

IOWA DEPARTMENT OF PUBLIC HEALTH

DIVISION OF Health Promotion and Chronic Disease Prevention

REQUEST FOR PROPOSAL 58810023

**BASICS for Nutrition and Physical Activity
Iowa Nutrition Network**

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SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this Request for Proposal (RFP) 58810023 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicant to provide nutrition and physical activity education programs that serve Food Assistance-eligible audiences or individuals and families with incomes at or below 185 percent of poverty.

These activities relate to Healthy Iowans 2010, Chapter 13, Goal Statements 13-1, 13-4, 13-5, 13-6, 13-9 and Chapter 16, Goal Statements 16-1, 16-3, 16-4 and 16-10.

1.02 Project Period/Contract Term

The project period shall be from October 1, 2010 to September 30, 2011.

IDPH expects the contract period to be from October 1, 2010 to September 30, 2011.

The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.

1.03 Eligible Applicants and Service Delivery Area

Eligible applicants are non-federal public organizations or non-profit organizations that are able to provide nutrition education to Food Assistance participants or to target audiences that are likely to be eligible for Food Assistance. Eligible applicants must also be able to meet the local cost-share requirements as outlined in section 1.04.

Applicant is required to maintain and provide to IDPH, upon application, a current and valid email account for electronic communications with IDPH.

Venues that offer a likelihood of reaching Food Assistance-eligible audiences may include:

- schools with total participation rates of 50% or more in free or reduced-price meals
- child care centers serving low-income families, Head Start
- Summer Food Service Program sites
- congregate meal sites
- county Food Assistance offices
- public housing sites
- food banks
- job training programs
- community centers that serve low-income neighborhoods
- Storks Nest
- HOPES and HOPES-like programs for low-income families
- WIC clinics
- approved, high-volume grocery stores
(http://www.idph.state.ia.us/nutritionnetwork/community_basics.asp)
- census tract areas where at least 50 percent of residents have gross incomes that are equal to or less than 185 percent of the poverty threshold

IDPH primarily focuses education to low-income children and their parents with a secondary focus on older adults participating in congregate meals and mothers with young children.

Criteria for programs serving children 3 years of age through 6th grade (Children)

- 1) 50 percent or more of group participants must meet eligibility requirements of incomes at 185 percent of poverty or below. In a school setting, 50 percent or more of students must receive free or reduced priced meals.
- 2) Program must implement a plan to reach parents.

Criteria for programs serving parents in-home (mothers with young children)

- 1) Nutrition education should be a program enhancement, not a stand-alone activity. Nutrition education should be offered through programs that serve high risk, low-income parents and caregivers. The program must be broad-based, addressing a wide range of parenting skills, developmental milestones, and health education through a home-visitation program serving parents of children between the ages 0 to 5 years.
- 2) Greater than 60 percent of in-home visitation program participants must be 130 percent poverty or below or have a minimum of 75 percent of participants enrolled in the WIC Program.
- 3) Program must provide letter of support from local WIC agency explaining collaboration with the WIC agency and assurance that there is no duplication of education efforts.
- 4) Program located in a county offering the Family Nutrition Program or the Expanded Food and Nutrition Education Program must provide letter of support from local ISU Extension office explaining collaboration and assuring that there is no duplication of education efforts.

Criteria for programs serving parents at Storks Nest Programs or WIC Clinics

- 1) Programs serving WIC Clinics must provide letter of support from local WIC agency explaining collaboration with the WIC agency and assuring that there is no duplication of education efforts.
- 2) Programs serving Nest programs must provide written assurance stating a minimum of 60 percent of Nest participants are enrolled in WIC.

Criteria for programs serving older adults

At least 50 percent of older adults from each participating congregate meal site participating in Chef Charles have incomes at or below 185 percent poverty.

Criteria for nutrition education programs at retail stores

A list of USDA program approved high volume grocery stores is available at http://www.idph.state.ia.us/nutritionnetwork/community_basics.asp

Criteria for nutrition education programs at local Food Assistance offices

All food assistance offices are eligible for nutrition education.

The service delivery areas may be any local community, county or multiple-county area within the state of Iowa.

1.04 Available Funds

The source of funding is the United States Department of Agriculture (USDA), Supplemental Nutrition Assistance Program (SNAP) (Food Assistance Program in Iowa).

The availability of funding for this project is contingent upon a grant award to the Iowa Department of Human Services (DHS) and a subsequent contract with IDPH for SNAP-Ed under the direction of the USDA. IDPH will not execute a contract with an applicant unless and until IDPH receives an award of funds. USDA's Mountain Plains regional office has final authority for approval of applications.

Funding is not capped, nor is it competitive for the project period; however, IDPH, DHS and USDA have the right to determine if costs are allowable and reasonable.

Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

Local cost-share funding requirements based on organization structure:

Non-federal public organizations are required to provide local cost-share. A non-federal public agency is an organization of state or local government that is supported by funds derived from general tax revenues of a state, county or local government. Non-federal public agencies include but are not limited to: school districts, county extension offices, colleges, universities, and county public health organizations. Local cost-share must come from allowable nutrition education program activities funded by non-federal public funds. Local cost-share may not be used as match for any other federal program. Funding is subject to the applicant's ability to provide allowable cost-share. For every two dollars of allowable local cost-share, one dollar is available for reimbursement of nutrition education expenses. For example, if a non-federal public BASICS contractor generated \$10,000 of local cost-share, another \$5,000 would be available to the local project through federal SNAP-Ed funds for a total program cost of \$15,000.

A non-profit organization does not meet the definition of a non-federal public organization; therefore, local cost-share from a non-profit organization can not be used. However, a portion of allowable costs from non-profit BASICS contractors is reimbursable with federal funds. Allowable nutrition education goods and services that require a **cash** reimbursement may be charged as a cost. For every three dollars of allowable costs, one dollar is available for reimbursement of nutrition education expenses. For example, if a non-profit BASICS contractor has a cash outlay shown in a program account of \$15,000 of allowable costs, \$5,000 could be reimbursed through federal SNAP-Ed funds.

Time volunteered to a non-federal public organization to provide nutrition education is allowable as local cost-share as long as it is reasonable and necessary, the volunteer's wages are computed on a reasonable hourly basis at a rate commensurate with the duties being performed, time records are kept and the time is not used as match for any other federal grant. Non-profit organizations cannot use volunteer time for cost-share.

See the Supplemental Nutrition Assistance Program (SNAP) Education Plan Guidance for details on allowable costs in Attachment E or as available at the following link:
http://www.idph.state.ia.us/nutritionnetwork/community_basics.asp

1.05 Schedule of Events (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. IDPH reserves the right to change them.

RFP Issued	Date-Wednesday, February 24, 2010
Written Questions Due	Date-Wednesday, March 10, 2010
IDPH Responses to Written Questions Issued	Date-Wednesday-March 17, 2010
Proposals Due	Date-Friday, April 9, 2010
Issue Notice of Award	Date-Wednesday June 16, 2010

A. RFP Issued – February 24, 2010. IDPH will post the RFP on the IDPH Web page under *Grants, Bids and Proposals* link at: www.idph.state.ia.us. IDPH will email a notice of availability of funds to current program contractors. IDPH will send a copy of an RFP and to any person or entity which requests the RFP.

B. Applicant's Conference - An applicant's conference will not be held.

C. Written Questions Due – March 10, 2010. Written questions and comments related to the terms and conditions of the RFP must be received by Stacey Hewitt at the address below by March 10, 2010.

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building
321 East Twelfth Street
Des Moines, Iowa 50319 – 0075
E-mail: shewitt@idph.state.ia.us
Fax: (515) 281-3789

Questions or comments must be submitted by mail, by electronic mail or by facsimile. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

D. Response to Written Questions Issued – March 17, 2010. IDPH will prepare written responses to all pertinent and properly submitted questions and will mail the responses to all persons and entities on file as receiving the RFP. The responses will also be placed on the IDPH Web page. IDPH's written responses will be considered part of the RFP.

E. Proposals Due – April 9, 2010. **Proposals must be received by Stacey Hewitt at the address below by 4:00 p.m. (local time) on April 9, 2010.** This requirement is a mandatory requirement and will not be subject to waiver as a minor deficiency.

One (1) original copy of the proposal signed with non-black ink, three (3) additional hard copies and an electronic copy saved on a CD-ROM shall be submitted to:

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building - 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319-0075

Proposals received by IDPH after the stated due date and time will be rejected, returned to the applicant, and not reviewed by IDPH.

Electronic mail and faxed copies of the proposal **will not** be accepted. Applicants who choose to mail proposals must allow ample mail delivery time to ensure timely receipt of their proposals by IDPH. Postmarking by the due date will not substitute for actual receipt of the proposal by IDPH. It is the applicant's responsibility to ensure that the proposal is date and time stamped as received by IDPH prior to the deadline.

Any information submitted separately from the proposal will not be considered in the review process.

F. Release of Names of Applicants – April 21, 2010. The names of all applicants who submitted properly dated and time stamped proposals shall be released to all who have, in writing, requested such notification.

G. Notice of Award – June 16, 2010. The successful and unsuccessful applicants will be notified electronically via email from the IDPH contract administrator. A letter in PDF format will be emailed to the recipient email addresses listed on the proposal cover page. IDPH is not responsible for delayed receipts of notifications due to misspelled or invalid email addresses the applicant lists on the cover page. Recipients shall accept the provision of a read receipt to IDPH upon opening the email.

H. Contract Negotiations and Execution of the Contract – Following issuance of the notice of award, the successful applicant will receive a contract document. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

1.06 Inquiries

Technical assistance is available for program-specific components of the application. Contractors are encouraged to contact Christine Hradek at (515) 281-7096 with questions regarding program issues.

Resources including lessons and strategies are available on the IDPH Web site:
<http://www.idph.state.ia.us/pickabettersnack/default.asp>

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.07 Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event it becomes necessary to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

1.08 Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.09 Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its proposal after the submission time shall notify the Contract Administrator in writing.

1.10 Acceptance of Terms and Conditions

A. An applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

B. IDPH reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with that applicant. However, IDPH may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.11 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the applicant which are related to the preparation or delivery of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

1.12 Multiple Proposals

An organization may submit more than one proposal. However, only one award shall be provided to any one organization.

1.13 Oral Presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of IDPH. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

1.14 Rejection of Proposals

A. IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

B. Any proposal will be rejected outright and not evaluated for any of the following reasons:

1. The applicant fails to deliver the letter of intent if required by this RFP by the relevant dates and times stated in section 1.05.
2. The applicant fails to deliver the proposal by the relevant dates and times stated in section 1.05.
3. The applicant is not an eligible applicant as defined in section 1.03.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.

6. The applicant's response limits the right of IDPH.

7. The applicant fails to respond to IDPH's request for information, documents, or references.

8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.

9. The applicant initiates unauthorized contact regarding the RFP with a state employee.

1.15 Restrictions on Gifts and Activities

Iowa Code chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Subcontracts must adhere to the provisions of Section 5 of the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page at www.idph.state.ia.us under the *Grants, Bids and Proposals* link. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information must include:

1. The name and address of the subcontractor if known;
2. The scope of work to be performed by each subcontractor;
3. Subcontractor qualifications; and
4. The estimated dollar amount of each subcontract.

B. Current individual employees of the State of Iowa may not act as subcontractors under this contract.

C. The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

1.17 Reference Checks

IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information From Other Sources

IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

The contents of a proposal submitted by an applicant are subject to verification. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to section 1.14.

1.21 Bid Proposal Clarification Process

IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.

1.22 Waivers and Variances

IDPH reserves the right to waive or permit cure of nonmaterial variances in the proposal's form and content providing such action is in the best interest of IDPH. In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.

1.23 Disposition of Proposals

All proposals become the property of IDPH and shall not be returned to the applicant unless all proposals are rejected. In the event all proposals are rejected, applicants will be asked to send prepaid shipping instruments to IDPH for return of the proposals submitted. In the event the IDPH does not receive shipping instruments, IDPH will destroy the proposals.

If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked on as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant.

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible.

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Award Decision

Applicants may appeal the award decision by filing a written appeal to IDPH within 10 working days of receipt of the award decision in accordance with 641 Iowa Administrative Code 176.8(135). Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building-6th Floor, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.27 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

1.28 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

SECTION 2 – DESCRIPTION OF SERVICES

The U.S. Department of Agriculture, Food and Nutrition Service, and the Iowa Department of Public Health are committed to improving the nutrition and health of low-income Iowans. USDA administers the Supplemental Nutrition Assistance Program (SNAP). In Iowa, SNAP is known as the Food Assistance Program. The Iowa Department of Public Health is requesting proposals from community partners to deliver nutrition education programs to SNAP-eligible individuals and families.

In addition to the goal of reducing hunger and providing access to nutritious food, SNAP provides funding for family-centered nutrition education to improve the likelihood that SNAP participants and eligible, low-income Iowans will make healthy food choices and choose active lifestyles.

The 2005 Dietary Guidelines and SNAP-Ed Plan Guidance provide the foundation for the nutrition education goals and objectives included in this RFP. These program objectives support the Healthy Iowans 2010 nutrition objectives. SNAP-Ed will be known as Food Assistance Nutrition Education within Iowa.

2.01 Description of Work and Services

BASICS (Building and Strengthening Iowa Community Support for Nutrition and Physical Activity) contractors provide nutrition education to children, parents, older adults, and Food Assistance applicants at local Department of Human Services offices in qualifying, low-income venues and locations throughout Iowa.

Nutrition education must **focus** on the following SNAP-Ed behavior outcomes:

- 1) Eat fruits and vegetables every day.
- 2) Consume non-fat or low-fat milk products every day.
- 3) Engage in physical activity every day.
- 4) Balance calorie intake from foods and beverages with calories expended.

Contractors will be limited to nutrition education curricula listed in Attachment C to meet the SNAP-Ed behavior outcomes.

Target audiences include low-income children, parents, older adults, and Food Assistance participants at local Iowa Department of Human Services offices. Sites or venues for nutrition education must meet the qualifications listed in Section 1.03.

2.02 Objectives

A full description of program goals and objectives for children, parents, and older adults are listed in Attachment C. Contractors will select audiences to be served, and using Attachment F1 or F2, provide detailed responses about the selected audiences and the intensity of the planned nutrition education activities.

The necessary tools for evaluation and data compilation will be provided by the Department at the beginning of the project period. Contractors are required to administer evaluation surveys as directed by IDPH.

Contractors will be expected to make a personal contact with the DHS office in the contractor service delivery area.

2.03 Staffing or Personnel Requirements

There are no minimum requirements for staff qualifications. Education and experience in nutrition and/or education is highly recommended. IDPH reserves the right to request that contractors provide additional training to staff if a lack of competency is identified. Attendance at trainings/meetings offered by the Iowa Nutrition Network is strongly encouraged.

2.04 Budget

Two separate sections regarding reimbursement, one for **non-federal public organizations** (1a) and one for **non-profit organizations** (1b), are listed below based on organizational status.

Applicants must adhere to one of the two requirements below:

1a. Local cost-share for non-federal public organizations:

Non-federal public BASICS contractors are required to provide local cost-share as described in section 1.04 of this RFP. Local cost-share must come from allowable nutrition education program activities funded by non-federal public funds. Local cost-share may not be used as match for any other federal program. Local cost-share may include: staff time, office supplies, printing costs and food for tasting as described in the lessons.

Time volunteered to a public organization to provide nutrition education is allowable as match. The volunteer's wages are computed on a reasonable hourly basis. Time records must be kept and the time must not be used as match for any other federal grant. Time records must meet program requirements. Time records must be date specific, be identified by program title or code, be signed by the employee and verified by a supervisor.

1b. Reimbursement for non-profit organizations:

Non-profit BASICS contractors will be reimbursed for a portion of allowable nutrition education goods and services that require a cash reimbursement. One third of the actual cost of allowable nutrition education expenses is available for reimbursement. The non-profit BASICS contractor will be required to set up a separate accounting code and will be reimbursed for one third of the actual, allowable expenses only.

Both non-federal public organizations and non-profit organizations must adhere to the following:

2. Indirect Rate or Administrative Costs

Contractors may charge an indirect rate in accordance with their federally approved indirect cost rate agreement not to exceed 26% of the total contract amount plus match. For colleges and universities the off-campus rate must be used. IDPH reserves the right to negotiate the application of the indirect rate per individual contract.

In the absence of a federally approved indirect cost rate agreement, the contractor may charge an administrative cost not to exceed a maximum rate of 15 percent of the total contractual amount including match.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The contractor shall maintain documentation to support the administrative cost allocation. The department reserves the right to request the documentation at any time.

3. Travel

IDPH will not reimburse travel amounts in excess of limits established by Iowa Department of Administrative Services, State Accounting Enterprise.

Instate maximum allowable amounts for food are \$8.00/breakfast, \$12.00/lunch and \$23.00/dinner; lodging maximum \$75 plus taxes per night and mileage maximum of \$0.39 per mile.

See the table of allowable costs in Attachment D.

2.05 Program Requirements

1. Contractors are required to use Pick a **better** snack™ & **ACT** lessons and milk lessons for school-age audiences. They also must provide tasting opportunities. Lessons are provided by IDPH online.

<http://www.idph.state.ia.us/pickabettersnack/default.asp>

2. Contractors serving older adults are required to use Chef Charles newsletters and present lessons as outlined in the Chef Charles Instructor's guide.

http://www.idph.state.ia.us/nutritionnetwork/chef_charles.asp

3. Contractors serving preschool and in-home audiences will be limited to curricula approved by IDPH.

http://snap.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=3&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=0

4. Contractors serving high volume grocery stores are required to use Pick a **better** snack™ signage and conduct food demonstrations using Pick a **better** snack™ recipe cards provided by IDPH.

5. All contractors must agree to support the state effort to extend nutrition education into local Food Assistance offices. Each contractor is required to meet with local Food Assistance office staff a minimum of one time per year. Contractors conducting additional optional nutrition education at Food Assistance offices are required to use Pick a **better** snack™ & **ACT** signage and materials.

6. Contractors must implement evaluation as directed by IDPH staff.

7. Contractors will support the goals and objectives for each audience they plan to serve. These are provided in Attachment C.

8. Contractors will have representation at the BASICS contractor training held in the fall.

2.06 Contract Performance Measure

1. CRITERIA: Timely submission of the BASICS Incentive Report indicating the total number of months that nutrition education services were provided to approved audiences pursuant to the approved plan on file with the DEPARTMENT.
 - a. Projects that satisfactorily provide eight months of nutrition education services between October 1, 2010 and May 30, 2011 will receive an incentive of \$200.00.
2. MEASURES: Timely submission is defined as a complete BASICS Incentive Report received no later than August 15, 2011, 4:00 PM Central Time for all projects.

2.07 Required Reporting

Required Reporting

1. Expense reports and payment vouchers are due monthly to IDPH during the contract period.
2. Final year-end expenses are due November 15, 2011
3. Year-end report is due September 24, 2011, and shall include the following information (a form will be provided):
 - a. Unduplicated count of direct education participants – Food Assistance Program participants and non-participants receiving direct education
 - b. Age group of direct education participants- < 5 years, 5-17 years, 18-59 years, 60 and over
 - c. Ethnicity of unduplicated contacts – White, Hispanic or Latino, Black/African Americans , Native Hawaiian, Asian, Native American or other
 - d. Gender of unduplicated direct education participants
 - e. Number of direct education contacts by age and food assistance program status - a direct contact is a face-to-face contact, an educational class, or a one-on-one intervention. Each participant may have one or more contacts.
 - f. Number of direct education delivery sites by type of setting (schools, congregate meal sites, etc.)
 - g. Direct education programming format-number and length of sessions
 - h. Strategies used in social marketing campaign
 - i. Materials used for nutrition interventions
 - j. Success story

2.08 Technical Assistance

Technical assistance is available for program-specific components of the application. Contractors are encouraged to contact Christine Hradek at (515) 281-7096 with questions regarding program issues.

Resources including lessons and strategies are available on the IDPH Web site:
<http://www.idph.state.ia.us/pickabettersnack/default.asp>

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract. Any verbal information provided by the applicant shall not be considered part of its proposal.

SECTION 3 -- PROPOSAL FORMAT AND CONTENT

3.01 Instructions

These instructions prescribe the format and content of the bid proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to these requirements and proposal content may result in disqualification of the proposal.

3.02 Technical Requirements

A. Proposals must be typewritten and follow the format delineated herein. Photocopies or exact computer-generated replicas are permissible.

Aspect	Requirement
Font size	Proposal must be in a minimum of 12 points. A smaller font may be used for tables, figures or maps.
Margins	Must be a minimum of one inch on all sides.
Spacing	May be single- or double-spaced.
Header or Footer and Pagination	Insert a header or footer that identifies the applicant name and the RFP number. All pages are to be sequentially numbered at the bottom of each page, including the cover page, budget pages, tables, and appendices.
Footer	Applicant's name must be in the footer of each page of Attachment E1 or E2.
Copies and CD-ROM	Submit one (1) original application signed with non-black ink and three (3) photocopies. Submit a CD-ROM containing the final electronic copy.
Cover Page & Minority Impact Statement	The cover page and minority impact statement must be complete and contain <u>original signatures</u> in non-black ink to easily distinguish the original proposal.
Binding	Please use binder clips for each proposal. Do not use staples, special binders, dividers or face sheets.

B. Do not submit promotional materials. Promotional materials or items other than required by this RFP will not be considered during the review process.

C. Any information or materials submitted separately from the proposal will not be considered in the review process.

3.03 Proposal Content

All questions posed by the RFP shall be answered concisely and clearly. For the following sections provide each item, in the order listed on a separate sheet of paper or on the forms provided in the RFP as required in these instructions.

A. Cover Page: Identifies the applicant's legal name, federal identification number, and key contact information for the project. Complete required form –Attachment A following these instructions:

- Applicant - Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a "d/b/a" (doing business as), please include that in the legal name.
- IRS # - Provide the applicant's federal identification number.
- Applicant Address, Telephone and FAX – Provide information as requested.
- Executive Director Name and Email – Provide the name and email address of the individual who has overall responsibility for administering the program in which the entity is applying for the funds.
- Program Director Name, Email, and Telephone – Provide the name, e-mail address and telephone number of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.
- Fiscal Agent Name and Email– Provide the name and e-mail address of the individual with direct responsibility for fiscal management and expense reporting for this program.
- Total Funds Requested – Indicate the total amount requested. This amount must match the amount requested in your budget.
- Conditions/signatures – The person authorized to obligate the entity must sign and date in non-black ink to certify that the applicant is in agreement with the conditions listed.

B. Minority Impact Statement: Identifies the applicant's potential impact of the project's proposed programs or policies on minority groups. Complete required form – Attachment B following these instructions:

- Applicants must independently complete the "Minority Impact Statement" form by checking the box that most accurately reflects the proposed project programs or policies impact on minority persons.
- Describe the rationale or evidence for your choice in a brief narrative, as well as identifying the specific minority groups in which there is a positive or negative impact (if applicable) on the checklist.
- Sign the form and return it with the proposal or application.

C. Abstract

Include a one-page narrative describing each component of the proposed project.

D. Project Details (Use excel form: Attachment F1 for Non-federal public organizations or F2 for Non-profit organizations)

Follow the instructions below and as outlined in the attachment.

Project Narrative – 2011 narrative for project activities

1. Review the goals and objectives for each audience located in Attachment C.
2. For each audience served, place an “x” in the grey box indicating you agree to support program objectives specific to that audience.
3. Provide information requested for each audience served by your project. A separate page of information is required for each audience. The audiences include preschool children, children in schools, children in after school or summer programs, parents of preschoolers, parents of school-age children, DHS offices, grocery stores and older adults.
4. Children in preschools, children in schools and children in before-and after-school and summer programs: do not enter numbers in gray and black spaces. These fields will automatically calculate.
 - Name of school: enter the name of each school building served. If additional lines are needed, place cursor on the last available line on the spreadsheet, go to the “insert” menu and click on the “insert row” option.
 - Percent Free- and Reduced- Price Meals: enter the total percentage of children receiving free- and reduced-price meals. This information is available from school administrative personnel. (Include documentation from school on letterhead to verify percent free and reduced-price meals)
 - Number of classrooms participating: enter the number of classrooms **for each grade** by school.
 - Number of food tastings per classroom: enter the total number of food tastings per classroom per year. Minimum of three required in K-6 grades.
 - Total number of children: enter the total number of children for each grade in each school. Example: If Stowe Elementary School has 40 first grade students, then “40” will be entered.
 - Number of lessons per year per classroom: enter the number of nutrition education lessons planned for each grade at each school building. Include the lessons taught by BASICS nutrition educators and classroom teachers.
 - Minutes per lesson: enter the average number of minutes per nutrition education class. **Do not include travel or preparation time.** If significant amounts of time are required for travel and/or preparation, indicate this on the staffing budgets sheet under “Position Title.”
5. Parent Projects:
 - Identify three strategies to reach parents of school-age children. All contractors serving schools must complete this section.
 - If planning to serve parents in in-home visitation programs like HOPES or

Parents as Teachers complete the spreadsheet. In the “Name of Program” field, include the name of the program and the counties served.

- Complete Group Parent Education Table if planning to serve parents in programs such as the Storks Nest.

6. DHS Offices-BASICS **Contractors are required to meet with local Food Assistance staff a minimum of one time per year.** Insert an “x” in the grey box.

7. Grocery stores – If planning to provide nutrition education and signage at approved grocery stores with a high volume of Food Assistance transactions complete the spreadsheet.

http://www.idph.state.ia.us/nutritionnetwork/community_basics.asp

8. Older Adults-complete the spreadsheet for all locations providing Chef Charles. If additional lines are needed, place cursor on the last available line on the spreadsheet, go to the “insert” menu and click on the “insert row” option. Do not enter numbers in gray and black spaces.

- Minutes per lesson: enter the average number of minutes per nutrition education class. Do not include travel or preparation time. If significant amounts of time are required for travel and/or preparation, indicate this on the staffing budgets sheet under “Position Title.”

3.04 Budget

E. Budget: Staffing, Materials, and Summary

Two separate instructions, one for non-federal public organizations and one for non-profit organizations, are listed below based on organizational status

Non-federal public organizations (use excel forms - Attachment F1)

1. Staffing – 2011 Budget for staffing sheets

Provide the following for all paid and volunteer project personnel who will carry out nutrition education functions.

- a. Employer/position/title -Include statement of work listing SNAP-Ed job duties for each position. Group employees by employer.
- b. FTE's charged to SNAP-Ed – Include definition of FTE and basis for calculation.
- c. Description of job duties – Include percentage of SNAP-Ed time spend on management/administrative duties and time spent on direct delivery. Travel and classroom preparation time should be reported in the direct SNAP-Ed delivery column.
- d. Total SNAP-Ed salary, benefits and wages – Include state/other dollars (local cost-share), federal dollars, and total (State/Other + federal dollars). Estimated time and salary may be used for budget, but actual time and wage must be used for billing. Time volunteered to a public organization to provide nutrition education is allowable as match as long as it is reasonable and necessary, the volunteer's wages are computed on a reasonable hourly basis at a rate commensurate with the duties being performed, time records are kept and the time is not used as match for any other federal grant.
- e. Totals are linked to the BASICS budget summary sheet.

2. Materials – 2011 Budget for materials sheet (some materials are provided by the state office-bingo cards, scorecards, posters, some incentives)

- a. Indicate funding source if used as local cost-share or recipient if federal reimbursement
- b. List each item separately and provide detailed description of item. Note: IDPH may provide some nutrition education incentives based on a proportion of the total contract amount depending on the availability of funds. The contractor may want to include funds for additional incentive items.
- c. Show how total amount is distributed between local cost-share and federal reimbursement.
- d. Totals are linked to the BASICS budget summary sheet.
- e. See the allowable costs in Attachment E.

3. Budget summary – 2011 BASICS budget summary

Complete using the description of each line item.

- a. Salary/Benefits – Totals from the 2011 staffing sheet.xls are linked to the 2011 BASICS budget summary sheet
- b. Materials - Totals from the 2011 materials sheet are linked to the 2011 BASICS budget summary sheet.
- c. Travel – All allowable in-state travel costs for program staff including mileage to education sites, and mileage, hotel and per diem for BASICS contractor trainings.
- d. Indirect/Administrative costs – Refer to Section 2.04 for additional description regarding indirect/administrative cost requirements and restrictions. Indirect costs may only be charged by applicants having a current federally approved indirect cost rate agreement. If claiming indirect costs, a copy of the current agreement must be provided. Describe how these costs were calculated and include the calculations. In the absence of a federally approved indirect cost rate agreement, the contractor may charge an administrative cost not to exceed a maximum rate of 15% of the total contractual amount. The contractor shall provide documentation to support the administrative cost allocation. Administrative costs are subject to the approval of the Department of Human Services.
- e. Totals – The total local cost-share column and federal reimbursement column will automatically fill in.

Non-profit organizations (use excel forms - Attachment F2)

1. Staffing – 2011 Budget for staffing sheets

Provide the following for all paid project personnel who will carry out nutrition education functions.

- a. Non-profit organization/position/title -Include statement of work listing SNAP-Ed job duties for each position. Group employees by employer.
- b. FTE's charged to SNAP-Ed – Include definition of FTE and basis for calculation.
- c. Description of job duties – Include percentage of SNAP-Ed time spent on management/administrative duties and time spent on direct delivery. Travel and preparation time should be reported in the direct SNAP-Ed delivery column.
- d. Enter total SNAP-Ed salary, benefits and wages –Estimated time and salary may be used for budget, but actual time and wage must be used for billing. Reimbursable amounts will automatically be calculated at one third the actual cost.
- e. Totals are linked to the BASICS budget summary sheet

2. Materials – 2011 Budget for materials sheet

- a. Indicate non-profit organization project name
- b. List each item separately and provide detailed description of item. Note: IDPH may provide some nutrition education incentives based on a proportion of the total contract amount depending on the availability of funds. The contractor may want to include funds for additional incentive items. Reimbursable amounts will automatically be calculated at one third the actual cost.
- c. Totals are linked to the BASICS budget summary sheet.
- d. See the Food Stamp Nutrition Education (SNAP-Ed) Plan Guidance for details on allowable costs or Attachment E.

http://www.idph.state.ia.us/nutritionnetwork/community_basics.asp

3. Budget summary – 2011 BASICS budget summary

Complete using the description of each line item.

- a. Salary/Benefits – Totals from the 2011 staffing sheet.xls are linked to the 2011 BASICS budget summary sheet
- b. Materials - Totals from the 2011 materials sheet are linked to the 2011 BASICS budget summary sheet.
- c. Travel – All allowable in-state travel costs for program staff including mileage to education sites, and mileage, hotel and per diem for BASICS contractor trainings.
- d. Indirect/Administrative costs – Refer to Section 2.04 for additional description regarding indirect/administrative cost requirements and restrictions. Indirect costs may only be charged by applicants having a current federally approved indirect cost rate agreement. If claiming indirect costs, a copy of the current agreement must be provided. Describe how these costs were calculated and include the calculations. In the absence of a federally approved indirect cost rate agreement, the contractor may charge an administrative cost not to exceed a maximum rate of 15% of the total contractual amount. The contractor shall provide documentation to support the administrative cost allocation. Administrative costs are subject to the approval of the Department of Human Services.
- e. Totals – The total local column and federal reimbursement column will automatically fill in.

3.05 Proposal Checklist

Applicant is not required to submit the checklist with the proposal. The following items must be included in the proposal.

Proposal Checklist	Included
Proposal Cover Page (Attachment A - signed in non-black ink)	
Minority Impact Statement – signed in non-black ink (Attachment B)	
BASICS 2011 Project Abstract – one page	
BASICS 2011Application Forms (Attachment F1 or F2)- Project Details	
BASICS 2011Application Forms (Attachment F1 or F2)- STAFFING	
BASICS 2011Application Forms (Attachment F1 or F2)- MATERIALS	
BASICS 2011 Application Forms (Attachment F1 or F2)- BUDGET SUMMARY	
Federally approved indirect cost rate agreement (if applicable)	
Business Organization Appendix (see RFP Section 3.06)	

3.06 Business Organization

Attach the information required in this section as a Business Organization Appendix to the proposal.

- A. Identify the legal structure of the applicant and the state of incorporation or registration, if applicable. Provide evidence of an Iowa business license and any necessary applicable professional licenses required by law.
- B. Identify and specify the location(s) of the applicant's offices or other facilities involved in provision of services under this proposal.
- C. Describe the history of the organization and the organization mission and vision statements.
- D. Include a table of organization. Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services.
- E. Identify any established partnership relationships with the community.
- F. Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.
- G. Describe other similar contracts or projects currently undertaken by the applicant.
- H. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has defaulted on a contract. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- I. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has terminated a contract prior to its stated term or has had a contract terminated by the other party prior to its stated term. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.

J. Provide an audited financial statement for the preceding three (3)-year period. Nonprofit corporations whose previous funding level has not required an audited financial statement shall submit a year end operating statement and balance sheet for the preceding three (3) year period and a current operating statement in lieu thereof. Any applicant agency that currently holds a contract with the department and has previously submitted audit reports need not submit a copy with this proposal. Please specify in the proposal that audits are on file with the department

K. If contractor is including subcontractors in this proposal, provide information required by Section 1.16

3.07 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

SECTION 4 -- EVALUATION PROCESS AND CRITERIA

4.01 Overview of Evaluation Process

Evaluation of proposals submitted under this RFP will be conducted in four phases. Though applications are not competitive, they are reviewed for adherence to program requirements.

Phase I -- Technical Review: The first phase will involve a preliminary review by the IDPH staff of an applicant's compliance with the mandatory requirements for submitted proposals. Proposals which fail to satisfy technical requirements may be eliminated from the proposal review. These proposals will be returned to the applicant via United States Postal Service, first class mail. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.

Phase II -- Review Committee: Proposals determined to be compliant with RFP requirements will be accepted for the second phase of evaluation, which shall be completed by a review committee established by the IDPH. The review committee membership shall be determined by the bureau chief with input and oversight from the respective division director.

Phase III -- IDPH Review and Award: IDPH will consider the submitted proposals and the review committee's comments and recommendations. IDPH may also consider geographical distribution, budget information, any information received pursuant to sections 1.17 - 1.21 of the RFP, and any other information received pursuant to the procurement process. IDPH approved applications will be included in the Department's grant application to be submitted to Iowa Department of Human Services, Food Assistance Program. All applicants will receive written notification from IDPH regarding the final status of their application.

Phase IV -- The state plan for SNAP-Ed is then submitted to the USDA Mountain Plains Regional office. The USDA Regional office conducts the final review and grants approval of allowable nutrition-education costs. IDPH receives approval of the state plan from the Iowa Department of Human Services.

4.02 Proposal Review Tool

Please refer to Attachment D for the review tool that will be used to review all accepted proposals under this RFP.

SECTION 5 – CONTRACT

5.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page www.idph.state.ia.us under *Grants, Bids and Proposals link*. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$ 500,000, or if the contract together with other contracts awarded to the Contractor by the IDPH exceed \$500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

The Department requires Contractors to link with the local board of health when providing services supported by Department funding. In particular, Contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
- Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
- Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the Contractor and the board of health or by attending regular meetings of the board of health.
- Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
- Be active in the Community Health Needs Assessment and Health Improvement Plan process.
- Provide the board of health expert input on the services provided and how those services relate to; the health priorities of the community and health improvement plans to address those priorities.

The Contractor is expected to provide documentation of linkage efforts if requested by the Department.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

5.04 Contractual Payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one-months value of the contractual amount may be provided by the IDPH. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 1st, 2nd and 3rd months of service.