

Questions: PA ITB

Q1: Is this \$150,000 per project or \$30,000?

A1: The 150,000 is for the entire ITB. This amount is awarded to up to five applicants. In the proposed budget, please include the amount you will need to fulfill the proposed project. Final negotiations and decision will determine budget amount per project.

Q2a: On the Scope of Work product, it talks about Activity 1, Activity 2, Activity 3 . . . is the intention that there will be 3 resources or activities developed or is it referring to... Task 1 you have to do, Task 2 you have to do... etc.

A2a: In the Scope of Work (SOW) there should be one work product and the three (3) activities are the tasks and where you intend to be at the different "check" in times.

Q2b: So, for example, if one resource was developed, say Shape of Yoga, then the Activity 1 etc., would be samples of that resource, not 3 resources. Correct?

A2b: Yes, correct

Q3: Is it geared at PA for adults?

A3: The work product can be geared for children, adults, and/or families. It is up to the applicant to determine this in the application.

Q4: Who exactly is the end user of the requested resource? The individual PA Specialists in the 11 regions, the program intermediaries (e.g. the lead person at the CBOs, CYOs, churches, schools, worksites, etc), or the actual participants in the programs (e.g. the mom who frequents the food stamp office)? In other words, who actually uses the resource – the person at the CBO giving a presentation to 25 people, or the 25 people themselves? Or both?

A4: All of the *Network* materials are intended to eventually reach our SNAP-eligible through the intermediaries listed above.

Q5: If we proposed to manufacture resource X, is there a certain number of resource Xs that we should be prepared to manufacture? 200 or 20,000?

A5: We only need one sample product since all materials submitted in response to this ITB will become the property of PHI/*Network* at the time the application is

received. All awardees material development (intermediate products and final product) will become exclusive property of the PHI/*Network*.

Q6: How would you characterize the resource – a nutrition education resource with a PA angle; or a PA resource with a nutrition education angle? Which is given more weight – the PA component or the nutrition education (assuming the the link is the most important angle).

A6: The developed resource should promote nutrition education, specifically the consumption of fruits and vegetables, and link this message with PA. The overall objective of the ITB is to enhance the *Network* with unique and high quality nutrition education and PA integrated resources.

Q7: Can you provide us with artwork/logos for the agencies involved? (e.g. PHI, Champions for Change, Cal Dept of Health)

A7: If you are awarded the ITB we will at that time discuss formatting issues and logos during negotiations.

Q8: The information provided great detail on the composition of the target market. Is there a subset of this wide audience that is specifically being targeted for this resource?

A8: It is up to the applicant to identify the specific SNAP-Ed target audience that this resource was developed to be utilized by. See Answers #3 and #4 for further information.