

***Network for a Healthy California (Network)
Request for Application (RFA) NLP-2013
Network Local Project Competitive Solicitation***

Released July 16, 2012

Applications due on August 16, 2012 by 3:00 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 (USDA) Supplemental Nutrition Assistance Program (SNAP) through the *Network for a Healthy California (Network)*, which is an initiative of the California Department of Public Health (CDPH). These institutions are equal opportunity providers and employers.

Request for Application (RFA) TIMELINE

DATE	ACTIVITY
July 16, 2012	RFA released on website
July 19, 2012	Written RFA Questions due by 4 p.m.
July 26, 2012	Voluntary Informational Teleconference, 2-4 p.m.
August 2, 2012	<i>Network</i> Posts Written Responses to Questions/Inquiries
August 3, 2012	Mandatory non-binding Letter of Intent due by 4 p.m.
August 16, 2012	Applications due by 3 p.m.
August 17, 2012	Mandatory Review Screening
August 30, 2012	Notice of Intent to Award posted
September 7, 2012	Dispute Submittal deadline by 1:00 p.m.
September 14, 2012	<i>Network</i> provides responses to Dispute(s)
Aug 17- Aug 30, 2012	Negotiations
October 1, 2012	Proposed Start Date of Cooperative Agreement(s)

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

Please note: Applicants must check the *Network* website frequently for any RFA addenda, which includes additional RFA information such as answers to RFA questions, and other helpful information. *Network for a Healthy California*:
<http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>

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***Network for a Healthy California (Network) Local Project
Request for Application***

I. INTRODUCTION

The California Department of Public Health’s (CDPH) *Network for a Healthy California (Network)* hereinafter referred to as the *Network*, is soliciting applications for cooperative agreements pursuant to the “Cooperative Agreement Act” (California Health and Safety Code, § 38072, sub (a) (13)). The *Network* Local Project (NLP) Request for Application (RFA) 2013 stands to identify organizations to implement innovative multi-county nutrition education and obesity prevention projects with strategic priorities to increase access and consumption of healthy foods, decrease consumption of less healthy foods and beverages and increase water consumption, and increase daily physical activity opportunities with the overarching goal of preventing obesity and other diet-related chronic diseases. The emphasis on nutrition education and obesity prevention promotes a more comprehensive Supplemental Nutrition Assistance Program Education (SNAP-Ed) to address the serious problem of obesity and its effects on low-income Americans. The CDPH *Network* will award these contracts as subvention/local assistance services contracts that will provide assistance to local governments and aid to the public either directly or through an intermediary such as non-profit corporations organized for that purpose.

II. GENERAL INFORMATION

A. Background

The *Network* is funded by the United States Department of Agriculture’s (USDA) Supplemental Nutrition Assistance Program (SNAP), (known in California as CalFresh, formerly Food Stamps) through an agreement with the California Department of Social Services (CDSS). Since 1997, the *Network* has created 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 related chronic diseases. The *Network* has grown over the years to be among the largest and most diverse nutrition and physical activity initiative in the country. In the past, the *Network* approach has been based on social marketing, which is the use of marketing principles and techniques to influence voluntary behavior change for the benefit of individuals, groups, and society as a whole. In practice, the *Network* implements well designed, integrated projects that reach low-income families as many times and in as many ways as possible to achieve positive outcomes.

Over the past thirty years, the nation’s obesity epidemic has produced devastating health effects with resulting chronic diseases. California’s lower-income households are significantly impacted. Two Governor-initiated obesity prevention summits were held and the first *California Obesity Prevention Plan: A Vision for Tomorrow*,

Strategic Actions for Today was published in 2006. The plan was updated in 2010 following a review of the latest evidence-based strategies, extensive public input, and review by the Centers for Disease Control and Prevention (CDC). The *Network* and its partners play an important role in California's work to address the obesity epidemic. Trends from state survey results show an increase in fruit and vegetable consumption among California's low-income adult population from 1997 to 2007. Obesity rates appear to be leveling off, but they remain alarmingly high.

Passage of the federal Healthy, Hunger-Free Kids Act (HHFKA) of 2010 has provided a unique opportunity for California and CDPH. The HHFKA transitioned SNAP-Education into a nutrition education and obesity prevention program and allowed community and public health approaches to improve nutrition. CDPH engaged in a yearlong planning process that solicited input from leaders and practitioners across the state who considered optimal approaches in order to prioritize nutrition education and obesity prevention strategies and activities in the coming three years (See the CDPH's Nutrition Education and Obesity Prevention Three-Year Implementation Plan, Section IX, Appendix 1). This plan summarizes the federal statute, the results of the yearlong planning process, and charts the course of CDPH's nutrition and obesity prevention work for the next three years. The California Obesity Prevention Plan served as the foundation of the three-year Nutrition Education and Obesity Prevention Implementation Plan. This RFA is designed to implement elements of nutrition education and obesity prevention with strategies and activities allowed by USDA.

B. Purpose/Objective of RFA

The overall purpose of this RFA is to award funding to organizations to implement SNAP-Education by providing high-impact, multi-county interventions. Awardees must work with SNAP eligible (known in California as CalFresh) participants, and other Californians who are potentially eligible for SNAP due to having incomes at or below 185 percent of the Federal Poverty Level (FPL), henceforth referred to as the *Network* target population. In addition, the *Network* is seeking multi-county projects to include public health approaches and/or projects affecting systems and the environment.

Under the SNAP-Education plan the three primary strategic priorities are:

Priority 1: Increase access and consumption of healthy foods.

Note: Healthy food is defined for this priority as food that supports health and, to the maximum extent possible, is fresh and minimally processed. Healthy foods should be accessible and affordable to everyone, and ideally locally, and sustainably grown.

Priority 2: Decrease consumption of less healthy foods and beverages, and increase consumption of water.

Priority 3: Increase physical activity opportunities throughout the day.

SNAP-Ed strategies should use public health approaches and be evidence-informed or evidence-based as well as innovative.

C. Funding Amount and Contract Term

The *Network* is conducting an open, competitive RFA process for a one-year contract term commencing October 1, 2012 through September 30, 2013. Funding applications must be a minimum of \$200,000.

Funding for the NLPs is contingent on both the federal funding made available and State legislative appropriations through the annual state Budget Act. If additional federal funding is made available, projects not initially selected from this solicitation will be considered for funding at a later date in the order of the scores received during the application review process, beginning with the highest score not previously selected.

D. Local Support

Beginning in FFY 2014 through FFY 2018, the HHFKA provides for cumulative reductions in funding of 10 % per year. While this may be offset by increases in the Consumer Price Index, and increases in the number of SNAP participants, a conservative estimate of the decrease in the USDA award to CDPH is approximately \$45 million dollars. Thus, as part of this funding for Federal Years (FFY) beginning in 2013 (October 1, 2012) CDPH and CDSS are requesting 50 percent of the total contract budget as Local Support. Local Support may include in-kind contributions provided directly or through donations from public, federal, state, or local governments or private entities and may be cash or in-kind including, but not limited to, facilities costs, equipment, personnel time, or services. Contractors are encouraged to seek in-kind sources that support the general SNAP-Ed efforts. Local Support is requested to maintain California's SNAP-Ed commitment to obesity prevention to USDA. Generating Local Support also provides assurances to legislators and funders that the commitment of California will remain significant. Additionally, Local Support will contribute to the long-term sustainability of SNAP-Ed efforts in the state. Contractors will be required to report Local Support on a quarterly basis during the contract term. See Local Support Guidance, Section IX, Appendix 2, for further information.

E. Who May Apply

Only one application per agency will be reviewed. The following California entities are eligible to apply for these funds:

1. Units of local government agencies including, but not limited to, Indian Tribal Organizations and City/County Parks and Recreation.
2. Nonprofit agencies with 501 (c) (3) designations.

3. Schools, school districts, county offices of education and other educational institutions not receiving funds in FFY 2013.
4. Agencies that are able to provide budgets at least of \$200,000 for qualifying SNAP-Ed activities.
5. Agencies in good fiscal standing that can provide their most recent financial audit. If there are any adverse or qualified opinions, the applicant may be subject to further reviews of past audits to determine status of recommendations or any corrective actions taken.

In order to maximize the impact in the state, the first priority for available funds will be given to multi-county projects. To the extent additional funds become available during the year, single-county projects may be considered.

F. Target Audience

All *Network*-funded projects must provide income-targeting data for the populations that are served with the USDA SNAP-Ed funding. The income targeting data source will verify that your target audience meets the USDA SNAP-Ed funding guidelines, which is at or below 185 percent of the FPL. The *Network's* Geographic Information System (GIS) mapping tool link is located in Section XI, Appendix 6. This tool will assist in identifying qualifying census tract data. Submit this information on the Project Synopsis, Section VII, Attachment K,

G. Allowable/Unallowable Activities

Applicants must describe in the RFA how they will serve *Network* target populations. Please refer to Section VII, Attachment O for the USDA FFY 2013 Guidance for more information regarding allowable and unallowable nutrition education activities*. Of utmost importance for this funding is the USDA SNAP-Ed FFY 2013 Guidance released March 30, 2012. The Guidance specifies allowable uses of this federal funding, as well as reporting requirements (<http://www.nal.usda.gov/fsn/Guidance/FY2013SNAP-EdPlanGuidance.pdf>). The Guidance also details the information (and templates) required for the annual state plans to USDA to request funding. All of CDPH's funded local projects must abide by the Guidance and provide any reporting information as required.

***The RFA NLP 2013 has been released prior to receipt of USDA Regulations for the SNAP-Ed Program. If the USDA Regulations are in conflict with the RFA provision(s), the State reserves the right to issue an addendum to add, delete, or clarify provisions based on requirements from USDA.**

H. Scope of Work Timeframe

Applicants shall submit a one-year Scope of Work (SOW) for federal fiscal year (FFY) 2013. For the SOW Template, see Section VII, Attachment B. Applicants shall submit separate one-year budget justification and budget cover sheets for

federal fiscal year (FFY) 2013. See Budget Cover Sheet, Section VII, Attachment F, Budget Justification Section VII, Attachment G and Subcontractor Budget Justification in Section VII, Attachment H.

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

Interested parties are advised to notify CDPH before the date and time stated for “Written RFA Questions Due” in the Request for Application (RFA) Timeline, page i, if clarification is needed regarding the services sought or if questions arise about the RFA and/or its accompanying materials, instructions, or requirements. CDPH may contact an inquirer to seek clarification of any inquiry received. The written inquiry must be transmitted to CDPH as instructed below.

Applicants that fail to report a known or suspected problem with the RFA and/or its accompanying materials, or who fail to seek clarification and/or correction of the RFA and/or its accompanying materials, submit their application at their own risk. In addition, if awarded the cooperative agreement, the successful applicant shall not be entitled to additional compensation for any additional work caused by such problem, including any ambiguity, conflict, discrepancy, omission, or error.

If an inquiry appears to be unique to a single agency or is marked “Confidential”, CDPH will mail, email, or fax a response only to the inquirer if CDPH concurs with the inquirer’s claim that the inquiry is sensitive or proprietary in nature. If CDPH does not concur, the inquiry will be answered in the manner described herein and the inquirer will be so notified. Inquiries and/or responses that CDPH agrees to shall be held in confidence only until the Notice of Intent to Award is posted.

To the extent practical, inquiries shall remain as submitted. However, CDPH may consolidate and/or paraphrase similar or related inquiries.

1. What to include in a question/inquiry
 - a. Inquirer’s name, name of agency submitting the inquiry, mailing address, email address, area code and telephone number, and fax number.
 - b. RFA section, page number or other information useful in identifying the specific problem or issue in question.
 - c. A description of the subject or issue in question or discrepancy found.
 - d. Remedy sought, if any.
2. Submission Questions and deadline

If applicable, applicants shall submit written inquiries regarding this RFA to CDPH no later than the date and time stated for “Written RFA Questions Due” in the RFA Timeline, page i. Send questions/inquires via e-mail to:

~~CDPHRFA@cdph.ca.gov~~ **RFA@cdph.ca.gov**. CDPH may contact an inquirer

to seek clarification of any inquiry received. The questions and answers will be posted on the *Network's* website after the Pre-Application voluntary Informational Teleconference.

3. CDPH will conduct a voluntary Informational Teleconference call on the date and time stated in the RFA Timeline on page i of this RFA. To participate in the teleconference, use a touch-tone telephone to dial 1-888-810-6809, and then enter the following access code: 1622019#. The purpose of the teleconference call is to answer any questions applicants might have regarding the RFA and the application process. **Applicants must submit questions in advance via e-mail to: ~~CDPHRFA@cdph.ca.gov~~ RFA@cdph.ca.gov no later than 4 p.m. on the date stated in the RFA Timeline, page i.** The format of the teleconference call 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 because of the teleconference.
 - a. Teleconference participants will be asked to identify the potential prime contractor they are representing so that a sign-in sheet can be generated for the teleconference.

Prospective applicants that intend to submit an application are encouraged to participate in the voluntary Informational Teleconference. It shall be each prospective applicant's responsibility to join the teleconference promptly at the time stated in the RFA Timeline, page i. CDPH reserves the right not to repeat information for participants that join the teleconference after it has begun.

If a potential prime contractor is unable to attend the voluntary Information Teleconference, an authorized representative of its choice may attend on its behalf. The representative may only sign in for one potential prime contractor. Subcontractors may represent a potential prime contractor at the Information Teleconference. Contractors attending via teleconference must state their name and name of representation (Contractor name).

- b. The purpose of the teleconference is to:
 - 1) Allow prospective applicants to ask questions about the services sought or RFA requirements and/or instructions.
 - 2) Share the answers to general questions and inquiries received before and during the teleconference.

After the teleconference, the *Network* will summarize in writing the questions and answers discussed and issues raised during the teleconference and will post the summary and responses to the *Network's* website.

If CDPH is unable to respond to all inquiries received before and/or during the teleconference, CDPH will provide written answers thereafter. CDPH reserves the right to determine which inquiries will be answered during the teleconference and which will be answered later in writing.

Teleconference attendees are responsible for their costs to attend/participate in the teleconference. Those costs cannot be charged to CDPH or included in any cost element of an applicant's cost offering.

For individuals with disabilities, the CDPH will provide assistive services such as reading or writing assistance, and conversion of the RFA, questions/answers, RFA Addenda, applicable library materials, or other Administrative Notices into Braille, large print, audiocassette, or computer disk. To request copies of written materials in an alternate format, please call the number below to arrange for reasonable accommodations.

Program telephone number	(916) 449-5400
(TTY) California Relay telephone number	711 - 1-800-735-2929

NOTE: The range of assistive services available may be limited if requestors cannot allow ten (10) or more State working days prior to date the alternate format material is needed.

J. Mandatory, Non-Binding Letter of Intent

A mandatory, non-binding Letter of Intent must be received no later than 4 p.m. on the date stated in the RFA Timeline, page i. Instructions for submission are provided in Section VII, Attachment C. **Applicants who do not submit the Mandatory Letter of Intent by the due date will be rejected.**

K. Submission of Application

1. One (1) original application packet and three (3) copies must be submitted to and received by the *Network*/CDPH office no later than 3 p.m. on the date stated in the RFA Timeline, page i. Packets postmarked or received after 3 p.m. will not be accepted. Application packets must have the RFA number on the label with the word "RFA NLP 2013 - Do Not Open". FAXES AND ELECTRONIC SUBMISSIONS WILL NOT BE ACCEPTED. Please maintain electronic copies of the RFA and attachments for submission if your RFA is selected for award.
2. It is the sole responsibility of the applicant to ensure that the *Network* receives the application package by the deadline. *Network* staff will send a confirmation email of receipt of mailed applications. If you do not receive confirmation, please email ~~CDPHRFA@cdph.ca.gov~~ RFA@cdph.ca.gov to confirm receipt. Incomplete or late applications will be deemed non-responsive and not scored.

Please note that mail can take up to a week for items sent through the United States Postal Service to be processed through the State mail system. CDPH highly recommends that applications be sent via express courier/overnight or hand-delivered to the *Network* office.

3. Send application packets to:

Mailing Address:

RFA NLP 2013 – DO NOT OPEN
California Department of Public Health
Network for a Healthy California
Melissa Meade, Chief
Attention: Patrice Wilson
Administration Operations Section
California Department of Public Health
Network for a Healthy California
P.O. Box 997377, MS-7204
Sacramento, CA 95899-7377

Shipping Address/Overnight:

RFA NLP 2013 – DO NOT OPEN
California Department of Public Health
Network for a Healthy California
Melissa Meade, Chief
Attention: Patrice Wilson
Administration Operations Section
California Department of Public Health
Network for a Healthy California
1616 Capitol Avenue, MS 7204
Sacramento, CA 95814

The *Network* reserves the right to reject any or all applications and/or cancel this solicitation. Acceptance of an application is subject to negotiations of a contract between CDPH and the applicant organization.

Applicants 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. Incomplete submissions will be rejected. CDPH reserves the right to contact applicants during any application evaluation phase to clarify the content of the application.

4. Application Mistakes

If prior to contract award, award confirmation, or contract signing, an applicant discovers a mistake in their application and/or cost offering that renders the applicant unable or unwilling to perform all scope of work services as described in its application response for the costs offered, the applicant is asked to immediately notify CDPH so that adjustments can be made.

5. Withdrawal and/or Resubmission of Applications

a. Withdrawal deadlines

An applicant may withdraw an application at any time before the application submission due date and time as stated in the RFA Timeline.

b. Submitting a withdrawal request

- 1) Submit a written withdrawal request, signed by an authorized representative of the applicant.
- 2) Label and submit the withdrawal request using one of the following methods.

United States (U.S.) Mail, Hand Delivery, or Overnight Express	E-Mail
<p>Withdrawal RFA NLP-2013 California Department of Public Health <i>Network for a Healthy California</i> Attention: Patrice Wilson 1616 Capitol Avenue, Suite 74.516, MS 7204 P.O. Box 997377 Sacramento, CA 95899-7377</p>	<p>Withdrawal RFA NLP-2013 California Department of Public Health <i>Network for a Healthy California</i> Attention: Patrice Wilson E-mail: CDPHRFA@cdph.ca.gov RFA@cdph.ca.gov</p>

- 3) An originally signed withdrawal request is generally required before CDPH will return a proposal to a proposer. CDPH may grant an exception if the applicant informs CDPH that a new or replacement proposal will immediately follow the withdrawal.

c. Resubmitting an application

After withdrawing an application, applicants may resubmit a new application according to the application submission instructions. Replacement applications must be received at the stated place of delivery by the application due date and time.

L. Addenda

If any clarifications or modifications to this RFA are necessary, all questions and answers, addenda or changes will be posted on the *Network's* website. It is the responsibility of potential applicants to check the website frequently to keep updated regarding clarifications or changes to this RFA.

M. Contract Award Process

Successful applicants will receive a formal notification on the date stated in the RFA Timeline, page I, and awards shall be posted on the *Network's* website. The

Network reserves the right to fund those applications submitted that meet the RFA criteria. Awards will be given to applicants with the highest scores and whose applications are determined to be technically complete, meet professional qualifications and experience as outlined in the RFA, and deemed most responsive by the review panel. 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 within the selection process, contract negotiations, and contract award dates.

Contracts resulting from this solicitation are subject to the Department of General Services' (DGS) General Terms and Conditions (Section VIII, Exhibit C) applicable to the type of organization being funded and CDPH Special Terms and Conditions for Federally Funded Agreements located in Section VIII, Exhibit D (F) of this RFA. The term of the resulting contract is not to exceed one year, commencing October 1, 2012 through September 30, 2013. The term of agreements may change if the procurement of all approvals and the execution of the agreements are not obtained in a timely manner. Continued funding is subject to satisfactory completion and performance of the SOW deliverables within timelines and budget amount, funding availability, and continued approval of the State Plan by CDSS and USDA.

Awards recommended from this RFA may be contingent on additional review and approval by USDA.

N. Dispute Process

An applicant may dispute a funding decision because 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 dispute. There is no dispute process for incomplete applications or applications submitted after the deadline.

1. Cooperative Agreement Award and Disputes

a. Cooperative Agreement award

Cooperative agreement award will be issued from this RFA as pursuant to the "Cooperative Agreement Act." (California Health and Safety Code, § 38072, sub (a) (13)).

- 1) Award of the cooperative agreement will be to responsive and responsible applicants who meet the qualifying criteria and agency capacity to contract with CDPH.

CDPH shall award the cooperative agreements only after five (5) working days from when CDPH posts a Notice of Intent to Award on the *Network for a Healthy California's* website at <http://networkforahealthycalifornia.net/>.

- 2) CDPH will mail, email, or fax a written notification and/or a copy of the Notice of Intent to Award to all agencies that submit an application.
 - 3) CDPH will confirm the cooperative agreement awards to the approved applicants after the dispute deadline. Disputes may be filed and will be processed following the CDPH's Chronic Disease and Injury Control (CDIC) Division's final administrative remedy. CDPH staff will confirm an award in writing.
- b. Disputes
- 1) Who can Dispute

Any applicant who submits an application that is not approved may file a dispute if the applicant believes its application has been responsive to all RFA requirements.
 - 2) Grounds for disputes

Applicant must meet the qualifying criteria and agency capacity requirements in order to participate and qualify for an award. If the applicant feels that they have met the requirements as stated in the RFA, but they were denied an award, they may file a dispute.
 - 3) Dispute time lines
 - a) If an eligible applicant wishes to dispute the intended contract award, the applicant must file a "Dispute" with CDPH within five (5) working days after CDPH posts the Notice of Intent to Award. The applicant must file with CDPH a full and complete written dispute statement identifying the specific grounds for the dispute. The statement must contain, in detail, the reasons, law, rule, regulation, or practice that the applicant believes CDPH has improperly applied in awarding the contract.
 - b) Any dispute filed more than five (5) working days after CDPH posts the Notice of Intent to Award shall be untimely and rejected.
 - c) Applicants will be notified of decisions in writing within fifteen (15) working days of the receipt of their dispute.
 - 4) Submitting a dispute

Only those applications that advance to "Stage 2" and are not awarded may appeal. Grounds for disputes shall be limited to assertions that the *Network* failed to correctly apply the standards for reviewing and

evaluating applications as specified in this RFA. Disagreements with the content of the review committee evaluation are not grounds for appeals. Applicants may not dispute their funding level.

Appeals must be received by the date and time stated in the RFA Timeline, page i. Faxes and emails will not be accepted. Incomplete disputes will be rejected.

Disputes must be mailed to:

Hand Delivery or Overnight Express:	United States (U.S.) Mail:
<p>Dispute RFA NLP-2013 Melissa Meade, Chief Administration Operations Section California Department of Public Health <i>Network for a Healthy California</i> Attention: Patrice Wilson 1616 Capitol Avenue, Suite 74.516, MS 7204 Sacramento, CA 95814</p>	<p>Dispute RFA NLP-2013 Melissa Meade, Chief Administration Operations Section California Department of Public Health <i>Network for a Healthy California</i> Attention: Patrice Wilson P.O. Box 997377 Sacramento, CA 95899-7377</p>

At the sole discretion of the Dispute Administrator or his/her designee a dispute hearing may be held. The decision of the Dispute Administrator or his/her designee shall be final. There is no further administrative process. Appellants will be notified of decisions regarding their dispute in writing within 15 working days of their hearing date or the consideration of the written dispute letter, if no hearing is conducted.

O. Disposition of Applications

1. All materials submitted in response to this RFA will become the property of the CDPH and, as such, are subject to the Public Records Act (Government Code Section 6250, et seq.). CDPH will disregard any language purporting to render all or portions of any application confidential.
2. Upon posting of a Notice of Intent to Award, all documents submitted in response to this RFA and all documents used in the selection process (e.g., review checklists, scoring sheets, letters of intent, etc.) will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public. However, application contents, applicant correspondence, selection working papers, or any other medium shall be held in the strictest confidence until the Notice of Intent to award is posted.
3. CDPH may return an application to an applicant at their request and expense

after CDPH concludes the application process.

P. Inspecting or Obtaining Copies of Applications

1. Who can inspect or obtain copies of application materials?

Any person or member of the public may inspect or obtain copies of any application materials.

2. What can be inspected or copied and when?

a. After CDPH releases the RFA, any existing Applicants List (i.e., list of agencies or persons to whom this RFA is sent or released by the funding program) or information obtained from DGS on the agencies or persons that downloaded this RFA from a CDPH website is considered a public record and will be available for inspection or copying.

b. On or after the date CDPH posts the Notice of Intent to Award, all applications, applicant lists, RFA download lists, letters of intent, checklists and/or scoring/evaluation sheets become public records. These records shall be available for review, inspection, and copying during normal business hours.

3. What is the process for inspecting or obtaining copies of application materials?

a. Persons wishing to view or inspect any application or award related materials must identify the items they wish to inspect and must make an inspection appointment by contacting Patrice Wilson at (916) 449-5400.

b. Persons wishing to obtain copies of application materials may visit CDPH or mail a written request to the CDPH office identified below. The requestor must identify the items they wish to have copied. Materials will not be released from State premises for the purposes of making copies.

c. Unless waived by CDPH, a check covering copying and/or mailing costs must accompany the request. Copying costs, when applicable, are charged at a rate of ten cents per page. CDPH will fulfill all copy requests as promptly as possible.

Q. Verification of Applicant Information

By submitting an application, applicants agree to authorize CDPH to:

1. Verify any and all claims made by the applicant including, but not limited to verification of prior experience and the possession of other qualification

requirements, and

2. Check any reference identified by an applicant or other resources known by the State to confirm the applicant's business integrity and history of providing effective, efficient, and timely services.

R. CDPH Rights

In addition to the rights discussed elsewhere in this RFA, CDPH reserves the following rights:

1. RFA corrections
 - a. CDPH reserves the right to do any of the following up to the application submission deadline:
 - 1) Modify any date or deadline appearing in this RFA or the RFA Timeline.
 - 2) Issue clarification notices, addenda, alternate RFA instructions, forms, etc.
 - 3) Waive any RFA requirement or instruction for all applicants if CDPH determines that the requirement or instruction was unnecessary, erroneous, or unreasonable.
 - 4) Allow Applicants to submit questions about any RFA change, correction, or addenda. If CDPH allows such questions, specific instructions will appear in the cover letter accompanying the document.
 - b. If deemed necessary by CDPH to remedy an RFA error or defect that is not detected in a timely manner, CDPH may also issue correction notices or waive any unnecessary, erroneous, or unreasonable RFA requirement or instruction after the application submission deadline.

To reduce State costs of mailing procurement corrections to persons and entities that do not intend to apply, CDPH will post to its website written clarification notices and/or RFA addenda.

If CDPH decides, just before or on the application due date, to extend the submission deadline, CDPH will post to its website the new due date.

2. Collecting information from Applicants
 - a. If deemed necessary, CDPH may request an applicant to submit additional documentation during or after the application review and

evaluation process. CDPH will advise the applicants by fax, email, or in writing of the documentation that is required and the time line for submitting the documentation. Failure to submit the required documentation by the date and time indicated will cause CDPH to deem an application nonresponsive.

- b. CDPH, at its sole discretion, reserves the right to collect, by mail, email, fax or other method the following omitted documentation and/or additional information:
 - 1) Signed copies of any form submitted without a signature.
 - 2) Data or documentation omitted from any submitted RFA attachment/form.
 - 3) Information/material needed to clarify or confirm certifications or claims made by an applicant.
 - 4) Information/material or form needed to correct or remedy an immaterial defect in an application.
 - c. The collection of applicant documentation may cause CDPH to extend the date for posting the Notice of Intent to Award. If CDPH changes the posting date, CDPH will post the new due date on its website.
3. Immaterial application defects
- a. CDPH may waive any immaterial defect in any application and allow the applicant to remedy those defects. CDPH reserves the right to determine what constitutes an immaterial deviation or defect.
 - b. CDPH's waiver of an immaterial defect in an application shall in no way modify this RFA or excuse an applicant from full compliance with all application requirements.
4. Correction of clerical or mathematical errors
- a. CDPH reserves the right, at its sole discretion, to correct or require an applicant to remedy any obvious clerical or mathematical errors occurring in the narrative portion of an application or on a Budget Justification.
 - b. If the correction of an error results in an increase or decrease in the total cost, CDPH shall give the applicant the option to accept the corrected cost or withdraw their application.
 - c. Applicants will be required to initial corrections to costs and dollar figures on the Budget Justifications if the correction results in an alteration of the annual costs or total cost offered.

- d. If a mathematical error occurs in a total or extended price and a unit price is present, CDPH will use the unit price to settle the discrepancy.
5. Right to remedy errors
CDPH reserves the right to remedy errors caused by:
 - a. CDPH office equipment malfunctions or negligence by agency staff,
 - b. Natural disasters (i.e., floods, fires, earthquakes, etc.).
6. No contract award or RFA cancellation

The issuance of this RFA does not constitute a commitment by CDPH to award a contract. CDPH reserves the right to reject all applications and to cancel this RFA if it is in the best interests of the State of California to do so.

7. Contract amendments after award

As provided in the Public Contract Code governing contracts awarded by competitive bid, CDPH reserves the right to amend the contract after CDPH awards the contract.

8. Proposed use of subcontractors

Specific subcontract relationships proposed in response to this RFA (i.e., identification of pre-identified subcontractors) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor does not affect CDPH's right to approve personnel or staffing selections or changes made after the contract award.

Subcontractor's Scope of Work must be subvention services. Subcontracting is subject to conditions as set forth in DGS' Office of Legal Services, California State Contracting Manual, Volume 1, Chapter 3, Section 3.17.

9. Staffing changes after contract award
CDPH reserves the right to approve or disapprove changes in key personnel that occur after CDPH awards the contract.

III. APPLICATION PROCESS

A. Description of Each Section of the Application

All sections, including all attachments, must be complete, clearly labeled, and submitted in the order listed below. Original application and three copies must be

received at the *Network* office by 3:00 p.m. as stated in the RFA Timeline, page i, to be deemed responsive. Applications that are not submitted timely, incomplete, and do not clearly label all of the sections will be deemed non-responsive and not scored.

1. Application Review

a. Application Cover Sheet and Certification Checklist

Applicants must complete and submit an Application Coversheet and Certification Checklist, found in Section VII Attachment D of the RFA.

b. Qualification Requirements

Failure to meet the RFA requirements by the application submission deadline will be grounds for CDPH to deem an applicant non-responsive. Evaluators will not review or score applications that fail to meet Stage 1 requirements.

- 1) Applicants must certify they have read and are willing to comply with all the proposed terms and conditions addressed in the RFA section VII Attachments and VIII Contract Documents.
- 2) Nonprofit organizations must certify their eligibility to claim nonprofit status by providing a copy of their 501(c) (3) document or other documentation supporting their nonprofit status.
- 3) Applicants must certify that they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State.
- 4) Applicants must submit documentation supporting how the indirect cost rate included in this application was determined and calculated as identified in the FFY 2013 Budget Justification, Section VII Attachment G, and the FFY 2013 Indirect Cost Source Documentation Verification located in Section VII Attachment P. This rate shall be used for calculation of indirect costs for the term of the agreement.
- 5) Applicant submission is for a multi-county project.

2. Project Narrative (48 points, maximum 10 pages, Arial font, 12 size, single spaced)

Complete the Project Narrative, Section VII, Attachment N. Include a short descriptive title of the proposed project at the beginning of the "Project Narrative" section and use the headings below as an outline. Applicants must

clearly label each heading and respond concisely to each of the numbered subsections under that heading.

2.1 Overview

- 2.11 Describe the overall proposed project and how it will operate in a multi-county community and how the *Network* population will participate in and benefit from the project, and what outcomes and results will occur. (4 points)
- 2.12 Explain how activities will accomplish the objectives of the project and provide high-quality evidence-based or practice-based interventions supportive of the *Network's* three SNAP-Ed strategic priorities. (This section of the application should be consistent with the goals, objectives, and activities of the SOW). (4 points)
- 2.13 Describe expectations for project sustainability in the absence of *Network* funding and how any promising practices will be disseminated. (4 points)

2.2 Network Target Population

- 2.21 Briefly describe the multi-county community(ies) that will be engaged in the proposed project. Include the location, size, demographics, and other relevant characteristics, with emphasis on the *Network's* target population. (4 points)
- 2.22 Describe current unmet needs of the *Network* target population. Describe and demonstrate a thorough understanding of multi-county needs with respect to the three SNAP-Ed strategic priorities. (4 points)
- 2.23 Describe how the proposed project addresses health disparities seen in low-income, ethnic populations with respect to prevention of diet-related chronic diseases. (4 points)
- 2.24. Explain how the proposed project integrates evidence-based or practice-based approaches and has the potential for replication among similar target audiences. (4 points)

2.3 Organizational Capacity and Experience

- 2.31 Describe the organizations' experience implementing and administering multi-county nutrition education and obesity prevention projects. (4 points)

- 2.32 Describe the organization's administrative and fiscal experience managing government contracts or private grants. Organizations should have a minimum of three years' experience contracting for similar projects. (4 points)
- 2.33 Identify key staff that will work on the project and briefly describe their roles in implementing the project. (4 points)
- 2.34 Describe the specific roles and capabilities of all key partners, including experience and willingness to work cooperatively and in partnership with CDPH/*Network*. (4 points)
- 2.35 Describe the organization's capability and history of internally monitoring the quality and timeliness of services delivered, products produced, and steps taken to implement quality assurance measures. (4 points)

3. Scope of Work (SOW) (52 points, maximum 50 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 Instructions and Sample, Section VII, Attachment A, will assist the applicant in completing the SOW Template, Section VII, Attachment B.

The SOW must include objectives covering the project within the period beginning October 1, 2012, and ending September 30, 2013. The unduplicated number of SNAP-Ed individuals identified as participating in the SOW through the proposed intervention must have a "cost per unduplicated participant" of no more than \$100 per participant.

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

- 3.1 The infrastructure objective is included as provided in the SOW template. (4 points)
- 3.2 The impact/outcome objective is well designed and included as provided in the SOW template. (4 points)
- 3.3 The objectives are action-oriented statements that incorporate the Specific, Measurable, Attainable, Relevant, and Time-Bound (SMART) objective format. All objectives include who will participate, what they will perform, when it will be done, and where the event will take place. (4 points)

- 3.4 Proposed activities clearly describe what and how much will be done in order to accomplish the specific objective. (4 points)
- 3.5 The activities are in sequential order and include all of the necessary steps in order to accomplish the specific objective. (4 points)
- 3.6 Assigned staff positions are identified for each activity and labeled in the Responsible Party column. (4 points)
- 3.7 Deliverables are identified for each activity in order to verify that the applicant has completed the activity. (4 points)
- 3.8 The SOW includes a variety of approaches based on the Social Ecological Model (SEM) to improve nutrition and lower the risk of obesity. (4 points)
- 3.9 The SOW includes coordination with the Local Health Departments and other partners on the interventions. (4 points)
- 3.10 The SOW reinforces the current 2010 Dietary Guidelines for Americans and encompasses applicant's selected SNAP-Ed strategic priorities. (4 points)
- 3.11 The timeframes included for each activity are specific and reasonable. (4 points)
- 3.12 A legend is included in the footer that lists all of the acronyms/abbreviations in the SOW. (4 points)
- 3.13 The total unduplicated participant count in the SOW coincides with the unduplicated participant count in the Project Synopsis. (4 points)

4. Impact/Outcome Evaluation Narrative (IOE) (20 points)

Funded agencies will diligently communicate with the CDPH *Network* Research and Evaluation Section (RES) staff to develop and implement procedures for the collection and recording of information to describe the project and assess its effectiveness. It is anticipated that evaluation activities will entail collecting and recording client-level data including demographics, and number and types of services received into a *Network*-provided database. The distribution of validated survey instruments and the entry of client responses into the database will also be a part of most projects. Funded agencies will submit evaluation databases to RES staff on a quarterly basis. RES will work with project staff to modify evaluation requirements to best fit the needs and objectives of each project, and to analyze and interpret the data on an ongoing basis with the goal of improving service delivery and

determining project effectiveness.

This section of the application should address the following:

- 4.1 Agency Experience and Capacity
Describe the agency's experience with collecting client-level data as well as successfully administering survey instruments to members of the target population. (4 points)
- 4.2 Maintaining Client Confidentiality
Describe your experience with maintaining client confidentiality, including working with databases with unique client identifiers only (no names or other personal identifying information). (4 points)
- 4.3 Staff Experience and Capacity
Provide name(s) and capabilities of all person(s) and agencies that will be responsible for overseeing the evaluation of the project. If applicable, describe planned procedures for coordinating evaluation activities. (4 points)
- 4.4 Project-Specific Evaluation Activities
For your proposed project,
 - Describe how a survey instrument could be administered before or at the initiation of services, and then again to the same clients at the completion of services. In addition, discuss the potential to recruit individuals for a control or comparison group, and
 - The related procedures you would follow to collect survey data from individuals in the control or comparison group.
 - For projects intending to impact policy or environmental factors describe how you would assess effectiveness. (4 points)
- 4.5 Impact Outcome/Evaluation Contributions
Provide a brief description of how the findings from the Impact/Outcome Evaluation will be used and how the findings will contribute to the success of the project. (4 points)

5. Budget and Budget Justification (40 points) (Font 10)

Complete a Budget Cover Sheet, Section VII, Attachment F and a Budget Justification Form, Section VII, Attachment G for FFY 2013. List estimated expenses in the appropriate categories, following the Budget Justification Instructions and Sample in Section VII, Attachment E.

Note:

- If the budget includes subcontractors, a Subcontractor Budget Justification Form, Section VII, Attachment H is needed for each subcontractor. The Budget Justification Instructions and Sample, Section VII, Attachment E will assist the applicant with the criteria for the Budget Justification requirements.
- Budget items must be clear, reasonable, necessary, and directly related to achieving the SOW deliverables of the proposed project.

Travel funds must be included in the budget for the following annual meetings and conferences: a minimum of five *Network*-sponsored meetings, trainings, and conferences may include the following:

- Regional meetings and trainings,
- Geographic Information Systems (GIS) trainings;
- Other non-*Network* sponsored trainings that have been pre-approved by State Program Managers.

Network-sponsored trainings are provided for funded projects each year on a variety of helpful topics (e.g., facilitation, nutrition in the community, and the art of training).

The following key elements will be evaluated in the applicant's Budget Justification:

- 5.1 Provide sufficient detail in the budget to support the proposed activities in the SOW. (4 points)
- 5.2 Provide a list of staff in budget that meets minimum staffing requirement to ensure completion of SOW. (4 points)

CDPH/*Network* requires the minimum staffing for:

- ~~One full-time (1.0 FTE) Project Director~~
- ~~One half-time (.5 FTE) nutrition expert (R.D.)~~
- ~~One half-time (.5 FTE) fiscal and administrative support person to include a Budget Analyst~~
- ~~One half-time (.5 FTE) evaluation expert~~
- One full time (1.0 FTE) Project Director
- One quarter time (.25 FTE) nutrition expert RD
- One quarter time (.25 FTE) fiscal and administrative support person
- One quarter time (.25 FTE) evaluation expert

- 5.3 Ensure the proposed salary/wage rates for in-house and subcontracted personnel are reasonable and necessary based on the assigned level of responsibility and salary/wage rates cannot exceed USDA salary guidelines: (4 points)

- For non- administrators and for direct/non-executive personnel a \$78.30 (based on 1288 hours per year) hourly salary rate or a \$100,848 yearly salary.
- For administrative/executive/medical personnel at \$71.80 (based on 2,080 hours per year) hourly salary rate or a \$149,525 yearly salary.

If staff is paid above the salary cap, the primary contractor is responsible for the remaining portion of the salary that may be used as local support.

- 5.4 Ensure total Operating and Equipment costs are reasonable and necessary, and are kept to a minimum. (4 points)
- 5.5 Make sure to prorate costs based on FTE staff allocated under the Personnel line. (4 points)
- 5.6 Travel and Per Diem costs are reasonable and necessary and based on California Department of Personnel Administration (DPA) reimbursement rates (Section VII, Attachment I) and SOW requirements. (4 points)
- 5.7 Provide a brief description of all key SOW activities by each subcontractor identified. (4 points)
- 5.8 Provide details of reasonable and necessary costs that are based on the quality and quantity of activities to be performed in the SOW by subcontractor(s). (4 points)
- 5.9 Other Costs are reasonable and necessary based on the quality and quantity of the activities to be performed in the SOW and a basis for the cost breakdown and formulas of expenses are provided. See Section VII, Attachment E, Budget Justification Instructions and Sample. (4 points)
- 5.10 Budget calculations are accurate. (4 points)

6. Project Synopsis (4 points)

All *Network*-funded projects must complete the Project Synopsis. The Project Synopsis includes the Income Targeting Data Source for the populations that are served with *Network* funds. The Income Targeting Data Source will verify that your target audience consists of at least 50 percent of individuals at or below 185 percent of the FPL. The Project Synopsis Instructions, Section VII, Attachment J will assist the applicant in filling out the Project Synopsis

7. Résumés (4 points)

Attach a one-page résumé or duty statement if the position is vacant for each of the key staff involved with the proposed project. Resumes should not include personal information such as social security number, home address, home phone number, marital status, sex, date of birth, or age.

CDPH/*Network* requires the minimum staffing for:

- One full-time (1.0 FTE) Project Director. The Project Director must have a Masters in Public Health (MPH), an equivalent degree or 3 years' experience as a Public Health Project Director.
- One half-time (.5 FTE) nutrition expert (R.D.) must be part of the staffing of this contract, should the Project Director or other staff on this contract not have this expertise a minimum of .5 FTE R.D. is required.
- One half-time (.5 FTE) fiscal and administrative support person to include a Budget Analyst with a minimum of 5 years' experience managing budgets.
- One half-time (.5 FTE) evaluation expert with a minimum of 1-year experience evaluating Public Health projects. The evaluation expert must have a minimum of a bachelor's degree although a MPH is preferred.

8. Community Letters of Support (4 points)

Solicit and include three 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 CalFresh Program.
- An overview of how the applicant handled the fiscal and administrative aspects of the partnership.

The letters of support must be on the 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. Do not submit more than three letters of support.

9. Financial Audit (4 points)

Provide the most recent Financial Audit. If there are any adverse or qualified opinions, the application may be subject to further reviews of past audits to determine status of recommendations or any corrective actions taken as responsible.

10. Local Support (4 points)

Provide documentation of Local Support by completing the Local Support Source Log located in Section VII, Attachment L. Refer to Section IX, Appendix 2 for instructions how to fill out this log. An applicant must meet 50% of total annual budget to qualify for the 4 points. Scoring will be determined as follows:

- 50% (4 points)
- 40% (3 points)
- 30% (2 points)
- 20% (1 point)
- Less than 20% (0 points)

IV. APPLICATION REVIEW PROCESS

A. Stage 1 – Certification Checklist

Each application will be reviewed for meeting mandatory eligibility criteria using the Application Coversheet and Certification Checklist (Section VII, Attachment D). Each application received on or before 3:00 p.m., on the date stated in the RFA Timeline, page i, will be reviewed to determine responsiveness to, and compliance with, the requirements described in this RFA. Applications that do not conform to the requirements will be considered non-responsive and will be excluded from further review.

Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement will lead to rejection of the application prior to the review. In addition, the *Network* reserves the right to waive any immaterial deviation in any application at its own discretion.

1. After the application submission deadline, the *Network* staff will review each application for timeliness, completeness, and initial responsiveness to the RFA requirements. This is a pass/fail evaluation.
2. In this review stage, the *Network* will compare the content of each application to the Application Checklist to determine if the applicant's submissions appear to be complete.
3. If an applicant's claim on the Application Checklist cannot be proven, or substantiated, the application will be deemed non-responsive and rejected from

further consideration.

4. Applications failing to pass Stage 1 are not eligible for the Dispute Process.

B. Stage 2 – Application Review and Scoring Process

Applications will be reviewed for completeness and compliance with RFA requirements. Each application received will be evaluated by a panel of reviewers to determine the responsiveness of the application to the purpose and requirements specified in the RFA. Except where noted applications will be scored according to the following criteria:

Points	Criteria
4	Response meets or exceeds all elements of the requirement and clearly demonstrates a thorough understanding to the extent that a timely and high quality project performance is anticipated. Applicant’s assessment, plans, and/or outcomes are based on relevant <i>Network</i> expectations and are sufficient to meet requirements. The level of Applicant resource commitments is above satisfactory.
3	Response meets at least 75% of the elements of the requirement and demonstrates project processes that conform to <i>Network</i> expectations, but with weaknesses that are considered minimal and can be mitigated. Applicant’s assessment, plans, and/or outcomes are sufficient to meet requirements, and level of resource commitments are adequate but may require additional <i>Network</i> resources.
2	Response meets at least 50% of the elements of the requirement for project management with weaknesses that are considered moderate and resolvable but will require more involvement by the <i>Network</i> to mitigate potential risks. Applicant’s assessment plans, and/or outcomes may be inadequate and will require additional <i>Network</i> resources to reduce risk ¹ .
1	Response meets at least 25% of the elements of the requirement for project management practices with identified weaknesses that will require significant resources from the <i>Network</i> to mitigate and ensure project success. Applicant’s plan does not demonstrate a strong knowledge of implementing and managing a nutrition education project and indicates high risk ¹ .
0	Response is less than 25% complete, or does not demonstrate thorough knowledge of implementing and managing a nutrition education project of this size, scope, and complexity.

¹Some uncertain event or condition that may endanger achieving the project objectives partly or completely is identified as a risk. The project objectives may be affected in respect to time, cost, scope, schedule, or quality.

Summary of Maximum Possible Points:

Project Narrative	48 points
Scope of Work	52 points
Impact/Outcome Evaluation	20 points
Budget & Budget Justification	40 points
Project Synopsis	4 points
Résumés	4 points
Community Letters of Support	4 points
Financial Audit	4 points
Local Support	4 points
Total Points	180 points

Applications must receive a minimum score of 75 percent (135 points) to be considered for a contract award.

C. Scoring Tool:

1. Stage 1 - Certification Checklist	Pass/Fail
2. Project Narrative – 48 Points	Points Possible
2.1 Overview	
2.11 Did the applicant describe the overall proposed project; how it will operate in a multi-county community; how the <i>Network</i> target population will participate in and benefit from the project; and, what outcomes and results will occur?	4
2.12 Did the applicant explain how activities will accomplish the objectives of the project and provide high-quality multi-county interventions supportive of the <i>Network's</i> three SNAP-Ed strategic priorities? Is this section of the application consistent with the goals, objectives, and activities of the SOW?	4
2.13 Did the applicant describe expectations for project sustainability in the absence of <i>Network</i> funding and how any promising practices will be disseminated?	4
2.2 Network Target Population	

2.21	Did the applicant briefly describe the multi-county community(ies) that will be engaged in the proposed project? Did the description include the location, size, demographics, and other relevant characteristics, with emphasis on the <i>Network's</i> target population?	4
2.22	Did the applicant describe the current unmet needs of the <i>Network</i> target population? Did they describe and demonstrate a thorough understanding of the multi-county needs with respect to the three SNAP-Ed strategic priorities?	4
2.23	Did the applicant describe how the proposal addresses health disparities seen in low-income, ethnic populations with respect to prevention of diet-related chronic diseases?	4
2.24	Did the applicant explain how the proposed project integrates evidence-based or practice-based approaches and how it has the potential for replication among similar target audiences?	4
2.3 Organizational Capacity and Experience		
2.31	Did the applicant describe the organization's experience implementing and administering multi-county nutrition education and obesity prevention projects?	4
2.32	Did the applicant describe the organization's administrative and fiscal experience managing government contracts or private grants? Does the organization have a minimum of three years' experience contracting for similar projects?	4
2.33	Did the applicant identify key staff that will work on the project and briefly describe their roles in implementing the project?	4
2.34	Did the applicant describe the specific roles and capabilities of all key partners, including experience and willingness to diligently partner with CDPH/ <i>Network</i> ?	4
2.35	Did the applicant describe the organization's capability and history of internally monitoring the quality and timeliness of services delivered, products produced, and steps taken to implement quality assurance measures?	4
3.	Scope of Work—52 points	Points Possible
3.1	Is the infrastructure objective included as provided in the SOW template?	4

3.2	Is the impact/outcome objective included as provided in the SOW Template?	4
3.3	Are the objectives action-oriented statements that incorporate the SMART objective format? Do the objectives include who will participate; what they will perform; when it will be completed; and where the event will take place?	4
3.4	Do the proposed activities clearly describe what and how much will be done in order to accomplish the specific objective?	4
3.5	Are the activities in sequential order and include all of the necessary steps in order to accomplish the specific objective?	4
3.6	Are the assigned staff positions identified for each activity and labeled in the Responsible Party column?	4
3.7	Are the deliverables identified for each activity in order to verify that the applicant has completed the activity?	4
3.8	Does the SOW include a variety of approaches based on the SEM to improve nutrition and lower the risk of obesity?	4
3.9	Does the SOW include coordination with the Local Health Departments and other partners on the interventions?	4
3.10	Does the SOW reinforce the current 2010 Dietary Guidelines for Americans and encompasses applicant's selected SNAP-Ed strategic priorities?	4
3.11	Are the time frames for each activity specific and reasonable?	4
3.12	Is there a legend included in the footer that lists all of the acronyms/abbreviations in the SOW? Four points will be awarded if no legend is included	4
3.13	Does the total unduplicated participant count in the SOW coincide with the unduplicated participant count in the Project Synopsis?	4
4	Impact/Outcome Evaluation (IOE) – 20 Points	Points Possible
4.1	Does the IOE describe the agency's experience with collecting client-level data as well as successfully administrating survey instruments to the target population?	4

<p>4.2 Does the applicant describe their experience with maintaining client confidentiality, including working with databases with unique client identifiers only?</p>	<p>4</p>
<p>4.3 Did the applicant provide name(s) and capabilities of all person(s) and agencies that will be responsible for overseeing the evaluation of the project? If applicable, did the applicant describe planned procedures for coordinating evaluation activities?</p>	<p>4</p>
<p>4.4 Does the applicant describe how a survey instrument could be administered before or at the initiation of services, and then again to the same clients at the completion of services? Does the applicant describe the potential to recruit individuals for a control or comparison group, and the related procedures followed to collect survey data from individuals in the control or comparison group?</p>	<p>4</p>
<p>4.5 Does the applicant provide a brief description of how findings from the IOE will be used and how the findings will contribute to the success of the project?</p>	<p>4</p>
<p>5 Budget and Budget Justification – 40 Points</p>	<p>Points Possible</p>
<p>5.1 Upon reviewing the Budget Justification, is there sufficient detail to support the proposed activities in the SOW?</p>	<p>4</p>
<p>5.2 Is there a list of staff in the budget that meets minimum staffing requirements to ensure completion of SOW? Minimum staffing:</p> <ul style="list-style-type: none"> • One full-time (1.0 FTE) Project Director • One half-time (.5 FTE) nutrition expert (R.D.) • One half-time (.5 FTE) fiscal and administrative support person to include a Budget Analyst • One half-time (.5 FTE) evaluation expert 	<p>4</p>
<p>5.3 Upon reviewing the proposed salary/wage rates for in-house personnel, do the rates appear to be reasonable based upon the assigned level of responsibility and/or the person’s salary history; and do not exceed USDA salary guidelines?</p>	<p>4</p>
<p>5.4 Does it appear that the organization’s total Operating and Equipment costs are reasonable and necessary and have been kept to a minimum?</p>	<p>4</p>

5.5	Did the applicant prorate costs based on FTE staff allocated under Personnel line?	4
5.6	Are the Travel and Per Diem costs reasonable and necessary based on State reimbursement rates and include required <i>Network</i> sponsored meetings and trainings?	4
5.7	Was a brief project description with key SOW activities provided for each subcontractor? Four points will be awarded if no subcontracts are included.	4
5.8	Are subcontractor costs reasonable, necessary, and based on the quality and quantity of activities to be performed in the SOW? Four points will be awarded if no subcontracts are included.	4
5.9	Are Other Costs reasonable and necessary based on the quality and quantity of activities to be performed in the SOW? Are cost breakdowns and formulas of expenses provided (e.g., cost per participant multiplied by # of participants multiplied by # of taste-testing's (food sample) = total cost)?	4
5.10	Are budget calculations accurate?	4
6 – 10 Required Supporting Documents –20 Points		Points Possible
6 Project Synopsis	Did the applicant submit the Project Synopsis with all relevant information provided for the delivery of their SOW and project? See Attachments J and K for instructions and form.	4
7 Résumés	Did the applicant submit résumés or duty statements if position is vacant (required for the staff still to be determined) for each of the key staff presented in the RFA?	4

<p>8 Community Letters of Support Did the applicant submit three Community Letters of Support that describe the following:</p> <ul style="list-style-type: none"> • 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 CalFresh Program. • An overview of how the applicant handled the fiscal and administrative aspects of the partnership. 	4
<p>9 Financial Audit Did applicant provide a recent Financial Audit? If there are any adverse or qualified opinions, the application may be subject to further reviews of past audits to determine status of recommendations or any corrective actions taken as responsible.</p>	4
<p>10 Local Support Did applicant provide documentation that they met the local support request of 50%?</p>	4

D. Application Content

The NLP RFA and packet are available on the *Network* website. In reviewing the certification, please read instructions carefully. An Application Coversheet and Checklist, Section VII, Attachment D, is provided to assist the applicant in submitting a complete application in the corresponding order. The Application Coversheet and Checklist must be completed and submitted with the application and with all copies of the application.

Submitting the Application

- Paper size must be standard 8½ x 11 inch paper.
- Size 12 font, single spaced, unless otherwise noted
- Number the pages of your application.
- Use binders for the original application and the three copies. Do not use presentation folios or staples.

All sections, including all attachments, must be complete, clearly labeled, and submitted in the order listed below. Applications that are incomplete and do not clearly label all of the sections, and list them out of the proper order will be deemed non-responsive and not scored.

1. Application Cover Sheet and Certification Checklist (Attachment D)
2. Project Narrative – Ten (10) pages maximum (Attachment N)
3. Scope of Work – Fifty (50) pages maximum (Attachment B)
4. Budget Forms (Attachments F, G and H)
5. Project Synopsis – (Attachment K)
6. Résumés of Key (Proposed) Project Staff
7. Three Community Letters of Support
8. Financial Audit
9. Local Support Log (Attachment L)
10. Indirect Cost Source Documentation Verification – FFY 2013 (Attachment P)

V. OTHER APPLICATION INFORMATION

A. Project Reporting

Funded projects will be required to submit a Semi-Annual Progress Report (due April 16) and an Annual Progress Report (due October 15).

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

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 the target population through appropriate program development and the implementation of planned activities. Applicants will need to describe how efforts will be sustained beyond this one-year funding.

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 are numerous nutrition education and food systems materials available from a variety of sources, and successful applicants will demonstrate they are familiar with and able to use effective materials that already exist.

C. Contract Compliance Monitoring Review Requirement

Network contracts are subject to a Contract Compliance Monitoring (CCM) Review to ensure that *Network* contractors are complying with USDA and CDPH guidelines and regulations with respect to fiscal documentation.

D. Authority to Conduct Fiscal Reviews

Fiscal Administrative Reviews are conducted by the *Network* CCM Unit under authority of the State of California and USDA to comply with Exhibit D (F) of the contract.

All Contractors are required to participate in the CCM Unit process to evaluate the Contractor's fiscal administrative systems.

VI. WEBSITES AND RESOURCES

Network for a Healthy California Resources

Network for a Healthy California

<http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>

Champions for Change consumer website:

<http://cachampionsforchange.net/en/index.php>.

Network GIS Map-Viewer of income levels by Census tract, locations of retail outlets, demographics, and other resources: <http://www.cnnngis.org/>.

Regional Networks, including information on Regional Collaborative:

<http://www.networkforahealthycalifornia.net/rn/>.

Impact Evaluation Handbook for *Network*-funded projects:

<http://www.cdph.ca.gov/programs/cpns/Documents/Network-ImpactEvaluationHandbookCompendium.pdf>.

Harvest of the Month

<http://www.harvestofthemonth.com/>.

California Healthy Kids Resource Center

<http://www.californiahealthykids.org/>.

Centers for Disease Control (CDC) Fruits and Veggies More Matters

<http://www.fruitsandveggiesmatter.gov/>.

USDA Resources

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/>.

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/>.

Dietary Guidelines for Americans 2010: The Dietary Guidelines provide the basis for USDA nutrition education activities. Available at <http://www.health.gov/DietaryGuidelines/>.

MyPlate: A food guidance system based on the Dietary Guidelines for Americans 2010. Available at <http://www.Choosemyplate.gov/>.

Partial List of Partner Web Resources

California Food Policy Advocates
<http://www.cfpa.net/>

California Association of Food Banks
<http://www.cafoodbanks.org/>

Central Valley Health Network
<http://www.cvhclinics.org/>

California Food and Justice Coalition
<http://www.cafoodjustice.org/>

Community Food Security Coalition
<http://www.foodsecurity.org/>

California School Garden Network
<http://www.csgn.org/>

California Project LEAN
<http://www.californiaprojectlean.org/>

Prevention Institute
<http://www.preventioninstitute.org/about.html>

VIII. ATTACHMENTS

- A. Scope of Work Instructions and Sample
- B. Scope of Work Template
- C. Letter of Intent Form
- D. Application Cover Sheet and Certification Checklist
- E. Budget Justification Instructions and Sample
- F. Budget Cover Sheet
- G. Budget Justification 2013
- H. Subcontractor Budget Justification 2013
- I. Travel Reimbursement Information
- J. Project Synopsis Instructions
- K. Project Synopsis
- L. Local Support Log
- M. Contractor Information Form (CIF)
- N. Project Narrative
- O. SNAP-Ed Guidance
- P. Indirect Cost Source Documentation Verification – FFY 2013

IX. CONTRACT DOCUMENTS

Standard Agreement STD 213

Exhibit A – Scope of Work (template only-applicant submits as part of RFA)

Exhibit B – Budget Detail and Payment Provisions

Exhibit C – General Terms and Conditions

Exhibit D (F) – Special Terms and Conditions

Exhibit E – Additional Provisions

Exhibit F – Contractor's Release

Exhibit G – Information Privacy and Security Requirements

Exhibit H – Travel Reimbursement Information

X. APPENDICES

Appendix 1 – CDPH's Nutrition Education Obesity Prevention Three-Year
Implementation Plan

Appendix 2 – Local Support Guidance

Appendix 3 – Social-Ecological Model

Appendix 4 – Glossary

Appendix 5 – Acronyms/Abbreviations

Appendix 6 – Geographic Information System (GIS) link

Appendix 7 – *Network* RFA ACS Tracks 2005-2009

Appendix 8 – *Network* RFA ACS Blocks 2005-2009

Appendix 9 – *Network* RFA ACS Ethnicity 100% FPL 2005-2009

Appendix 10 – *Network* RFA ACS Tracks 2006-2010

Appendix 11 – *Network* RFACS Blocks 2006-2010

Appendix 12 – *Network* RFA ACS Ethnicity 100% FPL 2006-2010

Appendix 13 – Eligible Schools with 50% or > Free and Reduced Price Meal link

Appendix 14 – *Network* Approved Nutrition Education Materials

Appendix 15 – Scope of Work (SOW) Reference Materials