

## Nutrition Outreach and Public Education Program RFP

### Questions and Answers

Q1. Page 4, A. Purpose – All of the nutrition assistance programs mentioned in the RFP are federal *entitlement* programs with the exception of WIC. In the past, NOEP has been instructed not to conduct *outreach and education* for WIC, through subcontractors or at the statewide level, because of the risk of creating demand for the program that could not be met. NOEP subcontractors currently provide referrals to WIC for their clients. Does OTDA now want to include WIC in the nutrition programs for which NOEP, either through subcontractors and/or statewide, conducts outreach and education?

A1. The Nutrition Outreach and Public Education program, established under section 465 of the Social Services Law, is established to ensure maximum participation by eligible person in federal and state food assistance programs, including but not limited to special supplemental programs for women, infants, and children (WIC). It is expected that the contractor will work with OTDA and other state agencies involved in food assistance programs to identify need and high-risk areas and to coordinate efforts for nutrition outreach and public education.

Q2. On page 5, Part A, II, B. Available Funds/Award Amounts: it states that total funding represents approx. \$3,018,000 in State funding and up to \$3,018,000 in approved federal SNAP Outreach funding. Is it intended that the applicant proposes a budget that utilizes the entire portion of state funding (\$3,018,000) toward SNAP activities or should some portion of the State funding be appropriated for Child Nutrition activities which cannot be matched by federal SNAP Outreach funding?

A2. State funding is provided to the Nutrition Outreach and Public Education program activities to ensure maximum participation by eligible persons in both federal and state food assistance programs, including, but not limited to the Supplemental Nutrition Assistance Program (SNAP). It is expected that the contractor will establish a plan for outreach and nutrition education for all federal and state food assistance programs based on identification of need, high-risk areas, and coordination efforts with other agencies that administer federal and or state food assistance programs. However, only certain allowable administrative program costs, outlined in section IV A, are eligible for fifty percent federal reimbursement through the USDA SNAP Outreach Program and therefore, the amount of federal reimbursement available is dependent on the level of expenditures associated with this activity.

Q3. Page 9, II. A. Establish Priorities for Food Assistance Program Outreach – Will preference be given to applicants that establish priorities that maximize the amount of federal funds leveraged, by working on SNAP only, so as to get the highest federal match possible or will preference be given to applicants that propose to work on all the stated nutrition assistance programs?

A3. The Nutrition Outreach and Public Education program is established to ensure maximum participation by eligible persons in federal and state food assistance programs, including but not limited to SNAP, the School Lunch and School Breakfast

Program, the Summer Food Service Program, the Child and Adult Care Feeding Program, and WIC. The contractor will be expected to set annual priorities for food assistance program outreach and public education based on statewide needs assessment that identifies high-risk areas. It is expected that the contractor will coordinate with other agencies that administer food assistance programs in the state to identify annual need for program outreach and public education in high-risk areas and to coordinate statewide activities. Preference is not given to the maximization of federal funds leveraged.

Q4. On Page 13, Part B, VII Eligible Expenses: “Allowable expenses generally include: In-State Travel to carry out the project’s objectives. Can eligible expenses also include “Out-of-State” expenses as well? For example, for a NOEP-funded staff member to attend an out-of-state training opportunity provided by FRAC?

A4. No out of state travel costs shall be permitted unless specifically detailed and pre-approved by OTDA.

Q5. When reading page 15 of the RFP and following the instructions under Part C #1-General Instructions, the second paragraph explains the “Apply for Opportunity,” button and the “FORMS/SCREENS,” menu. We have not been able to locate any of this, and the screen looks different than the screen shot on page 38 of the RFP. Please provide guidance.

A5. Applicants are required to ‘login’ to the Grants Gateway in order to apply for the opportunity. To begin using the Gateway, click on the Grants Gateway Login at the top left corner of the Grants Gateway. Applicants should log in to the system using the grantee organization’s designated username and password. For further assistance applying for the grant opportunity using the Grants Gateway system, please refer to pages 46 – 79 of the grants gateway vendor user guide accessible via the web at: [http://grantsreform.ny.gov/sites/default/files/nys\\_grants\\_gateway\\_vendor\\_user\\_guide\\_v1.4\\_final.pdf](http://grantsreform.ny.gov/sites/default/files/nys_grants_gateway_vendor_user_guide_v1.4_final.pdf)

Q6. Page 16 instructs how to enter into the Personal Service screen. From here, there is a screen print on page 41, which says “3 of 12.” On the screen print, it says to indicate % funded, total grant funds, total match funds, match %, total other funds:

- A. Is % funded the % the employee/title is charged to NOEP?
- B. Is total grant funds the total salary that will be charged to NOEP, or only the state portion that will be charged?
- C. Is total match funds the total federal funds only, which would match the state funds?
- D. Is match % federal match percentage? In the case that the employee has some child nutrition duties, would you indicate less than a 50% match here, or would the amount go in “other” funds?
- E. Is total other funds the portion of the employee’s salary that is NOT charged to this grant?

A6. Please see the screen shot at the end of this document for further clarification of the below answers.

- A. % funded is the % time spent on all allowable Nutrition Outreach and Public Education activities listed in the RPF. The following definitions apply to salary detail: Position title is the title of the position; Annual salary per position is the annual salary of the position; Standard work week is the numbers of hours worked in a week for the position; Percent effort funded is the percent of time the person work on the Nutrition Outreach and Public Education program to earn the salary; Number of months is 12 for a person working full time earning an annual salary. For positions that are being partially supported with federal SNAP outreach funds, use the other column to indicate the level of funding applicable.
- B. The total grant funds is the total salary expended on the position for the Nutrition Outreach and Education program, and includes both state and other (federal reimbursement) funding.
- C. Do not use the match fund columns. Use the other column to list the portion of expenditures being supported with federal outreach reimbursement funding.
- D. For salary or other costs being supported with federal SNAP Outreach funds, use the other column to indicate the level of federal reimbursement being applied to support the expenditure. The SNAP Outreach program is not a match program; rather, it is a reimbursement program for allowable SNAP outreach activities and funding is conditional on the availability of federal funding. In the case of an employee who has some child nutrition duties, the proportion of staff expenditures that are only supported with grant funds should be listed under grant (state) dollars and the remaining proportion of activities that are paid for with a combination of federal and state would be listed in both grant and other (federal).
- E. Total other funds are the portion of an employee's salary that is being supported with federal SNAP Outreach funding for the purposes of this grant application.

Q7. Also referencing above, when entering into the Personal Service screen, there is a place to indicate "# in title." If there are multiple employees with the same title, but they make different salaries, have different percentages chargeable to the grant, and have slightly different duties, should they be listed separately and repeated with the specific information that relates to each? Or would this be a case where the "Personal Salary Services Narrative" would be used? Would seem difficult to do as far as amounts and percentages not being the same.

A7. Each title listed on the personal services screen should be unique. For employees with the same title, include a numeric value following the employee title. For example, if there are 2 positions for Outreach Services Worker, please label Outreach Service Worker 1 and Outreach Service Worker 2. The salary for staff should be commensurate with their duties and experience.

Q8. Page 16 instructs how to enter and explain fringe, but states that it "should not exceed the current NYS rate." Please advise if this document: <http://www.osc.state.ny.us/agencies/guide/MyWebHelp/Content/VII/9.htm> from the OSC is the correct, and most up-to-date, reference. If not, please provide guidance on where to find the "current NYS rate."

A8. Yes, the above site is updated with the current NYS rate as needed. This site lists the *state and federal* maximum. While OTDA *may* set a lower cap on individual programs, that is not the case with this procurement.

Q9. Page 16 gives information on what constitutes Contractual services. In the 2014-2015 NOEP budget, the "Contractual Services" budget line contains subcontractors only. All other contracted services, such as IT, web developers, auditors, etc. are contained in the "other items," budget line. However, from the description in the RFP, it seems that contracted services such as IT, web developers, auditors, etc. should now be included, along with subcontractors, in the "Contractual Services" line instead of the "Other Items" category. Please clarify.

A9. Correct. All costs for services rendered to the project under a contractual agreement should be entered on the contract budget lines. This includes any individuals or organizations external to the contractor which have entered into an agreement with the contractor to provide any services outlined in or associated with the contract and whose services are to be funded under the contract.

Q10. Page 16 gives .56 as the NYS mileage reimbursement rate for travel. Per our Personnel Manual, we use the federal rate, which is now 57.5 cents per mile. Do we have to go by the RFP or by what our agency uses?

A10. The new federal rate is \$.575/mile, NYS follows the federal rate and will be using \$.575/mile. The current state rate can be found at <http://www.osc.state.ny.us/agencies/guide/MyWebHelp/Content/XIII/4/C.htm>. This is the State maximum rate, and OTDA is not setting a lower cap for the purpose of this procurement.

Q11. On page 17, "Other- Administration up to 15% of the requested amount" is listed as if it is a budget line requiring a dollar amount for the response. However, it seems like the response should call for only a narrative explanation where we indicate personnel and fringe expenses that are administrative, as well as the other budget categories that comprise "Other-administration of up to 15% of the requested amount." If the form automatically calculates a total based on the prior budget lines, we are concerned that the amounts, if required, in the "Other – Administration up to 15% of the requested amount" would duplicate the salary and fringe as well as other amounts already calculated into the total from prior budget lines. Please confirm if the response for this line is a narrative response and not a dollar amount that would repeat salary and fringe, etc. information already given throughout the budget that indicates what titles, fringe, or OTPS are administrative.

A11. Administrative costs are limited to 15%. All salary and other administrative costs should be listed in the other category. Staff time on program and administrative is limited to 1 FTE and the portion of salary associated with administrative functions should be listed under 'other' and the remaining salary listed on the staffing page. For example, the salary costs associated with an Executive Director's administrative functions would only be included under "Other". For a program person who conducts 90% program activities as well as 10% administrative activities, the salary associated with administrative activities would be listed in the "Other" section. Non-salary administrative costs include costs associated with the preparation of program plans, budgets, and schedules; costs involved in the fiscal monitoring or; procurement activities; services related to accounting, management of property, payroll and personnel; costs for the goods or services required for the delivery of the administrative functions listed above, such as the costs for supplies, equipment, utilities, rental and

maintenance of office space; and contract costs for administrative functions should be listed in the “Other” section.

Q12. On Page 18, Work Plan Overview Form – “Based on ANNUAL perspective; complete the work plan for July 1, 2014 – June 30, 2015.” Should this actually read ...July 1, 2015 – June 30, 2016?

A12. Yes, the work plan included in the grant application should be completed for July 1, 2015 - June 30, 2016. The work plan is an annual document and will be updated each year by the contractor for the remainder of the contract term.

Q13. On page 23, please confirm the layout and that the funds are going in the proper columns:

- A. Public Cash- is this state funds that will be federally matched?
- B. Public In-kind- is this state funds that will NOT be federally matched? (ex: child nutrition)
- C. Private Cash- is this private funds that would be contributed toward the NOEP program if applicable?
- D. Federal- obviously the federal match.

A13. The ‘Federal’ SNAP Outreach Funds By Category form upload is required by USDA for SNAP Outreach state plan submission. This form should only be used for expenditures that an applicant is seeking reimbursement under NYS SNAP State Plan for SNAP outreach activities. All expenditures on the form must match the totals included in ‘other’ on the master grant application. The federal definitions for each column are as follows:

- A. Public Cash is the value of expenditures paid only with State and local tax revenue
- B. Public In-Kind is the value of contributions that are received by state implementing agencies or their subcontractors other than State and local tax revenues (Applicants should not list any value in this column)
- C. Private Cash is the value of expenditures paid with private cash contributions. This column represents expenditures supported with non-governmental contributions. An example is funds raised from fund raising activities.
- D. Federal is the amount equal to 50% of column (f) for those activities eligible for reimbursement under the SNAP Outreach Program.

For both forms, the total column should match the total column for other for all budget categories listed on the Master Grant Budget Application.

Q14. Are the required budget forms—page 23 and 24—in word format or excel, and do they have copy and paste capability?

A14. The forms are compatible with Excel and may be cut and pasted. When cutting and pasting the form to excel, the user will need to modify the cell width. Cell lines may also be inserted using the excel edit function.

Q15. Does the Staffing Detail form, page 24, include **all** staff charged to NOEP, including program and administrative as it has in the past (for purposes of submission to USDA), or it is only asking for “program” staff?

A15. The Federal Staffing Detail form is required by USDA for NYS SNAP Outreach state plan submission. Completion of the form is required for any staffing expenditures listed on the Federal SNAP Outreach Funds by Category for Federal Reimbursement Form. All program and administrative staff associated with the staffing expenditure listed on this form under (g) (personnel salary and benefits) should be listed on the Outreach Project Staffing Detail form. All fields on the form must be completed and a staffing narrative that details the job description for each staff title and the percentage of time allocated to program and administrative functions must be submitted.

Q16. Do the text fields in the online application have copy and paste capability?

A16. Yes you can copy and paste from both a word document, and from another application field.

Q17. Page 32 #13 - Responsibility Determination - references Attachment B5, in which we must submit a Contractor/Subcontractor Background Questionnaire. Please advise as to where we can find this.

A17. The Questionnaire should only be submitted if the contractor is not able to complete and certify their questionnaire on OSC's vendrep system - <https://portal.osc.state.ny.us/Enrollment/login?0> . Filling out the electronic version is preferred. It does not need to be submitted with a bid, it is only needed from the contract awardee.

Q18. Referencing above Attachment B5, very last page where it shows screen print of "pre-submission uploads" there are spots for forms to be uploaded, such as the MWBE forms, but there is no specific place that asks for the Questionnaire or Responsibility Determination. Please advise as to where in the application this questionnaire should be uploaded.

A18. If selected as an awardee, the Questionnaire would only be submitted as part of the contract development process if the contractor is not able to complete and certify their questionnaire on OSC's vendrep system - <https://portal.osc.state.ny.us/Enrollment/login?0>. Filling out the electronic version is preferred. It does not need to be submitted with a bid, it is only needed from the contract awardee.

Q19. As referenced on Page 35 b and c: Please advise as to where to find the latest version of the MWBE/EEO forms required for submission: OTDA Form 4938 and OTDA – 4937 (Utilization Plan). We want to make sure we have the proper version of these forms completed.

A19. The latest version of the MWBE/EEO forms can be found under the pre-submission uploads with the current version being 7/13.

Q20. Is there a template for the workplan? If so, is this an online form or a template to be uploaded?

A20. The work plan is not an uploaded document, but rather is part of the gateway application. OTDA has defined the Work Plan, Objectives and Tasks in Grants Gateway application and to access the work plan applicants should choose from the Forms Menu. For assistance in completing the work plan in the grants gateway

application, please refer to the NYS Grants Gateway Vendor User Guide (section 6.2.11) accessible via the web at [http://grantsreform.ny.gov/sites/default/files/nys\\_grants\\_gateway\\_vendor\\_user\\_guide\\_v1.4\\_final.pdf](http://grantsreform.ny.gov/sites/default/files/nys_grants_gateway_vendor_user_guide_v1.4_final.pdf)

Q21. Do statewide activities include subcontractor work such as application assistance and exhibiting on the local level? Are Statewide activities reserved for those activities conducted on a statewide level by Prime Contractor? Or do statewide activities include both?

A21. Statewide activities include activities conducted by both subcontractor(s) and the prime contractor.

Q22. The RFP reads, "Publicity includes, but is not limited to, news conferences, news releases, advertising, brochures, reports, discussions and/or presentations at conferences or meetings. The inclusion of our materials, our agency name, or other such reference to New York State and/or OTDA in any document or forum is considered publicity. News releases or any other public announcements regarding this project may not be released without prior approval from OTDA." Does this refer to the initial public announcement that the grantee has been awarded the contract, or does this refer to any mention of the program at any time during the contract term?

A22. This refers to any mention of the program at any time during the contract year. "In accordance with State Finance Law, OTDA will make the initial public announcement of awardees."

Q23. My organization is interested in playing a role, but we could not be the grantee. We are a food pantry that also does nutrition education and benefits access, including food stamps. We would be a good partner to do the education and outreach work in our community or a site for someone else to come to us to do the work. Will you be announcing the organizations who intend to apply? I'm not sure who the "nutrition intermediaries" are in NYS (United Way?), and I would like to reach out to potential applicants.

A23. OTDA expects to make an award announcement in April 2015. After such time, our office can refer you to the selected organization.

Q24. Can you specify for me the eligibility requirements for this grant. What constitutes a "tribal" organization. We are a not-for profit community based organization and are very interested in applying for this grant yet we want to make sure we qualify to apply.

A24. An applicant must be a NYS based not-for-profit organization, and should be able to demonstrate the ability to serve the nutrition outreach needs of the State directly and through subcontracting. To be eligible to apply for these funds, an applicant organization must be a not-for-profit organization and must be incorporated, a "tribal" organization that is not a not-for-profit is not eligible to apply. All not-for-profits are subject to the Prequalification Requirement in Grants Gateway.

Q25. The New York State Broadcasters Association (NYSBA) has a program that would allow a not-for-profit to use television and radio advertising in New York State and New York City, to reach the targeted population required in this Grant Opportunity, at an affordable cost. Am I correct in thinking that we could be sub-contracted by the winner of the Grant Opportunity to perform the outreach? Broadcast cannot be used to promote the Federal SNAP benefits...but can it be used within the New York State funding?

A25. The purpose of this procurement is to award a contractor who will then select their subcontractors. State funds can be used for media for non-SNAP Outreach (such as the School Lunch and School Breakfast Program and the Summer Food Service Program). State funds may also be used for media activities for SNAP with approval of Office of Temporary and Disability Assistance. In no circumstances can any portion of media development for SNAP be supported with federal funding. The award announcement will be posted to the OTDA website in April 2015, and unsuccessful bidders or those interested in subcontracting opportunities are encouraged to contact the winning bidder to explore subcontracting possibilities.

Q26. Is the grant money allocated to one organization?

A26. New York State expects to make a maximum initial award of approximately \$6.036 million in a combination of State and federal funds available annually to one statewide contractor for the purposes of providing nutrition outreach and education services designed to increase availability and utilization of federal and state food assistance programs.

Q27. We are applying in response to the Nutrition Outreach and Education Program RFP. The RFP guidelines state that three letters of support must be submitted with the application. However, though multiple staff members have explored the application in the Grants Gateway, none of us have been able to identify just how or where we should upload these letters. Could you kindly direct me to the place where these letters are to be uploaded?

A27. Attach letters of support to the ' Applicant Certification' ( Required Form) with a list of relevant grants awards and other funding sources administered by your organization as indicated in the applicant certification letter. Only 1 file can be uploaded per upload section and they need to be PDF files. Or, submit documents in hard copy to the contact listed on page 3, Section I.A of the RFP.

## Question 6 Screen Shots

Follow the instructions below. Always use the save button after each addition. To add a new staff person, use the add button and save after the addition.

SAVE
ADD
DELETE
ADD NOTE
CHECK GLOBAL ERRORS

**Instructions:**

1. Please complete all the required fields.
2. Select the **Save** button above to save your work frequently.
3. Once a Salary position has been saved successfully, select the **Add** button above to add additional Salary position.
4. Click Forms Menu to return to the navigation links.

### Salary Detail

In the Salary section only include staff positions related to the implementation and administration of the program. If Salary is not applicable leave this section blank.

**Details**

<b>Position/Title</b>	Outreach Worker 1	*
<b>Role/Responsibility</b>	SNAP Outreach	*
<b># in Title</b>	1	*

**Financial**

<b>Annualized Salary Per Position</b>	\$40,000.00	*
<b>STD Work Week (hrs)</b>	40.00	
<b>% Funded</b>	100 %	
<b># Months Funded</b>	12	
<b>Total Grant Funds</b>	\$20,000.00	*
<b>Total Match Funds</b>		
<b>Match %</b>	0%	
<b>Total Other Funds</b>	\$20,000.00	
<b>Line Total</b>	<b>\$40,000.00</b>	
<b>Category Total</b>	<b>\$40,000.00</b>	

[Click here to see a summary of the detail entered for this category.](#)

**CATEGORY TOTAL SUMMARY**

To view the staffing page, save. Then, click the category total summary box. You will be prompted to export to an excel document. Once in excel, you may adjust the cell width of each column.

Position/Title	Role/Responsibility	Number in Title	Annualized Salary Per Position	STD Work Week (hrs)	Percent Funded	Number of Months Funded	Total Grant Funds	Total Match Funds	Total Other Funds	Match Percent	Line Total	Category Total
Outreach Worker 1	SNAP Outreach	1	\$40,000.00	40	100%	12	\$20,000.00		\$20,000.00	0%	\$40,000.00	\$40,000.00