INTRODUCTION

The Pennsylvania Department of Human Services (DHS), through a Management Entity (ME) at The Pennsylvania State University (PSU) invites public and private agencies and organizations that offer nutrition education activities for eligible audiences to submit a Pennsylvania (PA) SNAP-Ed proposal. PA SNAP-Ed funding is from DHS, which administers Supplemental Nutrition Assistance Program (SNAP) in the Commonwealth of Pennsylvania; PSU manages the Commonwealth's SNAP nutrition education plan (SNAP-Ed). Agencies and organizations with accepted proposals are known as PA SNAP-Ed Local Partners (LP); the ME compiles accepted LP proposals into a coordinated state plan for DHS to submit to the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA).

LPs are reimbursed for costs expended on allowable, approved nutrition education and policy, systems, and environmental (PSE) change intervention activities for individuals or families currently receiving or eligible to receive Supplemental Nutrition Assistance Program (SNAP) benefits. Eligible audiences also include those in which at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements.

Specific information about scope and nature of SNAP-Ed activities can be found in the FNS SNAP-Ed Plan Guidance and other national SNAP-Ed resources, such as the SNAP-Ed Toolkit, the SNAP-Ed Evaluation Framework and Interpretive Guide. SNAP-Ed focuses on basic nutrition and healthful eating, not medical nutrition therapy. The goal of the national SNAP-Ed program, as noted on page 5 in the FY 2019 FNS SNAP-Ed Guidance is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

To meet this goal, FNS calls for the use of science-based, behaviorally-focused interventions that address a limited set of key outcomes. Interventions must be evidence-based and evaluated as meaningful to the target audience with impact on behavior. SNAP-Ed activities must be compatible with the most recent dietary information and recommendations outlined in the 2015 Dietary Guidelines for Americans and MyPlate. In addition, PA DHS encourages that SNAP-Ed reach as many eligible SNAP pariticipants as possible across all 67 counties in the state in both rural and urban locations.

PROPOSAL PREPARATION

Applicants must follow the proposal guidelines as described here and in the application materials. Failure to do so may preclude inclusion in the PA SNAP-Ed Plan.

Proposals will be assessed on several metrics, e.g. cost/participant and allowable costs, intervention strategies, reach and service area, and soundness of evaluation plan. Returning partners will also be assessed on administration of Plans previously accepted and approved by USDA FNS. Metrics that may be considered include actual costs, percentage of budget spent, percentage of proposed participants and service area reached, and percentage of evaluation plan completed.

Applicants may be instructed to adjust their proposed budget during the review process. Budget adjustments will be informed by the proposal assessment described above. Proposal acceptance is predicated on three requirements: (1) eligible target audience, (2) nature of the proposed Statement of Work, and (3) availability of USDA funds.
(1) Eligible Target Audience
Eligible audiences include individuals and families currently receiving or eligible to receive SNAP benefits. Audiences may also be eligible for SNAP-Ed if at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements, such as U.S. citizenship and non-incarcerated status.

Review FNS SNAP-Ed Plan Guidance and Program Delivery Sites Report Instructions carefully before continuing with the RFP to ensure audience eligibility. Applicants must qualify locations and audiences for SNAP-Ed as part of the proposal.

(2) Nature of Proposed Statement of Work
PA SNAP-Ed is organized into three life-cycle specific projects (Adult/Senior, Schoolage, and Preschool) with corresponding objectives, curricula, and evaluation plans. Beginning in FY 2020, PA SNAP-Ed will also be categorized into five, setting/audience based interventions (K-12 Schools, Early Childhood, Food Assistance, Food Retail, and Community). This classification aligns with efforts to standardize EARS reporting across States (EARS FAQ, Version 2, Page 11) and helps to further align PA SNAP-Ed with the environmental settings of the SNAP-Ed Evaluation Framework.

Review FNS SNAP-Ed Plan Guidance, Statewide Needs Assessment, Statement of Work Instructions, approved evidence-based curricula, and the SNAP-Ed Evaluation Framework carefully before continuing with the RFP to ensure eligibility and appropriateness of proposed work. Applicants must propose programming that aligns with the Statewide Needs Assessment and that is pertinent to one or more of the three Projects.

Additionally, proposals for PA SNAP-Ed funding should address the following State level goals. Additional goals may be developed for inclusion in the PA SNAP-Ed Plan.

- Implement evidence-based nutrition education and policy, system, and environmental (PSE) approaches.
- Expand evidence-based work with priority community partners and audiences, e.g. food retailers (grocery and corner stores, farmers markets) and food environment needs assessment (NAP SACC in childcare settings). Expand implementation of PSE change interventions based on needs assessment results.
- Develop partnerships with agencies providing related public health services to support coordination of efforts.
- Expand reach to under-served geographic regions and audiences.
- Assess PA SNAP-Ed effectiveness using appropriate measures and indicators.

(3) Availability of USDA Funds
All SNAP-Ed funding is subject to the availability of funds from the Federal Government. Pennsylvania is allocated a specific amount of funds from the SNAP-Ed Nutrition Education and Obesity Prevention Grant Program; state expenditures for SNAP-Ed cannot exceed the allocation. Applicants may be instructed to adjust their proposed budget during the review process so that the statewide SNAP-Ed plan submitted to FNS does not exceed the state allocation.
PA SNAP-Ed is funded annually for the federal fiscal year (FY) that begins October 1 and ends September 30 of the following calendar year. The current application covers the funding period from October 1, 2019 through September 30, 2020.

Review FNS SNAP-Ed Plan Guidance, Budget and Budget Narrative Instructions carefully before continuing with the RFP to ensure costs are allowable and budget is reasonable and necessary to conduct the proposed programming.

PROPOSAL INSTRUCTIONS

Pay close attention to deadlines. Missing a specified deadline may prevent inclusion in the FY 2020 PA SNAP-Ed Plan.

1. Return a completed FY 2019 Intent to Apply form to the ME (dew177@psu.edu) no later than Tuesday, January 15, 2019 to indicate intent to submit a proposal.

2. View the RFP Training Video. This will be available on January 24, 2019. This orientation familiarizes applicants with RFP form completion and submission, and PA SNAP-Ed programming and reporting requirements.

3. Complete the documents listed in the FY 2020 RFP Documents section below, as required. All forms are accompanied by detailed instructions that appear either as separate documents or within the form itself.

4. Upload and “Check In” all proposal documents on the Partner Portal no later than February 28, 2019. Prepare and submit documents using forms provided on the FY 2020 RFP website. Applicants that submit documents using a previous year’s RFP form will be considered to have submitted an incomplete proposal, i.e. missing the proposal submission deadline. The ME will work with new applicants to identify Portal users, establish user accounts, and provide instructions for uploading and editing documents.

5. Participate in a proposal conference with the ME during March/April 2019. The ME will contact applicants to schedule and arrange the proposal conference. ME staff review and discuss all proposals and prepare a Revision Request Chart for each applicant. The Chart will be provided to the applicant 2 business days prior to the proposal conference and will be used to guide discussion.

Click here to access forms, instructions, and resources on the FY 2020 RFP website. The table below provides a list of application forms. Below the table is a brief description for each form.

<table>
<thead>
<tr>
<th>Form</th>
<th>Status</th>
<th>Format</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant Information &amp; Assurances</td>
<td>Required</td>
<td>1,3</td>
<td>Submit a scanned copy of signed document on the Portal.</td>
</tr>
<tr>
<td>LP Project Director Responsibilities</td>
<td>Required</td>
<td>1,3</td>
<td>Submit a scanned copy of signed document on the Portal.</td>
</tr>
<tr>
<td>Statement of Work</td>
<td>Required</td>
<td>1</td>
<td>Complete the form to propose activities for one or more of the statewide life-cycle specific projects (Adult/Senior, Schoolage, and Preschool).</td>
</tr>
<tr>
<td>Emerging Statement of Work</td>
<td>Conditional</td>
<td>1</td>
<td>Complete this form to propose an emerging intervention or special project.</td>
</tr>
<tr>
<td>Program Delivery Sites Report</td>
<td>Required</td>
<td>1</td>
<td>Returning Partners – create in STARtracks; New Partners – complete form provided by ME.</td>
</tr>
<tr>
<td>Memorandum of Understanding (MOU)</td>
<td>Conditional</td>
<td>1,3</td>
<td>Required if programming in coordination with another organization. Do not obtain signatures on new or renewal MOU until proposal is reviewed by ME and content is approved. Do not mail signed originals to the ME. Returning Partners – create in STARtracks; New Partners – complete form provided by ME.</td>
</tr>
<tr>
<td>Letter of Agreement (LOA)</td>
<td>Conditional</td>
<td>1,3</td>
<td>Required if providing SNAP-Ed programming in same location as another LP. Do not obtain signatures on LOA until proposal is reviewed by ME and content is approved. Do not mail signed originals to the ME.</td>
</tr>
<tr>
<td>Staffing Chart/Budget</td>
<td>Required</td>
<td>1</td>
<td>Includes worksheets for Salary Staffing Chart, Wage Staffing Chart, and Budget.</td>
</tr>
<tr>
<td>Budget Narrative</td>
<td>Required</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Indirect Cost Rate Agreement</td>
<td>Conditional</td>
<td>2</td>
<td>Required if indirect costs are included on the Budget.</td>
</tr>
<tr>
<td>Audit</td>
<td>Conditional</td>
<td>2</td>
<td>Required for non-federal entities that expend $750,000 or more in a year in total federal awards.</td>
</tr>
</tbody>
</table>

1: Prepare and submit document electronically using RFP form.
2: Document internal to your organization, submit as paper document or scanned file as appropriate.
3: Signature(s) required for this document.
Applicant Information/Assurances Form*
Completing fields on the Applicant Information page will automatically fill corresponding fields on the Assurances Form. Indicate the agency/organization’s adherence to each point listed with a signature of the person legally authorized to bind the submitting organization. Both pages of this form require signatures.

- **Local Partner Project Title:** Project title identifying the main purpose or activity of the proposed PA SNAP-Ed project (70-characters maximum).
- **Local Partner Project Director:** LP staff member who will direct the agency’s PA SNAP-Ed project.
- **Binding Authority:** Individual authorized to legally bind the applying organization.

Local Partner Project Director Responsibilities Form*
This form requires the signature of the person designated as the LP Project Director for proposed SNAP-Ed programming.

Statement of Work
PA SNAP-Ed is comprised of three life-cycle specific Projects (Adult/Senior, Schoolage, and Preschool) and five setting-based Interventions (K-12 Schools, Early Childhood, Food Assistance, Food Retail, and Community). Each applicant will complete one Statement of Work form that reflects their participation in one or more of the Projects and Interventions. Refer to the Statement of Work Instructions to guide program planning and completion of the Statement of Work form. The Statement of Work document must be 8 pages or less and use Calibri size 11 font.

Emerging Interventions Statement of Work
Applicants may propose emerging interventions or special projects by completing this form. Complete only one Emerging Statement of Work document. Describe all emerging projects in one document – clearly define Project 1, Project 2, etc. The Emerging Statement of Work must be 8 pages or less in length using Calibri font size 11. Emerging interventions must have a PSE component and address the implications of the statewide needs assessment and/or the State goals described in the Request for Partners. FNS SNAP-Ed Plan Guidance defines “emerging” interventions as community- or practitioner-driven activities that have the potential for obesity prevention, but have not yet been formally evaluated for obesity prevention outcomes; these strategies require justification and must be evaluated for effectiveness. Special projects are those that are outside the scope of the three statewide projects (Adult/Senior, Schoolage, and Preschool); these projects also require justification – theory base, evidence base, benefit to PA SNAP-Ed, etc.

Program Delivery Sites Report
The Program Delivery Sites Report lists the applicant’s SNAP-Ed programming sites and eligibility criteria that qualify one or more audiences for SNAP-Ed programming at each site. Although obtaining documentation of each participant’s income level is not necessary, justification of SNAP-Ed eligibility of proposed audiences is required. Refer to the Program Delivery Sites Instructions to guide completion of a Program Delivery Sites (PDS) Report that includes all planned locations and audiences (intervention settings).

Returning LP will create the PDS Report using the STARtracks system. The ME will provide an Excel form to New Applicants.
Memorandum of Understanding (MOU)*
FNS requires that sites where SNAP-Ed programming is delivered be covered by Memoranda of Understanding (MOU) between the applicant and the school, school district, agency or organization that owns or operates the site. Applicants are encouraged to execute MOU at the highest level possible, e.g. an MOU with a school district that covers all participating schools is preferable to several MOU with each individual school building. MOU may be established for up to a two year time period. MOU are not required for sites owned or operated by the applicant. In addition, MOU are not required for SNAP Offices. Refer to the MOU Instructions to guide completion of new, renewal, and effective MOU for the proposal. Use the MOU to clearly outline the responsibilities of all parties involved. Upload signed effective MOU and unsigned new/renewal MOU with the FY 2020 proposal. **Signed new/renewal MOU are due by September 30, 2019.**

Returning LP will create each MOU document using the STARtracks system. The ME will provide a Microsoft Word form and instructions to New Applicants.

Letter of Agreement (LOA)
Submit an LOA if your agency proposes programming at a location already provided PA SNAP-Ed programming by another LP. See PA SNAP-Ed Policy GA-03 Identifying Potential Programming Sites & Non-Duplication of Services. Also reference the Master List of Program Delivery Sites on the Partner Portal. Applicant must document that programming targets different audiences (intervention settings). An LOA form is provided with the FY 2020 Request for Partners; applicants may use this form or create an agreement that meets the same requirements. Refer to LOA Instructions. Upload unsigned Letters of Agreement with the FY 2020 proposal. **Signed LOA are due by September 30, 2019.**

Staffing Chart/Budget Form
Use the Staffing Chart (first and second worksheets of template) to describe how LP project staff members support the delivery of SNAP-Ed. The staffing chart and budget worksheets are linked; data provided in the Staffing Chart will automatically be reflected in the Budget (third worksheet of this template). Do NOT delete any rows or columns in this form.

Use the Budget (third worksheet of template) to provide a detailed budget for the proposed SNAP-Ed programming. Verify budgets for mathematical accuracy and round to whole dollar amounts. The template will automatically calculate column totals. Refer to Staffing Chart/Budget Instructions.

Budget Narrative Form
Use the Budget Narrative form to explain and justify the need for funding for each line item identified in the budget. Budget narratives must reflect the activities described in the Statement(s) of Work. Refer to Budget Narrative Instructions.

Indirect Cost Rate Agreement
Submit documentation of your agency’s approved indirect cost rate plan approved by a “cognizant agency” if indirect costs are included in the budget. See the Cost Policy in [FNS SNAP-Ed Plan Guidance](#) for the more information.

Audit Requirements
According to §200.501 of the *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards*, non-federal entities that expend $750,000 or more in a year in total federal awards shall have a single or program-specific audit conducted for that year. Applicants are
responsible for compliance with this requirement if the proposed federal reimbursement level for all federal grants is $750,000 or more, and must submit a copy of the most recent audit report with their proposal.

*Navigation Tips for Templates with Form Fields*
Some documents in the FY 2020 RFP are locked for editing. This means that you will be permitted to enter data in the form fields only. Some tips for editing and navigating these documents appear below:

- Some text fields contain default text to help you complete the form quickly and easily. Replace the default text with your actual text after reviewing each instruction.
- To place an “X” in a check box field, use your mouse to click on it.
- Use the TAB key to move most efficiently to the next field; use shift-TAB to move to the previous field. If you use the TAB key to move to the next field, the default text will be highlighted and will disappear when you begin typing.
- In some templates, text you enter in one field will automatically appear in another section of the form. To view these “lookups” it may be necessary to click on the Print Preview button or select File-Print Preview from the main menu.
- You can save the form before it’s completed and return to it later for final editing.

**PA SNAP-ED PLAN**

PA SNAP-Ed Plan preparation is a cooperative effort between applicants and the ME. All accepted proposals are integrated into the statewide SNAP-Ed Plan at the ME office in State College, PA. Assistance provided by ME staff during the proposal process, e.g. Revision Request Chart, is based on the ultimate goal of preparing a successful statewide SNAP-Ed Plan. The PA SNAP-Ed Plan must follow FNS preparation guidelines and failure to do so may adversely affect or delay review and funding of the entire plan.

Upon final approval from USDA FNS for the FY 2020 State SNAP-Ed Plan and a statement of funding assurance from DHS, PSU issues a subaward agreement to LP. With a fully executed subaward agreement, both parties are obligated to adhere to the specifications of the agreement. LP are held responsible for ensuring that any subcontracting agencies or purchased services that were approved for inclusion in their proposal carry out the intended plan of work as described in the proposal.

LP submit an invoice to the ME listing reimbursable USDA expenses incurred for SNAP-Ed programming on a regular basis, no less than quarterly. Upon verification and processing, PSU issues a check to reimburse the approved expenses detailed in the invoices.

**PA SNAP-ED LOCAL PARTNER RESPONSIBILITIES**

To maintain a statewide SNAP-Ed plan with consistent programming, evaluation, and fiscal management, the ME issues and updates official PA SNAP-Ed Policies and Procedures that have been approved by DHS. LP are required to:

- Comply with and remain knowledgeable about all PA SNAP-Ed policies.
- Keep their SNAP-Ed staff and subcontractors informed of all PA SNAP-Ed policies.
Reporting of fiscal, programming, and evaluation activities is required. ME staff will provide technical reporting assistance to successful applicants.

- Fiscal Reporting requires routine submission of fiscal reports and invoices. A final invoice for FY 2020 is due by **October 30, 2020**.
- Program Activity Reporting requires use of a web-based system to report nutrition education activities, target audience contacts and demographics, and other descriptive information. Program reporting is required for invoice payment of a corresponding time period. All program reporting for FY 2020 is due by **October 15, 2020**.
- Evaluation Activity Reporting includes:
  - Submitting a quarterly progress report on statewide and partner-specific evaluation activities, as well as additional documents or information to determine success in meeting planned objectives. The Quarter 4 Evaluation Progress Report is due by **October 15, 2020**.
  - Submitting a separate report for partner-specific evaluation of emerging intervention(s), as applicable. This report is due 30 days prior to the deadline for the FNS Annual Report.

**QUESTIONS?**

Contact the ME office:
Pennsylvania SNAP-Ed Management Entity
135 E. Nittany Avenue, Suite 405
State College, PA 16801
Phone: (814) 863-0074