

Supplemental Nutrition Assistance Program (SNAP)
Nutrition Education and Obesity Prevention Program (SNAP-Ed II)
Responses to Questions

RFP Timetable

Q1. According to your timeline for providing responses to questions from potential applicants to this RFP there will be less than two weeks between the time that questions are answered and proposals are due. Is it possible to extend the deadline for submission of proposals in response to this RFP?

A1. Submissions are due May 24, 2019, 3:00 PM.

Available Funds/Award Amounts

Q2. Are you willing to consider granting an award over \$800,000 to a geographical area that would otherwise be applying as multiple regions? The SNAP-Ed region proposed has a large SNAP-eligible population, can the cost of the proposal exceed \$800,000? If a current and productive ESNY project submits a proposal with a budget that exceeds the \$800,000 award limit (page 7), will their proposal be considered or denied for this RFP?

A2. Yes. Applicants should submit a cost-reasonable proposal for the amount required to support the proposed program. While OTDA expects that the average award amount for Direct Service providers will be \$800,000, some awards may be for less and some awards may be for more, contingent upon the availability of additional funding, and the coverage provided by the applications received. In the event the amount requested by all selected organizations exceeds the amount available, OTDA will reduce the award amounts to stay within the overall funding limit. Necessary award reductions may be achieved by a proportionate decrease across all selected proposals, or by reducing the requested award amount(s) of lower scoring proposals.

Q3. Considering the staffing challenge of fully serving a dense urban area, and since the level of funding is restricted to \$800,000 (smaller than our contract as a current contractor), if we plan to serve 4 of the 5 counties making up New York City, would it be possible to file 2 separate applications, each proposing service for a region made up of 2 counties?

A3. No. Only **one** application should be submitted by the applicant agency for a cost reasonable amount to support the program and size of the region being served within the parameters of the RFP. OTDA expects that funding requests will be lower because under this solicitation, certain costs previously funded by contractors will now be funded at the state level, providing some administrative cost savings. Data reporting systems and social marketing represent large expenses that will be funded by the technical assistance contractor. For upstate, this solicitation does not prescribe the size of regions and it is expected that some larger regions will be reduced in size resulting in a smaller funding request to support these smaller regions. OTDA will define regions based on the applications received.

Q4. What percentage of the overall funding will be allocated to New York City? How many contracts are expected to be awarded in NYC?

A4. No specific funding amount have been allocated to any specific region. No specific number of contracts is anticipated for any region at this time.

Q5. Can organizations apply for more than one direct services funding award?

A5. No. Only one application per applicant seeking direct services funding should be submitted.

Q6. Are there any limits to pursuit of matching funds or additional funding sources.

A6. The SNAP-Ed RFP does not require matching funding. However, as funding is limited and designated for specific activities, applicant organizations are encouraged to seek non-SNAP-Ed sources of funding to support activities which this RFP may not fund.

Eligible Applicants

Q7. Are you willing to consider shared services between regions?

A7. Yes. Applicant agencies are encouraged to consider collaborating with other experienced providers using a consortium-based approach to serve a region. A consortium may include partnering with other providers in a region using a subcontract or leveraging resources through a partnership with another agency. When proposing a regional approach, program budgets should be carefully planned and include only cost reasonable expenses required to support delivery of the program in all counties covered in the region to be served.

Q8. Under "Qualifying Locations", it states "low-income schools" where at least 50% of children receiving free and reduced priced meals and summer meal sites. Our District has seven school locations and only one of the seven are over the 50% threshold. Are we still eligible to apply?

A8. SNAP-Ed can 'only' be delivered in the one school where at least 50% of the students receive free and reduced priced meals. While nothing prohibits a school district from applying r this RFP, it is recommended that a school district partner with an experienced agency that is able to deliver the full range of activities being sought by this RFP which would include delivering activities in a qualified school.

Q9. Our School district currently partners with OHM BOCES and we receive materials, equipment, etc. through the "Creating Healthy Schools and Communities" (CHSC) grant. I know that this grant through BOCES receives funding through SNAP already. Under "Ineligible Applicants", it states that "organizations currently in receipt of funding from the CHCS grant may not apply for this RFP". My question is would that make us eligible?

A9. No. Part A, Section G prevents duplication and supplanting of funding and activities within the SNAP-Ed Program. Organizations in receipt of SNAP-Ed funding through any of the programs listed in this section are **ineligible** to apply to 'add to this programming'. Therefore, a school district who is in receipt of Creating Healthy Schools and Communities funding may not apply for this contract to implement school-based policy, system, and environmental activities.

Q10. In what counties will OTDA continue to partner with the Office of the Aging to provide SHINE programming?

A10. SNAP-Ed targeted to older adults is currently operating in New York City, Chautauqua, Montgomery, and Franklin Counties.

Documentation of Need

Q11. How does OTDA define ‘unmet need’?

A11. An unmet need is a demonstrated need for nutrition education and obesity prevention for the SNAP-Ed target population, which has been identified through a valid and data driven based needs assessment. This would include documenting that a current SNAP-Ed program is the only nutrition education and obesity prevention program in the area and/or a lack of any SNAP-Ed or other nutrition program in the area to be served. The applicant agency is responsible for documenting that there is no duplication of service.

Participant Eligibility and Qualifying Locations

Q12. Is there a list of pre-qualified direct activity sites that can be shared?

A12. OTDA does not have a complete listing of the names and locations of qualified sites. However, state and county government websites often have a listing of agencies serving SNAP population.

Q13. Our primary target population is youth and young adults, age 16-24 and we serve grade school children in our Family Covenant permanent supportive housing program. Could we provide the Classroom-based/After-school youth education component (RFP p. 15) within our supportive housing program, as opposed to a school setting?

A13. Yes.

Q14. Could an applicant choose to focus on a certain sub-population within the scope of the RFP? For example, eligible people who also have disabilities?

A14. Yes. However competitive proposals will outline a comprehensive approach that addresses the needs assessment findings and proposes activities that have a ‘broad reach’ to more than one subset of the target population.

Q15. Regarding sites receiving other NYS and Federally funded nutrition programs –how often would approved MOA’s need to be updated and resubmitted to OTDA? Would Early Head Start be included in the Head start programming?

A15. Maybe. Head Start conducts its own federally-mandated nutrition education. Therefore, proposing to target Head Start locations does not meet an unmet need. On occasion, a Head Start agency will reach out to a SNAP-Ed contractor to conduct SNAP-Ed activities. In these

instances, an agreement is required to document no duplication of services. Agreements with partner agencies should be maintained on an annual basis. Documentation of agreements will be submitted annually with contract renewal. Agreements are maintained by the agency, not OTDA.

Q16. Given the programming with SUNY Colleges with food pantries, should Colleges be listed as a site location? Or, should these SUNY Colleges be included within the food assistance/food pantry site location?

A16. Yes. Based on Needs Assessment, applicant agencies can propose to work with SUNY College pantries. When proposing to work with an emergency food site, the applicant agency is responsible for documenting an unmet need and ensuring that there is no duplication of service.

Q17. Do Food Pantries fall into the qualifying locations?

A17. Yes. However, in NYS, SNAP-Ed in emergency food site locations is primarily implemented statewide by the NYS Department of Health. Through a needs assessment, agencies may determine an unmet need and identify emergency food sites that are not in receipt of nutrition education or obesity prevention programming. In this case, the agency is responsible for providing documentation for proposed location and service.

Q18. Priority Locations/ Farmers Markets – The RFP Direct Education Retail and Farmers Market Food Demonstration only allows programming at markets with high SNAP benefit redemption (pg. 15). Can qualifying locations include Farmers Markets in areas with high SNAP benefit redemption as opposed to high redemption at the markets themselves? (RFP pg. 11) Farmers Markets in areas with high SNAP recipients but low redemption can expand redemption rates through vendor and recipient education. Additionally, The PSE strategy Fruit and Vegetable Prescription Initiative allows agencies to request farmers market Fresh Connect SNAP incentives checks from OTDA regardless of the markets' existing redemption rate (pg. 18), educating all markets would be useful for program success. Do SNAP Authorized retailers need to be retailers with over \$50,000 in monthly transactions? (RFP pg. 17) Are smaller retailers within a high SNAP Population considered a qualifying location for this strategy? (RFP pg. 11)

A18. No. SNAP Ed activity not related to a PSE can only take place at markets that have in the previous year demonstrated sufficient level of SNAP-EBT transactions to justify staff resources and programming. OTDA provides historic SNAP-EBT Farmers Market redemption data to SNAP-Ed contractors each spring for planning purposes to assist with use in identifying Farmers Markets in the current season.

Q19. Can OTDA provide a current list of grocery stores with high EBT redemption so applicants are knowledgeable of allowable store sites? If not, where can this list be found?

A19. This information is not publicly available. However, applicants may reach out on their own to retail establishments to discuss the stores eligibility to participate. Please note that identification of stores is not required at time of application.

Q20. Loving Your Family Feeding Their Future is listed as an adult curriculum. However, on the USDA SNAP-Ed website it says this about the curriculum: In December 2014, the Loving Your Family Feeding Their Future initiative was replaced with MyPlate for My Family. Please visit the MyPlate for My Family page for updated materials. Are we to use Loving Your Family Feeding Their Future? If not could "Eating Smart Being Active" curriculum be considered?

A20. Yes. We are using the USDA updated Loving Your Family Feeding Their Future initiative now called MyPlate for My Family.

Q21. Regarding eligibility, youth in grades 1 and above are specified (p.11 and p.15). Elementary Schools in our region are K-5 or K-6 or K-2 and 3-5. CATCH (both CATCH in the classroom and CATCH Kids Club) are K-5 curricula. It will be challenging to work with waived elementary schools (School wellness PSE and Direct Services) and not include Kindergarten youth and teachers. Can we include K students and teachers when working in elementary schools? What flexibility is there to work with Kindergarten participants?

A21. Applicants who wish to propose serving kindergarten will need to demonstrate behavior change for both children and their parents in this age group. OTDA reserves the right to make the final determination regarding the age of the target population for SNAP-Ed youth activities.

Q22. Our organization has a formal partnership with NYC DOE whereby they provide high school and high school equivalency courses on site. Would this qualify as an appropriate setting for the classroom-based activities under this RFP?

A22. Yes.

Q23. How does NYC Department of Education's adoption of universal school meals impact SNAP-Ed site location eligibility?

A23. Youth, and their parents, in school districts eligible for and participating in the federal Community Eligibility Option, which allows for universal free meal service in high-poverty areas, are eligible for SNAP nutrition education and obesity prevention activities. These schools are also considered priority site locations for SNAP-Ed policy, system, and environmental program activities.

Coordination with Districts

Q24. What does the required coordination with the district office entail?

A24. Applicants are required to work with districts to target services to the SNAP population. A list of districts is available at <http://otda.ny.gov/workingfamilies/dss.asp>. An applicant agency will demonstrate agency management coordination with local social service districts to ensure the maximum number of SNAP recipients are reached. Examples of successful partnerships with districts include on-site lessons focusing on Eating Healthy on Budget at Public Assistance and SNAP orientations; arranging digital and web-based nutrition classes for SNAP recipients; coordinating referral of SNAP recipients to locally offered group classes and community obesity prevention events; arranging Cooking Matters Store tours for new SNAP recipients; and

providing SNAP-Ed nutrition education and/or social marketing materials for district offices. While working with Local Social Service District Office(s) is a required activity, applicant agencies will need to work with districts to determine the type of activities that will meet the goal of ensuring the maximum number of SNAP recipients are reached. Ideally, the letter of support will mention how your agency will accomplish this goal.

Q25. Besides the letter of support required from the local Department of Social Service district (Human Resource Administration in NYC), what other letters of support are needed and where in the proposal application template should they be uploaded?

A25. Only a District Letter of Support is required and it should be uploaded to the Grantee Document Folder. Additionally, applicants proposing to conduct services on Indian reservations must demonstrate that they have coordinated with local operators of the FDPIR regarding the need for services as part of the application needs assessment. In this case, a letter of support from an FDPIR operator would also be uploaded to the Grantee Document Folder.

Q26. Is the applicant **required** to facilitate nutrition activities **at** district SNAP offices?

A26. No, onsite activities at a district SNAP Office are not required.

Q27. How do applicants in New York City request a letter of support from the NYC Department of Social Services / Human Resources Administration?

A27. Please follow instructions on this link from the DSS/HRA website:
<https://www1.nyc.gov/assets/hra/downloads/pdf/business/DSSLetterofSupport>.

Program Activity Description and Requirements

Q28. Do we need to complete this form for each county in the region or is this form completed by only the lead county in the region?

A28. No. This form is completed by the lead applicant. Only one form is submitted per Direct Service applicant.

Q29. In section III. Program Activity Description and Requirements (p.13) it refers to Appendix 13. Should this be Appendix 18?

A29. Yes.

Direct Services-Program Activities

Q30. On page 15 in the Classroom-Based or After-School classes section states “all classes delivered in elementary school grades must offer one direct education class targeted to parent and/or caregiver”. Is this class required to be held at the elementary school, low-income community youth centers, after-school, and summer programs, meal sites, or low-income

housing (listed in this section) or could a class be held at another SNAP-Ed appropriate location, i.e. food pantry or public library?

A30. No. However, the location of parent classes for students receiving class-room based or after-school nutrition lesson should be located at a location most convenient to the majority of parents such as the student's school or after school location.

Q31. Our County has a high need based on its risk factors (highest obesity rate outside of NYC and every school district with over 50% free or reduced lunch) but a low population density (county population of 35,000). What types of education or educational approaches does OTDA propose an applicant provide to such a geographical area when there seems to be a preference in awards for large population centers in need? Or should education only be emphasized for areas with both high population and high need?

A31. All activities proposed must address the need of the target population based on the needs assessment. Applicants working collaboratively to serve a region will be able to effectively serve both high and low-population density areas with high-need target populations.

Q32. Do you have a guideline for a cost per participant that you are looking for or one that you consider to be too high?

A32. Yes. Historically, the cost-per-participant for direct education activities has been less than \$100. Applicants are expected to use a funding formula or cost per participant to plan for funds needed to support delivery of SNAP-Ed 'program activities' in their region. All costs should be reasonable and necessary.

Q33. Digital nutrition application/tools are listed as Indirect Education on p. 16 and digital and web-based nutrition classes on p. 12 of the RFP. Are there existing resources and tools that can be used? Can OTDA provide guidance on quantity and length of digital and web-based nutrition classes for SNAP recipients? Our organization is interested in participating in SNAP-Ed by providing the services listed on page 16, i.e., Indirect Education-Social Media and Digital Application/Tools. We have an abundance of skill and expertise that could be applied to providing this indirect education to SNAP-Ed eligible persons in our area and in fact, throughout the State with apps, digital photo receivers, social media, you tube videos etc. We have monitoring and evaluation tools and expertise to attend to all the requirements in that category. However, we can't see how we can participate.

A33. Under NYS SNAP-Ed, several digital nutrition education materials have been developed. These digital learning platforms were developed using NYS SNAP-Ed funds and will be made available to all contractors to provide to program partners serving hard to reach target populations. Expenses related to distributing these materials may include, but not be limited, to training, postage, surveys, and data collection. Unfortunately, this RFP does not provide funding to applicants interested in developing digital materials for SNAP-Ed.

Q34. Are the lesson food input items cost limited at 2% of the budget if they are required materials from an approved curriculum? Does this include costs for recipes associated with the Cooking Matters curriculum?

A34. Yes. Historically, participant food demonstration costs have been approximately 2% of programming for most of SNAP-Ed Programs. Applicants should provide a cost-per-participant formula that includes estimated numbers of person so to be served, number of activities, and associated food costs for samples only. Justification is required if costs for food demonstrations are expected to exceed 2% of the overall budget.

Q35. Can OTDA provide guidance or a list of low-cost and seasonal fresh produce for Retail and Farmers Market Food Demonstrations, on page 15?

A35. This information is publicly available from USDA. One example of such information is available at <https://www.ers.usda.gov/data-products/fruit-and-vegetable-prices/interactive-chart-most-and-least-expensive-fruits-and-vegetables/>.

Q36. For the past 4 years we have been using the Eat Smart, Being Active, evidence-based curriculum with comprehensive lesson plans that include all components of our core messages and physical activity. We have demonstrated successful outcomes. Is this something that can be included?

A36. OTDA reserves the right to determine what curricula to be use with its program. A curriculum request form is available on the website for applicants that wish to request permission to use a curriculum that is not currently approved for use in NYS. Preference is for all contractors to utilize evidence-based curriculum. When requesting to use a different curriculum, a request form with justification is required and approval is not guaranteed.

Q37. The SNAP-Ed Toolkit is being updated. Will additional curricula and tools that are included in this national toolkit be considered or approved at some point in the future for SNAP-Ed direct services and PSE programming?

A37. Maybe. OTDA reserves the right to determine what curricula and PSE programming included in the USDA toolkit will be used in its program. Not 'all' nationally used initiatives are used in NYS.

Q38. Which direct services staff are expected to attend annual training in Albany? Is there a limit per direct services contract?

A38. Training is most beneficial to the following Direct Service staff- Managers, Supervisors, Nutritionists and other individuals delivering direct service activities. Agencies may at their discretion determine who to send to training. Awarded applicants will receive notification of training, space allotments, and the agenda in October to allow for sufficient planning. There will be one annual in-person fall training at the beginning of each program year.

Q39. Could consideration be given to rotating the annual training around the state to share travel burden and expose contractors to other programs in different regions?

A39. Yes. However, the annual training has traditionally been located in Albany as a central location. Other trainings are offered regionally or via webinar.

Q40. Food Safety Training is listed as Professional Development Training in the chart on page 32. What guidance do you have for including this in the RFP? Will this be provided by OTDA or up to the lead?

A40. Provision of necessary food safety training for nutritionists or other staff conducting a food demonstration is a requirement of the applicant agency. OTDA does not provide food safety training.

Q41. On page 19, under Community Obesity Prevention Training, the RFP indicates that the goal of this PSE is to encourage partner agencies working with SNAP population to become role models and SNAP-Ed champions for change. Could these workshops at partner agencies count towards educator productivity?

A41. Yes. It is expected that a Nutritionist would conduct all the objectives listed in the Community Obesity Prevention Training listed in the PSE program strategies.

Q42. Social marketing is listed in the RFP as directives for both Direct Service and Technical Service applicants. Please clarify roles and responsibilities as to which social marketing tasks will be implemented by each. For example: Will the awarded direct service agencies independently maintain regional websites and social media pages like Facebook? Can two or more regions share a website and social media staff to maintain existing region identity? Can budgetary costs be shared? What is the expectation of coordination of the social marketing activities from Direct Service contracts and from the Technical Assistance Services contract?

A42. The technical assistance provider will be responsible for developing annual SNAP-Ed social marketing campaigns under the 'direction' of OTDA. Direct Service applicant agencies may set aside up to fifteen percent (15%) of their annual budget for select social marketing activities, including the distribution and placement of out-of-home products related to the campaign developed by the technical assistance provider. The NYS SNAP-Ed program will be phasing out individual program websites. Instead, there will be one SNAP-Ed website for the state. It is expected that the technical assistance provider will facilitate a statewide website as part of the first social marketing campaign. SNAP-Ed contractors will be provided a link to include on their organization website. Digital artwork for out-of-home will also be made available to SNAP-Ed contractors.

Q43. What is the ultimate vision for the social marketing campaign?

A43. Each annual social marketing campaign will use a public health approach to communicate one SNAP-Ed core nutrition message that will support the SNAP-Ed goals. A comprehensive social marketing approach to placement, working with SNAP-Ed contractors, will ensure reach to NYS SNAP Population.

Q44. The SNAP-Ed toolkit offers a variety of social marketing interventions to address healthy eating and active living with various populations. Several might complement or enhance the PSE initiatives listed in the RFP. For example, Harvest of the Month might complement School Wellness PSE and Champions for Change might complement Community Obesity Prevention Training. Please provide guidance around allowable social marketing interventions from the SNAP-Ed toolkit.

A44. Several campaign themes that support the goals of NYS SNAP-Ed are outlined in the SNAP-Ed Toolkit **and** the RFP, including Rethink Your Drink, Fun Food and Fitness, We can: Go, Slow, and Whoa!, Pick a Better Snack, Eat Together, Eat Better, and Harvest of the Month.

Q45. Given that formative research, design and development of the social marketing campaign are highlighted in steps 1-3 on p 22, what are the expectations regarding when and how the campaign would be rolled out?

A45. It is expected that there will be five campaigns during the five-year contract period. OTDA is interested in receiving proposals from agencies with experience developing and placing SNAP-Ed and/or obesity prevention social marketing materials, including social media and website material, that address the goals of this RFP. The applicant will also demonstrate relevant experience and capacity to implement this service and will include in their proposal how they would implement this deliverable.

Q46. To what extent is the social marketing budget/effort of the technical services contract expected to be directed/designed for social media?

A46. Past SNAP-Ed campaigns have been comprehensive, including TV, radio, website, and social media. As the budget allows, traditional out-of-home may also be included. A table showing the suggested breakout for the Technical Assistance Services Budget, which includes Social Marketing, is provided in Part C Section IV.

Q47. Are we still using the Eat Smart New York (ESNY) branding for our direct services, marketing and social media?

A47. Currently funded contractors may continue to use any remaining materials that refer to Eat Smart New York. However, it is the preference of USDA that state programs identify as SNAP-Ed programs. It is the intention of OTDA to create annual campaign themes under the SNAP-Ed program. Eat Smart may continue to be a tag-line as part of a broader SNAP-Ed social marketing campaign. Contractors receiving SNAP-Ed funding will be required to refer to all programming as SNAP-Ed.

Q48. Can a School Wellness PSE Program Strategy include Smarter Lunchroom? Can Smarter Lunchroom PSE strategy be included in a School Wellness PSE strategy, RE-AIM plan and logic model?

A48. Yes

Q49. Community and/or school vegetable and fruit gardens are not included as a PSE Strategy in the RFP. Can they be included as a PSE Program Strategy/ies? Can a School Wellness PSE Program Strategy include school gardens? PSE Strategy Farm to Worksite or Community Site – Are coordinated food boxes to come specifically from farmers? (pg. 18) Are community gardens allowed to be coordinated as well?

A49. No.

Q50. Is there an opportunity to implement PSE Strategies not listed in the RFP in the future with OTDA pre-approval?

A50. Not at this time

Q51. Current PSE strategies listed in the SNAP-Ed toolkit include School and Community Gardens, Nourish Your Neighbor Initiatives, and Farm to School or Harvest of the Month Initiatives, are not listed on pages 17-19 for PSE's. Can they be included as a PSE Program

Strategy/ies? Can the “Nourish Your Neighbor” materials be used as part of indirect social marketing to support healthy food choices at food pantries?

A51. School and Community Gardens and Nourish Your Neighbor are not allowable PSE or social marketing activities. Harvest of the Month may be used with schools as part of a campaign theme used in a coordinated school event.

Q52. Can OTDA provide guidance or recommendations for approval on items that are not listed in the nutrition reinforcements chart on page 16?

A52. No. Applicants may only purchase items from the approved list of allowable nutrition reinforcement items included in Part B, Section III, subsection C (2).

Q53. On page 6, the overarching goal of SNAP-Ed activities is stated. Would it be appropriate to partner with Department of Health to provide programming to low-income participants in Pre-Diabetes Education workshops, Diabetes Prevention programs, or any other prevention program for onset diet-related chronic diseases?

A53. Yes, coordination with providers who deliver diabetes prevention programming to implement allowable SNAP-Ed activities is encouraged. **However**, SNAP-Ed nutritionists may not deliver a diabetes prevention curriculum or provide medical services.

Q54. Are billboards and bus wraps included in social marketing as allowable expenses? On page 32, at the bottom of the table that describes operating expenses, the RFP references social marketing, placement out of home (no radio or TV). Would you explain what is meant by this?

A54. Yes. Contractor social marketing is limited to approved traditional out-of-home marketing placement. Social marketing activities will be coordinated by the technical assistance contractor and OTDA. Out-of-home media advertising focuses on marketing to consumers when they are "on the go" in public places, in transit and waiting in offices or retail settings.

Q55. As *Improving Food Resource Management* is a primary objective to improve population health, can PSE strategies for developing Healthy Pantries be considered in this Contract Cycle?

A55. No. For the purposes of this RFP, food resource management is defined as teaching SNAP Population how to use their food dollars wisely so they can provide healthy meals for their family on a limited monthly budget. Applicants serving adult populations should have knowledge and experience of the USDA thrifty food plan, SNAP benefits, and experience teaching food resource management.

Q56. Can Food Pantries fall in the ‘Healthy Retail’ PSE (The DOH Shop Healthy program does include Pantries in their initiative) if a broader pantry initiative is not applied?

A56. No.

Q57. Can a school CSA program be considered for the Farm to Community Site PSE? The RFP specifically states only 1) farmers markets and 2) food box. Can food box be used interchangeably with CSA or Farm shares that are also EBT eligible?

A57. Yes, facilitating CSA or farm shares for the SNAP Population is interchangeable with food box for the purposes of this RFP.

Q58. Does the PSE Strategy Farm to Worksite or Community Site only apply to coordinating new Farmers Markets, or can it be applied to existing Farmers Markets in areas with a significant SNAP population to allow them to accept SNAP benefits? (RFP pg. 18) Many existing markets are within areas with a high SNAP population, and would benefit from the objectives outlined in the strategy.

A58. This PSE Strategy is meant to coordinate a new market at a worksite, school, or other community site with a large SNAP population. It does not mean facilitating training for current markets to accept SNAP. This is the responsibility of the NYS Farmer Market Federation.

Q59. Would EBT machines for multiple vendor use, and property of the program be an allowable cost? (RFP pg. 30) PSE Strategy Farm to Worksite or Community Site identifies training and technical assistance to farmer related to obtaining Electronic Benefit Transfer (EBT) machines to accept SNAP as a key objective, this would allow more vendors at markets to accept EBT cards

A59. No. SNAP-Ed funds cannot be used to support SNAP Electronic Benefit Transfer machines. Per Part B, Section IV, Subsection A (3) contractors are expected to refer new farmers to the NYS Farmers Market Federation for training and technical assistance related to EBT

Q60. Can we bring in outside professionals to assist with training? For example, training of behavioral economics as it relates to PSE Strategy 1, and experts familiar with EBT machines for initial training in PSE Strategy 3? Will contracts need to be established within the proposal for this?

A60. Yes. Outside professionals may be arranged for as needed. The training being contracted for must be training that the applicant is not able to perform and which does not duplicate the responsibilities of other state and or federally- funded organizations who provide training. For example, training for Smarter Lunchrooms for a school would be allowable training to arrange, but training on EBT would not be allowed as this is already provided by the NYS Farmers Market Federation.

Q61. On page 19, under Community Obesity Prevention Training, the RFP indicates that the goal of this PSE is to encourage partner agencies working with SNAP population to become role models and SNAP-Ed champions for change. What guidance do you have for approved curriculum or activities that meet these goals? Our agency has hundreds of staff members who interface daily with community members who are also SNAP recipients. Can we propose a PSE initiative under "Community Obesity Prevention Training" that would train and educate internal agency staff? Is there a resource or training module that can be used? Or, does each project design their own? We did not find it on the SNAP-Ed Toolkit.

A61. This activity requires experience in communicating both nutrition and policy, system and environmental strategies to partner organization executive and program staff. Applicants may search the SNAP-Ed Toolkit trainings and webinars for examples of PSE trainings to priority site partner agencies. Contractors will be expected to develop their own SNAP-Ed Nutrition and Obesity Prevention trainings specific to the organizations they work with. Community Obesity Prevention Training focuses on providing nutrition education and obesity prevention training to

'external' partner agencies and local human services staff. Training of applicant agency internal staff, not associated with SNAP-Ed and who serve a SNAP Population, might be a component of a strategy depending on the role and function of internal agency staff and the goal, key objectives, and reach of this training.

Q62. On page 31, the RFP indicates that gardening is not an allowable activity. Most of the low-income schools we work with have school gardens. Would it be an appropriate use of SNAP-Ed funds for an educator to provide technical assistance and education for those schools seeking to provide garden-based nutrition education with students and/or parents?

A62. No.

Q63. Can OTDA supply a list of allowable farmers markets for program activities? If not, where can this list be found?

A63. USDA only allows OTDA to provide this information to contractors. Please note this information is not required at time of application. OTDA will provide this information to contractors as part of training.

Q64. Can we propose a PSE strategy that combines activities from the list of initiatives in the RFP or should we select one (or more) and implement them independently from one another?

A64. Each initiative is a stand-alone strategy and program reporting and monitoring will be conducted separately.

Q65. Will Food Pantry PSE and/or Nudges efforts no longer be permissible?

A65. Nudges may be used as part of a Smarter Lunchroom PSE activity.

Q66. Would we be able to work with NYS and FNS to receive approval to use Common Threads curricula for SNAP-Ed in NY?

A66. Organizations are responsible for working directly with FNS regarding requests for curricula review for inclusion in the SNAP-Ed toolkit. OTDA reserves the right to make curriculum selections from the SNAP-Ed toolkit to best meet the needs for its program.

Technical Assistance Services

Q67. What type of activities are expected of the Technical Assistance Service contractor to monitor program quality of Direct Service providers?

A67. None.

Q68. The social marketing campaigns, such as Rethink your Drink or I Choose 600! that OTDA has on the website cost multi-millions of dollars. With the funds made available, it isn't possible to pay for this size of campaign. Will the Technical Assistance Services contractor be expected to pay for a smaller such a campaign or is the responsibility to do the formative research and develop a large campaign that OTDA would then pay for?

A68. No. It is not expected that there will be smaller campaigns. OTDA is interested in obtaining the services of an organization that has developed and placed SNAP-Ed social marketing products. The research, design and development of these products can inform future statewide campaigns. Applicants with the experience with this process should submit a proposal and budget that fits within the parameters of the funding provided for this activity.

Q69. Are there specific requirements for social marketing portion of the contract regarding market/territory presence? Are social marketing efforts required to be in certain districts or can the technical assistance provider develop a plan to target certain geographic locations?" Also, are there budget allocation requirements for NYC vs. statewide social marketing spending?

A69. It is expected that the technical assistance provider will work with an advertising and marketing firm to place radio and tv statewide, both upstate and NYC, as well as develop digital platform including but not limited to website and social media. OTDA will provide the technical assistance contractor with direction for statewide placement and will be coordinating with other local and state media campaigns. There are not budget allocations for NYC and statewide.

Q70. What is the vision for communication channels between the technical service provider and the direct service providers? How does OTDA envision how the social marketing staff in the implementing agencies might interface with the agency providing technical assistance?

A70. The technical assistance provider will interact primarily with OTDA. The technical assistance provider will assist OTDA when communicating to direct service contractors on issues related to PEARS technical assistance and monitoring, civil rights and other training, and social marketing campaign materials. Communication channels will be a combination of verbal and written communication via phone, email, webinar, and in-person as determined by the nature of communication. It is expected that the technical assistance provider will communicate at the annual training the anticipated scope of work for annual campaigns. Once artwork is available, the technical assistance contractor can communicate using a combination of video conferencing, conference call, and email regarding the availability of campaign artwork and the rules of placement.

Q71. How do you see process and outcome evaluation being integrated into the Technical Assistance Services contract, given that PSEs are now included in the Direct Service contracts that are new to the state and have not had process and outcome evaluation conducted in these contexts? In addition to funds allocated in the Technical Assistance Services contract, what is the expectation beyond PEARS for Direct Services contracts, e.g. PSE efforts that are not well captured in PEARS?

A71. Current research has informed many of the tasks related to implementation of PSE activities. OTDA will continue to provide guidance to contractors on implementation. OTDA and its contractors work with outside organizations to conduct process evaluation. OTDA reserves the right to arrange outside evaluation of promising PSE activities. Contractors may also set aside a portion of their funding for evaluation of PSE activities.

Q72. Will ownership of the NYS PEARS system transfer from the current direct service contractor to the Technical Assistance Services contractor in the new fiscal year?

A72. PEARS is not owned. Rather, NYS has purchased a software license and entered into an agreement to use the system for federally required reporting. OTDA is seeking a technical assistance provider to assist NYS OTDA with the administrative task of maintaining the license

for OTDA and its contractors, facilitating annual payment, arranging for training for OTDA and its contractors, and other tasks as they arise.

Q73. On p 22 of the RFP (Part C) and on p 37 (Part C and D) describe the training expected of the Technical Assistance Services contractor. Who is to provide the training on RE-AIM and PSEs described in the Direct Services portion of the RFP, p 19?

A73. In the past, OTDA has worked with Cornell University to provide this training.

Q74. With modern technology providing electronic meetings that are both visual and audio, what possibilities exist for some face-to-face meetings being accomplished this way? This would be more efficient in terms of time and cost of travel and would provide the possibility of a greater number of team members being involved.

A74. The nature of the work will dictate the frequency and method of meetings required to accomplish all tasks and a combination of in-person, electronic meetings, and video conferencing may be used for communication.

Q75. During evaluating of social marketing activities, what is OTDA looking to measure? What are the social marketing campaign reporting requirements?

A75. Evaluation of campaign elements will include but not be limited to documenting population reach, analyzing message awareness, and determining intent to change behavior.

Q76. Are there specific requirements regarding market/territory presence beyond statewide guidance? Are Technical Assistance providers required to be in certain districts?

A76. Only one applicant will be awarded the technical assistance contract. This contractor will provide statewide services.

Q77. Does PEARS provide the ability to import existing information/data from other systems like Salesforce?

A77. No.

Budget

Q78. On page 28, advertising is listed as an unallowable expense. Please clarify what kinds of marketing expenses would count as unallowable advertising expenses? For example, are Facebook ads for marketing considered an allowable expense or unallowable?

A78. General agency advertising and/or public relations is not allowable. Social media as part of statewide social marketing for the SNAP-Ed program will be handled by the technical assistance contractor. Part B, Section V, outlines Direct Service contractor social marketing activities. Contractors will be allowed to place out of home materials related to statewide campaigns as part of this 15%.

Q79. How are we to calculate allocated costs (copier lease and maintenance, rented space and owned space, utilities and insurance)?

A79. For any budget category that is not 100% SNAP-Ed, the agency is responsible for using a standard prorated cost allocation methodology. All proposed rented space expenses must be cost-reasonable and within the average cost-per-square foot for the area. For owned-space, capital expenditures related to improvement or maintenance of the property are not allowed.

Q80. Will additional space needed for storage of teaching materials, quarterly bulk purchasing, and shelf stable food demonstration supplies be included in the Space/Property Rent in the Budget Section, page 31? How do we allocate costs for shared space?

A80. Yes. The applicant agency should include all 'necessary and reasonable' space costs for operating the program. Necessary and reasonable are defined as costs that without this funding the program could not operate. The space for storage of program documents, materials, supplies as well as shared space for staff activities, such as conference rooms, are considered necessary and reasonable space costs. Space justification must include the number of square feet, the cost-per-square foot, and the percentage of program time associated with the space. If the space is shared with other agency staff, proper cost-allocation of the associated space expense must be applied.

Q81. Are we to supply a one-year budget or multi-year budget?

A81. An annual (1-year) budget should be entered. The application will generate five one-year period budgets for the five-year contract term.

Q82. Data/reporting system, are those costs to be included in the Direct Services budget?

A82. Yes. However, OTDA will be fully funding the cost of web-based PEARS system for all data collection required for USDA mandated annual reporting. Access to PEARS will be provided to all Direct Service SNAP-Ed contractors through OTDA's technical assistance contract. Training for PEARS will be provided at no cost to Direct Services SNAP-Ed managers and nutritionists annually, and as needed throughout the year. Nutritionists and managers will be expected to use PEARS regularly, attend all trainings, and utilize PEARS for both annual reporting and USDA EARS reporting. Direct Service providers may include non-PEARS related expenses related to cost-reasonable and necessary data collection and reporting with justification.

Q83. Are there any earmarked COLA funds? How are increases in salaries and other costs allowed for in years 2, 3, 4 and 5?

A83. No. COLA funds are not included. However, Contractors will have the opportunity to modify their annual budgets at the beginning of each renewal period during the contract term. Each year, cost -savings realized may be reallocated. For example, some equipment purchases in year 1 will not be made in years 2-5 and this amount in the budget may be budgeted for a different purpose.

Q84. In the RFP it states that "Travel by taxi and ride sharing are not considered reasonable travel costs for ongoing direct service activities" - in the past we utilized taxis only for large events with a large volume of supplies to transport in NYC since staff do not own cars. Would large event taxi/ride share travel be acceptable?

A84. Yes, but only if a contractor demonstrates that other cost-reasonable travel options for business related activity including rental and public transportation were unavailable.

Q85. Will we need to take into consideration any travel funds for OTDA training the first year of the contract?

A85. Yes. All contractors will be expected to send appropriate staff to annual SNAP-Ed Training which will take place in the first quarter of each Federal Fiscal Year. This training will have mandatory workshops on civil rights, claiming, program reporting, program activity delivery, and other topics related to SNAP-Ed.

Q86. Can square footage of training areas (if needed for TA) be calculated into the space, if used? Would this calculation be prorated based on the square footage used during that particular month?

A86. Yes.

Q87. Our organization has a purchasing contract with Dell. With every computer, a 4-year full support warranty are purchased. Our Shared Business Network services Dell PCs. This may mean that some laptops might be more than a lower bid. Would this be acceptable?

A87. The organization's purchasing process should follow standard guidelines for obtaining three bids for equipment costing over \$5,000. Furthermore, OTDA must obtain prior Federal approval before the awardee procures or requests payment for such items. The amount budgeted towards the pre-agreement for the computers cost-allocated to the SNAP-Ed program are subject to MWBE assessment. Therefore, the amount for the computer and warranty will be included in the discretionary total subject to the applicable MWBE percentages. If other than the low bidder is ultimately selected, a statement must be provided as to why that vendor was selected. Factors that may influence selection are free delivery and installation, special features, better warranty or maintenance agreement, etc.

Q88. Are fees to make possible ACH or electronic payments to subcontractors an allowable expense? This would expedite submission of the next voucher significantly.

A88. Yes, this would be an allowable operations cost.

Q89. We are currently involved with an external process evaluation of our FVRx PSE project. We would like to have an outcome evaluation done of the FVRx project in year 2 or 3. Will that be an allowable expense?

A89. Yes. Contractors are allowed to set aside funds for external evaluation of PSE strategies. OTDA and USDA encourage this.

Q90. Do we need to include any funds in our budgets to support the PEARS data system access, maintenance, etc.?

A90. No. Cost for PEARs will be supported by OTDA as part of the technical assistance contract

Q91. Many of our Nutritionists are recent college graduates, comfortable with nutrition content but not necessarily with the facilitation skills needed to engage SNAP audiences. The facilitation

skills training at Cornell has been a meaningful training for Nutritionists and has expedited learning these skills. Is this two days overnight training an allowable expense?

A91. Yes. Contractors are responsible for maintaining a workforce that can deliver the services outlined in this RFP. Cost reasonable and necessary training is a necessary cost. All training costs should be justified with appropriate itemization of costs including estimated number of staff attending, training fee, and travel costs.

Q92. On page 19, under PSE Program Planning, the RFP indicates that all contractors will be required to use the RE-AIM framework and logic models to document planning and implementation of PSE initiatives as well as to monitor and determine the effectiveness of selected PSE activities. Should we budget for technical assistance for such activities?

A92. OTDA will provide training on PSE Program Planning and the RE-AIM framework as part of annual training. Two webinars are also available for free on the SNAP-Ed Toolkit under training webinars.

Q93. If food is provided by a contracted vendor, what type of expense is it categorized as? What is the methodology in determining that only 2% of the budget can be used on food?

A93. All subcontracts will be entered on the contracts page. The budget narrative for the contractor will provide the detailed cost of the food related services being provided. Historical 'average' food costs for the SNAP-Ed program were used as methodology. Applicants for SNAP-Ed funding should propose cost-reasonable food demonstrations expenses and justification for proposed expenses above the average.

Staffing

Q94. Do we need to complete a separate staffing plan for each of our subcontractors in the region or should one staffing plan be completed that includes both the lead county and subcontractor's total workforce in one document?

A94. An applicant only completes one staffing plan for the lead agency. If the applicant includes subcontracts in its budget, the supporting documentation will include a budget and budget narrative, including staffing plan, for each subcontract.

Q95. Are two separate ESNY regions allowed to share staff members – Project Directors, Nutrition Educators, Social Marketing Nutritionists, PSE activity coordinators, etc.?

A95. Yes. However, applicants proposing a consortium-based approach must designate **one** of the applicant entities as the **'lead'** for the consortium, and must include in the application a description of the roles and responsibilities of the lead applicant and each co-applicant. Formal contracts between the lead applicant and its members must be developed to outline individual responsibilities and payment terms. The consortium members must indicate unanimous understanding and commitment to program goals for the life of the contract. The applicant is the lead for the consortium and if funded will be the direct and primary recipient of the contract. The lead is responsible for the performance of the project, the appropriate expenditure of contract funds to all consortium members and all other obligations of a contractor. In general, the requirements that apply to a contractor also apply to the consortium participants

Q96. Is part-time staffing allowable?

A96. Yes.

Q97. In the past OTDA had a strong preference for SNAP-Ed staff/Nutritionists to be 100% funded by SNAP-Ed. There is no specific guidance on this in the RFP. Can Nutritionists and other SNAP-Ed staff be partially funded by other sources? What is the guidance on this, if any?

A97. Agencies should employ nutritionists who will be 100% funded by SNAP-Ed. Other staff required to support the program may be cost-allocated as necessary.

Q98. On page 20, under Social Marketing, the RFP indicated that applicant agencies may set aside up to fifteen percent (15%) of their annual budget for select social marketing activities, including development, printing and distribution of brochures, posters, newsletters for SNAP population. Should FTEs dedicated to social marketing be included in this expense category, in other words, do FTEs dedicated to social marketing count towards that 15% or are social marketing FTEs considered separate from that 15%?

A98. Agencies can set aside up to 15% of their annual budget for select social marketing activities, including the development, printing, and distribution of brochures, posters, newsletters for SNAP Population. They may also use this funding to place traditional out-of-home materials related to a statewide campaign. Artwork will be provided to all contractors and coordination of messaging is encouraged. Staffing is not included in this cost. Staffing will be proposed in the staffing section. OTDA will make the digital nutrition tools (Teaching Materials) available at the training.

Q99. Are there education requirements for nutrition assistants?

A99. No. OTDA only specifies education requirements for nutritionists teaching/delivering nutrition education as part of direct services. It is expected that all other staffing positions included in the proposal for direct services are required for the delivery of the proposed activities and that these positions are cost-reasonable and necessary. It is expected that compensation for all direct service positions reflect the position duties. Applicant agencies are responsible for determining the required education and experience for all other organization positions.

Q100. The definition of the job title "nutritionist" includes the statement: "...as well as other individuals with college level coursework in nutrition and/or other health education with training and experience to communicate nutrition and obesity prevention topics". Would successful completion of "Navigating for Success" (a comprehensive training program covering both nutrition content and educational methods to effectively engage limited-resource program participants) be considered college level coursework? "Navigating for Success" is an 18-unit research based nutrition education training curriculum developed by Cornell University faculty used to train frontline nutrition educators. The 18 units include a comprehensive introduction to nutrition across the life span as well as the related areas of food safety, food preparation, food resource management and physical activity. The units also include skills training for facilitating culturally diverse groups, adult learning principles, documenting and reporting on outcomes, and outreach and marketing.

A100. No. For this RFP, a nutritionist is an individual with at least an associates or baccalaureate degree in nutrition, dietetics, nutrition education, public health, health education,

nursing **or** an individual with 'other college degree' and equivalent coursework and experience that meets the requirement for nutritionist. A degree or credit is awarded to an individual who has completed coursework at a college or university with an accredited program. For example, graduates of a university nutrition science program provide students with education and experience related to nutrition, the influence of dietary patterns on health and well-being of individuals, and strategies for adoption and maintenance of healthy eating patterns. Navigating for Success is a training curriculum that organizations can make available to nutritionists who require additional training.

Q101. If a program lead is undergoing a Leadership change and currently does not have an Executive Director, will they lose points on their proposal? Are they discouraged from submitting a proposal?

A101. No. However, Part E, Section F, assigns points to organization's capacity and experience. Organizations without the capacity and experience to manage and oversee a large SNAP-Ed program are encouraged to partner with an experienced organization.

Q102. What is the guidance and expectation for the productivity standard of a full-time Nutritionist? A productivity standard for Nutritionist was clearly defined in the SNAP-Ed I RFP (40 events per month per FTE). Is there a standard that should be applied in this 5-year cycle? What guidance or expectation is there for Nutritionist productivity per FTE? Are activities tied to FTE's, and if yes, will the ratio remain 40 activities for 1 FTE?

A102. Applicant agencies are responsible for proposing the staffing structure that is cost reasonable and necessary to meet the needs of the proposed program. Part B, Section F assigns points for organizational structure that demonstrates organizations ability to achieve program goals. Historically, a full-time nutritionist is engaged in a combination of planning, delivering, and reporting related to direct, indirect, and PSE activities during a work week as assigned by a supervisor.

Q103. Please provide clarification on what the job responsibilities for data reporting staff (would this be an employee that inputs information into the PEARS reporting system)?

A103. PEARS is designed for direct entry of program data by the nutritionist delivering a program activity. Therefore, an agency may not require data reporting staff. However, PSE activities may require additional data reporting for planning, tracking, and evaluating activity implementation that goes beyond PEARS. In the staffing budget and narrative, agencies should include reasonable and necessary costs related to data reporting not related to inputting of data into PEARS.

Q104. For the direct services portion of the RFP, is there a required split for the program manager position between administration and programming regarding percentage of time spent on each area? If yes, how would you prefer to see that documented?

A104. A manager and a supervisor are considered 100% program funded positions.

Q105. On page 13, qualifications are defined for nutritionists. For staff dedicated to Social Marketing, for example, would a degree in communications, marketing or similar field be acceptable? For staff involved with Community Obesity Prevention Training, for example, would a degree in social work or human services be acceptable?

A105. OTDA only specifies education requirements for nutritionists teaching/delivering nutrition education as part of direct services. It is expected that all other staffing positions included in the proposal for direct services are required for the delivery of the proposed activities and that these positions are cost-reasonable and necessary. It is expected that compensation for all direct service positions reflect the position duties. Applicant agencies are responsible for determining the required education and experience for all other organization positions.

Q106. What is the role of direct education in waived schools? Should SNAP-Ed Nutritionists be teaching youth in classrooms? Or, should SNAP-Ed programs be working with classroom teachers to teach nutrition? Or, a combination of both?

A106. Class-room based or after-school classes are led by a certified teacher and/or nutritionist using an approved curriculum, including physical activity demonstration designed to meet the goals of the program.

Q107. The SNAP-Ed program assistant will track and monitor inventory, conduct program data entry, program copying, and handle SNAP-Ed related mail correspondence. As these duties are necessary for direct program activities to occur, would this position be considered personal services in the budget?

A107. No. This position is administrative as it is not involved with direct delivery of the program. Please note that data entry into PEARS will be responsibility of a nutritionist. Nutritionists will be provided data entry training and will be expected to enter directly into PEARS required SNAP-Ed data elements related to their activities. This policy is being implemented to ensure timely and accurate data entry. Supervisors and managers will be expected to review and monitor all staff entries. Data entry for school teachers would be an acceptable administrative task.

Q108. Can staff time be divided if applying for both components of the RFP (i.e. Project manager 50% for the TA application and 50% for the Direct Services)?

A108. Nothing prohibits this. However, applicants will be evaluated on both agency capacity and management team with regards to the ability to meet deadlines.

Application Format and Criteria

Q109. The RFP states that 5 points are given to a Regional Approach - For NYC applicants can we qualify for these points by describing the approach based on high need, high density populated areas rather than the quantities of counties?

A109. No. However, OTDA will be awarding contracts based on geographic location(s) or regional considerations to best serve the interests of the State, including awarding contracts to responsible entities that score fewer points than others, to maximize statewide coverage of geographic areas with high incidences of food insecurity and obesity-related chronic disease.

Q110. Will the proposals be evaluated more heavily based on geographical size covered, or qualified population density being pinpointed?

A110. Part E, Sections I-III, specifically outlines the evaluation process and criteria.

Q111. Section 2D in RFP states that a rate increase may be considered at each contract renewal date based on the availability of Federal Funds, contractor performance, activity expansion, and/or State needs assessment. Is this a separate proposal? What information is needed for this request?

A111. No information is required from the applicant at this time.

Q112. Should any of the direct program personnel, including Program Manager or any other position, need to have a portion of their salary calculated under administration? The RFP states: "This section should also include the cost reasonable annual salaries and corresponding full-time equivalent (FTE) values of other necessary program staff, including supervisors, nutrition assistants, communication, and data reporting staff", but doesn't talk about dividing any portions to the admin portion?

A112. It is preferred that nutritionist be 100% SNAP-Ed and not cost-shared with any other nutrition program to ensure that a program has sufficient staff to carry out duties. Salaries for SNAP-Ed staff that perform both program delivery and administrative functions should be cost-allocated between program staffing and administrative (other). Nutritionists who manage and supervise other nutritionists are considered essential program staff. Presidents, Vice Presidents, Executive Directors, Human Resources, Technology, Finance and Payroll, and all other positions not involved in the direct delivery of program are considered administrative.

Q113. What constitutes a disallowance? How can an organization determine the number of disallowances it has received?

A113. A disallowance is when an expense included in a claim for reimbursement has been removed because of the item not being an allowable expenditure. OTDA notifies all contractors in writing when a claim for reimbursement has been reduced as the result of an expenditure being disallowed. Therefore, a contractor would have a record of these disallowances.

Grant Application

Q114. Can the SNAP-Ed I RFP be used as a guide for other questions that may arise while completing proposals?

A114. No. Applicants should only use the SNAP-Ed II RFP to complete this application for funding.

Q115. When will we be able to access Grants Gateway template to begin entering our application?

A115. The application is currently available.

Q116. For some numbered questions, such as 1&2, 6&7, 10&11, 12&13, 16&17, etc.), they seem grouped together; however, both questions do not provide ability to upload or address in narrative. Thus, in example of item #1 Needs Assessment, is that just a Heading and then the narrative of Needs Assessment is to be included in #2?

A116. In the Grants Gateway application, the questions are divided into sections. The headings for the sections are numbered. These headings do not allow or require a response. Questions requiring a response explain the information that is requested, and provide an opportunity to enter a narrative and to upload documents.

Q117. When uploading documents, are those characters above and beyond the 4,000 limits of characters in narrative text? Are there word, character, or page limits for each question or entry in Grants Gateway?

A117. The response box should be used to answer all questions. The character limit is set generously at 4,000. Some responses may include a reference to relevant information. This information may be uploaded as documentation or evidence to support the answer. Any maps, tables, charts, reports, organizational charts, or other reference material that is uploaded should be referenced in the response section. Only relevant information that further supports and justifies the response should be uploaded.

Q118. Are there word or character counts for the elements to be uploaded in Grants Gateway? If so, what are the character counts?

A118. There is no word limit for non-required uploads. However, only relevant information that 'further supports and justifies' the response should be uploaded. Uploads are not considered a response by itself. Uploads should not be used to circumvent the character limits of the Grants Gateway!

Q119. What is the expected font style, size, margins and line spacing?

A119. There are no specifications for font style, size, margins or line spacing. Uploaded documents should be legible.

Q120. Is there a maximum number of attachments permitted as part of application?

A120. No. However, any material that is uploaded should be referenced in the response section. Only relevant information that further supports and justifies the response should be uploaded.

Q121. Are attachments only permitted for questions 9 & 13?

A121. No. Relevant attachments are permitted for all program specific questions. Attachments are specifically requested for questions 22 for direct service applicants and question 29 for technical assistance applicants. Attachments are recommended for the needs assessment as the application response box does not allow for tables or maps.

Q122. Will there be page or character limits set for the Proposal Narrative and application Work Plan Sections?

A122. The Work Plan Section allows for up to 6,000 characters total which is divided among up to 6 Objectives, 6 Tasks, and 6 Performance Measures. The maximum number of character for each is as follows, up to 250 characters for each Objective, 250 characters for each Task, and 500 characters for each Performance Measure

Q123. How will we upload documents that are not “fillable”?

A123. Fillable versions of all the required forms are available for download on the OTDA SNAP-Ed II RFP page here: <http://otda.ny.gov/contracts/2019/SNAPEDI/> .

Q124. How do we upload documents that are notarized?

A124. Notarized documents may be scanned and uploaded. To upload a document, click the Browse link that appears under the Question or Required Upload.

Q125. Are any letters of support requested beyond the required DSS and FDPIR? RFP requires these for Department of Social Services, we are clarifying if any letters are requested beyond this requirement. Where do letters of support get uploaded? About the MOA's described on page 11 of the RFP with other organizations that provide nutrition education, do these need to be submitted with the proposal? If yes, can you provide a template or language needed? If not and if awarded, we can supply these required documents.

A125. Letters of Support should be uploaded to the Grantee Document Folder. Do not upload the MOA's. These should be retained by the applicant agency.

Q126. Are there Excel spreadsheets provided that are downloadable and fillable? A detailed budget narrative is required, is a budget spreadsheet also required?

A126. In addition to filling out the budget in Grants Gateway, the applicant must fill out a separate Master Grant Template budget and upload to the grantee document folder. A blank copy of this fillable budget can be downloaded here: <https://grantsmanagement.ny.gov/system/files/documents/2018/09/expenditure-budget-enabled.pdf> A detailed budget narrative in Word format (not tabular) is required to be uploaded into the grantee document folder at the time of application. The budget narrative will describe in more detail the funding and formulas used to determine the amounts in the budget. The Grants Gateway does not have a budget narrative section.

Q127. In the Grants Gateway there does not seem to be a section to describe the Indirect approach - what section would be the best place to describe this programming?

A127. This RFP does not award separate points for the three available indirect activities. Indirect activities are supplemental to Direct Education and PSE activities. Applicants should discuss in the appropriate response how proposed indirect activities will support and reinforce proposed Direct and PSE activities.

Q128. Are logic models and Re-Aim frameworks required for submission for this RFP or are they only to be provided after the contract is awarded?

A128. No. Logic models are not a required upload for the grant application. However, an applicant may upload a logic model as additional relevant information that supports a response to a question related to PSE activity.

Q129. In the RFP on pp. 34-35, the Required pre-submission uploads are listed. In Grants Gateway it looks like additional documents are required to upload. What are the documents

required with application submission? Or, are documents provided by awardees after the awards are announced?

A129. All the documents requested in the Pre-Submission Uploads section of Grants Gateway are required uploads for all Direct Service applicants. Applicants applying for Technical Assistance only do not need to upload the SNAP-Ed Direct Service Project Description, but all other documents requested in the Pre-Submission Uploads section of Grants Gateway are required uploads. A complete list of attachments can be found in Part J – Attachments. The required attachments are listed in bold print on page 59 of the RFP. In addition to these attachments a District Letter of Support is required as per Part B Section II Subsection E.

Q130. I believe that this document Offeror's Acknowledgment of Understanding of Post-Employment Provisions isn't connected via the hyperlink associated.

A130. This link has been fixed.

Q131. Is a Funding Attestation Form required for proposed subcontractors that are currently in receipt of the Creating Healthy Schools and Communities grant? RFP requires this for contractors, we are clarifying that it is also required of subcontractors.

A131. A lead agency may not subcontract with an organization who is in receipt of CHSC funding for the purposes of implementing the same services. Subcontractors are subject to all provisions outlined in this RFP and a lead applicant is responsible for ensuring that they are not duplicating funding or services when applying for this contract.

Q132. Can further guidance be provided for attachments 10-22?

A132. Please refer to RFP which provides the definitions and instructions.

General Information for Successful Bidders

Q133. Regarding the statement in paragraph 1, page 44; "The OTDA will not be liable for any costs of work performed in the preparation and production of a proposal, or for any work performed prior to the formal execution of a contract." Does the section in bold mean that if the contract is not fully executed until sometime after October 1, 2019 we would not be compensated for work done on proposed deliverables starting on October 1, 2019? For those who are awarded a contract, from what date will reimbursements be allowed? From the start date of the contract or when the contract documents are fully executed or some other time?

A133. It is expected that a currently funded program who successfully bids on this RFP and is awarded continued funding will have an executed contract on 10/1/19 with no disruption in service. A new applicant who successfully bids on this RFP and who is awarded funding will assume all financial risk for services rendered prior to the formal execution of the contract. Once the contract is executed, the organization can submit a claim for allowable expense per the contract that were delivered during the contract period.

Q134. Currently we reimburse subcontractors when we are reimbursed by OTDA. This is critical for cash flow. Can the practice continue? Are we able to voucher for subcontractors prior to them receiving payment if it is stipulated in their contracts?

A134. These are reimbursement contracts. As such, OTDA will only pay vouchers for expenses already incurred by the contractor.

Q135. Can subcontractor bills be vouchered monthly?

A135. No. Contractors will be expected to voucher "at least quarterly." More frequent vouchers *may* be accepted, at the discretion of OTDA, but this will be on a case-by-case basis and should *not* be regular practice.

Q136. When submitting a Bid with a sub-contractor, is 15% of the budget allowed for administrative portion of the sub-contractor's budget? If yes, if the sub-contractor is operational locally in NYC but is headquartered out of state and their administrative expenses are connected to staff outside of New York, is this a problem for OTDA or Executive Order #38? The admin costs that would be included would be for human resources, information systems, non-fundraising or advertising support staff, etc.

A136. All subcontractors are required to comply with all aspects of this RFP including MWBE. Administrative costs include any position that is not related to direct programming. This includes executive staff, human resources, finance and payroll, IT and other staff not delivering direct programming. Applicant agencies are required to detail the nature of all subcontracts, including justification of services and cost-reasonableness of proposed work. All subcontracts are subject to the approval of OTDA. Advertising and fundraising are not allowable activities.

Q137. If selected as a provider, is there the possibility of receiving an advance on the contract award? If so, up to what amount?

A137. SNAP-Ed is a reimbursement-based program. SNAP funds are not eligible for advances.

Q138. Regarding Page 60 Contractor information, do we need to complete this form for each county in the region? Or is this form completed only by the lead applicant agency.

A138. Completed only for the lead applicant.

MWBE

Q139. For MWBE goals, other federal contracts state that the 30% either/or applies. Are we able to use the "either/or" or does this have to be 15%/15%?

A139. How the agency chooses to spend contract funds is at their discretion, if they meet the 30% discretionary goal. If there is a pre-agreement in place, then the amount applied to this item may be assessed by MWBE. The amount applicable to the item becomes an addition to the discretionary total. M/WBE items totaled at 30% = Discretionary total.

Q140. For the Technical Assistance RFP, do we need to include subcontractors under discretionary spending and include this in the calculation for MWBE or would this be exempt.

A140. PEARS would be exempt. All others would be subject to MWBE.

Q141. MWBE quarterly compliance report has a fiscal end of 3/31. Since the new contract would start in 10/1, would this impact the previous reports? Would we need to fill out the first 2 quarters as a "0", then start indicating our MWBE contractor and transactions starting 10/1?

A141. Reporting begins when the contract starts and subcontracts are paid. Once the contractor begins receiving contract funds, if no payments have been made to the subcontractors, then a report should read \$0.

Q142. Our organization is a certified non-profit organization (classified as a public charity under sections 501(c)(3), 509(a)(1), and 170(b)(1)(A)(vi) of the Internal Revenue Code). Pursuant to Section 6-129(q) clause 8 of the New York City Administrative Code, "agencies that shall not be required to apply [M/WBE] participation requirements" include "contracts awarded to not-for profit organizations." Does this statute of the New York City Administrative Code, which exempts Food Bank For New York City from the M/WBE participation goal in New York City contracts, apply for this RFP?

A. 142. New York State agencies and authorities are required to follow the State's policies and procedures pursuant to article 15-A of the New York State Executive Law and its implementing rules and regulations. Nonprofit organizations are not exempt from the MWBE participation requirements in NYS contracts and grants.

Q143. Can direct service providers be reimbursed for activities on a fee for service model that ties reimbursement to performance. Given our proposed number of direct engagements (1 participant per lesson/workshop) can we be reimbursed at an average cost per engagement?

A143. No. This is not a performance-based contract.