

**REQUEST FOR APPLICATIONS (RFA) #LFNE-2010**

***Local Food and Nutrition Education***

**Released February 4, 2009**

**Applications due on April 3, 2009 by 4:00 p.m.**

***Network for a Healthy California***  
**California Department of Public Health**  
**1616 Capitol Avenue, Suite 74.516**  
**PO Box 997377, MS 7204**  
**Sacramento, CA 95899-7377**



Principal funding is from the United States Department of Agriculture Food Stamp Program through the *Network for a Healthy California*, which is an initiative of the California Department of Public Health. These institutions are equal opportunity providers and employers.

**RFA TIMELINE**

<b>DATE</b>	<b>ACTIVITY</b>
February 4, 2009	RFA released on website
February 18, 2009	Written RFA questions due by 4 p.m.
February 25, 2009	Informational Teleconference
March 3, 2009	Mandatory, non-binding Letter of Intent due by 4 p.m.
April 3, 2009	Applications due by 4 p.m.
May 5, 2009	Intent to Award posted and formal notification to all applicants sent
May 12, 2009	Appeal deadline 4 p.m.
October 1, 2009	Contract begins

See page 7, paragraph II, “General Information,” for details on responding to the above activities.

**Please note: Applicants must check the website frequently for any RFA addenda, which includes additional RFA information such as answers to RFA questions, and other helpful information. The website is:**

<http://www.cdph.ca.gov/programs/cpns/Pages/LFNERFA.aspx> .

**TABLE OF CONTENTS**

I. INTRODUCTION.....1

II. GENERAL INFORMATION .....1

    A. RFA Purpose and Background .....1

    B. Funding Amount and Timeframe .....2

    C. Reporting Income Targeting Data.....3

    D. Who May Apply.....3

    E. Informational Teleconference Call .....4

    F. Non-binding, Mandatory Letter of Intent .....4

    G. Submission of Application.....4

    H. Information, Addenda or Changes.....5

    I. Review Process.....5

    J. Contract Award Process .....6

    K. Appeals Process.....6

III. APPLICATION INSTRUCTIONS.....11

    A. Letter of Intent .....6

        Application Content.....12

    C. Description of Each Section of the Application .....12

        1. Cover Letter.....12

        2. Project Description .....13

        3. Project Narrative.....13

        4. Scope of Work .....10

        5. Evaluation Plan.....13

        6. Budget and Budget Justification .....13

        7. Project Summary Form 6a and 6b.....14

        8. Resumes .....14

        9. Community Letters of Support.....15

IV. OTHER APPLICANT INFORMATION.....15

    A. Project Reporting.....15

    B. Sustainability and Effective Use of Existing Resources .....15

V. WEBSITES AND RESOURCES.....15

VI. ATTACHMENTS (Included in Separate Documents from RFA).....17

    Scope of Work Template .....A

    Sample Scope of Work and Instructions .....B

    Non-binding, Mandatory Letter of Intent Form .....C

    Application Checklist.....D

    Evaluation Model.....E

    Budget Justification.....F

    Budget Justification Instructions .....G

    2009 Allowable and Unallowable USDA Guidelines.....H

    Travel Reimbursement Information .....I

    Project Summary Instructions.....J

    Project Summary Form 6a.....K

    Project Summary Form 6b.....L

## Local Food and Nutrition Education Grants Request for Application

### I. INTRODUCTION

#### Overall Purpose of Request for Application (RFA)

The *Network for a Healthy California (Network)* of the California Department of Public Health (CDPH) is soliciting Local Food and Nutrition Education (LFNE) applications from eligible non-profit, community-based organizations to implement innovative nutrition education activities and promote access to healthy food for low-income Californians.

### II. GENERAL INFORMATION

#### A. RFA Purpose and LFNE Goals

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases.

The *Network* is a statewide social marketing initiative administered by the California Department of Public Health's Cancer Control Branch. It represents a statewide movement of local, state, and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption to the recommended levels in the United States *Dietary Guidelines for Americans*, to promote daily physical activity, and to promote participation in the Food Stamp Program. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

The *Network* is conducting an open, competitive RFA process to fund up to 10 LFNE projects for a three-year contract period from October 1, 2009 to September 30, 2012. The overall purpose of this RFA is to award funding to non-profit, community-based organizations that work with Food Stamp participants and other Californians who are potentially eligible to receive Food Stamps due to having income less than or equal to 185 percent of the Federal Poverty Level (henceforth referred to as the *Network* target population), to provide high-quality nutrition education interventions. The *Network* recognizes that community-driven approaches to implement nutrition education are most successful in changing community norms. Applicants must emphasize community engagement as an integral part of their nutrition education interventions, and should include the promotion of access to healthy food, increased physical activity, and participation in the Food Stamp Program.

The LFNE channel exists to support and build the capacity of projects exhibiting promising practices for reaching underserved populations with innovative nutrition education interventions that result in improved consumption of fruits and vegetables and participation

in physical activity. Ideal partners are experts in engaging their target audience, and are already engaged in anti-poverty work and health promotion. Their proposed nutrition education projects are innovative, and have the potential to be replicated by other entities working in similar settings.

The three primary goals of the LFNE channel are summarized below:

1. Support and provide technical assistance to non-profit, community-based organizations, resulting in the implementation of innovative nutrition education activities among the *Network* target audience. LFNE projects support anti-hunger, food justice, economic development, and cooperative education models, and represent and/or partner with entities with expertise in: 1) nutrition education, 2) food security, 3) obesity and chronic disease prevention, and 4) working with under-served communities.
2. Provide other *Network*-funded projects with promising practices regarding nutrition education and food stamp promotion in the context of anti-poverty efforts. This goal is accomplished through the provision of technical assistance, the documentation and dissemination of evaluation results, and the participation of LFNE project staff in Regional Collaboratives and other opportunities for technology transfer.
3. Facilitate program development via the Local Food and Nutrition Education Action Committee (LFNEAC), to enhance nutrition education interventions and the sustainability of promising practices.

Examples of LFNE projects implementing innovative approaches to nutrition education with replication potential are described below. Only the nutrition education activities are funded by the *Network*.

- **Starting Young with Healthy Habits**—The foundation for an individual's lifelong eating habits is primarily established during the preschool years. By making nutrition education a component of a food assistance program, home-based day care providers become better equipped to help the low income children they serve to become healthy eaters. Class topics include garden enhanced nutrition education, healthy and affordable cooking, and tours of local farmers' markets which promote the benefits of fresh fruits and vegetables. Lessons learned from this pilot project will inform programs for child care providers throughout the city of San Francisco.
- **Local Farms Fortify Nutrition Education**—Childhood obesity has reached epidemic proportions, yet most children still don't eat the daily recommended number of fruits and vegetables. Teaching students where their food comes from has been shown to increase fruit and vegetable consumption. One LFNE project helps students attending low-resourced schools connect with the source of their food when they visit local farms as a component of their in-class nutrition education curriculum. The project trains classroom teachers and afterschool instructors to conduct garden enhanced nutrition education at their school sites, extending the reach of the farm onto the school campus. Tenets of this model program can be extended to enhance existing and developing Farm-to-Institution and urban farm programs.

- **Increasing Access to Farmers' Markets**—California farmers' markets offer some of the most fresh produce available, yet almost half of the coupons intended to improve the access of low-income families access to this food go unused. Live cooking demonstrations conducted by a market chef teach shoppers how to select and prepare locally-grown fresh fruits and vegetables. The project operates at farmers' markets and at food assistance locations, including the food assistance offices that distribute farmers' market coupons. It aims to increase the number of market transactions conducted with Electronic Benefit Transfer cards and the redemption rate of WIC farmers' market coupons, thus improving the ability of low-income families to consume more fruits and vegetables while stretching their food budgets.

## **B. Funding Amount and Scope of Work Timeframe**

A total of \$850,000 is available each year to fund up to 10 LFNE projects at an annual maximum award of \$85,000 per contractor. The contract period begins on October 1, 2009. Funding for the LFNE projects is contingent on the continued availability of funds through the United States Department of Agriculture (USDA) Food Stamp Nutrition Education (FSNE) Plan, and subject to USDA FSNE Plan Guidance requirements at [http://www.nal.usda.gov/foodstamp/guidance08/Final\\_2008\\_Guidance.pdf](http://www.nal.usda.gov/foodstamp/guidance08/Final_2008_Guidance.pdf). Successful applicants awarded a contract as a result of this RFA will be eligible for a three-year contract, beginning on October 1, 2009 and ending September 30, 2012.

Applicants shall submit a composite three-year Scope of Work (SOW) for federal fiscal year (FFY) 2010 (2009-2010), FFY 2011 (2010-2011), and FFY 2012 (2011-2012). Applicants shall submit three separate budget justifications (one budget justification for each FFY 2010, 2011 and 2012).

If additional funding is made available, projects from this solicitation not initially selected for funding will be considered for funding at a later date in the order of the scores they receive during the application review process.

## **C. Reporting Income Targeting Data**

All *Network*-funded programs must provide income targeting data for the populations that are served with USDA FSNE funding. The income targeting data source will verify that your target audience meets the USDA FSNE funding guidelines, which is 185 percent Federal Poverty Level (FPL). The *Network's* Geographic Information System mapping tool will assist you in identifying qualifying census tract data. Submit this information on the Project Summary Form. The Project Summary Form is a mandatory document to be completed and submitted with each LFNE application. For more information, see Section III Application Instructions, subparagraph 7: Project Summary.

## **D. Who May Apply**

Applicants must be California-based, non-profit, community-based organizations that meet all of the following criteria:

- Operate within the communities they intend to serve.

- Provide proof of non-profit status as part of the response to the RFA (for example, a copy of your signed 501(c) (3) IRS form).
- Address nutrition education and promote access to healthy food.
- Demonstrate experience or capacity to provide nutrition education to well-identified FSNE eligible individuals and families.
- Collaborate with partners representing the diverse assets and needs of community, including addressing and promoting the following efforts: food security, anti-hunger, economic development, health disparities, and local food systems.
- Possess the capacity to adhere to the contractual, fiscal, and program reporting requirements of CDPH and USDA.
- Applicants from Regions that are currently not represented in the LFNE portfolio are particularly encouraged to apply, and will receive priority (3 points): Central Valley, Sierra Cascade, North Coast, Gold Coast, Orange County, San Diego and Imperial, and Desert Sierra (see map of *Regional Networks* here: <http://www.cdph.ca.gov/programs/cpns/Documents/Network-RNMap.pdf>).

**For Previous or Current LFNE partners:**

- Organizations will not be funded to concurrently implement more than one LFNE contract (e.g. organizations implementing LFNE contracts through 2011 may not apply for additional funding).
- Previously funded partners must describe how funding will enhance their capacity to replicate the proposed project.

**E. Informational Teleconference Call and Submission of Questions to Network/CDPH**

An Informational Teleconference call will be conducted on February 25, 2009 from 2 - 4 p.m. The purpose of the teleconference is to answer any questions applicants might have regarding the RFA and the application process. The format of the teleconference will be formal: *Network* staff will read the questions submitted and provide answers to the participants. An opportunity at the end of the teleconference will be provided so that *Network* staff can clarify any questions that arise as a result of the teleconference. Applicants must submit their questions via email to: [Edye.Kuyper@cdph.ca.gov](mailto:Edye.Kuyper@cdph.ca.gov) .

Date: February 18, 2009

Time: 4 p.m.

**Number: 888-942-9649**

**Passcode: 6793120**

**F. Mandatory, Non-Binding Letter of Intent**

Mandatory, non-binding Letter of Intent must be received no later than 4 p.m. on March 3, 2009. Please complete Attachment C, Non-binding Mandatory Letter of Intent.

**G. Submission of Application**

Submit one (1) original application packet and four (4) copies to the *Network*/CDPH office no later than 4 p.m. on April 3, 2009. Application packets postmarked on or before April 3, 2009, but received after 4 p.m. will not be accepted. FAXES AND ELECTRONIC SUBMISSIONS WILL NOT BE ACCEPTED.

It is the sole responsibility of the applicant to ensure that the *Network* receives the application package by the above deadline. Incomplete or late applications will be considered non-responsive and will not be reviewed.

Please note that it can take up to several days for items sent through the United States Postal Service to be processed through the State mail system. It is highly recommended that applications be sent via express courier/overnight or hand-delivered to the *Network* offices.

Send application packets to:

**Mailing Address:**

Edye Kuyper  
Program Manager  
Network for a Healthy California  
P.O. Box 997377, MS-7204  
Sacramento, CA 95899-7377

**Shipping Address/Overnight Express:**

Edye Kuyper  
Program Manager  
Network for a Healthy California  
1616 Capitol Avenue, MS 7204  
Sacramento, CA 95814

CDPH reserves the right to reject any or all applications, cancel this solicitation, and/or request best and final offers from some or all applicants. Acceptance of an application is subject to negotiations of a contract between CDPH and the applicant organization.

Agencies will not be reimbursed for any expenses incurred in the development of this application.

All materials submitted in response to this RFA will become the property of CDPH at the time the application is received.

All applicants agree that in submitting an application they authorize CDPH to verify any or all claimed information and to verify any references named in their application.

All applications must be complete when submitted. No changes, modifications, corrections, or additions may be made once the application is filed with CDPH. CDPH reserves the right to contact applicants during any application evaluation phase to clarify the content of the application.

**Submission of an application will be considered as a representation that:**

- The lead organization and any subcontractor(s) have carefully investigated all conditions which affect, now and in the future, the performance of the work covered by the application;

- the lead organization and any subcontractor(s) are fully informed concerning the conditions to be encountered, quantity and quality of work to be performed; and
- the lead organization and any subcontractor(s) are familiar with all federal and state laws that affect the work to be conducted and the persons employed in the work.

**H. Information, Addenda or Changes**

If any clarifications or modifications to this RFA are necessary, all questions and answers, addenda or changes will be posted on the *Network* web site at <http://www.cdph.ca.gov/programs/cpns/Pages/LFNERFA.aspx> .

It is the responsibility of potential applicants to check the website frequently to keep updated regarding clarifications or changes to this RFA.

**I. Review Process**

Applications will be reviewed for completeness and compliance with RFA requirements. Each application received meeting the completeness and compliance requirements of the RFA will be evaluated by a panel of reviewers to determine the responsiveness of the application to the purpose and requirements specified in the RFA.

Applications will be scored according to the following criteria:

Geographic Preference	3 points
Project Description	3 points
Project Narrative	33 points
Scope of Work	21 points
Evaluation Plan	9 points
Budget & Budget Justification	33 points

---

---

Total Points	102 points
--------------	------------

**Basis for Points:**

Points	Interpretation	General basis for point assignment
0	<b>Inadequate</b>	Application response (i.e., content and/or explanation offered) is inadequate or does not meet CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
1	<b>Barely Adequate</b>	Application response (i.e., content and/or explanation offered) is barely adequate or barely meets CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are inconsequential and acceptable.
2	<b>Fully Adequate</b>	Application response (i.e., content and/or explanation offered) is fully adequate or fully meets CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.
3	<b>Excellent or Outstanding</b>	Application response (i.e., content and/or explanation offered) is above average or exceeds CDPH's needs/requirements or expectations. Minimal weaknesses are acceptable. Proposer offers one or more enhancing feature, method or approach that will enable performance to exceed CDPH's basic expectations.

**Scoring Tool:**

<b>1. Cover Letter</b>	<b>No Points</b>
<b>2. Geographic Preference – 3 Points</b>	<b>Points Possible</b>
2.1 Is the applicant from one of the following <i>Regional Networks</i> not currently represented in the LFNE portfolio: Central Valley, Sierra Cascade, North Coast, Gold Coast, Orange County, San Diego and Imperial, or Desert Sierra?	3
<b>3. Project Description – 3 Points</b>	<b>Points Possible</b>
3.1 Did the applicant provide a summary of the overall proposed project, target audience, and community to be engaged by the project?	3
<b>4. Project Narrative – 33 Points</b>	<b>Points Possible</b>
4.1 Did the applicant describe the community's needs with respect to improving access to high-quality nutrition education, promoting healthy eating, and promoting participation in the Food Stamp Program?	3

4.2	Did the applicant illuminate the role played by <i>Network</i> -eligible community residents in implementing the project, and how they will be empowered to become Champions for Change in addressing a local need for nutrition education and access to healthy food?	3
4.3	Did the applicant describe the <i>Network</i> -eligible target audience that will be engaged by the proposed project, including location, size, demographics, income levels, and other relevant characteristics?	3
4.4	Did the applicant discuss the major goals, objectives and activities for the three-year project? Is an explanation provided of how activities will accomplish the objectives of the project and provide high-quality nutrition education supportive of the <i>Network's</i> mission?	3
4.5	Are intended outcomes listed, with an emphasis put on project sustainability and the dissemination of promising practices?	3
4.6	Was a compelling description provided of how findings from the impact objective will contribute to the success of the project?	3
4.7	Did the applicant explain how the proposed project embodies innovative nutrition education and has the potential to be replicated among similar target audiences?	3
4.8	Did the applicant organization summarize its experience promoting healthy eating among low-income individuals, families, and communities?	3
4.9	Did the applicant identify key staff, their qualifications, and specify the lead person for this project?	3
4.10	Did the applicant describe the specific roles and capabilities of any key partners, naming the lead person(s) responsible for the collaboration and partnership, their title, and briefly explain their contribution to the partnership? Did they explain how effective working relationships will be developed and maintained with any new partners, and how the project will partner with the larger <i>Regional Network</i> ?	3
4.11	Did the applicant describe sufficient management experience and fiscal capacity to administer similar type projects?	3
<b>5. Scope of Work—21 points</b>		<b>Points Possible</b>
5.1	Is the infrastructure objective included as provided in the template SOW?	3
5.2	Are the proposed objectives specific, measureable, achievable, relevant, and time-bound (SMART).	3
5.3	Is at least one objective a well-designed impact objective?	3
5.4	Do proposed activities clearly describe the what/when/where of how the project will be implemented?	3

5.5 Are appropriate staff positions identified for each activity?	3
5.6 Do measurable tracking methods reinforce the applicant's ability to document progress toward realizing each objective?	3
5.7 Is the target audience consistent with the information included in the Project Summary A form?	3
<b>6. Evaluation Plan – 9 Points</b>	<b>Points Possible</b>
6.1 Did the applicant provide an evaluation model of the intervention for each target audience to be served?	3
6.2 Did the applicant describe how the effectiveness of the intervention(s) will be assessed, including: plans for process and impact evaluation, and including indicators and how information will be collected?	3
6.3 Did the applicant provide the name(s) and capabilities of the person(s) and/or organizations that will be responsible for conducting the evaluation? Is a description included of how past evaluation data were used and how data generated by the proposed evaluation plan will be used?	3
<b>7. Budget and Budget Justification – 33 Points</b>	<b>Points Possible</b>
7.1 Budget calculations and totals are accurate, formatting is correct and costs are reasonable and necessary based on their proposed Scope of Work?	3
7.2 Budgets have the correct level of detail for each budget line?	3
7.3 Personnel costs are reasonable based on the qualifications of the individuals and the needs of the contractor as described in their Scope of Work?	3
7.4 Fringe benefits are a reasonable percentage of staff salaries and have been identified by type of benefit?	3
7.5. Operating costs are reasonable and based on quality and quantity of activities in the Scope of Work. Did the applicant prorate expenses accordingly based on percent of FTE, or percent of allowable per SNAP-ed?	3
7.6 Equipment expenses include model, make and unit costs.	3
7.7 Travel and Per Diem costs are reasonable and based on State reimbursement rates and include required Network sponsored meetings and trainings.	3
7.8 Subcontractors Costs are reasonable based on the quality and quantity of activities to be performed I the Scope of Work.	3
7.9 The Applicant provided a budget justification and brief project description , including key activities for each subcontract listed in the budget.	3

7.10 Other Costs are reasonable based on the quality and quantity of activities to be performed in the Scope of Work.	3
7.11 The percentage rate used to calculate the Indirect Expenses is the agencies federally negotiated rate, or does not exceed 25% of personnel or 26% of modified direct costs.	3
<b>Required Supporting Documents (not scored)</b>	<b>Yes (Y) or No (N)</b>
8. Project Summary Form 6a and 6b  Did the applicant submit the Project Summary Forms 6a and 6b?  Did the applicant fill out all relevant information for the delivery of their scope or work and project?	Y N
9. Résumés  Did the applicant submit résumés for each of the staff presented in the RFA?	Y N
10. Community Letters of Support  Did the applicant submit three Community Letters of Support that describe the following: <ul style="list-style-type: none"> <li>• The capacity in which the reference worked with the applicant?</li> <li>• The applicant’s successes in the area of programmatic related to nutrition education, promotion of healthy? eating, and/or participation in the Food Stamp Program</li> <li>• The applicant’s level of fiscal and administrative experience?</li> </ul>	Y N

**J. Contract Award Process**

Successful applicants will be notified by May 5, 2009. The *Network* reserves the right to fund any or none of the applications submitted.

Awards will be made to applicants with the highest scores and whose applications are determined to be technically complete, whose professional qualifications and experience meet the terms of the RFA, and to applicants deemed by the review panel to be most competent. In addition, the *Network* is seeking applications to increase impact and expansion of nutrition education interventions, and will therefore choose applicants from a variety of geographic locations. The selection process may include a request for additional information to support the written application. In addition, telephone interviews and/or site visits may take place between the selection process, contract negotiations, and contract award dates.

Contracts resulting from this solicitation will be cooperative agreements pursuant to the Cooperative Agreement Act, Health and Safety Code, § 38072, sub (a) (13) and California Health and Safety Code Section 104650. Contractual terms and conditions can be viewed on the *Network’s* web site at <http://www.cdph.ca.gov/programs/cpns/Pages/LFNERFA.aspx> Awards recommended from this RFA may be contingent on additional review and approval by USDA.

## K. Appeals Process

An applicant may appeal a funding decision on the grounds that the *Network* failed to correctly adhere to the review process specified in this RFA. Only unfunded applicants who submit an application within required guidelines may appeal. There is no appeal process for incomplete applications or applications submitted after the deadline.

The appeal process consists of two steps: 1) Letter indicating the applicant is appealing the final decision and selection process must be received no later than 4 p.m. on May 12, 2009; 2) The appellant must file a complete written appeal, including the issue(s) in dispute, the legal authority or other basis for the appellant's position, and the remedy sought. **Faxed and e-mailed copies are not acceptable.** Applicants will be notified of decisions in writing within ten working days of the receipt of their appeal.

Incomplete appeals will be rejected. Appeals must be mailed or faxed to:

Donald O. Lyman, M.D., Chief or Designee  
Division of Chronic Disease and Injury control  
California Department of Public Health  
P.O. Box 997377, MS 7206  
Sacramento, CA 95899-7377  
Fax number: (916) 449-5517

At the sole discretion of the Chief of the Division of Chronic Disease and Injury Control or his designee, an appeal hearing may be held. The decision of the Chief of the Division of Chronic Disease and Injury Control or designee shall be final. There is no further administrative appeal. Appellants will be notified of decisions regarding their appeal in writing within fifteen (15) working days of their hearing date or the consideration of the written appeal letter, if no hearing is conducted.

## III. Application Instructions

### A. Mandatory, Non-Binding Letter of Intent

Prospective applicants who intend to submit an application are required to indicate their intention to submit an application. Failure to submit the mandatory, non-binding Letter of Intent will result in application rejection. The mandatory Letter of Intent is non binding and prospective applicants are not required to submit an application merely because a Letter of Intent is submitted. Use the Letter of Intent form found on the LFNE RFA web page at <http://www.cdph.ca.gov/programs/cpns/Pages/LFNERFA.aspx> or in the attachments section.

#### **Submitting a Mandatory, Non-Binding Letter of Intent**

Regardless of delivery method, the mandatory, non-binding Letter of Intent must be received by 4 p.m. on March 3, 2009.

Submit the Letter of Intent to the attention of Edey Kuyper at the address indicated on page 10, or FAX to:

**Letter of Intent FAX**

Local Food and Nutrition Education RFA  
Attention: Edye Kuyper  
California Department of Public Health  
Network for a Healthy California  
Fax: (916) 449-5414

Applicants transmitting by FAX are responsible for confirming the receipt of the Letter of Intent by the stated deadline.

E-mail Edye Kuyper at [Edye.Kuyper@cdph.ca.gov](mailto:Edye.Kuyper@cdph.ca.gov) to confirm faxed transmissions.

**B. Application Content**

The LFNE RFA and packet are available on the website at <http://www.cdph.ca.gov/programs/cpns/Pages/LFNERFA.aspx>.

In reviewing the application, please read instructions carefully. A checklist (Attachment "D" Section IV) is provided to assist with submitting a complete application in a coordinated order.

Submitting the Application

- Paper size must be standard 8½ x 11 inch paper.
- Number the pages of your application.
- Do not use binders or presentation folios. Securely staple the original application and four copies in the upper left-hand corner.

All sections, including all attachments, must be complete and submitted in the order listed below:

1. Cover Letter – Two (2) pages maximum
2. Project Description – Two (2) pages maximum
3. Project Narrative – Seven (7) pages maximum
4. Scope of Work – Twenty (20) pages maximum
5. Evaluation Plan – Five (5) pages maximum
6. Budget Forms
7. Project Summary
8. Resumes of Key (Proposed) Project Staff
9. Up to Three (3) Community Letters of Support – Three (3) maximum

**C. Description of Each Section of the Application****1. Cover Letter**

Applicants must submit a cover letter on their Agencies' letterhead signed by the appropriate representative.

**2. Geographic Preference (3 points)**

Applicants need to indicate in their application if they are from a region with a geographic preference. Regions eligible for the preference are as follows:

Central Valley, Sierra Cascade, North Coast, Gold Coast, Orange County, San Diego and Imperial, or Desert Sierra.

**3. Project Description (3 points, maximum of two pages)**

3.1 Provide a summary of the overall proposed project, the target audience, and the community to be engaged by the project. Outline the project's major goals and objectives, how the project will operate, criteria for success and how these criteria will be evaluated, and the anticipated final products or outcomes after three years of funding.

**4. Project Narrative (33 points, maximum of seven pages)**

Maximum points will be awarded to applicants responding concisely to each of the numbered bullets, further clarifying information conveyed in the Project Description without repeating its content. Include a short descriptive title of the proposed project at the top of the first page of the "Project Narrative" section and use the headings below as an outline.

**Community/Target Audience Description**

**4.1** Describe the community's needs with respect to improving access to high-quality nutrition education, promoting healthy eating, and promoting participation in the Food Stamp Program. For example, needs may include the provision of nutrition education in tandem with existing programs such as emergency food distribution or garden-based instruction, or culturally appropriate nutrition education.

**4.2** Illuminate the role played by *Network*-eligible community residents in implementing the project, and how they will be empowered to become Champions for Change in addressing a local need for nutrition education and access to healthy food.

**4.3** Briefly describe the target audience that will be engaged by the proposed project. Include the location, size, demographics, income levels, and other relevant characteristics, with a special emphasis on the *Network's* target audience. Specific data and the source of the data on the population to be served are required on the Project Summary Forms (section III, C, 7):

- For activities and interventions occurring at community sites, at least 50 percent of the people in the Census Tract must have incomes at or below 185 percent of the FPL (see <http://www.cnnngis.org/> for more information on census tract data).
- For interventions occurring at school sites, at least 50 percent of the student population must participate in free or reduced school meals (see <http://www.cde.ca.gov/ds/sh/cw/filesafdc.asp> for free or reduced price meal participation).
- Sites exempt from providing census tract data include: food banks, pantries, homeless shelters, and low-income housing sites.

**Project Highlights**

Describe the overall project and how it will operate in the community, how the community and target audience will participate in and benefit from the project, and what outcomes and results will occur. This section of the application should be consistent with the goals, objectives and activities of the Scope of Work (SOW), providing a narrative description of its content.

- 4.4 Discuss the major goals, objectives, and activities for the three-year project. Explain how activities will accomplish the objectives of the project and provide high-quality nutrition education supportive of the *Network's* mission.
- 4.5 List intended outcomes as a result of the three years of funding, with an emphasis on project sustainability and the dissemination of promising practices.
- 4.6 Provide a brief description of how findings from the impact objective will contribute to the success of the project (more information regarding evaluation and the impact objective provided in section III, C, 5).
- 4.7 Explain how the proposed project embodies innovative nutrition education and has the potential to be replicated among similar target audiences.

**Agency's capabilities/experience**

The applicant should provide a brief summary of their entity's overall mission, history, major activities, and funding sources. The summary should describe how the applicant will address the following:

- 4.8 Planning and implementation of nutrition education/healthy eating promotion programs: describe to what extent the agency has promoted healthy eating among low-income individuals, families, and communities.
- 4.9 Identify key people who will work on the project and briefly describe their qualifications. Specify the lead person (by name and title) responsible for implementing the project, monitoring progress, and maintaining contact with the Network.
- 4.10 Describe the specific roles and capabilities of any key partners. Name the lead person(s) responsible for the collaboration and partnership, their title, and briefly explain their contribution to the partnership. Explain how effective working relationships will be developed and maintained with any new partners. Describe how the project will partner with the larger *Regional Network*.
- 4.11 Describe management experience and fiscal capacity to administer similar type projects.

**5. Scope of Work (21 points, maximum 20 pages).**

The SOW provides the basis for contract negotiations and, along with the budget, becomes a legally binding document. The negotiated SOW and any subsequent revisions will be incorporated into the contract. The SOW may be changed only with prior approval from CDPH. See attachment B, "SOW

Sample and Instructions”, for more detailed directions on completing attachment B, the SOW template.

The SOW must include objectives covering each of the three years of the project within the period beginning October 1, 2009 and ending September 30, 2012.

**The following key elements will be evaluated in the applicant’s SOW:**

- 5.1 The infrastructure objective is included as provided in the template SOW.
- 5.2 The proposed objectives are specific, measureable, achievable, relevant, and time-bound (SMART).
- 5.3 At least one objective is a well-designed impact objective.
- 5.4 Proposed activities clearly describe the what/when/where of how the project will be implemented.
- 5.5 Appropriate staff positions are identified for each activity.
- 5.6 Measurable tracking methods reinforce the applicant's ability to document progress toward realizing each objective.
- 5.7 The target audience is consistent with the information included in the Project Summary A form.

**6. Evaluation Plan (9 points, maximum 5 pages).**

Evaluation should focus on two areas: 1) process and 2) impact. Your evaluation should help you track progress that allows you to meet important benchmarks in your project. It should also indicate how and to what extent you have succeeded in reaching your desired outcomes or results.

**Process Evaluation Expectations:**

Process evaluation involves tracking project implementation. For example, the type and amount of activities delivered to the target audience.

- All funded projects must complete Activity Tracking Forms and the Semi-Annual Activities Report (SAAR) along with their semiannual and annual progress reports.  
[http://www.dhs.ca.gov/ps/cdic/cpns/network/progress\\_report\\_annual.html](http://www.dhs.ca.gov/ps/cdic/cpns/network/progress_report_annual.html). The SAAR is an online report that captures project activities in terms of numbers reached. Additional process evaluation may be conducted to ensure the intervention is being implemented as planned. Over the contract period, process evaluation expectations will be revised to reflect new USDA Education and Administrative Reporting System (EARS) reporting requirements.
- A Retrospective Presentation and Report is also required of all projects at the end of their final year of funding. Guidelines will be provided.

**Impact Evaluation Expectations:**

Impact evaluation, also sometimes referred to as outcome evaluation or outcome assessment, addresses whether or not the intended change has occurred in conjunction with the project activities.

- Impact evaluation is not required during the first year while awardees implement the intervention. However, the intervention should be designed to facilitate short-term impact evaluation during the second

and subsequent years of the project. (Note: Projects can begin impact evaluation in year one if they so elect.) The evaluation should measure change in behavior and factors that influence behavior, like knowledge, peer norms, availability or access to fruits and vegetables. Projects may utilize quantitative methods such as pre- and post-surveys, qualitative methods such as focus groups and/or participatory learning and action methods or mixed methods. If a survey approach is used, projects will be encouraged to select from the *Network's* compendium of surveys.

- For funded applicants, a finalized evaluation plan including draft evaluation instruments is required at the end of year one. One-on-one technical assistance and small-group trainings will be available to contractors to finalize their evaluation plans and instruments. Evaluation instruments must be approved prior to their use.
- Evaluation results are to be reported in years two and three with at least two examples of project modifications informed by the results reported in year three. Technical assistance will be available to funded projects for report writing and use of evaluation findings.
- In addition, funded projects may be required to participate in any special evaluation projects that are undertaken by the *Network* in the area of LFNE. While no additional expenses will be incurred by the project, in-kind support of staff time for interviews, site visits, and consultation would be expected.

This section of the proposal should include the following components. See below for more information on these components:

- (6.1) An impact evaluation model of the intervention for each target audience to be served.
- (6.2) A description of how intervention effectiveness will be assessed, include plans for process and impact evaluation including indicators and description of how the necessary information will be collected.
- (6.3) A description of the applicant's past experience, capacity and/or willingness to collect and analyze data.

### **Impact Evaluation Model**

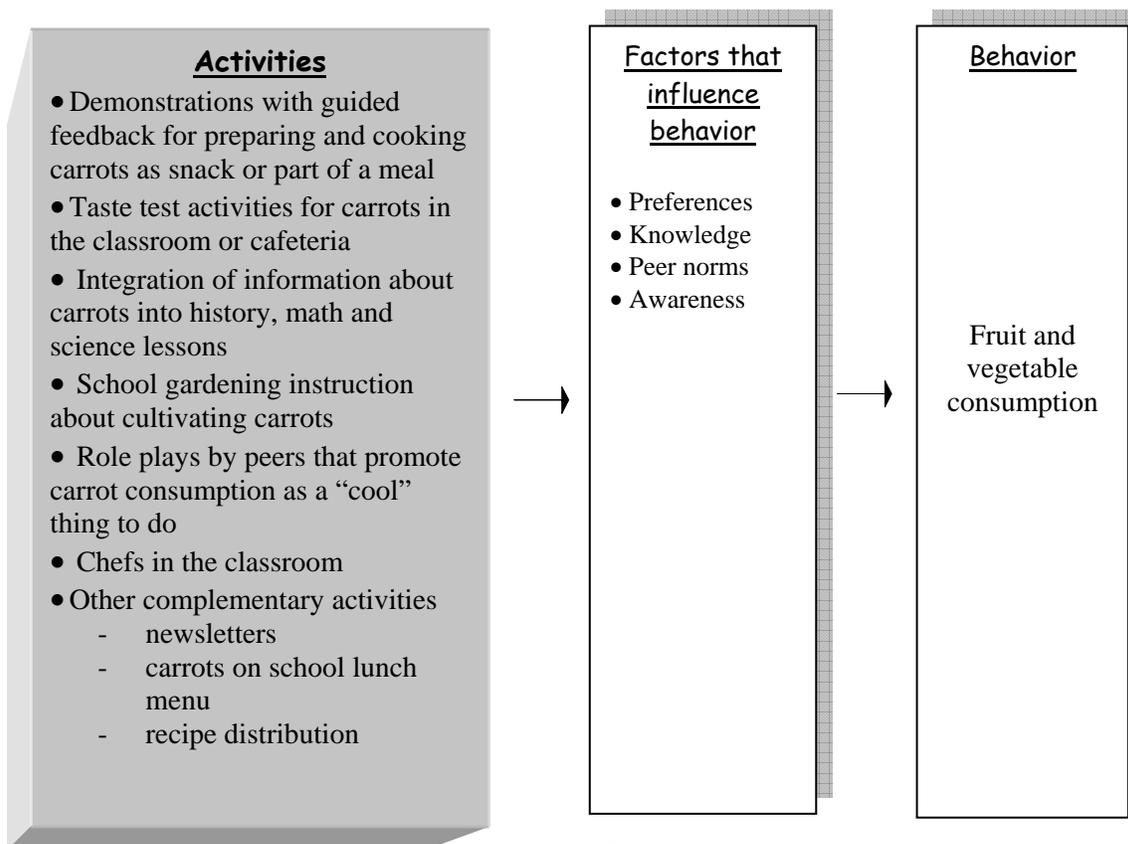
Evaluation models, sometimes referred to as logic models, graphically represent the reasoning behind an intervention. They capture the reasoning underlying why a program will be effective. The *Network* encourages contractors to describe their interventions for a clearly defined target audience using a simple three-component model with a) a behavioral component, b) factors that influence behaviors and c) activities to change the behavior.

- **Target audience**— The first step in creating an evaluation model is to define the target audience. The target audience is the group of people whose behavior the intervention is designed to change.
- **Behaviors (Goals)** — the second step is to identify the behavior that will be targeted and write it in the right-hand box of the model, as in Figure 2. The *Network*-funded interventions must target fruit and vegetable consumption and to a lesser degree, the promotion of physical activity

- and participation in the Food Stamp Program.
- **Factors that influence behavior**— The third step in creating the logic model consists of identifying factors that influence the target behavior, represented by the middle box in the model (Figure 2). They are sometimes referred to as precursors of behavior, determinants, antecedents or predictors but here we will use the term “factors.” Research has shown that behaviors will change if the factors that influence the behavior change, so the *Network* also uses factors as measures of intervention effectiveness, in addition to behavior.
- It is essential that the factors are properly identified for an intervention to be effective.
- **Activities**— Activities are the tangible actions, approach, style or methods used to engage people. They include events like nutrition education, classes, role plays, taste tests, food preparation trainings, demonstrations, goal setting, newsletters, video tapes, songs, letter writing and others. Effective interventions consist of activities directly linked to factors that influence a specific behavior. They are built on the premise that behaviors will change if the factors change.

For more information on evaluation (or logic) model construction, please see Section II, page 3 of the **Impact Evaluation Handbook A Guide for California Nutrition Network Local Incentive Awardees**  
<http://www.dhs.ca.gov/ps/cdic/CPNS/research/download/Handbook%202006-07.pdf>

Figure 2: Evaluation Model Activities for Kids Café (sample)



**6.1 Impact Evaluation Model:**

Prepare an impact evaluation model for each major target audience to be served by the proposed project. ATTACHMENT E provides a template for the evaluation model.

**6.2 Process and Impact Evaluation Description**

A description of how intervention effectiveness will be assessed, include plans for process and impact evaluation including indicators and description of how the necessary information will be collected. Your evaluation measures should help you track progress towards intended impacts and indicate how you will know when you have succeeded in reaching your desired results.

**6.3 Evaluation Experience and Capacity**

This section should include the name(s) and capabilities of the person(s) and/or organizations that will be responsible for conducting evaluation. It should include a concrete description of how past evaluation data were used and how the data generated by the proposed evaluation plan will be used.

**7. Budget and Budget Justification (33 points)**

Complete a Budget Justification Form (See Section VI - Attachment F and G) for each FFY of the three-year project period. Use this form to discuss and justify each of the expenditure categories, along with the total dollar amount. Briefly describe how funds will be used immediately below each classification title and dollar amount. List estimated expenses in the appropriate categories, following the budget justification instructions.

The Budget Justification Instructions will assist the applicant with the criteria for the Budget Justification requirements. Please note: budget items must be clear, reasonable and directly related to achieving the deliverables of the proposed project.

Travel funds must be included in the budget and SOW for each funding year for the following meetings and conferences: three LFNEAC meetings, at least two *Regional Network* Collaborative meetings and two *Network*-sponsored trainings, and travel, lodging, and per diem for attendance at the annual *Network Conference*

Important Checklist for Budget Justification Documents to be submitted all purchases and expenditures must be reasonable and necessary:

- 7.1** Budget calculations and totals are accurate.
- 7.2** Appropriate level of detail is given in all budget documents.
- 7.3** Personnel costs are reasonable based on the qualifications of the individuals and the needs of the contractor.
- 7.4** Fringe benefits are a reasonable percent of staff salaries.
- 7.5** Operating costs are reasonable and based on quality and quantity of activities in the SOW.
- 7.6** Equipment expenses include model, make, and unit cost.

- 7.7 Travel and Per Diem costs are reasonable and based on State reimbursement rates.
- 7.8 Subcontract costs are reasonable based on the quality and quantity of activities to be performed in the SOW.
- 7.9 Subcontracts—must provide budget justification and brief description of project, including key activities.
- 7.10 Other Costs are reasonable based on the quality and quantity of activities to be performed in the SOW.
- 7.11 The percentage rate used to calculate the Indirect Expenses does not exceed 25 percent.

#### 8. **Project Summary Form 6a and 6b**

All *Network*-funded projects must provide income targeting data for the populations that are served with *Network* funds. The income targeting data source will verify your target audience meets the 185 percent FPL requirement. The Project Summary Instructions will assist the applicant in filling out the Project Summary Form (see section VI - Attachments, Forms J and K). The Project Summary Form is a mandatory document to be submitted with LFNE application.

#### 9. **Résumés**

Attach a one-page résumé for each of the key staff involved with the proposed project. For staff yet to be hired, include a one-page job description in place of a résumé.

#### 10. **Community Letters of Support**

Solicit and include no more than three (3) letters of support from past clients, funders, or other agencies that support the applicant's successes. Letters should not exceed three pages total. The letters should include the following:

- A description of the capacity in which the reference worked with the applicant.
- A summary of the applicant's successes in the area of programmatic experience as they relate to nutrition education and the promotion of healthy eating and/or participation in the Food Stamp Program.
- An overview the applicant's level of fiscal and administrative experience.

The letters must be on agency's letterhead and should include the address, telephone number, name and title of the letter's author. CDPH reserves the right to contact any reference during the application process.

### IV. **Other Applicant Information**

#### A. **Project Reporting**

Funded projects will be required to submit a Semi-Annual Progress Report first (due April 15) and an Annual Progress Report at the end of each contract period (due October 15) and each subsequent contract year.

Examples of past Progress Report Forms are found on the *Network* website at <http://www.cdph.ca.gov/programs/cpns/Pages/ProgressReport.aspx>

All *Network* projects participate in the annual Funding Application Package (FAP) process, submitting updated documentation that contributes to the SNAP-ed Plan submitted by the *Network* to the USDA to secure funding for the next Federal Fiscal Year.

## **B. Sustainability and Effective Use of Existing Resources**

The successful applicant must clearly demonstrate that their proposed project will be a starting or continuation point for a long-term commitment to improving the nutrition knowledge, status, and behaviors of low-income households through appropriate program development and the implementation of planned activities. You will need to describe how your efforts will be sustained past the three-year granting period.

Applicants are encouraged to show how funding will be used strategically for issues and needs that will have important benefits to local residents and how existing resources will be capitalized. There is numerous nutrition education and food systems materials available from a variety of sources, and the successful candidate will demonstrate that they are familiar and able to use effective materials that already exist, and through grant support, develop what is lacking.

## **V. Websites and Resources**

### ***Network for a Healthy California Resources***

1. *Network for a Healthy California*  
<http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>
2. Champions for Change consumer website:  
<http://cachampionsforchange.net/en/index.php>.
3. *Network* GIS Map-Viewer of income levels by Census tract, locations of retail outlets, demographics, and other resources: <http://www.cnngis.org/>.
4. *Regional Networks*, including information on Regional Collaborative:  
<http://www.networkforahealthycalifornia.net/rn/>.
5. Impact Evaluation Handbook for *Network* funded projects:  
<http://www.cdph.ca.gov/programs/cpns/Documents/Network-ImpactEvaluationHandbookCompendium.pdf>.
6. Harvest of the Month  
<http://www.harvestofthemonth.com/>.
7. California Healthy Kids Resource Center  
<http://www.californiahealthykids.org/>.

8. Centers for Disease Control (CDC) Fruit and Veggies More Matters  
<http://www.fruitsandveggiesmatter.gov/>.
9. Information for Continuing Contractors (of use in completing attachments):  
<http://www.cdph.ca.gov/programs/cpns/Pages/ContinuingFAP.aspx>

### **United States Department of Agriculture Resources**

1. SNAP-ed Connection: Provides nutrition education materials that can be downloaded, as well as links to data and other resources. Available at <http://snap.nal.usda.gov/>.
2. Team Nutrition: A comprehensive program that aims to improve children's health through nutrition education; schools are the primary target of this program. Information and resources are available at <http://www.fns.usda.gov/tn/>.
3. Dietary Guidelines for Americans 2005: The Dietary Guidelines provide the basis for USDA nutrition education activities. Available at <http://www.health.gov/DietaryGuidelines/>.
4. MyPyramid: A food guidance system based on the Dietary Guidelines for Americans 2005. Available at <http://www.mypyramid.gov/>.

### **Partial List of Partner Web Resources**

1. California Food Policy Advocates  
<http://www.cfpa.net/>
2. California Association of Food Banks  
<http://www.cafoodbanks.org/>
3. Central Valley Health Network  
<http://www.cvhclinics.org/>
4. California Food and Justice Coalition  
<http://www.foodsecurity.org/california/>
5. California School Garden Network  
<http://www.csqn.org/>
6. California Project LEAN  
<http://www.californiaprojectlean.org/>
7. Prevention Institute  
<http://www.preventioninstitute.org/about.html>

**VI. Attachments (Included in Separate Documents from RFA)**

Scope of Work Template ..... A  
Sample Scope of Work and Instructions ..... B  
Letter of Intent Form ..... C  
Application Cover Letter & Checklist ..... D  
Evaluation Model ..... E  
Budget Justification ..... F  
Budget Justification Instructions ..... G  
Allowable and Unallowable USDA Guidelines..... H  
Travel Reimbursement Information ..... I  
Project Summary Instructions..... J  
Project Summary Form..... K