0%	\$4,651.45	\$17,941.30
55		Project Coordinator	Holly Calhoun		100.00%	25%	\$ 51,975.00	\$12,993.75	35.0%	\$4,547.81	\$17,541.56
		Temporary Employee *** (30)	Approx. 129 hours/year for 30 employees at \$30/hour. = \$116,000				\$ 116,000.00	\$116,000.00		\$0.00	\$116,000.00
Totals:				470.00%	5030.00%	3940%	\$4,045,122.57	\$2,977,548.80		\$1,001,542.12	\$3,979,090.92

Definition and basis for calculations of benefit rate(s):

35% of salary; includes payroll taxes, life insurance, health insurance, unemployment insurance, and a tax-sheltered annuity plan

Prime Budget Justification

Contractor Name: Public Health Institute
 Contract Number: 14-10306

Budget Adjustment		Operating Expenses						
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Months	Total	Budget Adjustment Justification
		Office Supplies	General Office Supplies, including paper, pens, ink cartridges, file folders, binders, storage bins, notepads, calendars, business cards, etc. @ \$50 per month per FTE for 12 months. Also included are software licenses to support completion of deliverables, including SAS and SPSS statistical software averaging out to \$30 per month per FTE.	\$ 80.00	39.40	12.00	\$37,824.00	
		Rent and Occupancy Costs	Rent is based on an estimated cost of \$2.25/sf/month and 250 sf/FTE and occupancy costs including security, building insurance, safety, and systems establishment, calculated at 5% of rent per year	\$ 590.63	39.40	12.00	\$279,249.86	
		Communications	Phone, internet, fax, etc. @ \$150 per month per FTE for 12 months	\$ 150.00	39.40	12.00	\$70,920.00	
		Photocopying	Routine in-house photocopying expenses including \$1,700 copier service agreement and per-copy charges at \$35 per month per FTE for 12 months for copying drafts and working copies of reports, toolkits, guides, training agendas and materials, and tutorials	\$ 3,079.00	1.00	12.00	\$36,948.00	
		Postage	Postage and shipping, including first-class postage, ground delivery, and overnight shipping costs estimated @ \$20 per month per FTE for 12 months for delivery of hard-copy deliverables, technical assistance-related materials to state and local SNAP-Ed implementing agencies, and training materials to training sites, as needed	\$ 20.00	39.40	12.00	\$9,456.00	
		IT Support	IT support services including networking set-up at \$750 per FTE and ongoing IT support @ \$150/FTE/month. IT set-up includes installing IT infrastructure, networking major and minor equipment, and installing software for each computer workstation as needed. The one-time set-up fee also covers assessing/moving existing wiring and/or installing new wiring.	\$ 2,550.00	39.40	1.00	\$100,470.00	
Total Operating Expenses:							\$534,867.86	

Budget Adjustment		Equipment Expenses						
Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	FTE	Total	Budget Adjustment Justification
		Computers - network server	Server computer to be purchased or leased dependent upon most cost-effective option	\$ 4,500.00	1.00	1.00	\$4,500.00	

Prime Budget Justification

		Printers	Six network printers to be purchased or leased dependent upon most cost-effective option	\$ 1,000.00	6.00	1.00	\$6,000.00	
		Office furnishings	Office and shared space (conference and meeting rooms and copy room) furniture @ \$2,000 per FTE. Furniture will be leased or purchased based on the most cost-effective approach and will include cubicle workstations, desks for managers' offices, chairs, conference/meeting room tables and chairs, file cabinets, and shelving for office supplies/storage.	\$ 2,000.00	39.40	1.00	\$78,800.00	
Total Equipment Expenses:							\$89,300.00	

Budget Adjustment Travel and Per Diem

Action	Last Amt Approved	Travel/Position Title	Location	Trips	FTE	Days	Nights	Per Diem	Lodging	Air	Miles	Reg. Fee	Other	Total	Budget Adjustment Justification
		In State Travel - estimated based on current approved State Standard Costs for light travel of \$3,000 for 34 FTE; includes travel to meetings with CDPH NEOPB staff, for technical assistance to local agencies as needed, to support panel presentation speakers, and by request of USDA WRO, CDSS, and CDPH			34									\$102,000.00	
Total Travel and Per Diem:														\$102,000.00	

* Lodging costs include taxes. Reimbursement at CalHR rates.

Budget Adjustment Sub Contractor(s)

Action	Approved	Name	Description/Justification	Total	Budget Adjustment Justification
		A	N/A		
Total Sub Grant(s):				\$0.00	

Budget Adjustment Other Costs

Action	Last Amt Approved	Budget Item	Description/Justification	Unit Cost	Quantity	Misc.	Total	Budget Adjustment Justification
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Prime Budget Justification

		Webinar Services	Web conferencing subscription at \$650 per month to support conducting and recording webinars as required for General Technical Assistance, Intervention Implementation Toolkits, and Training and Technical Assistance for the Transition: Parents, Youth, and Schools	\$650.00	12.00	1.00	\$7,800.00		
		Youth Engagement Trainings	In support of youth engagement trainings in Training and Technical Assistance for the Transition: Youth Engagement, which will be conducted by PHI staff. These funds will support training logistics as well as young people as co-trainers to co-conduct youth forums and offer training to their peers (other youth) through a youth sponsoring agency. Youth involvement has been the hallmark of the PHI NEOP Youth Engagement Project over the last several years.	\$175,000.00	1.00	1.00	\$175,000.00		
		Materials development and professional publications	Professional publications design services to support completion of in-progress materials per Resources: Materials Development deliverable and to assist with developing templates for guides and toolkits	\$175,000.00	1.00	1.00	\$175,000.00		
		Publication Subscriptions	Professional publication subscriptions to inform SNAP-Ed evaluation activities, e.g. Journal of Nutrition Education and Behavior, Journal of the Academy of Nutrition and Dietetics, and American Journal of Public Health	\$250.00	5.00	1.00	\$1,250.00		
		Staff Training	Training to maintain staff knowledge and skills related to SNAP-Ed work at \$150 per FTE (50% of approved State Standard Cost of \$300 per FTE). Trainings may include SharePoint, presentation software, webinar design, advanced Excel and Access, design programs, technical writing and editing, and advanced project management to support collaboration with CDPH NEOP, robust record keeping, and preparation and on-time delivery of training materials, guides, and toolkits.	\$150.00	39.40	1.00	\$5,910.00		
							Total Other Costs:	\$364,960.00	

Budget Adjustment		Indirect Costs						
Action	Last Amt Approved	Calculation Method	%	\$ of Method	Total	Budget Adjustment Justification		

Prime Budget Justification

		<p>16.3% of modified total direct costs. PHI has an Indirect Cost Rate Agreement that is negotiated annually with the U.S. Department of Health and Human Services. The current Federal Indirect Cost (IDC) rate for 2014 is 16.3% of modified total direct costs (total direct costs less equipment with a unit value of \$5,000 or more, subawards of subcontracts and grants, and capital improvements). Included in the federally awarded rate are administrative expenses such as general counsel, contract management, accounting, payroll and personnel services (excluding recruitment advertising), annual audit, administrative support services, utilities, administrative rent, building and equipment maintenance, insurance, and other expenses associated with central PHI administration. Similar expenses which are directly associated with the project are budgeted as direct costs.</p>	16.3000%	\$5,070,218.78	\$826,446.22		
					Total Indirect Costs:	\$826,446.22	
					Total Budget:	\$5,896,665.00	