

Website References

Section	Page	Web Link
A.3	1	CPNS operates the <i>Network</i> , a social marketing initiative principally funded through the United States Department of Agriculture's (USDA) Food Stamp Program (FSP). CPNS operates in coordination with the California Department of Social Services (CDSS) (See http://www.cdss.ca.gov/foodstamps/) and in cooperation with the University of California Davis—Food Stamp Nutrition Education Program (UCD/FSNEP; See http://fsnep.ucdavis.edu/uc-fsne-program) to implement Food Stamp Nutrition Education (FSNE), an optional administrative activity that targets low-income households. Funding is made possible by in-kind contributions from governmental and non-profit entities that qualify for federal financial participation (FFP) reimbursement funding from USDA/FSP.
A.3	2	Increase daily consumption of <u>fruits and vegetables</u> to recommendations found in the 2005 Dietary Guidelines for Americans (for more information on the recommended dietary and activity guidelines visit www.mypyramid.gov),
A.3	3	Audience income eligibility is confirmed through the use of census tract data identifying their demographic (income and ethnicity) make-up (See http://www.cnnngis.org/). School meal eligibility criteria may also be utilized to meet this requirement for school sites if at least 50 percent of the student population qualifies for free or reduced price meals (FRPM) (See http://www.cde.ca.gov/ds/sh/cw/filesafdc.asp).
A.3	5	The <i>Network</i> is focused on creating change and helping our fellow Californians live better, healthier, more fulfilling lives. The new brand design captures all that the <i>Network</i> represents – personal empowerment, agents for change, and champions. (http://networkforahealthycalifornia.net/Library/docs/BrandingGuidelinesManual.pdf).
A.3	6	<u>Communications</u> —Houses a statewide, multi-media campaign reaching millions of low-income Californians annually; sustains and advances the <i>Network's</i> Champions for Change brand through a wide variety of venues, including television, radio, and outdoor advertising, a direct mail campaign reaching FSNE-eligible families in their homes, a toll-free consumer line, and a consumer website (www.cachampionsforchange.net); and employs broad-based public relations strategies to further extend <i>Network</i> messages statewide.
A.3	7	<u>Materials and Distribution</u> —Develops, produces, and distributes a wide variety of educational materials (brochures, toolkits (including Harvest of the Month; www.harvestofthemonth.com),
A.3	7	Further descriptive information on each of the above mentioned areas can be found in the 2008 California State Plan for FSNE located at: http://ww2.cdph.ca.gov/programs/CPNS/Pages/CAStatePlanforFFY08.aspx
I.3	18	See Appendix 1a Comparable State Classifications, and Appendix 1b Website for State Personnel Classification and Salary Ranges for a list of comparable State classification titles and monthly salary ranges. For additional information on specific State Classifications, refer to the State Personnel Board website at the following location: http://www.spb.ca.gov/employment/spbpayrd.htm .

Website References

Section	Page	Web Link
I.3	28	<p>Complete and sign this form indicating a willingness and ability to comply with the Contractor Certification Clauses appearing in this Attachment. The attachment supplied in this bid represents only a portion of the contractor information in this document. Visit this web site to view the entire document:</p> <p>http://www.ols.dgs.ca.gov/Standard+Language/default.htm.</p>
O.1	51	<p>Firms desiring small business or microbusiness certification must obtain the appropriate Small Business Certification Application (STD 812 or other form located here: http://www.documents.dgs.ca.gov/pd/smallbus/std812rev020107c.pdf) from the appropriate office of the Department of General Services, fully complete the application, and submit it to the Department of General Services as instructed in the application. Prospective proposing firms desiring small business certification assistance, may contact the DGS by the following means:</p>
O.1	51	<p>(Continued from above)</p> <p>Internet address: http://www.pd.dgs.ca.gov/smbus/default.htm</p>