

State of Maine
Master Score Sheet

RFP# 202312250			
Nutrition Incentive Matching Fund			
Bidder Name:		Western Maine Community Action	Maine Federation of Farmers' Markets
Proposed Cost:		\$204,504.50	\$550,000.00
Scoring Sections	Points Available		
Section I: Preliminary Information	N/A	N/A	N/A
Demonstrated History	15	10	15
Demonstrated Ability	15	7	15
Scope of Services	20	5	20
Organization Work Plan	10	5	10
Constituents Served	5	4	5
Benefitting and/or Led by Disadvantaged Populations	10	5	10
Benefitting and/or Led by Rural Populations	10	2	9
Budget Summary and Narrative	15	2	11
TOTAL	<u>100</u>	<u>40</u>	<u>95</u>

Award Justification Statement
RFP# 202312250 – Nutrition Incentive Matching Fund

- I. Summary:** The State of Maine sought proposals from organizations to provide incentives to federal food and nutrition assistance program participants for the purchase of locally grown fruits and vegetables and to support outreach for and administration of programs that offer nutrition incentives to participants of federal food and nutrition assistance programs.

This RFP resulted from [LD 568, An Act to Provide Funding for the Fund to Address Food Insecurity and Provide Nutrition Incentives](#), which established ongoing General Fund appropriations to the Fund to Address Food Insecurity and Provide Nutrition Incentives within the Department of Agriculture, Conservation and Forestry. The Department will prioritize making awards to (an) organization(s):

- with a demonstrated history of incentivizing the use of federal food and nutrition assistance programs to purchase locally grown fruits and vegetables; or
- that demonstrates the ability to leverage the proceeds to match or receive additional funds from local, state, federal, or private sources.

- II. Evaluation Process:** Review Committee members submitted Evaluator Agreement Forms and Acknowledgment & Disclosure Statements. They were sent the submitted applications and filled out Individual Evaluator Forms. The Review Committee met, and the RFP Coordinator facilitated the consensus-based scoring process. Janet Johnson, a Resource Administrator with the State of Maine, was involved as the Financial Expert. Mariam Taleb, the Farm Viability & Farmland Protection Specialist, was involved as the Business Expert; Mariam has worked with farmers and on local food access projects. Brittany Peats and Michelle Webb were involved as Subject Matter Experts. Brittany is the Local Food Procurement Specialist with the Department and Michelle is the Division Director of Agricultural Resource Development. The Review Committee reviewed Western Maine Community Action (WMCA) and Maine Federation of Farmers' Markets (MFFM) proposals. The scoring led to the Review Committee deciding to award MFFM as the sole awarded bidder for the full amount requested, which is also the full amount of funding available: \$550,000.

III. Qualifications & Experience

- MFFM has been implementing nutrition incentive programs with several other local food organizations for a decade.
- This application represents a coalition of these food security organizations.

- The reach of these funds extends to all 16 Maine counties, building on and increasing access to existing nutrition incentive programs.
- MFFM's application demonstrated the Applicant's ability to leverage funds awarded through this RFP to match or receive additional funds from local, state, federal, or private sources.
- MFFM's application was articulate and demonstrated the capacity to fully respond to the application questions, utilize the funds effectively and in accordance with the program, and monitor, evaluate, and report project activities and outcomes to ensure effectiveness and contractual compliance.

IV. Proposed Services

- MFFM will use these funds to provide nutrition incentives and to perform program outreach and administration.
- They are doing so in partnership with subcontractors that also have demonstrated histories of providing nutrition incentives to participants in federal nutrition assistance programs.
- This approach allows the funding to be used to implement a diverse range of allowable strategies, enabling each organization to hone their administration of the project to the specific needs of their constituents.
- These partnerships are key in MFFM past success and a harbinger of future success they will have in administering the funding we aim to award with this selection package.

V. Cost Proposal: MFFM described a work plan that will allow them to leverage additional funding from other sources as a result of being awarded this funding. In addition to this, their budget demonstrated a diversity of impactful uses of these state funds from direct nutrition incentives to participants of federal food and nutrition assistance programs as well as the outreach and administration needed to promote and implement these programs. The Review Committee identified that the budget presented an efficient and responsible use of funds to meet the Department's desired outcome.

VI. Conclusion: MFFM has a demonstrated history of administering nutrition incentives, a demonstrated ability to leverage these funds to obtain additional funding for nutrition incentive programming, and a scope of services that fulfill exactly what the RFP sought to fulfill. By representing a broad coalition of partners who implement a range of strategies, this proposal will ensure that participants in federal nutrition assistance programs spend more of their nutrition assistance benefits on local food.



**STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

March 11, 2024

Western Maine Community Action

SUBJECT: Notice of Conditional Contract Award under RFP # 202312250,
Nutrition Incentive Matching Fund

Dear James Trundy:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation & Forestry for Nutrition Incentive Matching Fund. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Maine Federation of Farmers' Markets

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

G Cherichello

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).



**STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY**

**Janet T. Mills
Governor**

**Amanda Beal
Commissioner**

March 11, 2024

Maine Federation of Farmers' Markets

SUBJECT: Notice of Conditional Contract Award under RFP # 202312250,
Nutrition Incentive Matching Fund

Dear James DeBiasi:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Agriculture, Conservation & Forestry for Nutrition Incentive Matching Fund. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Western Maine Community Action

DATE: 2/27/2024

SUMMARY PAGE

Department Name: Agriculture, Conservation & Forestry

Name of RFP Coordinator: G Cherichello

Names of Evaluators: Brittany Peats, Janet Johnson, Mariam Taleb, Michelle Webb

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated History	15	10
Demonstrated Ability	15	7
Scope of Services	20	5
Organization Work Plan	10	5
Constituents Served	5	4
Benefitting and/or Led by Disadvantaged Populations	10	5
Benefitting and/or Led by Rural Populations	10	2
Budget Summary and Narrative	15	2
<u>Total Points</u>	<u>100</u>	<u>40</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Western Maine Community Action

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated History	15	10

Evaluation Team Comments:

- They have been administering the Farmers' Market Nutrition Program (FMNP) but are unsure for how long they have been doing that (perhaps the last two farmers' market seasons). Some history.
- Parts of the project that they talk about, it is unclear if they were specifically incentivizing the use of these federal programs or if they were just incentivizing purchasing local food
- Demonstrating how to use locally grown vegetables is a great project but doesn't expressly relate to WIC
- Spending a lot of time talking about redemption rates
- Given the unclear length of history and a lot of their experience doesn't have to do with food and nutrition assistance programs specifically

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated Ability	15	7

Evaluation Team Comments:

- Ability to leverage was weak
- Talk about the redemption rate. Say they are optimistic for more growth of funding but it doesn't explain where their funding comes from, when they will know, why they are optimistic for more funding. Not demonstrated in any way, no concrete proof
- Team agrees that the applicant is about halfway there

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Western Maine Community Action

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Scope of Services	20	5

Evaluation Team Comments:

- The scope of the project and its deliverables are not clear
- Unclear how more people using WIC will spend their WIC on local produce
- The team is unclear about whether the organization is going to use this funding to provide nutrition incentives. If it is unclear whether they would give incentives, that would have failed if this were a pass/fail question
- It is unclear whether the prefilled bags, prepaid by WIC leverage additional federal funds
- Redemption rate is a great point, but they don't explain it well enough to have that application serve that question at all
- There are notes about providing benefits to families and providing larger benefits to families
- Leverage means that the benefit should be more than additive, that it should be adding an additional third amount of funding somehow. Questions remain about whether this funding would enable them to serve more people through WIC
- Purchasing local food and being able to have farmers' markets in rural communities that would not be able to have access to that at all
- About a quarter of the information is here
- Project seems to be focusing on increasing WIC participation in one county which is not the aim of this RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Organizational Work Plan	10	5

Evaluation Team Comments:

- Not clear what the work plan is for this project if it were funded versus the organization's work plan and mission. Because that is not clear, nothing else feels clear from there. Not clear how the organization will accomplish the tasks that they've laid out
- Seems like they are trying to connect local produce to the various WIC households they are working with through various projects. Some alignment even if vague

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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BIDDER: Western Maine Community Action

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Constituents Served	5	4

Evaluation Team Comments:

- Clearly work with low-income individuals, basically their entire mission.
- Do not make much connection with food producers

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

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BIDDER: Western Maine Community Action

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Benefitting and/or Led by Disadvantaged Populations	10	5

Evaluation Team Comments:

- Do a good job of talking about serving New Mainers but their relationship with Cultivating Community doesn't feel well-demonstrated
- Do not clarify how Cultivating Community will fit in

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Benefitting and/or Led by Rural Populations	10	2

Evaluation Team Comments:

- Saying they are in rural areas but are not clearly articulating why this money would be helpful in these areas
- Describe that rurality is hard and not a solvable problem entirely thus they didn't really speak to this
- Responses are incomplete – they talk about multiple counties yet say they want to expand WIC in “the county”
- The phrasing of the rubric is that the project benefits and is led by rural communities but the project benefits phrasing in the application is so confident but lacks an actual plan

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Western Maine Community Action

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Budget Summary and Narrative	15	2

Evaluation Team Comments:

- The budget narrative does not clearly explain how the applicant arrived at any of the numbers.
- Unclear what each salary will be.
- Travel estimate seems high given that it is a small area of the state. Not sure where that is coming from.
- Supplies are not laid out; it is a lot of money to be in an “et cetera” category.
- A general concern is that the incentives are a smaller proportion of the budget than personnel.
- Budget and narrative demonstrate limited capacity and ability to leverage
- Budget doesn’t align with the intended scope of services
- No outreach to encourage participation – did a better job talking about outreach in the remainder of the application
- The application was talking about CSA or pop-ups, but the budget only talks about the CSA
- Considering \$25 bundles to reach 2400 bundles per year. Questions remain including: Does that mean that we are getting one bundle per year? Are families being double-counted? Are they confident that they are reaching all of these?
- Total funding is for \$204,500 to support 2400 families with a \$25 benefit – this impact is quite small; this costs \$85/family, a \$60 admin cost for a \$25 benefit per family
- This budget and narrative feel like they did not read the instructions
- Team agreed that it think it is a responsible use of funds given the incomplete nature of the proposal and budget

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

SUMMARY PAGE

Department Name: Agriculture, Conservation & Forestry

Name of RFP Coordinator: G Cherichello

Names of Evaluators: Brittany Peats, Janet Johnson, Mariam Taleb, Michelle Webb

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated History	15	15
Demonstrated Ability	15	15
Scope of Services	20	20
Organization Work Plan	10	10
Constituents Served	5	5
Benefitting and/or Led by Disadvantaged Populations	10	10
Benefitting and/or Led by Rural Populations	10	9
Budget Summary and Narrative	15	11
<u>Total Points</u>	<u>100</u>	<u>95</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated History	15	15

Evaluation Team Comments:

- Yes, they have a demonstrated history
- Have leveraged GusNIP & other funding to do this work
- Have been supported with state funds

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Demonstrated Ability	15	15

Evaluation Team Comments:

- Have leveraged GusNIP & other funding to do this work
- The organizational chart is well-articulated, and the organization can continue this work
- Depth and breadth covered

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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BIDDER: Maine Federation of Farmers' Markets

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EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Scope of Services	20	20

Evaluation Team Comments:

- What they lay out aligns with the RFP and every part of the Scope is clearly defined. The Goals are clearly defined, and it all feels realistic and achievable
- Challenges are noted with a plan to address them
- Multiple organizations with different strategies to provide incentives and strategies to do outreach make it more complex but more complete
- Documented how they are going to monitor

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Organizational Work Plan	10	10

Evaluation Team Comments:

- Like how they give a legend by quarter of how the money will be spent. Put a lot of details in a simplified format
- Missions and roles are covered in other questions
- Their work plan seems complete but they did not say how this specific project aligns with the mission of the subcontractors

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Constituents Served	5	5

Evaluation Team Comments:

- Applicant fully answered the question
- Applicant outlined a complete response that specifically listed constituents served and it matches the RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Fund

BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Benefitting and/or Led by Disadvantaged Populations	10	10

Evaluation Team Comments:

- Listed more than one of the disadvantaged populations as both benefitting and being led by

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

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BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Benefitting and/or Led by Rural Populations	10	9

Evaluation Team Comments:

- Talk about how they are ensuring to expand their work in rural Maine and in the organizational chart they talk about GSFB doing work in rural spaces
- Some leaders are members of rural communities, some are not, but the proposal clearly benefits rural communities

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202312250

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BIDDER: Maine Federation of Farmers' Markets

DATE: 2/27/2024

EVALUATION OF NARRATIVE QUESTIONS

	<u>Points Available</u>	<u>Points Awarded</u>
Budget Summary and Narrative	15	11

Evaluation Team Comments:

- Budget includes a few discrepancies in the math totaling \$270.73
- Calculation errors should count against the budget score
- Budget does not fully articulate personnel FTE expenditures
- Group achieved consensus to deduct 4 total points: one for not fully articulating the personnel FTE expenditures and the remaining for the errors

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Brittany Peats

EVALUATOR DEPARTMENT: DACF

Instructions: The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

1. Organizational Chart
 - One key position is not named. It is unclear if this is a new position.
2. Organizational History
 - More information about nutrition incentive programs rather than general nutrition programs would be helpful.
3. Organizational Leverage
 - No information on leveraging federal or private funds.
4. Scope of Services
 - It is unclear what model will be used and how it will increase participation in federal nutrition programs.
5. Organization Work Plan
 - Unclear what method will be used and how it will increase participation in federal nutrition programs.
6. Constituents Served
 - Constituents include rural, low income, and immigrants. The geographic areas served is unclear.
7. Subcontractors
 - NA

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Janet Johnson

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation, & Forestry

Instructions: *The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.*

Individual Evaluator Comments:

1. Organizational Chart
 - Nutrition Services Director
 - Local Food Program Coordinator
 - WIC Nutrition Counselor/WIC Community Health Worker
2. Organizational History
 - WIC Program
 - Cash Value Benefit (CVB)
 - Farmers' Market Nutrition Program (FMNP)
 - Veggies for ME
 - Child and Adult Food Care Program (CACFP)
3. Organizational Leverage
 - Extend robust participant outreach
 - Additional support and new methods of redemption.
 - Removal of barriers now preventing local access to food
4. Scope of Services
 - Focus on increasing local foods for participants.
 - Providing nutrition education materials.
 - Working directly with local growers.
 - CSA Farm Shares
 - Pop-up markets
5. Organization Work Plan
 - Funds will leverage current FMNP and CVB
 - Training Community Health Care Workers

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Janet Johnson

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation, & Forestry

- Develop network of farmers/markets
- Development of additional opportunities for rural areas

6. Constituents Served

- Androscoggin, Oxford, Franklin Counties
- New Mainer Families
- Refugee/immigrants

7. Subcontractors

- N/A

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Mariam Taleb

EVALUATOR DEPARTMENT: DACF

Instructions: The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

1. Organizational Chart

- + Meets question expectations.
- ? Coordinator, which is a central position, has not been identified/hired yet? (demonstrated ability)
- - Describes experience of Counselors and CHWs, but is not clear about roles. (Demonstrated ability)

2. Organizational History

- + Experience with direct incentives (monetary) and indirect (informational), as well as access improvement (demonstrated history)
- - Unclear length of history (demonstrated history)
- - Not all prior projects incentivize specifically federal food and nutrition assistance programs (Demonstrated history)
- + "Highest redemption rate of all the state of Maine WIC programs" (Demonstrated ability)
- ? How do participants end up in one program or the other? (demonstrated history)

3. Organizational Leverage

- + Intent to expand on existing program (rather than starting new one) (demonstrated history)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Mariam Taleb

EVALUATOR DEPARTMENT: DACF

- ? Unclear how sources of other funds are determined “optimistic for more growth” (demonstrated ability)
 - ? “Despite the hurdles of required technology” unclear if this is a set limitation, one they’ve found ways to work with, or one they’re continuing to work on.
 - - Applicant does not state concretely how it will leverage funds (demonstrated ability)
4. Scope of Services
- - No reflections on how their program model works for participants. (Scope)
 - - Unclear how the project will specifically lead to food assistance dollars supporting local food purchasing
 - - The actual scope of this project, and its deliverables, are not clear or concrete. (Scope)
5. Organization Work Plan
- - It’s not clear which parts of this are the program’s overall work plan, and which parts would only occur with this funding (? Was the intent of this question clear to the applicant?)
 - - It is not clear how the organization will accomplish these tasks.
6. Constituents Served
- + Much of the constituent base appears to be members racial/ethnic groups that are subject to prejudice.
 - ? Does the scope of the project being limited to 3 counties matter?
 - - Plans to address rural needs and farmers are not clear
7. Subcontractors
- N/A

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Michelle Webb

EVALUATOR DEPARTMENT: DACF-ARD

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Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

1. Organizational Chart
 - Present, doesn't align with the scope of work in a narrative way.
2. Organizational History
 - It is unclear how long they have used federal nutrition programs to purchase foods. There is no demonstration of how many years. It is unclear if they used WIC to align for this project. WIC doesn't perfectly align and isn't well articulated.
 - This application section is vague, not fully articulated.
 - A lot of their experience isn't related to SNAP and GusNip, they are talking about incentivizing local foods.
3. Organizational Leverage
 - Demonstration of ability to use these funds to leverage to match or receive more funds to incentivize local food purchases is weak. No concrete demonstration of capacity to leverage resources.
 -
4. Scope of Services
 - Scope of actual work plan is unclear

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Western Maine Community Action

DATE: 02.27.2024

EVALUATOR NAME: Michelle Webb

EVALUATOR DEPARTMENT: DACF-ARD

5. Scope of work is still vague, not shovel ready. Will they use a pop up or a CSA model. They say they might use one of these models but they do not indicate how they will make this decision. They do not well articulate how they will ensure that wic participants will actually buy more local foods. It is unclear if they actually plan to meet the purpose of the project “to provide incentives to federal food and nutrition assistance program participants for the purchase of locally grown fruits and vegetables” This would be a “fail” if this was a pass/fail indicator. Their monitoring and evaluation process isn’t well articulated. They say A coordinator will follow a project-based workplan but they do not provide a well articulated work plan.

They do begin to discuss an outreach plan.

6. Organization Work Plan

- See above notes they are not demonstrating a work plan that allows them to leverage federal funds.
- The actual project work plan is unclear. Is this a project or their organizational plan? It is unclear how the organization will complete the tasks they have begun to outline that may help them achieve the intent of the funding.

7. Constituents Served

- Their response here is incomplete. They talk about “multiple counties” and then they say “We are very hopeful that all these efforts will help to increase overall participation in the WIC program throughout the county.” They seem to want us to score on multiple rural counties but it seems that their goal is to only increase overall participation in the WIC program thorough out one county. Also, they are now saying that their goal is to “increase overall participation in the WIC program” and not “to provide incentives to federal food and nutrition assistance program participants for the purchase of locally grown fruits and vegetables”
- No plan is articulated to benefit rural constituents.
- It is unclear of how they will do serve constituents.
- They also speak to having a good relationship with Cultivating Community but they fail to articulate how that relates to their project, will Cultivating Community be asked to be a partner or subcontractor?
- Their entire project just became “we will use these funds to increase WIC participation in ONE county.”

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmers' Markets

DATE: 02.27.2024

EVALUATOR NAME: Brittany Peats

EVALUATOR DEPARTMENT: DACF

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Individual Evaluator Comments:

1. Organizational Chart
 - Included many staff from each of the partner organizations.
2. Organizational History
 - Robustly described all the partners' lengthy history doing this work.
3. Organizational Leverage
 - The partners have a strong history of receiving federal and private funding to do this work.
4. Scope of Services
 - The partners have thought through various approaches to deliver nutrition incentive programs and to do outreach about them.
5. Organization Work Plan
 - They have a multifaceted approach to this work.
6. Constituents Served
 - The partners described how they will work with low income, rural, indigenous, and immigrant and refugee farmers.
7. Subcontractors
 - They are strong partners who can accomplish these goals.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmers' Markets

DATE: 02.27.2024

EVALUATOR NAME: Janet Johnson

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation & Forestry

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Individual Evaluator Comments:

1. Organizational Chart
 - Executive Director
 - Coordinator of SNAP and Outreach Programs
 - Development and Operations Coordinator
 - Regional Support Coordinators
2. Organizational History
 - UDSA FINI/GusNIP/SNAP
 - Maine Harvest Bucks
 - MLFAN Organizations
 - Cultivating Community
 - MOFGA
 - GSFB
3. Organizational Leverage
 - Federal USDA Grants
 - NENIC
 - Elmina B Sewall Foundation
 - Maine Harvest Bucks
4. Scope of Services
 - Increased nutrition incentive redemption
Outreach Initiatives/Partnerships
 - Support staffing, outreach and incentives
 - Multilingual Mobile Farm Stands
 - CSA Shares
 - Farm Fresh Rewards

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmers' Markets

DATE: 02.27.2024

EVALUATOR NAME: Janet Johnson

EVALUATOR DEPARTMENT: Department of Agriculture, Conservation & Forestry

- FFR Nutrition Incentive Program
- 5. Organization Work Plan
 - Detailed plan broken out by quarter
- 6. Constituents Served
 - Low-Income Mainers
 - All 16 Counties
 - Rural Areas
 - Immigrant and Refugee Farmers
- 7. Subcontractors
 - Cultivating Community
 - MOFGA
 - GSFB
 - Budget included for all

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmer's Markets

DATE: 02.27.2024

EVALUATOR NAME: Mariam Taleb

EVALUATOR DEPARTMENT: DACF

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Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

1. Organizational Chart

- + MLFAN includes those who've experienced prejudice in leadership and as partners with intention. (Disadvantaged populations)
- + Individual partners cover a broad range of roles, networks, and expertise. (Demonstrated ability)
-

2. Organizational History

- + Long, statewide history of similar work (Demonstrated history)
- + Clear program objectives, roles and need for additional funds (demonstrated ability)

3. Organizational Leverage

- + Roles of partnerships in expanding capacity clear. (demonstrated ability)
- + demonstrated efficacy in the past (Demonstrated history)

4. Scope of Services

- +Scope and goals clearly defined and realistic (scope)
- +Notes challenges and plans to address them (EBT equipment) (scope)

5. Organization Work Plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmer's Markets

DATE: 02.27.2024

EVALUATOR NAME: Mariam Taleb

EVALUATOR DEPARTMENT: DACF

- + Work plan is detailed, concrete, clear, and organized. Tasks divided by responsible party and deadlines.
- + Partner organizations are responsible for tasks that align with their respective missions

6. Constituents Served

- +Farmer participants include members of Tribal Nations and members of other racial/ethnic groups that experience prejudice. (Disadvantaged populations)
- + Project targets food insecure participants by serving SNAP and WIC eligible participants (Constituents served)
- + Rural Maine is a targeted area of growth with this project (Rural populations)

7. Subcontractors

- + Experience and capacity described throughout application. (Demonstrated ability)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

RFP TITLE: Nutrition Incentive Matching Program

BIDDER NAME: Maine Federation of Farmers' Markets

DATE: 02.27.2024

EVALUATOR NAME: Michelle Webb

EVALUATOR DEPARTMENT: DACF ARD

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Individual Evaluator Comments:

Directions: *Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.*

1. *Organizational Chart – Demonstrated Ability*
 - *Well documented org chart inclusive of all partners.*
2. *Organizational History – Demonstrated History*
 - *SNAP, GusNip, and other federal programs articulated in addition to non federal funds.*
3. *Organizational Leverage Demonstrated Ability*
 - *Fully detailed networks, resources, partners and capacity.*
4. *Scope of Services*
 - *Realistic and achievable, noted plan to address potential challenges. Outlined how partners will implement the strategies .*
 - *Like plan to monitor and validate*
5. *Organization Work Plan*
 - *A lot of details outlined in a concise but complete way*
6. *Constituents Served*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202312250

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BIDDER NAME: Maine Federation of Farmers' Markets

DATE: 02.27.2024

EVALUATOR NAME: Michelle Webb

EVALUATOR DEPARTMENT: DACF ARD

- *The Applicant fully answered this application area and provided a list of constituents served.*
- *The same is true for the Applicant is led by rubric scoring measures, fully responded to.*
- *Led by rural- Auburn and Freeport are not rural.*



STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY

Janet T. Mills
Governor

Amanda Beal
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202312250
RFP TITLE: Nutrition Incentive Matching Fund

I, (print name at right) Brittany Peatz
accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation & Forestry I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.

Signature

Feb 14 2024
Date



STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY

Janet T. Mills
Governor

Amanda Beal
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202312250
RFP TITLE: Nutrition Incentive Matching Fund

I, (print name at right) Janet Johnson
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Janet T. Mills
Governor

Amanda Beal
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202312250
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I, Mariam Taleb accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation & Forestry I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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02/08/2024

Signature

Date



STATE OF MAINE
DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY

Janet T. Mills
Governor

Amanda Beal
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202312250
RFP TITLE: Nutrition Incentive Matching Fund

I, Michelle Webb accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Agriculture, Conservation & Forestry I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Michelle Webb

Signature

Date