

Eat Smart New York Request for Proposal Question and Answers

1) Can you clarify regarding funding appropriation: Is it \$14.7 million annually for five years (73.5 million) or is it \$14.7 million total for five years?

A. USDA provides the level of grant funding available to states on an annual basis. It is expected that OTDA will make available approximately \$14.7 million annually in grant funding over the course of the five year contract period, dependent upon the continued availability of federal funding and subject to the sole option of the State, satisfactory performance of the contractor, and USDA approval.

2) Does the minimum \$250,000 project budget requirement cover a one-year period or is that over the five years of the contract?

A. The minimum project budget requirement should be for each year under the five-year contract period to ensure adequate support for a comprehensive multi-level program that targets both adults and youth in the region selected.

3) Can you provide clarification about the required 50% match for the program, is an in-kind match acceptable? We have a variety of New York State and county funded programs that would qualify for the match, would we calculate the dollar amount based of the percentage of the program spent of topics that would meet the criteria?

A. Eat Smart New York is a 100% federal grant program under the USDA Supplemental Nutrition Education Program. There is no match requirement. However, all programming must be designed and delivered in a way that meets the RFP specifications for nutrition education and obesity prevention in NYS and be in compliance with federal SNAP guidance for multi-level comprehensive programming using approved evidence-based programming for SNAP-eligible adults and youth. All costs must be allowable, reasonable, and necessary for the delivery of the program.

4) Can our proposal for 'Eat Smart New York' include targeting two populations at the same time: example: After-School Students in community based after-school programs and Youth and Families in low-income Day Care Centers? Both interventions would use the evidenced-based approaches appropriate for the respective age.

A. Applicants are asked to submit comprehensive, multi-level proposals that will serve both SNAP-eligible adults and youth in a region.

5) Can one organization apply for adult and youth activities in the same application or do we need to write 2 separate applications, one for adult activities and one for youth activities?

A. Applicants are asked to submit 'one' comprehensive, multi-level nutrition education and obesity prevention grant proposal that will serve both SNAP eligible adults and youth in a region. Applicants are strongly encouraged to apply as a consortium of providers to achieve the goals of the RFP. An applicant must be the both the fiscal agency and the lead agency responsible for implementing the intervention for the region.

6) I have reviewed both the “Supplement Nutrition Assistance Program Nutrition Education and Obesity Prevention ‘Eat Smart New York’ Request for Proposal and Application 2014” (RFP) and the “FY 2015 SNAP-Education Plan Guidance” (FNS) in relationship to the indirect cost rate. Are indirect costs allowable? If so, will Universities be allowed the indirect cost rate established by their cognizant agency? In our case then would 26% be allowed as is authorized by the Department of Health and Human Services?

A. OTDA does not use indirect cost rates. An administrative cost rate of up to 15% is allowable and would be included in the “Other Expenses” section of the Budget. In the narrative for this line, bidders must list all expenses included in this amount, as well as the individual costs associated with the need. ALL costs, administrative or otherwise must be reasonable and necessary for this Project. Preference will be given to applicants with administrative cost rates at 10%. For further information on acceptable and unacceptable costs, please see Appendix 8 of the RFP. See also the Cost Policy that has been posted to the OTDA solicitation page.

7) Is it possible to have multiple “activities” within one 2-hour class session? Specifically, can classes be broken into component activities? It is unclear based on the description on page 13.

A. Yes, in some instances. However, the majorities of the curricula approved by OTDA are for a 'one hour' presentation and require focusing on a primary core lesson topic. Food demonstrations and a physical activity message should be included in the majority of workshop presentations. For example, group workshops should integrate food demonstrations as part of the lesson delivery when appropriate. Likewise, all group workshops should include core messaging, including the importance of physical activity and calorie balance. Some lessons series have an entire lesson devoted to physical activity; for this type of workshop, a food demonstration may not be part of the lesson. When a food demonstration is conducted as an event at a retailer or farmers market, Eat Smart New York policy states that the demonstration should focus on the core message of fruits and vegetable consumption only to ensure the likelihood that the message is communicated effectively. System and environmental policy work are activities that cannot be combined with a group workshop as they are not targeted to participants.

8) Please provide more clarification on the stipulation of 40 activities per month per FTE. Does a single person need to meet the 40 activities/month requirement

or is it proportional to the staff time allocated to the program (e.g., someone who is 50% time should do 20 activities per month, etc.)?

A. The expected activities per month per FTE apply to qualified nutritionists employed by the lead agency. Expectation of staff time spent on allowable adult and youth activities and on environmental, system, and policy work is 'proportional' to staff time allocated to the program. Activities include all group workshops delivered to SNAP eligible adult and youth, food demonstrations at eligible retailers, farmer's markets and community health events, and policy, system or environmental activities in the community. A list of policy, system and environmental activities is listed in Appendix 6. Exempt from this expectation is subcontracted work. Applicant agencies are responsible for negotiating scope of work, deliverables and payment for allowable activities being subcontracted. For all subcontracted work, USDA requires that the wages and benefits be computed on a reasonable hourly basis in accordance with the duties being performed. The lead agency is responsible for ensuring that time sheets are maintained for all persons working less than 100% of their time on SNAP-Ed. All work must be deemed allowable, reasonable and necessary for the implementation of the initiative and may not duplicate any work performed by the lead agency. For example, when working with a school district, the percent time devoted to SNAP-Ed by any one teacher will be recorded on a documentation of time and effort and a lesson log. The teacher will be compensated for the hourly time spent on this allowable SNAP-Ed activity. <http://snap.nal.usda.gov/snap/Memos/AllowableCost2.pdf>

9) What constitutes a “qualified nutritionist?”

A. Qualified nutritionists should be either 1) an individual with an associates or baccalaureate degree in field of Nutrition / Health Education / Public Health and/or 2) a Registered Dietitian. Qualified nutritionists should have experience providing nutrition education to low-income and minority and/or bilingual individuals.

10) Please confirm that Cooking Matters is approved for youth as well as adults.

A. No, Cooking Matters is only approved for adults.

11) Must all youth programs target caregivers as well?

A. Yes, all Eat Smart New York proposals aimed at youth 16 and under must include behaviorally-focused programming and reinforcement activities targeted to caregivers.

12) Are there restrictions as to what recipes we can use, i.e., do they have to be from the USDA? If not, what is the process for getting recipes approved? Is there a listing of approved recipes and/or ingredients?

A. All recipes must support the Dietary Guidelines for Americans and must have minimal sugar, fat, and salt. Use of low-fat and non-fat dairy should be maximized. Recipes often accompany SNAP-Ed approved curriculums. These recipes support lesson plans and should be used as directed. USDA recipe finder allows providers to search

approved recipes by cost and dietary criteria (fruit and vegetable). OTDA requires that all recipes: be low-cost and affordable; consist of 10 ingredients or less (excluding water, salt/pepper, seasoning, non-stick cooking spray); use readily available ingredients and/or items found at food pantries; use utensils, supplies, and equipment available to participants; have preparation times of 30 minutes or less; include nutrient information; include cost per recipe or cost per serving if possible; exclude brand names; and use directions with simple words and sentences consistent with 4th grade reading level. In addition to the above resources, recipes often accompany SNAP-Ed approved curriculums. These recipes support lesson plans and should be used as directed. Providers are required to follow standard copyright procedures. Providers are required to record the recipe used on the food demonstration claiming sheet when submitting claims for food demonstration reimbursement. OTDA will provide training on food demonstration activities. For more information see the food policy guidance.

13) Can we use our current evaluation tools from Share Our Strength (for example, the Cooking Matters pre-post surveys) to meet the nutrition workshop evaluation requirements? How does this meet the requirement for process as well as outcome measures?

A. Yes. Surveys that go along with curriculums to measure behavior change should be used as prepared. When a validated survey instrument for knowledge or behavior change does not accompany a curriculum or is not available for a certain activity, organizations will be responsible for documenting and evaluating the implementation and outcomes of the activity using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance. OTDA will provide training on program evaluation.

14) What are the performance measures and evaluation procedures required for educational shopping workshops at eligible retailers?

A. OTDA will be providing training to contractors on reporting requirements. The majority of the approved curriculums listed in Appendix 3 and 4 are evidenced-based and OTDA will only be asking providers to provide process and outcome assessments to provide evidence that the programming is reaching its target audience and achieving expected goals. Surveys that accompany a specific curricula should be used as prepared to measure both process and outcome measures. When a validated survey instrument does not accompany a curriculum or is not available for a certain activity, organizations will be responsible for documenting and evaluating the implementation and outcomes of the activity using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance.

15) What are the required performance measures for social marketing activities, such as food demonstrations and distribution of information?

A. OTDA will be providing training to contractors on all reporting requirements. For environmental activities, including social marketing activities, the reporting requirement

will be based on process measures related to the activity such as the type of activity (event, Facebook, blog, email, newsletter), the type of materials distributed (fact sheets, social media, video, cd rom), type of event (farmers market food demonstration, retail food demonstration, or obesity prevention event), and the estimated audience reached (commercial market data, survey audience, visual estimation).

16) What are the required performance measures for policy/system and environmental strategies, such as training staff at eligible sites, or working with eligible “EBT retailers to promote increased availability of healthy food products?” Similarly, what kinds of performance measures are expected for “re-positioning food items” and promoting healthy shopping with shelf talkers at EBT eligible retailers and EFPs?

A. OTDA will be providing training to contractors on all reporting requirements. For policy, system and environmental activities, the reporting requirement will be based on process measures related to the activity.

17) Is it required to reach 500 participants each month or is that an average over the year (reaching more than 500 people some months and less in others)?

A. Applicants are required to demonstrate the ability and capacity to reach a minimum of 500 participants per month in the targeted region through multi-level nutrition education and obesity intervention activities.

18) Are there any requirements regarding percent of time spent on nutrition education versus obesity prevention versus promotion of physical activity in the group workshops, events and food demonstrations?

A. Applicants should submit proposals that include comprehensive multi-level nutrition education programming delivered to SNAP eligible adults and youth using evidenced-based or practice based approaches. While, workshops delivered as a single event or as part of a series of lessons are a preferred activity for delivering ‘nutrition education’, the Eat Smart New York program is an ‘obesity prevention’ program and, in accordance with the USDA federal SNAP- Ed guidance, federal SNAP-Ed funds should be used for obesity prevention interventions that use a ‘combination’ of educational strategies, accompanied by environmental supports, designed to facilitated the voluntary adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of SNAP participants and low income individuals eligible to participate in SNAP. Applicants should use the social ecological model in the USDA guidance as a guide for developing multi-level nutrition education and obesity prevention activities at the individual, community and appropriate policy levels.

19) How is it recommended that programs track participation for food/cooking demos at eligible sites? Is a sign-in sheet required?

A. A number of different methods are available for tracking participation at allowable Eat Smart New York activities. For workshops, participation forms, sign in sheets, teacher classroom forms are available. For food demonstrations at eligible farmers market and retailer locations or at nutrition/obesity events, other estimation methods are available. OTDA will provide training on reporting requirements including documenting adult and youth participation.

20) What evaluation methods are required for cooking demonstrations? Does a pre- and post-survey need to be administered at every demo? To what percentage of participants?

A. The majority of the approved curriculums listed in Appendix 3 and 4 are evidenced-based and OTDA will only be asking providers to provide process and outcome assessments to provide evidence that the programming is reaching its target audience and achieving expected goals. Surveys that accompany a specific curricula should be used as prepared to measure both process and outcome measures. When a validated survey instrument does not accompany a curriculum or is not available for a certain activity, organizations will be responsible for documenting and evaluating the implementation and outcomes of the activity using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance. OTDA will be providing training on program evaluation and reporting requirements.

21) The proposal states that providers must use the social marketing and media materials provided by OTDA and USDA, unless they do not have materials, and new materials need to be reviewed and approved by OTDA in advance. What is the process and timeframe for this review and approval process, e.g., for supermarket-specific healthy food merchandising materials? What are the brand standards for new materials? Can new materials include the logo of the organization that developed them as well as OTDA's? Can an organization use both OTDA materials and their existing materials?

A. Federal guidelines for duplicating or editing SNAP-Ed Materials are as follows:

- If the materials will be reproduced as is, nothing needs to be done.
- When any changes or additions are made to the content or design of SNAP-Ed materials, the SNAP and USDA logos must be removed and the following statement must be added:
“Adapted from U.S. Department of Agriculture, Supplemental Nutrition Assistance Program. USDA does not endorse any products, services, or organizations. Provided by (organizations name).”
- If the name or logo of an organization or company is added to the document, the SNAP and USDA logos must be removed and the following statement must be added:
“Adapted from U.S. Department of Agriculture, Supplemental Nutrition Assistance Program. USDA does not endorse any products, services, or organizations. Provided by (organizations name).”

OTDA and USDA have developed social marketing and media materials for use and should be considered first. Previously developed social marketing and media programming must be submitted for review 'prior to distribution' and approval by OTDA to ensure consistency with dietary guidelines and SNAP-Ed guidance. The length of the review process depends on the completeness of the scope of work and materials submitted. OTDA will provide training and guidance on social marketing.

22) Is the 20% based on total available funds statewide, or based on total available funds expected to be awarded within a given region? For example, 20% of the approximately \$14.7 million available statewide annually would be \$2.94 million; whereas 20% of total funds available in the New York City region annually (half of \$14.7 million, or approximately \$7.35 million) would be \$1.47 million.

A. OTDA is making approximately \$14.7 million in annual federal funds, \$73.5 million over 5 years, for the contract period October 1, 2014 – September 30, 2019. It is expected that half of the available funds (\$7.35 million) will be awarded to outside of New York City with 'one organization per region' being funded. It is expected that the remaining (\$7.35 million) will be awarded to service providers serving the New York City Region. No one organization in any region will be awarded more than 20% of the total available funds.

23) In review of this list, none of the New York City Department of Education (NYC DOE) schools are listed, of which more than 70% meet the eligibility criteria outlined in the RFP/A. Will NYC DOE schools, which meet the eligibility criteria, be given the same consideration as those listed on OTDA's website? If so, will they be added to the list?

A. OTDA is working with SED to verify the list of eligible schools. Please check our website for updates to the document.

24) Are all social marketing and media materials, which are in use during this current federal fiscal year and have been developed using USDA SNAP-ED funds allowable for continued development and use under this RFP?

A. Yes. All social marketing and media developed with federal USDA SNAP-Ed funds as part of the NYS Eat Smart New York program funds are allowable for continued use for the 5-year contract period if no changes are being made to the materials. As in previous years, all social marketing and media requires review and approval of the scope of work including the anticipated budget and timing of distribution prior to any materials being distributed.

25) In Appendix 4, CookShop is listed as a "USDA approved curriculum that can be used by Eat Smart New York for youth programming," which also provides "Caregiver Materials." However the program is further described in the RFP/A as a "Curriculum for Grades 2-4" in "Elementary School" sites. Please note that the

CookShop program consists of three distinct, age-appropriate components, including: 1) CookShop Classroom, which reaches students in pre-kindergarten through fifth grades in the elementary school setting, and students ages 6-12 in the after-school setting; 2) CookShop for Families, which reaches parents/caregivers of students participating in CookShop Classroom in the elementary school setting; and 3) CookShop for Teens, which reaches pre-teen/teenage youth in public high schools, community-based settings, and low-income communities. Based upon this, it appears that the description listed for CookShop is incorrect. Please confirm that: 1) The CookShop Classroom curricula qualifies as an approved curricula per this RFP/A, which may be utilized for programming in both elementary school and afterschool sites, and for all ages/grades they are designed to reach; 2) If the CookShop for Teens curriculum is considered as an approved curriculum that may be utilized for programming, per this RFP/A; and/or 3) If the CookShop for Families curriculum may be utilized as it is currently designed – as a companion to the CookShop Classroom curricula – to meet the stated requirements in Section 3, under Youth Program Activities (page 15), that “all Eat Smart New York proposals aimed at youth 16 and under must include behaviorally-focused programming and reinforcement activities targeted to caregivers,” including (as indicated on page 16 under Group Workshops and Events), “parent-led group session(s),” for which this curriculum qualifies.

A. Yes, CookShop classroom and CookShop for Teens is approved for use in eligible low-income schools and the CookShop Families curricula also qualifies as a companion to the CookShop Classroom curricula to meet the stated goals of behaviorally-focused programming and reinforcement activities targeted to caregivers.

26) A related question—it seems that the curriculums that are included in the RFP for adults do not include ones focused on physical activity, can you explain this and/or give any guidance around this?

A. All curricula have educational components encouraging increase in physical activity and a reduction of time spent in sedentary behaviors as part of a healthy lifestyle. Eat Healthy-Be Active Community Workshop 6 titled: **Physical Activity is the Key to Living Well** and **Eat Smart Live Strong** are two examples of lessons focused on physical activity as an important factor in maintaining a healthy lifestyle.

27) In order to accomplish a needs based multi-level/comprehensive program we will be spending funds up front every month and will be reimbursed later. Based on the information in the sample contract on OTDA Contracts Grants, will there be advance payment and what percent will be provided? In sample contract page 10 B under Advance payments and Recoupment it does say B. Advance Payment and Recoupment: 1. Advance payments, which the State in its sole discretion may make to not-for-profit grant recipients, shall be made and recouped in accordance with State Finance law Section 179 (u), this Section and the provision of Attachment D (Payment and Reporting Schedule.)

A. SNAP is a reimbursement-based program. SNAP funds are not eligible for advances.

28) Based on the information below, please confirm that this circular applies to our association as an entity that does not have a negotiated indirect cost rate. Where would this indirect cost rate of 10% be included on the budget page? The attached link will bring you to the page that summarizes the changes to various OMB Circulars, including OMB Circular A-122 (for Not for Profits) <https://nonprofitquarterly.org/policysocial-contect/23424-federal-omb-rules-on-grants-and-contracts-gets-a-to-z-overhaul.html>

A. OTDA does not use indirect cost rates. An administrative cost rate of up to 15% is allowable and would be included in the "Other Expenses" section of the Budget. In the narrative for this line, bidders must list all expenses included in this amount, as well as the individual costs associated with the need. ALL costs, administrative or otherwise must be reasonable and necessary for this Project. Preference will be given to applicants with administrative cost rates at 10%. For further information on acceptable and unacceptable costs, please see Appendix 8 of the RFP. See also the Cost Policy that has been posted to the OTDA solicitation page.

29) What are the formatting requirements for the Project Narrative in terms of a) font type b) point size- is there a minimum point size c) line spacing- can it be single spaced? d) page margins- are there minimum page margins? What are the formatting requirements for tables? A) font type B) point size-is there a minimum point size C) line spacing- can it be single spaced?

A. The grant application should be submitted using standard font type Times New Roman, 12 point. The project narrative should use lines spacing of 1 ½ lines with normal 1 inch margins. Tables also should use standard font type Times New Roman, but font size can be 11 point and the line spacing can be single.

30) With agencies encouraged to apply as part of a consortium, is the lead agency expected to develop the program evaluation tools and /or methodology, or may that be done by any of the agencies in the consortium?

A. Applicants should be both the fiscal agency and the lead agency responsible for implementing and overseeing the proposed activities. As such, the lead agency will be required to coordinate all subcontractor evaluation activities and to report on both process and outcome measures for all subcontractors in the region as part of one quarterly report and one annual report to demonstrate the overall impact of program intervention strategies and activities delivered in the region. OTDA will be providing training to contractors on reporting requirements.

31) What is the average anticipated grant amount for this RFP?

A. OTDA is unable to determine the average grant amount for this RFP. However, it is expected that half of the program funds will be awarded to regions outside of New York City and the remaining half will be awarded to service providers serving the New York City Region. No one applicant will be awarded more than 20% of the total available funds over the five year term subject to the sole option of the State, satisfactory performance of the contractor, continued availability of federal funds, and USDA approval.

32) Would the lead agency be responsible to audit the entities with whom we subcontract?

A. Audits as required by Federal Bulletin A-133 apply to subcontractors as well as contractors, but are not conducted by the lead agency. However, the lead agency is responsible for all subcontractors and may conduct their own audits if they so choose.

33) With regard to State audits, would we be expected to house all of the contract documentation at our location? This would require us to rent additional storage space? Would this additional cost be an allowable program expense?

A. The contractor should be able to provide any documentation that would be required for an audit under Federal Bulletin A-133. The contractor is responsible for meeting these stipulations. This would be an administrative expense, and the cost must be pro-rated based on the percentage of space dedicated to the SNAP-Education Program.

34) Our insurance costs will increase due to the additional program and financial risk incurred as the prospective project lead. Is this cost to cover the program portion an allowable program expense?

A. All allowable insurance expenses are considered administrative costs.

35) Are we able to obtain access and confirmation from the state that all entities with whom we subcontract are approved vendors on the NYS Grant Gateway?

A. One contractor may not check on the status of another contractor through the Grants Gateway. Because there is no direct relationship between the State and a subcontractor, the subcontractor does NOT need to be registered with the NYS Grants Gateway. Not for profit subcontractors must be up to date with the Attorney General's charities bureau, however. OTDA is also required to conduct a vendor responsibility review of subcontractors receiving more than \$100,000 over the full five-year term of the contract. The State will confirm these last two requirements as part of the contracting process and will notify the contractor of any deficiencies.

36) Would this contract be eligible for Advance Payment Options to the Project Lead Organizations as outlined in the Master Grant Contract for Grants, section III, B, Advance Payment and recoupment section? Is there additional information

on how this would be implemented (e.g. reconciliations of actual for prior months offsetting current month payments?)

A. SNAP is a reimbursement-based program. SNAP funds are not eligible for advances.

37) Will you consider the use of a variety of evaluation measures to assess participant behavior change across the primary behavioral outcomes? How else will food behaviors be assessed other than using a 24 hour dietary recall tool? May food frequency or other food intake assessment tools be used?

A. OTDA will be providing training to contractors on reporting requirements. The majority of the approved curriculums listed in Appendix 3 and 4 are evidenced-based and OTDA will only be asking providers to provide process and outcome assessments to provide evidence that the programming is reaching its target audience and achieving expected goals. Surveys that go along with curriculums should be used as prepared to determine if the goals of the lesson are being reached. When a validated survey instrument does not accompany a curriculum or is not available for a certain activity, organizations will be responsible for documenting and evaluating the implementation and outcomes of the activity using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance. These validated tools should be presented in the measures and indicator chart.

39) Can qualifying day care centers in the state that are not served by Eat Well Play Hard Child Care Settings be a delivery site for SNAP-Ed?

A. Yes. Applicants seeking to implement new Eat Well Play Hard in Child Care Settings (EWPHCCS) program in non EWPHCCS centers must use the evidenced-based EWPHCCS curriculum and be delivered by RD's as this is a requirement of the program. OTDA can provide a list of qualifying day care centers not served by EWPHCCS program. Training will be made available in January on the curricula. Please note, USDA has requested that Eat Smart NY not be delivered in Head Start centers as these centers already have nutrition education services.

40) Can one organization apply for adult and youth activities in the same application or do we need to write 2 separate applications, one for adult activities and one for youth activities?

A. Applicants should submit 'one' proposal that includes comprehensive multi-level nutrition education programming delivered to SNAP eligible adults and youth. Applicants should be both the fiscal agency and the lead agency responsible for implementing and overseeing the activities of the Eat Smart NY program in the region. Applicants may subcontract specific components of the scope of work for the initiative. Organizations proposing to sub-contract must identify the subcontracting agency, included the subcontracting agencies scope of work and budget at time of application, and justify that all subcontracting work is reasonable and necessary for implementation for the program and does not duplicate proposed administrative or program functions.

Letters of Collaboration (Letters of Agreement or Memorandums of Understanding) for collaborating partnerships with partner agencies, health centers, and schools that clearly indicate the collaboration and role of each organization should be submitted.

41) In Section 4.11 the RFP states: “No one applicant will be awarded more than 20% of the total available funds over the 5 year term”. Does this then mean that three or more proposals will be funded within the New York City region, subject to the 20% limit on the total funds (\$2.94 million maximum per proposal) or is there the possibility that one proposal for \$7.35 million could be funded?

A. OTDA is making approximately \$14.7 million in annual federal funds, \$73.5 million over 5 years, for the contract period October 1, 2014 – September 30, 2019. It is expected that half of the available funds (\$7.35 million) will be made available to regions outside of New York City with ‘one organization per region’ being funded. It is expected that the remaining (\$7.35 million) will be awarded to service providers serving the New York City Region. No one organization in any region will be awarded more than 20% of the total available funds.

42) In the section of the RFP that distinguishes allowable from unallowable costs for ‘Eat Smart New York cost per participant’, can you please provide some guidance on the definition of intervention costs’- what qualifies as an intervention cost and how should we calculate this total? And a related question- can you give examples of what qualifies as intervention activities’ for which the participant cost must not exceed \$200.00.

A. Allowable Eat Smart New York program activities for adults and youth are listed in Section 3, II A and B of the RFP. Applicants must detail a comprehensive, multi-level nutrition and obesity intervention that includes all the activities outlined in these two sections of the RFP. In line with other community interventions, intervention costs for SNAP-Ed participants should not exceed \$200.00 for each participant when analyzing the total intervention costs. Likewise the cost for anyone particular activity of the intervention also should not exceed \$200.00. Contractors proposing to spend more than this on an activity must provide justification and a request for approval. To calculate the cost per participant, take the total cost for the activity and/or intervention and divide by the unduplicated number of SNAP eligible individuals reached. Please refer to Appendix 8 for a listing of allowable and unallowable costs generally required to implement a particular activity and/or the intervention.

43) Can you advise as to whether it is acceptable to allow in our work plan/timeline for a ramp-up period (e.g. six months at the start for a more complex neighborhood SWOT (Strength, Weakness, Opportunities, Threats) analysis to inform project implementation) after the start of the grant period?

A. Applicants are required to submit as part of the application package a detailed needs assessment and program proposal that identifies the SNAP participants and eligibles in the region, and communities of the region, that have the highest need for Eat Smart

New York program activities based on poverty and obesity rates. Applicants must include demographic and health characteristics of SNAP eligibles in the targeted region, nutrition related behavioral and lifestyle characteristics of 'SNAP eligibles', and availability and gaps in service of other nutrition related programming in the region. Applicants must describe the extent to which the proposed project will positively impact the nutritional status and eating behaviors of the targeted population without duplicating existing programming. The program narrative that details the intervention approach and project activities will be based on the needs assessment. The needs assessment will identify the communities and target population in the region to be served with special focus on USDA core audience women with children in the household and youth participating in SNAP. Evaluation of SNAP eligibles nutritional and lifestyle characteristics in the regional communities being served is a necessary and ongoing component of successful program delivery and should be conducted no less than annually during the course of the contract term.

44) Are costs associated with exercise classes in the community allowable budget item?

A. No. USDA prohibits the use of federal SNAP-Ed funds for gym classes, gym memberships, trainers, gym equipment, or facilities.

45) Must each applicant propose to serve both adults and youth? Or can we propose to serve just one of these categories?

A. Applicants should submit 'one' proposal that includes comprehensive multi-level nutrition education programming delivered to both SNAP eligible adults and youth in a region.

46) Are the program manager and the program evaluator considered administrative positions using your definitions?

A. Any employee who is directly involved with providing the services to the client would be considered a Program cost. Any employee predominantly doing supportive or administrative functions would be considered administrative. The same employee may *not* be involved in both aspects of the Program. *ALL* costs, administrative or otherwise must be reasonable and necessary for this Project. For further information on acceptable and unacceptable costs, please see Appendix 8 of the RFP. See also the Cost Policy that has been posted to the OTDA solicitation page.

47) How do we calculate participant reach for environmental interventions?

A. Currently, we only collect process measures related to environmental activities as part of quarterly and annual reporting. The USDA Educational and Administrative Reporting system is undergoing review and recommendations have been made to capture state activity related to environmental, policy and system work.

48) Do the research objectives need to specifically evaluate the SNAP program guidelines or will they fund projects evaluating overall behavior changes in dietary and physical activity habits, BMI percentiles, risk factors for heart disease and diabetes etc.

A. Research objectives must specifically evaluate process and outcome measures that demonstrate the impact of the nutrition education and obesity prevention activities involving the use of USDA and OTDA approved evidence based curricula and Eat Smart New York programming for eligible adults and youth. Data collection related to medical nutritional therapy services, including the assessment of the nutritional status of patients with a condition such as diabetes or heart disease is unallowable.

49) Would dance classes taught at the school during after-hours be considered allowable and will this grant fund the dance instructors and teachers from the school to be part of the class? If we plan on using dance instructors as consultants and teachers from a local high school, will we need to complete an M/WBE Subcontractor Utilization Plan or Waiver?

A. USDA prohibits the use of federal SNAP-Ed funds for gym classes, gym memberships, trainers, gym equipment, or facilities. SNAP-Ed funds may not be used to pay dance instructors to teach a class or for teachers to attend a class. USDA only allows physical activity demonstrations. USDA states that physical activity education and promotion as part of nutrition education workshop may include provision of advice, demonstration that is 'instructional in nature', and nutrition education in order to encourage the SNAP-Ed population to engage in regular physical activity as part of a healthy lifestyle.

50) It looks like they will not fund meal preparation and complete meals to be served. They will fund food demonstrations. Is there any flexibility in how we can conduct the cooking classes as I wanted to work with the girls on how to prepare a healthy meal as well as recipe modification? We would also like to bring the girls into the hospital for pre and post testing and serve them healthy meals and give out recipes of dishes modified to be healthy.

A. Food demonstrations must be conducted 'as part of an approved education workshop or event' using one of the approved curricula. All food demonstrations are required to support one of the evidence based lessons using the approved curricula. These curricula have been determined to support NYS goals for the Eat Smart New York Program. All food demonstrations must be implemented in accordance with OTDA Eat Smart New York policy guidance for food demonstrations for workshops and events.

51) We looked at some of the programs with SNAP approved curriculum and activities and they look like they are good, but we wanted to evaluate the Health for Life program which has an addition of a social worker discussing behavior modification. Is it possible to combine some of their materials and guidelines with what we want to do with this project and use some of the Health for Life

materials which are evidence based? We are planning a longer period of intervention and a comprehensive follow-up to help modify behavior for a longer period of time.

A. No. Only the curricula listed in the RFP is approved for use with the Eat Smart New York Program.

52) Is there a maximum amount that can be requested for funding?

A. Eat Smart New York funding is limited. The applicant proposal should be cost reasonable and necessary to implement the required activities for the targeted adult and youth population in the region. No one organization in any region will be awarded more than 20% of the total available funds. OTDA reserves the right to negotiate with applicants the requirements of this RFP regarding the scope of work to serve the best interests of the state and to award grants based on geographic or regional considerations to serve the best interests of the state.

53) The RFP states a need for 1 F/T project manager—does this mean F/T employee for our site or someone dedicated to only this project F/T.

A. The project manager should be dedicated 100% to this project. This is a comprehensive multi-level and regional nutrition education and obesity prevention program. The project manager should have the experience and skills to oversee and monitor the regional intervention activities and to resolve any problems that arise during the contract period. The project manager is responsible for ensuring the staffing plan is sufficient for program operations. The project manager will interact with OTDA management regarding fiscal, personnel, training, reporting, program evaluation and all other decisions regarding the contract. The project manager will be the primary person with whom OTDA conducts all business.

54) Could you clarify what is specifically meant by a letter of Support from the Local Department of Social Services?

A. The Eat Smart New York program is a Supplemental Nutrition Assistance Program Nutrition Education and Obesity prevention program targeted to SNAP adults and youth. A letter of support from the Local Department of Social Services indicates that the department supports your initiative which will target SNAP and SNAP eligible adults and youth in the designated region. The letter may also indicate the departments' willingness to assist in making referrals to your program, educating SNAP applicants and clients about your workshops and events, providing space for workshops or events, and making nutrition education materials available to clients.

55) Are there any requirements on the number of youth that need to be involved in the program?

A. USDA states that SNAP-Ed programs should target women first, and then children in SNAP-eligible households participating in SNAP. Targeting SNAP-Ed to women and children captures a majority of SNAP recipients. The needs assessment should identify your target audience and, in turn, inform your proposed program activities.

56) What type of expenses would require that we complete an M/WBE Subcontractor Utilization Plan?

A. The following are examples of indirect services for compliance with MWBE subcontracting participation requirements: accounting, food services, office supplies, administrative expenditures, furniture, advertising, heating and cooling, publishing, building maintenance, indirect expenditures, rubbish removal, car rental, security and shredding services, cleaning supplies, janitorial services, subcontract services, copying, meeting space rental, tax preparation, electrical services, personal expenses, technical writing, equipment, outreach materials, training. More information is available at the MWBE certification directory link <https://ny.newnycontracts.com>

57) Cooking Matters of adults and Cooking Matters grocery stores are approved as written in the RFP. Would Cooking Matters for Teens and Cooking Matters for Kids be considered?

A. Currently, OTDA is asking for all providers to use the curricula listed in Appendix 4.

58) Can a portion of this contract be used to hire additional staff to provide the contracted services?

A. Yes. Applicants may subcontract specific components of the scope of work. Organizations proposing to sub-contract must identify the subcontracting agency, include the subcontracting agencies scope of work and budget at the time of application, and justify that all subcontracting work is reasonable and necessary for implementation of the program and does not duplicate proposed administrative or program functions. USDA requires that applications be comprehensive multi-level interventions and include evidence based programming targeted to both SNAP-eligible youth and adults. Applicants are strongly encouraged to apply as a consortium of providers with the express purpose of pooling resources to achieve the goals of this RFP.

59) Our agency is considering partnering with the NYC Department of Health and Mental Hygiene on the RFP. Could NYC DOHMH be eligible to participate in their RFP if it runs the Growing Healthy Children program?

A. OTDA is asking for all providers to use the curricula listed in Appendix 4. For work in child care centers, OTDA is requiring providers to use the NYS Eat Well Play Hard in Child Care Settings curricula.

60) Can we conduct programs at sites that previously received EWPHCCS, but will not be actively receiving it during the contract period?

A. Applicants proposing to work in child care centers must determine if the program is receiving EWPHCCS programming or is a champion center. Agencies should contact OTDA to determine if the center is currently receiving programming. It is the intent of this RFP to expand reach to SNAP and SNAP eligible households with children. Therefore, any centers who have never received EWPHCCS are a priority and should be targeted for services.

61) Can we work with WIC or Head Start audiences if programming is not conducted at their respective sites by inviting them to participate at another location?

A. Coordination with WIC and Head Start is allowable. Letters of Agreement between the lead agency and WIC and/or Head start for program referrals are required to attest that there is no duplication of services to the target audience or supplanting of funds. Eat Smart New York curricula to WIC or Head start audience must cover topics that have not already been covered by the WIC or Head Start nutrition programming. Eat Smart New York does not deliver nutrition education or obesity prevention information related to pregnant or nursing mothers, this is a WIC funded activity.

62) Can you define administrative costs specifically? Does this include program administration or rather administrative work?

A. Any employee who is directly involved with providing the services to the client would be considered a Program cost. Any employee doing predominantly doing supportive or administrative functions would be considered administrative. The same employee may *not* be involved in both aspects of the Program. *ALL* costs, administrative or otherwise must be reasonable and necessary for this Project. For further information on acceptable and unacceptable costs, please see Appendix 8 of the RFP. See also the Cost Policy that has been posted to the OTDA solicitation page.

63) Given this RFP is a five year renewable contract, please confirm that the submission due June 20, 2014 is for the contract period October 1, 2014-September 30-2015 and that the entire project plan description and related budget for this period only rather than for the entire 5 years.

A. Bids are for the five-year contract period, October 1, 2014 thru September 30, 2019. Because funding is currently available only for the first one-year term of this period, your Program Plan should reflect a one-year period. A detailed one-year budget for October 1, 2014 through September 30, 2015 is required, as is a projected five-year Budget Summary for the October 1, 2014 through September 30, 2019 period.

64) Maintenance expenses are listed but not clearly defined in the subsections. Please clarify what is allowable.

A. Maintenance expenses could include, but are not limited to, necessary repairs, computer and facility maintenance, and cleaning services. All of these expenses should be pro-rated across the contractor's different programs and only a percentage charged to this contract, based upon the percentage of labor that is dedicated to this program.

65) We assume that the Project Manager can be split across administrative and programmatic responsibilities. Please confirm.

A. Any employee who is directly involved with providing the services to the client would be considered a Program cost. Any employee doing primarily supportive or administrative functions would be considered administrative. The same employee may *not* be involved in both aspects of the Program.

66) An administrative assistant may be necessary and reasonable to facilitate the data entry of information collected from program participants to generate diagnostic reports for use in education of program participants. Is it anticipated that this position is entirely administrative or might there also be programmatic responsibilities?

A. Any employee who is directly involved with providing the services to the client would be considered a Program cost. Any employee doing primarily supportive or administrative functions would be considered administrative. The same employee may *not* be involved in both aspects of the Program.

67) When and how will applicants be notified that their proposals are accepted or rejected? When will the list of successful proposals be announced?

A. Any bidder who delivers their proposal in person may, on request, receive a receipt indicating the date and time that their bid was received. Successful bidders will be notified in September of 2014, as specified in the RFP. A list of awardees will be included on the OTDA procurement page after those awards have been made.

68) Attachment A1 NYS Master Contract for Grants is not provided. Will electronic version be made available?

A. The boilerplate Master Contract for Grants will be posted to the OTDA solicitation page.

69) Attachment A2 NYS Master Contract OTDA Specific Terms and Conditions not provided. Will an electronic version be made available?

A. The OTDA Specific Terms and Conditions will be posted to the OTDA solicitation page.

70) Attachment A4 NYS Business Form - is this the same document as Encouraging Use of NYS Business in Contract Performance?

A. Yes. One copy of this form should be included with (but *not* attached to) your proposal package. It is *not* considered part of the bid or part of the contract.

71) Attachment B2 referenced B4 Budget, which appears to be missing. Will an electronic version be made available?

A. A copy of Appendix B4 – Budget will be posted to the OTDA website. Contrary to what it says in the B2, a detailed one-year Budget as well as a five-year summary budget are *required* as part of your proposal.

72) The summary budget the personal services and the instate travel justification appear to be reference to the budget and only the travel indicates narrative should we include budget narrative and justification too?

A. Please ignore the budget summary, personal services and instate travel justifications that appear as part of Section 6 as they are incomplete and incorrect. You *must* use the full version of the B4 Budget that will be posted to the OTDA website (<http://otda.ny.gov/contracts/2014/SNAP-ED/>) The full version, including summary and justifications, must be used for the one-year budget proposal. The five-year summary page is all that is needed for the five-year budget proposal.

73) Is the Contractor/Subcontractor Background Questionnaire document required of the contractor and all subcontractors at the time the RFP is submitted or will these be submitted after the contract is implemented?

A. The Contractor / Subcontractor Background Questionnaire must be completed by all bidders, as well as all subcontractors receiving more than \$100,000 over the full five-year term of the contract. This document *does not* need to be completed as part of the bid process, but if a bidder receives an award, they *must* submit this document when they send their signed copies of the contract to OTDA, if not during contract negotiation. Any contract that is received by OTDA without the background questionnaire *will not* be processed until the questionnaire is received. As an alternative to the Questionnaire, bidders and their subcontractors are *strongly encouraged* to enter and maintain their Vendor Responsibility information on the online VendRep System maintained by the Office of the State Comptroller (<https://portal.osc.state.ny.us/Enrollment/login>) It is not necessary to submit the Background Questionnaire if a bidder or subcontractor is up-to-date and certified on the VendRep System.

74) The timecard collection system is set by Cornell University, the pay agent for CCE associations is an electronic Kronos system. Cost of the system is currently paid for by Cornell University. There will not be any charges for the software, hardware or use of the system to the grant. Will the grant cover the compensable

time for individuals on the grant to complete time recording and attestation required for payroll calculations?

A. Personnel entering timecard information is an allowable administrative cost. However, you may only charge for a percentage of the time employed in doing so that is commensurate with the percentage of time dedicated to this program. For example if a supervisor spends 25% of his or her time on this contract, the contractor may only bill for 25% of the time it takes him or her to complete their timecard entry and attestation under this contract.

75) Could further clarifications be provided as to the tasks associated with administrative functions vs. those that would be considered program functions, as one position will likely represent both categories?

A. Any employee who is directly involved with providing the services to the client would be considered a Program cost. Any employee doing supportive or administrative functions would be considered administrative. The same employee may *not* be involved in both aspects of the Program.

76) What does “settlement house” refer to?

A. A settlement house, also called a community or neighborhood center, is neighborhood-based organization that provides services and activities designed to identify and reinforce the strengths of individuals, families and communities. Varying according to the needs of their neighborhoods, settlement programs may include: job training and employment programs, early childhood education, after school youth programs, arts education and performances, computer labs, English-as-a-Second-Language and literacy education, citizenship instruction and legal counseling, mental health and home care, housing, senior centers and Meals-on-Wheels and other services. Many of these organizations keep the term ‘settlement’ in their organization name.

77) Given that the 40 activities/month/FTE nutritionists is listed under the Adult Program Activities Section that describes workshop, events, and food tastings, can we assume that the subsequent sections describing environmental strategies and social marketing would be provided with other staff?

A. Activities that are to be conducted by qualified nutritionists are outlined in Section 3 of the RFP and include: behaviorally-focused group education workshops and events that utilize USDA approved nutrition education curriculums and core messages consistent with 2010 Dietary Guidelines and Eat Smart New York goals; food demonstrations that promote healthy and economical food planning and purchasing, preparation, storage, and consumption; physical activity demonstrations that promote maintaining a healthy lifestyle and are low-cost, safe, and age-appropriate; at least two policy, system and/or environmental strategies to address barriers to making healthy food choices within a limited budget and/or choosing physically active lifestyles; after-school workshop using

USDA approved nutrition education curriculum, including food and/or physical activity demonstration; school assembly, school wellness fair, and/or health event(s) focusing on nutrition and obesity prevention; and school garden initiative to complement and reinforce allowable school based activities. Qualified nutritionists may also assist the agency with the training, management support, management, monitoring, and reporting relating to school teachers, administration and other subcontractor(s). A list of recommended policy, system and environmental activities is included in Appendix 7.

78) Will Section 3 II B.1 Youth Program group workshops and events count toward the activities/month FTE?

A. Yes. See above response regarding expected activities for qualified nutritionists.

79) Will Section 3.II.B.1 Youth Program Group Workshops and Events count toward the 40 activities /month/FTE? Will social marketing and media messages count towards this 500/month/region expectation? Because individual demographics are not collected for social media and marketing efforts, is it true that unduplicated counts across months are not expected?

A. Required activities for both SNAP eligible adults and youth are listed in Section 3 II A and B of the RFP. All applicants are required to submit proposals that will serve both adult and youth in a designated region through a 'combination of workshop, food demonstrations and events, and social marketing activities. All of the combined activities will count towards the 500 month per region expectation.

80) As new curricula are approved by USDA, can we utilize these in our Eat Smart New York adult programming? If so, will the same hold true for newly approved youth curricula?

A. OTDA will inform providers of any changes to allowable curricula during the contract term.

81) Are curricula that are not specifically listed in this appendix but are listed in the SNAP-Ed tool box approved for use?

A. No. At this time, OTDA is only using the curricula listed in the RFP.

82) Have evaluation approaches (tools and resources) for social marketing and media programming been defined? What limits are there on associated costs and use of a sub-contractor to conduct this evaluation?

A. OTDA does not have a statewide social media campaign. Media materials that have been developed by USDA for core messaging and Rethink Your Drink are approved for use without changes. Previously developed marketing materials are approved for use without changes. For evaluation social media and marketing activities, OTDA is only requiring providers to collect process measures regarding the type of communication [nutrition radio and/or TV PSA, articles, signage, or community event] and the estimated

size of audience reached using USDA approved estimation techniques [commercial market data on audience size, survey of target audience, visual estimate]. Social Marketing and media activities must be targeted to SNAP-eligible audiences.

83) Can approved adult curricula be used with older youth audiences, when appropriate or must all youth education be based on youth curricula?

A. The appendix includes several curricula that are targeted to older youth audiences. However, the approved adult curricula can be used with older youth when determined appropriate.

84) Section 3. III.A. 2 Our organization does not offer certified teacher as an acceptable credential for staff. Can certified teachers be employed by our organization to conduct classroom-based lesson delivery?

A. Organizations should work with eligible schools to determine an agreed partnership for delivery of nutrition education and obesity prevention intervention activities. Organizations are expected to deliver a comprehensive multi-level intervention that can include classroom based lesson delivered by a certified teacher using OTDA approved nutrition education. Arrangement with schools can be made informally using memorandum of understandings and letter of agreements, or formally using subcontracts. For all subcontracted work, USDA requires that the wages and benefits be computed on a reasonable hourly basis in accordance with the duties being performed. The lead agency is responsible for ensuring that time sheets are maintained for all persons working less than 100% of their time on SNAP-Ed. A teacher should record time on a time and effort and lesson log. The teacher will be compensated for the hourly time spent on this allowable activity. OTDA will provide a teacher lesson log and report template for classroom based nutrition education.

85) Please confirm that the expectation is that Eat Smart New York nutritionists will train teachers on use of approved curricula for classroom-based lesson delivery?

A. Qualified nutritionists are expected to provide training, management, monitoring and reporting related to the subcontractor, including teachers delivering nutrition education and obesity prevention activities in eligible schools, as well as, school administration, and other subcontracting organizations collaborating on the regional intervention.

86) Section 3 II. C states that Objectives must be written using S.M.A.R.T format. (See Appendix 4) Proposed objectives will become part of quarterly and annual reporting on program activities. For each objective, key measures and indicators of performance must also be submitted. (See Appendix 5) Key indicators should be directly related to curriculum and activities. Quarterly and annual reports will include 1) process data that assesses the quantity and quality of delivery of Eat Smart New York program delivery and 2) outcome measures related to program objectives to assess the progress in achieving Eat Smart New York goals.

Outcome measures must assess changes in behavioral determinants specific to intervention activities, such as knowledge, attitudes, intent, and behavior change of the population served. Organizations are responsible for documenting and evaluating the implementation and outcomes of their program services using validated and reliable data collection for process and outcome measures in accordance with USDA SNAP-Ed guidance. OTDA will provide templates and training for program reporting. Organizations are expected to work collaboratively with OTDA on all program evaluation activities. Based on this statement, a description of reporting procedures would be determined post award and therefore are not required in this proposal. Is this a fair interpretation of this statement?

A. No. All applicants are required to submit with their application a detailed project description which includes the type of activities for target audience, where and how the activities will be delivered, role of partner agencies to implement activities, projected number of participants by activity type and site location, number of workshops, number of events, social media and marketing activities, educational material and curricula to be used in workshops, curricula and materials to be used with food demonstration events at farmers markets and retailers, and the key performance measures and indicators you will plan to use for data reporting to determine that the program is meeting state goals and objectives. This information will form the basis of your quarterly and annual reports. Organizations are expected to work closely with OTDA on reporting. Training on reporting will be provided.

87) Are there any minimum qualifications for the Project Manager?

A. The project manager duties are listed in the RFP. The project manager should have the experience and qualifications to carry on the required duties outlined in the RFP on a regional basis.

88) What other majors might be substituted for the degree in Nutrition/Health Education/Public Health, for example others with background in nutrition (nursing, family consumer sciences/home economics, human ecology, etc.), or education/teaching (physical education, health, adult education, etc.), or disciplines with training in working with low-income populations (social work, social services, human development, etc.)? How might credits earned in nutrition/health education/public health count in lieu of a degree? How might other credentials, specialized training targeted to nutrition education to low-income audiences, or other such education count? What accommodations can be made for staff currently employed through our Eat Smart New York program and with a successful program delivery track record but not meeting the definition of nutritionist?

A. Organizations are expected to hire qualified nutritionists as defined in the RFP to deliver nutrition education. Employers may choose to offer tuition reimbursement to a qualified employee to finish their degree. However, this cost must be justified as a

necessary and reasonable cost and is solely dependent upon USDA approval. The criteria for approval are: there is a bona fide employer-employee relationship between the student and the institution for the work performed; the tuition or other payments are reasonable compensation for work performed and are conditioned explicitly upon the performance of necessary work.

89) What alternative credentials and experience might be used to attract/retain bilingual staff in high need areas, particularly given the historical challenges in recruiting such staff that are needed to provide nutrition education to the target population?

A. Organizations are responsible for hiring qualified nutritionists to deliver nutrition education. Nutritionists should have experience serving low-income and minority and/or bilingual individuals.

90) Section 3.III.A.2: Applicants proposing to work with youth are responsible for detailing a plan to hire or subcontract with qualified nutritionists, as defined above, and/or work with NYS certified teachers and school administration staff and/ or work with qualified community-based agencies with experience and skills delivering nutrition and/or health education to youth in school or after school setting. All staff must have experience in providing nutrition education to low-income and minority and/or bilingual youth. What does “qualified community-based agencies” mean?

A. A qualified community based agency is agencies which have experience working with SNAP and SNAP eligible target audiences and, as stated above, has the experience and skills delivering nutrition or health education to youth in school or after school settings.

91) As staff requirements are for credentialed nutritionist, which require continuing education credits to retain those credentials, will other trainings/professional development opportunities be an allowable expenses?

A. The definition of qualified nutritionists states that they may be an RD, but this is not required. USDA offers a variety of continuing education courses and certificates for nutritionists. However, any costs associated with continuing education credits or license fees are considered a personal cost and are not an allowable SNAP-Ed expense.

92) References are made to the behavior checklist questions and dietary recall, current tools used for Eat Smart New York that require the Web-based Nutrition Education Evaluation Reporting System (WebNEERS). Is it acceptable to propose the continued use of this program and related tools in the evaluation of direct education?

A. Organizations are responsible for documenting and evaluating the implementation and outcomes of the activity using validated and reliable data collection systems and measures in accordance with USDA SNAP-Ed guidance. All costs related to data collection and reporting should meet the USDA requirements for cost reasonableness.

OTDA data collection and reporting templates for Eat Smart New York have been developed using Microsoft Office Excel.

93) Collection of Eat Smart New York Performance Measures/Indicators Use the following template for planning and reporting on performance measures. This chart is not listed in required documents. Under which sections, if any, should this chart be included?

A. This chart has been used as part of State planning for the past three years. The template chart is in Appendix on SMART objectives, measures and indicators.

94) Appendix 8, Please provide a list of allowable/unallowable expenses for literature/materials/audiovisuals and gardening.

A. An updated chart of allowable vs. unallowable costs has been posted to the OTDA Procurement page (<http://otda.ny.gov/contracts/2014/SNAP-ED/>)

95) The definition of “indirect education” is not referenced in Appendix 10. Is the federal definition of “indirect education” - Indirect Education is defined as the distribution of information and resources, including any mass communications, public events and materials distribution that DO NOT meet the definitions of Direct Education or Social Marketing Campaigns. - considered acceptable for use in the proposal? If not, please define the meaning of “indirect education” for consideration in this proposal. <http://snap.nal.usda.gov/snap/EARS/FormFNS-759.pdf>

A. Direct and indirect are not actual activities, but rather terms used for reporting purposes in the USDA Education and Administrative reporting tool. OTDA will provide training on reporting to providers. Please refer to allowable program activities for adult and youth when preparing your intervention.

96) Is it required or expected that providers chosen for funding would serve a region or borough rather than an individual neighborhood?

A. Applicants must submit a proposal to serve an identified region in NYS.

ADDENDUM:

97) Are indirect costs allowable under the SNAP-Ed RFP?

A. No. Indirect costs are *not* allowed. As stated on Page 22 of the RFP, in order to control costs, *administrative* costs of up to 15% are allowed. These may *not* include indirect costs, and preference will be given to bidders who keep their administrative costs below 10%.

ADDENDUM #2:

98) It looks like Cooking Matters for Youth not allowed. Will OTDA consider allowing different curricula's in the future?

A. Perhaps. OTDA is committed to using the three 'evidence-based' curricula listed in Appendix 4, CATCH and Eat Well Keep Moving and Media Smart Youth. All of these programs have been designated in the USDA toolkit as 'evidenced based obesity prevention programs' and do not require OTDA to allocated resources for impact evaluation. In addition, for working with schools, OTDA is supporting the use of three USDA Team Nutrition strategies Dig In which supports school gardening activities and Nutrition Essentials and the Power of Choice for teens. (Please note, The *Cookshop* curricula is being piloted in NYS and was only designated as 'emerging' in the USDA toolkit. At the point in time when it is designated as research-based, OTDA will make training available.) USDA only designated Cooking Matters for Families and Cooking Matters at the Store in the USDA SNAP Ed toolkit. OTDA will continue to review curricula for use with Youth in NYS in partnership with USDA.

99) Must a proposer for the New York City area submit a proposal for *all* of New York City, or is it acceptable to just bid on particular counties or areas?

A. All of New York City is *one* designated region. All applicants are asked to submit proposals to serve a *region*. The needs assessment should inform program planning, regarding the level of services and target population reach within the region. Program planning should maximize reach within a region.

100) We are looking to utilize the Boys and Girls Clubs in our area. Are we allowed to apply on the Grants Gateway from one of these Boys and Girls Club?

A. Grants may not be submitted via the Grants Gateway. Please refer to the submission guidelines on page 4 of the RFP.