**STATE OF MAINE**

**Department of Health and Human Services**

*Office for Family Independence*



**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education**

**(SNAP-Ed)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **RFP Coordinator** | | | **NAME:** | | Stacy Martin |
| **TITLE:** | | Procurement Manager |
| **EMAIL:** | | [stacy.martin@maine.gov](mailto:stacy.martin@maine.gov?subject=RFP%20202406107%20Supplemental%20Nutrition%20Assistance%20Program%20Nutrition%20Education%20(SNAP-Ed)) |
| *All communication regarding the RFP must be made through the RFP Coordinator.* | | | | | |
| **Informational Meeting** | **DATE:** | | | | September 9, 2024 | |
| **TIME:** | | | | 11:00 a.m., local time | |
| **LOCATION:** | | | | ZOOM Meeting [Web Link for RFP 202406107](https://mainestate.zoom.us/j/89890658797?pwd=zZwyqwMQuOZ05Vk5poEUGKIACcnibt.1) Meeting ID: 898 9065 8797, or by phone at 1-646-876-9923 using the Meeting ID provided. | |
| **Submitted Questions Due Date** | | September 10, 2024, no later than 11:59 p.m., local time | | | | |
| *All questions must be received by the RFP Coordinator by the date and time listed above.* | | | | | | |
| **Notice of Intent to Bid Due Date** | | October 1, 2024, no later than 11:59 p.m., local time | | | | |
| *All notice of intents must be received by the RFP Coordinator by the date and time listed above.* | | | | | | |
| **Proposal Submission Deadline** | | **DATE:** | | October 9, 2024, no later than 11:59 p.m., local time. | | |
| **TO:** | | [Proposals@maine.gov](mailto:Proposals@maine.gov) | | |
| *Proposals must be received electronically by the Office of State Procurement Services by the date and time listed above.* | | | | | | |

TABLE OF CONTENTS

|  |  |
| --- | --- |
|  | **Page** |
|  |  |
| **PUBLIC NOTICE** | **3** |
|  |  |
| **RFP DEFINITIONS/ACRONYMS** | **4** |
|  |  |
| **PART I INTRODUCTION** | **6** |
| 1. PURPOSE AND BACKGROUND |  |
| 1. GENERAL PROVISIONS |  |
| 1. CONTRACT TERM |  |
| 1. NUMBER OF AWARDS |  |
|  |  |
| **PART II SCOPE OF SERVICES TO BE PROVIDED** | **10** |
|  |  |
| **PART III KEY RFP EVENTS** | **18** |
| 1. INFORMATIONAL MEETING |  |
| 1. QUESTIONS |  |
| 1. AMENDMENTS |  |
| 1. NOTICE OF INTENT TO BID |  |
| 1. PROPOSAL SUBMISSION |  |
|  |  |
| **PART IV PROPOSAL SUBMISSION REQUIREMENTS** | **21** |
|  |  |
| **PART V PROPOSAL EVALUATION AND SELECTION** | **24** |
| 1. EVALUATION PROCESS – GENERAL INFORMATION |  |
| 1. SCORING WEIGHTS AND PROCESS |  |
| 1. SELECTION AND AWARD |  |
| 1. APPEAL OF CONTRACT AWARDS |  |
|  |  |
| **PART VI CONTRACT ADMINISTRATION AND CONDITIONS** | **26** |
| 1. CONTRACT DOCUMENT |  |
| 1. STANDARD STATE CONTRACT PROVISIONS |  |
|  |  |
| **PART VII RFP APPENDICES AND RELATED DOCUMENTS** | **27** |
| **APPENDIX A** – PROPOSAL COVER PAGE |  |
| **APPENDIX B** – RESPONSIBLE BIDDER CERTIFICATION |  |
| **APPENDIX C** – QUALIFICATIONS and EXPERIENCE FORM |  |
| **APPENDIX D** – SUBCONTRACTOR FORM |  |
| **APPENDIX E** – LITIGATION FORM |  |
| **APPENDIX F** – RESPONSE TO PROPOSED SERVICES |  |
| **APPENDIX G** – ESTIMATED SNAP-ED FY2025 ALLOCATION ACKNOWLEDGEMENT, COST PROPOSAL AND BUDGET NARRATIVE |  |
| **APPENDIX H** – FY’24 SNAP-ED PLAN |  |
| **APPENDIX I** – PERFORMANCE MEASURE REPORT TEMPLATE |  |
| **APPENDIX J** – SUBMITTED QUESTIONS FORM |  |
| **APPENDIX K** – NOTICE OF INTENT TO BID |  |

PUBLIC NOTICE

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**State of Maine**

**Department of Health and Human Services**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

The State of Maine is seeking proposals for an Implementing Agency to provide Statewide Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) services.

A copy of the RFP and all related documents can be obtained at: <https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps>

An Informational Meeting will be held on September 9, 2024, at 11:00 a.m., local time at the following location: <https://mainestate.zoom.us/j/89890658797?pwd=zZwyqwMQuOZ05Vk5poEUGKIACcnibt.1> Meeting ID: 898 9065 8797, or by phone at 1-646-876-9923 using the Meeting ID provided.

Proposals must be submitted to the Office of State Procurement Services, via e-mail, at: [Proposals@maine.gov](mailto:Proposals@maine.gov). Proposal submissions must be received no later than 11:59 p.m., local time, on October 9, 2024. Proposals will be opened the following business day.

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**RFP TERMS/ACRONYMS with DEFINITIONS**

The following terms and acronyms, as referenced in the RFP, have the meanings indicated below:

| **Term/Acronym** | **Definition** |
| --- | --- |
| **Department** | Maine Department of Health and Human Services |
| [**Dietary Guidelines for Americans**](https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf) | A publication by the United States Department of Agriculture (USDA) that provides dietary recommendations by life stage, from birth through older adulthood. |
| **Direct Education** | An interaction in which an eligible person participates in a class curriculum or activity, either in-person or remotely. Each Participant may have one (1) or more SNAP-Ed Direct Education contacts in a federal fiscal year, depending on the number of curricula-based classes or series they participate in. |
| **Direct Participant or Participant** | An individual receiving direct, unduplicated nutrition education in a Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) class. The total number of Participants is counted and reported annually to Food and Nutrition Service (FNS) in the National Program Evaluation and Reporting System (N-PEARS). |
| [**Food and Nutrition Service (FNS)**](https://www.fns.usda.gov/) | An office of the USDA that oversees several federal food programs including SNAP-Ed. |
| **Implementing Agency** | The awarded Bidder under this RFP that delivers SNAP-Ed through a contractual agreement with the Department’s State Agency. |
| [**MaineIT**](https://www.maine.gov/oit/) | Maine’s Office of Information Technology |
| [**MyPlate**](https://www.myplate.gov/) | A USDA campaign to teach practical tips on eating healthy from the five (5) food groups. |
| [**National Program Evaluation and Reporting System (N-PEARS)**](https://snaped.fns.usda.gov/administration/N-PEARS) | The National data base required by FNS of all states to use for submitting the annual SNAP-Ed Plan, reports, and data. |
| **Nutrition Educator** | Individual who provides nutrition education services in settings like schools, food pantries, head starts, and other childcare settings, grocery stores, and regional Department offices. |
| **Nutrition Program Coordinator** | Implementing Agency staff who provides management and technical assistance to Nutrition Educators. |
| **Policy, Systems, and Environmental (PSE) Change Strategies** | Strategies to enhance Direct Education projects and Social Marketing campaigns with community involvement in defined projects, as outlined in the SNAP-Ed Plan Guidance. |
| **RFP** | Request for Proposals |
| **[Supplemental Nutrition Assistance Program Nutrition Education (SNAP-ED)](https://snaped.fns.usda.gov/)** | The federally funded SNAP nutrition education and obesity prevention grant program for eligible recipients. Participants are not required to be enrolled in SNAP. |
| [**SNAP-Ed Evaluation Framework**](https://snaped.fns.usda.gov/administration/evaluation-framework) | A document released by FNS that includes short-term, medium-term, and long-term outcome indicators aligning with SNAP-Ed principles to measure success of SNAP-Ed programs. |
| **SNAP-Ed Plan** | A document submitted annually to FNS outlining all SNAP-Ed activities and projects to be conducted during the federal fiscal year, with detailed budgeting for the Implementing Agency and all of its sub-recipients. The SNAP-Ed Plan is submitted in the N-PEARS database. Once the SNAP-Ed Plan is approved by FNS, funding will be made available for approved activities in that federal fiscal year. |
| [**SNAP-Ed Plan Guidance**](https://snaped.fns.usda.gov/administration/snap-ed-guidance-and-policy) **(Plan Guidance)** | Provides federal policy guidance for states regarding the operation of SNAP-Ed. Plan Guidance is updated annually. |
| **Social Marketing** | The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society. |
| **State** | State of Maine |
| **State Agency** | The term used by USDA FNS to reference the states that administer SNAP and SNAP-Ed programs. In Maine, the Office for Family Independence (OFI) is the Department’s designated State Agency. |
| **State Nutrition Action Council (SNAC)** | A group co-facilitated by the Department’s State Agency and Maine SNAP-Ed Implementing Agency, convening food insecurity and nutrition education agencies and advocates. |
| [**United States Department of Agriculture (USDA)**](https://www.usda.gov/) | The Federal Government Agency that provides leadership and funding to states regarding food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management. |

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

**PART I INTRODUCTION**

1. **Purpose and Background**

The Department of Health and Human Services (Department) is seeking an Implementing Agency to provide and oversee provision of the Statewide Supplemental Nutrition Assistance Program (SNAP) Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) as defined in this Request for Proposals (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the awarded Bidder will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Bidder.

The Department is dedicated to promoting health, safety, resiliency, and opportunity to all Maine Residents. The Department’s Office for Family Independence (OFI) helps connect Maine families to benefits and services, that help them to meet a wide variety of needs, including SNAP, which provides a monthly benefit to help low-income households purchase nutritious food.

SNAP-Ed was established to support low-income individuals who are eligible for SNAP benefits (codified at [7 U.S.C. § 2011 *et seq*](http://www.gpo.gov/fdsys/pkg/USCODE-2009-title7/html/USCODE-2009-title7-chap51.htm)) and is authorized and funded by the [Healthy, Hunger-Free Kids Act (HHFKA) of 2010 (Public Law 111-296) Section 241](https://www.congress.gov/bill/111th-congress/senate-bill/3307#:~:text=241)%20Amends%20the%20Food%20and,the%20most%20recent%20Dietary%20Guidelines). HHFKA amended the [Food and Nutrition Act of 2008](https://www.govinfo.gov/content/pkg/COMPS-10331/pdf/COMPS-10331.pdf), Section 28 (codified at [7 U.S.C. § 2036(a)](https://www.govinfo.gov/content/pkg/USCODE-2022-title7/pdf/USCODE-2022-title7-chap51-sec2036.pdf)), establishing a Nutrition Education and Obesity Prevention Program and re-structuring SNAP-Ed. The United States Department of Agriculture (USDA), [SNAP-Ed Plan Guidance](https://snaped.fns.usda.gov/administration/snap-ed-guidance-and-policy) (Plan Guidance) is updated annually and states *“SNAP is the Nation’s first line of defense against hunger and a powerful tool to improve nutrition among low-income people.”* The Plan Guidance further identifies SNAP-Ed as an important priority that *“strengthens SNAP’s public health impact by addressing food and nutrition security to improve nutrition and prevent or reduce diet-related chronic disease, including obesity, among SNAP recipients.”*  The Department supports this priority and is focused on improving the health of Maine residents by providing best practice standard services that research and experience have shown to be effective. Maine’s SNAP-Ed focus is to provide education related to healthy eating on a limited budget and obesity prevention, an integral part of the Department’s vision of promoting health, safety, resiliency, and opportunity to all Maine residents. The Department supports the SNAP-Ed goal to improve the likelihood that individuals eligible for SNAP benefits will make healthy food choices within a limited budget and choose a physically active lifestyle.

Per the most current Plan Guidance, states must implement nutrition education and obesity prevention services consisting of a combination of educational approaches, consistent with the [2020-2025 Dietary Guidelines for Americans](https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf) and [MyPlate](https://www.myplate.gov/), that combine educational strategies, accompanied by supporting Policy, Systems, and Environmental (PSE) Change Strategies, demonstrated to facilitate adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of the individual. Maine SNAP-Ed also utilizes guidance at the SNAP-Ed Connection for all interventions in its programming.

The Department intends for SNAP-Ed services to be offered to eligible Participants Statewide through programming designed to address the entire lifespan. The Implementing Agency will work closely with the Department’s State Agency in designing and overseeing all aspects of Maine SNAP-Ed and its delivery through:

* Behaviorally focused, evidence-based nutrition education approaches;
* Interventions, projects, and Social Marketing campaigns that are consistent with the mission and focus of SNAP-Ed as detailed in the Plan Guidance;
* Evidence-based Direct Education curricula; and
* Direct Education that is series-based, increasing the number of contacts with SNAP eligible recipients as well as the number of Participants.

SNAP-Ed eligible Participants are recipients of or eligible for SNAP benefits or other means-tested federal assistance programs, such as Medicaid (MaineCare) or Temporary Assistance for Needy Families (TANF). The target population for SNAP-Ed also includes individuals residing in communities with a significant low-income population, which allows SNAP-Ed to be delivered in group settings such as schools and/or other community settings as allowable in the [Plan Guidance](https://snaped.fns.usda.gov/administration/snap-ed-guidance-and-policy). In January of 2024, one hundred eight one thousand, three hundred eight-five (181,385) Maine residents in one hundred four thousand, seven hundred thirty-eight (104,738) households received assistance through Maine SNAP. Data to identify the current SNAP population and geographic distribution of SNAP recipients may be found at the OFI’s [Data & Reports webpage](https://www.maine.gov/dhhs/ofi/about-us/data-reports).

Through this RFP, the Department intends for SNAP-Ed services to be coordinated and delivered by an Implementing Agency who shall:

* Implement the most recently approved SNAP-Ed Plan by delivering all approved services directly or by sub-contracting with local agencies for Statewide provision of services in Department [Public Health Districts](https://www.maine.gov/dhhs/mecdc/public-health-systems/lphd/index.shtml) (including all sixteen counties);
* Assist in the development and drafting of future annual SNAP-Ed Plans and submit, under the direction and approval of the Department’s State Agency, into the National Program Evaluation and Reporting System (N-PEARS) for USDA Food and Nutrition Services (FNS) approval;
* Deliver SNAP-Ed programming using best practice guidelines from the most current Plan Guidance;
* Include Direct Education, PSE Change Strategies, and other strategies or projects in order to implement a comprehensive Statewide SNAP-Ed program that demonstrates fidelity to USDA standards and evidence-based approaches and reaches Maine residents with low incomes at all stages of their lives;
* Identify and utilize strategies to assure diversity, equity, and inclusion (DEI) in service delivery and projects, and deliver services with cultural competency, and identify the current process or policy used in any current programming and how staff are trained accordingly;
* Be responsible for training and monitoring Nutrition Educators Statewide;
* Conduct Social Marketing for SNAP-Ed activities and maintain the [Maine SNAP-Ed website](https://www.mainesnap-ed.org/);
* Facilitate meetings and co-convene a State Nutrition Action Council (SNAC) in collaboration with the Department’s State Agency;
* Demonstrate the effectiveness of SNAP-Ed interventions by following SNAP-Ed Evaluation Framework Guidelines and Indicators for reporting outcomes; and
* Utilize N-PEARS for required annual Plan submission and all reporting activities detailed in the Plan Guidance.

1. **General Provisions**
   1. From the time the RFP is issued until award notification is made, all contact with the State regarding the RFP must be made through the RFP Coordinator. No other person/ State employee is empowered to make binding statements regarding the RFP. Violation of this provision may lead to disqualification from the bidding process, at the State’s discretion.
   2. Issuance of the RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to the RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
   3. All proposals must adhere to the instructions and format requirements outlined in the RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals are to follow the format and respond to all questions and instructions specified below in the “Proposal Submission Requirements” section of the RFP.
   4. Bidders will take careful note that in evaluating a proposal submitted in response to the RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating a Bidder’s experience and capabilities.
   5. The proposal must be signed by a person authorized to legally bind the Bidder and must contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
   6. The RFP and the awarded Bidder’s proposal, including all appendices or attachments, will be the basis for the final contract, as determined by the Department.
   7. Following announcement of an award decision, all submissions in response to this RFP will be public records, available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) ([1 M.R.S. § 401](http://www.mainelegislature.org/legis/statutes/1/title1sec401.html) et seq.).
   8. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to the RFP.
   9. All applicable laws, whether or not herein contained, are included by this reference. It is the Bidder’s responsibility to determine the applicability and requirements of any such laws and to abide by them.
2. **Contract Term**

The Department is seeking cost-efficient proposals to provide services, as defined in this RFP, for the anticipated contract period defined in the table below. The dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with the RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

Contract Renewal: Following the initial term of the contract, the Department may opt to renew the contract for three (3) renewal periods, as shown in the table below, and subject to continued availability of funding and satisfactory performance.

The term of the anticipated contract, resulting from the RFP, is defined as follows:

|  |  |  |
| --- | --- | --- |
| **Period** | **Start Date** | **End Date** |
| Initial Period of Performance | 1/1/2025 | 9/30/2026 |
| Renewal Period #1 | 10/1/2026 | 9/30/2028 |
| Renewal Period #2 | 10/1/ 2028 | 9/30/2030 |
| Renewal Period #3 | 10/1/2030 | 9/30/2032 |

1. **Number of Awards**

The Department anticipates making one (1) award as a result of this RFP process.

**PART II SCOPE OF SERVICES TO BE PROVIDED**

**Specific instructions for the Bidder to provide a narrative response to the Scope of Services may be found in Part IV, Section III, Services to be Provided.**

1. **Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) Plan**
2. Implement and deliver a Statewide SNAP-Ed program that meets the specifications of the most recently approved annual SNAP-Ed Plan (refer to **Appendix H** for the most current SNAP-Ed Plan), demonstrating standards from the SNAP Ed Plan Guidance (Plan Guidance), including:
   1. Implement SNAP-Ed nutrition education and obesity prevention services, consistent with the [2020-2025 Dietary Guidelines for Americans](https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf) and [MyPlate](https://www.myplate.gov/), that combine educational strategies, accompanied by supporting Policy, Systems, and Environmental (PSE) Change Strategies, demonstrated to facilitate adoption of food and physical activity choices and other nutrition-related behaviors conducive to the health and well-being of the individual.
3. Employ and/or subcontract with local agencies to assure SNAP-Ed services are available Statewide in all Department [Public Health Districts](https://www.maine.gov/dhhs/mecdc/public-health-systems/lphd/index.shtml) in all sixteen (16) counties.
   1. All subcontracts shall be pre-approved by the Department’s State Agency and Food and Nutrition Service (FNS).
4. Develop future annual SNAP-Ed Plans, in collaboration with the Department’s State Agency, using current standards from the Plan Guidance by:
   1. Determining which Direct Education curricula and PSE Change Strategies will be included in future SNAP-Ed Plans by identifying:
      1. The curricula that will be used for Direct Education activities;
      2. Which target populations the curricula will be used for, as determined from a needs assessment;
      3. The total unduplicated number of Participants expected to use the curricula;
      4. PSE strategies that are closely linked to Direct Education projects in order to support SNAP-Ed’s primary goals.
   2. Providing a list of curricula and target populations for which the curricula and PSE Change Strategies will be used.
   3. Selecting and identifying strategies and curricula that are culturally appropriate and considering health and racial equity in programming to assure minimized disparities and improved outcomes.
      1. Identify how the specific proposed curricula supports cultural competency for the target populations to be served.
   4. Identifying which PSE Change Strategies will be utilized and how they will be linked to Direct Education.
   5. Detailing how many SNAP-Ed Participants will be served in its SNAP-Ed Plan based on a well detailed needs assessment.
   6. Addressing how the Implementing Agency will assure continued operations meeting all Federal and State guidelines during a public health emergency or other conditions affecting in-person programming such as in rural areas.
5. **SNAP-Ed Education**
6. Implement the Direct Education projects outlined in the current Plan that use evidence-based and/or promising practice curricula (as defined by United States Department of Agriculture (USDA)) and reaches the maximum SNAP-Ed target audience across the lifespan.
7. Pilot additional evidence-based nutrition education curricula, as determined on a case-by-case basis and with Department’s State Agency approval.
8. Deliver a program that serves both Direct Participants and indirect Participants (i.e., parents receiving materials sent home with their children).
9. Ensure programming promotes water consumption and other messages that encourage healthier beverage choices over sugar-sweetened beverage consumption through Direct Education, PSE Change Strategy efforts, and Social Marketing campaigns.
10. **Technology, Website, and Social Marketing**
11. Utilize technology that enhances program efficacy and efficiency and maintains the functions identified in the SNAP-Ed Plan, including technology necessary to conduct conference calls and trainings.
12. Maintain and keep current a website for staff and Nutrition Educators which provides nutrition-related documents, curricula, links to tools and resources, guidance and consistent information about best practices, allowable procedures, and other relevant information and materials needed to successfully implement the SNAP-Ed program.
    1. Maintain and update at least monthly, an online calendar to track classes being offered by Nutrition Educators.
       1. Ensure the calendar is available to the Department’s State Agency for consistent review.
13. Continue the SNAP-Ed Social Marketing campaign *“*[*Shop, Cook and Eat Healthy on a Limited Budget*](https://www.mainesnap-ed.org/)*”* by:
    1. Conducting the Social Marketing campaign as an additional nutrition education project to achieve the overall goal of increasing Supplemental Nutrition Assistance Program (SNAP) eligible participation in nutrition education projects and activities.
    2. Using existing materials developed and approved in the previous SNAP-Ed Plans for the “Shop, Cook, Eat” Social Marketing campaign.
    3. Continuing to promote other Social Marketing campaigns previously implemented including, social norms marketing to promote consumption of water and fruits and vegetables among youth.
    4. Maintaining a digital marketing campaign using the Maine SNAP-Ed website and Facebook pages.
    5. Comply with the State’s MaineIT Policies, specifically:
       1. [Digital Accessibility Policy](https://www.maine.gov/oit/sites/maine.gov.oit/files/inline-files/DigitalAccessibilityPolicy.pdf);
       2. [Social Media for State Business Policy](https://www.maine.gov/oit/sites/maine.gov.oit/files/inline-files/SocialMediaStateBusiness.pdf);
       3. [Information Security Policy](https://www.maine.gov/oit/sites/maine.gov.oit/files/inline-files/SecurityPolicy.pdf), specifically:
          * 1. 5.6 Backups; and
            2. 5.26 Vulnerability Management.
    6. Ensuring no data is released regarding the usage of the website(s) without the written approval from the Department’s State Agency. This is regardless of whether the data would be given away, sold, bartered, or any through any other arrangement.
    7. Ensuring any data collected, used, and reported on will be de-identified meeting the definition of TLP White as per MaineIT [Data Classification Policy](https://www.maine.gov/oit/sites/maine.gov.oit/files/inline-files/DataClassificationPolicy.pdf).
    8. Ensuring the website(s) does not include:
       1. TikTok, which describes the social networking service TikTok or any successor application or service developed or provided by ByteDance Limited or an entity owned by ByteDance Limited.
14. **PSE Change Strategies**
15. Implement evidence-based PSE Change Strategies for Nutrition Educators that enhance the Direct Education projects and Social Marketing campaign, as approved in the Maine SNAP-Ed Plan.
    1. Ensure all PSE Change Strategies are approved by the Department’s State Agency and meet USDA SNAP-Ed guidelines.
    2. Provide training and assistance to Nutrition Educators in implementing PSE Change Strategies in their communities.
    3. Ensure Nutrition Educators meet PSE expectations outlined in the Plan Guidance.
16. **Training Requirements**
17. Deliver training to staff and/or subcontractors to assure Nutrition Educators perform work to the standards specified in the SNAP-Ed Plan for the effective implementation and delivery of the SNAP-Ed program.
    1. Obtain written approval from the Department’s State Agency prior to hosting or attending conferences/trainings by providing the Department’s State Agency an itemized budget for all costs associated with such conferences/trainings.
    2. Ensure training includes monthly calls and at a minimum, one (1) Statewide training.
18. Develop and utilize training materials including an orientation guide to train Nutrition Educators to comply with the standards provided in the SNAP-Ed Plan and Plan Guidance, including information on:
    1. Background;
    2. Communication;
    3. Plan Guidance;
    4. Cost Policy and Procedures;
    5. Programming; and
    6. Reporting.
19. Ensure all new Nutrition Educators are fully trained in all required curriculum within three (3) weeks following employment and before conducting Direct Education.
20. Provide training to all staff on using and adapting curricula for special populations, including, but not limited to:
    1. Immigrants and New Americans;
    2. Tribal members;
    3. People with intellectual disabilities; and
    4. Students with special education needs.
21. Provide training on proper food safety and handling techniques.
22. Work with the Department’s State Agency to ensure annual civil rights training is provided to all staff interacting with SNAP-Ed Participants and document completion of the training.
23. **Technical Assistance for Nutrition Educators**
24. Employ and train Nutrition Program Coordinators to provide management and technical assistance (mentoring and oversight) to each Nutrition Educator on the SNAP-Ed grant.
25. Ensure Nutrition Program Coordinators conduct site visits to each Nutrition Educator at least once during the SNAP-Ed Plan year.
    1. Site visits shall include observation of selected nutrition education classes, activities, and/or food demonstrations being conducted by Nutrition Educators to allow for mentoring and ensure adherence to the SNAP-Ed curricula with fidelity.
    2. Submit copies of site visit reports to the Department’s State Agency upon completion.
    3. Provide a schedule of site visits to the Department’s State Agency to ensure management evaluation visits can be coordinated.
26. **Communication Requirements**
27. Maintain regular communications with the Department’s State Agency, subcontractors, and other SNAP-Ed collaborating agencies.
28. Convene conference calls, at least one (1) monthly, with all subcontractors to communicate updates on the SNAP-Ed grant, consistent messages, and curricula to be used, information regarding training opportunities, sharing of information, and instructions on tasks required (such as completing work plans).
29. Participate in meetings, via conference calls or in-person, with the Department’s State Agency every other week, to provide program implementation updates.
    1. Facilitate conference calls/meeting, provide an agenda in advance of each scheduled call/meeting, and provide recording of all calls and/or meeting minutes, with the Department’s State Agency, within two (2) business days following the call/meeting.
30. **Reporting Requirements**
31. Collect and maintain data for required reporting, including but not limited to:
    1. Quarterly Reporting Forms – develop and submit reports to the Department’s State Agency on the progress of the deliverables outline in the contract resulting from this RFP, including any deliverables and/or data collected by subcontractors.
       1. Provide copies of all reports to the Department’s State Agency as requested.
       2. Conduct individual calls with subcontractors to jointly review related forms/reports and review any questions or concerns.
    2. National Program Evaluation and Reporting System (N-PEARS) and Outreach Reporting:
       1. Utilize a web-based data management system to streamline data collection for N-PEARS and required reporting processes;
       2. Train and provide technical support to users;
       3. Ensure data is centrally compiled in order to track progress and identify problematic outreach areas.
          1. Hold staff and/or subcontractors to reporting deadlines and ensure data collection is submitted upon completion of a class.
       4. Facilitate regular (monthly) reporting to the Department’s State Agency and/or FNS to reflect the previous month’s activities.
          1. Ensure monthly reporting to the Department’s State Agency reflects accurate and actual data/numbers to date and is corrected and updated as necessary to assure the Department’s State Agency has accurate outreach totals.
          2. Use collected data to track and monitor progress of the contract deliverables.
32. **Outreach and Culturally Appropriate Program for Underserved Populations**
33. Work to reach specific underserved populations as outlined in the SNAP-Ed Plan, including but not limited to:
    1. Individuals with chronic health conditions;
    2. Individuals with intellectual disabilities;
    3. New Americans;
    4. Tribal members; and
    5. Veterans.
34. Provide culturally appropriate programming to Participants, including but not limited to:
    1. New Americans;
    2. Tribal members; and
    3. Minority Participants.
35. Consult with a Maine Tribal Organization to assure that culturally appropriate SNAP-Ed services are delivered to Tribal members.
36. **Equipment Inventory**
37. Maintain an up-to-date inventory list of all equipment purchased with Maine SNAP-Ed funding and provide the list to the Department’s State Agency upon request.
    1. All equipment and materials purchased with Maine SNAP-Ed funding are subject to reassignment and shall be returned to the Department’s State Agency within thirty (30) calendar days for circumstances as determined by the Department’s State Agency.
38. **State Nutrition Action Council (SNAC)**
39. Convene meetings of a SNAP-Ed SNAC with Statewide partners who implement obesity prevention or food security programs.
40. Work collaboratively with the Department’s State Agency to recruit members and plan meeting agendas.
41. Facilitate SNAC meetings by:
    1. Developing and proving an agenda; and
    2. Competing and providing minutes to SNAC members within five (5) business days following the meeting.
42. Establish and convene sub-committees as approved by the Department’s State Agency.
43. Utilize the SNAC as a method to coordinate efforts among partners doing similar work in the State as well as to explore ideas for leveraging resources and partners to increase the overall effectiveness of nutrition education Statewide through collective impact initiatives.
44. Ensure the SNAC works with the other involved organizations and programs identified in the SNAP-Ed Plan in order to coordinate delivery of education efforts and increase the overall impact.
45. **Budget Oversight**
46. Hold subcontractors responsible for collecting and providing information, expenses, and reports within established timeframes.
47. Monitor budget and inventory control through time and effort forms and monthly invoices submitted by subcontractors, including.
    1. Ensuring receipts are submitted to the Implementing Agency for review to ensure expenses are allowable.
       1. Notify the subcontractor’s Fiscal Officer and/or Director when expenses are non-allowable and for correction.
48. Review all documentation against each subcontractor’s financial reports and approved budgets prior to reimbursement.
49. Ensure all agreements related to budgeting are provided in the form specified in the latest version of the Plan Guidance.
50. **Quality Assurance and Evaluation**
51. Implement a quality assurance plan which provides oversight of quality assurance and internal evaluation activities assuring program quality and fidelity to curricula.
52. Perform self-evaluation activities, including those of subcontractors, to determine the quality of direct and indirect programming, as specified in the SNAP-Ed Plan.
    1. Ensure evaluation activities fit with SNAP-Ed Evaluation Framework indicators.
53. Assess short-, medium-, and long-term program outcomes of programmatic efforts and PSE Change Strategy outcomes to determine if SNAP-Ed programmatic goals and objectives are being met.
54. Work collaboratively with the Department’s State Agency external evaluator, if applicable.
    1. Participate in meetings, at least monthly, with the Department’s State Agency and its external evaluator.
55. Ensure all subcontractors comply with evaluation activities.
56. **Performance Measures**
57. Perform all services proposed in response to this RFP by achieving all Performance Measures listed in **Table 1**.
    1. Submit data to support the performance measure by submitting a summary utilizing **Appendix I** (Performance Measure Report Template) or via a third-party data source, as indicated within the performance measure data source column of **Table 1**.
58. Collaborate with the Department’s State Agency to determine additional Performance Measure based on the requirements outline in the annual SNAP-Ed Plan.

| **Table 1**  **Mandatory Performance Measures** | | | |
| --- | --- | --- | --- |
|
| **Performance Measure** | | **Assessment Cycle** | **Supportive Documentation and Performance Measure Data Source** |
| **a.** | Twenty-five percent (25%) of program Participants will demonstrate greater knowledge on how to purchase healthy foods on a limited budget | Quarterly | **Appendix I** |
| **b.** | Twenty-five percent (25%) of program Participants will demonstrate greater confidence in purchasing healthy foods on a limited budget | Quarterly | **Appendix I** |
| **c.** | Twenty-five percent (25%) of program Participants will demonstrate greater ability to purchase healthy foods on a limited budget | Quarterly | **Appendix I** |
| **d.** | Twenty-five percent (25%) of program Participants will demonstrate greater knowledge on how to cook healthy meals and snacks at home | Quarterly | **Appendix I** |
| **e.** | Twenty-five percent (25%) of program Participants will demonstrate greater confidence in cooking healthy meals and snacks at home | Quarterly | **Appendix I** |
| **f.** | Twenty-five percent (25%) of program Participants will demonstrate greater ability to cook healthy meals and snacks at home | Quarterly | **Appendix I** |
| **g.** | Twenty-five percent (25%) of program Participants will demonstrate greater knowledge about the importance of eating fruits and vegetables | Quarterly | **Appendix I** |
| **h.** | Twenty-five percent (25%) of program Participants will consume more fruits and vegetables | Quarterly | **Appendix I** |
| **i.** | Twenty-five percent (25%) of program Participants will demonstrate greater knowledge about the importance of physical activity | Quarterly | **Appendix I** |
| **j.** | Twenty-five percent (25%) of program Participants will demonstrate decreased consumption of sugar-sweetened beverages | Quarterly | **Appendix I** |

# **Reports**

* 1. Track and record all data/information necessary to complete the required reports/On-Site Visit listed in **Table 2**:

|  |  |  |
| --- | --- | --- |
| **Table 2 – Required Reports** | | |
| **Name of Report or On-Site Visit** | | **Description or Appendix #** |
| **a.** | Performance Measures Report | Status of performance measures outline in the SNAP-Ed Plan and **Table 1** of this RFP |
| **b.** | Department On-Site Visits | As agreed, between the Department’s State Agency and Implementing Agency, including subcontractors |
| **c.** | SNAP-Ed Status Report | A narrative summarizing activities and dashboard summarizing total Participants |
| **d.** | SNAP-Ed Annual Report | An annual report meeting FNS annual report standards as detailed in the Plan Guidance and entered in N-PEARS. |
| **e.** | Monthly Financial Reports | Located at the Department’s [Division of Contract Management website](https://www.maine.gov/dhhs/about/financial-management/contract-management/contract-documents) |
| **f.** | Contract Closeout Report | Located at the Department’s [Division of Contract Management website](https://www.maine.gov/dhhs/about/financial-management/contract-management/contract-documents) |

# Submit all the required reports to the Department in accordance with the timelines established in **Table 3**:

* + - * 1. Provide periodic status updates to the Department on all activities, financial reporting, and federally required reporting activities outlined in the Plan Guidance.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 3 – Required Reports Timelines** | | | |
| **Name of Report or On-Site Visit** | | **Period Captured by Report or On-Site Visit** | **Due Date** |
| **a.** | Performance Measures Report | Each Quarter | Thirty (30) calendar days after each quarter |
| **b.** | Department On-Site Visits | Point-in-time | Annually, at the Department’s discretion |
| **c.** | SNAP-Ed Status Report | Each Quarter | Thirty (30) calendar days after each quarter |
| **d.** | SNAP-Ed Annual Report | Each Year | Due to Department by December 15th for internal reviews in order to be submitted to FNS by January 31st of each year |
| **e.** | Monthly Financial Reports | Each Quarter | Forty-five (45) calendar days after the end of each quarter |
| **f.** | Contract Closeout Report | Each Year | Sixty (60) calendar days following the close of the contract period |

**PART III KEY RFP EVENTS**

1. **Informational Meeting**

The Department will sponsor an Informational Meeting concerning the RFP beginning at the date, time and location shown on the RFP cover page. The purpose of the Informational Meeting is to answer and/or field questions, clarify for potential Bidders any aspect of the RFP requirements that may be necessary and provide supplemental information to assist potential Bidders in submitting responses to the RFP. Although attendance at the Informational Meeting is not mandatory, it is strongly encouraged that interested Bidders attend.

1. **Questions**
   1. **General Instructions:** It is the responsibility of all Bidders and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
      1. Bidders and other interested parties must use **Appendix J** (Submitted Questions Form) for submission of questions. If used, the form is to be submitted as a WORD document.
      2. Questions must be submitted, by e-mail, and received by the RFP Coordinator identified on the cover page of the RFP as soon as possible but no later than the date and time specified on the RFP cover page.
      3. The RFP number and title must be included in the subject line of the e-mail containing the submitted questions. The Department assumes no liability for assuring accurate/complete/on-time e-mail transmission and receipt.
   2. **Question & Answer Summary:** Responses to all questions will be compiled in writing and posted on the State’s [Office of State Procurement Services (RFP) Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps) no later than seven (7) calendar days prior to the proposal due date. It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website are considered binding.
2. **Amendments**

All amendments released in regard to the RFP will be posted on the State’s [Office of State Procurement Services RFP Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps). It is the responsibility of all interested parties to go to this website to obtain amendments. Only those amendments posted on this website are considered binding.

## Notice of Intent to Bid

* + - 1. **Notice of Intent Due:** Bidders interested in submitting a proposal are required to submit **Appendix K** (Notice of Intent to Bid Form) by the date and time specified on this RFP’s cover page.

Failure to submit a Notice of Intent to Bid by this deadline will automatically result in a Bidder’s proposal being disqualified from the evaluation process.

* + - 1. **Submission:** Notices of Intent to Bid are to be submitted only to the RFP Coordinator by the date and time listed on this RFP’s cover page. Bidders are responsible for allowing adequate time for delivery. The Department assumes no liability for assuring accurate/complete/on-time e-mail transmission and receipt.

1. **Proposal Submission**
   1. **Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of the RFP.
      1. Any e-mails containing original proposal submissions or any additional or revised proposal files, received after the 11:59 p.m. deadline, will be rejected without exception.
   2. **Delivery Instructions:** E-mail proposal submissions must be submitted to the Office of State Procurement Services at [Proposals@maine.gov](mailto:Proposals@maine.gov).
      1. Only proposal submissions received by e-mail will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
         1. Proposal submission e-mails that are successfully received by the [proposals@maine.gov](mailto:proposals@maine.gov) inbox will receive an automatic reply stating as such.
      2. E-mails containing links to file sharing sites or online file repositories will not be accepted as submissions. Only e-mail proposal submissions that have the actual requested files attached will be accepted.
      3. Encrypted e-mails received which require opening attachments and logging into a proprietary system will not be accepted as submissions. Bidders should work with their Information Technology team to ensure that the proposal submission will not be encrypted due to any security settings.
      4. File size limits are 25MB per e-mail. Bidders may submit files separately across multiple e-mails, as necessary, due to file size concerns. All e-mails and files must be received by the due date and time listed above.
   3. **Submission Format:**
      1. Bidders are to insert the following into the subject line of their e-mail proposal submission: **“RFP# 202406107 Proposal Submission – [Bidder’s Name]”**
      2. Bidder’s proposal submissions are to be broken down into multiple files, with each file named as it is titled in bold below, and include:

* **File 1 [Bidder’s Name] – Preliminary Information:**

*PDF format preferred*

**Appendix A** (Proposal Cover Page)

**Appendix B** (Responsible Bidder Certification)

All required documentation stated in PART IV, Section I.

* **File 2 [Bidder’s Name] – Organization Qualifications and Experience:**

*PDF format preferred*

**Appendix C** (Organization Qualifications and Experience Form)

**Appendix D** (Subcontractor Form), if applicable

**Appendix E** (Litigation Form)

All required information and attachments stated in PART IV, Section II.

* **File 3 [Bidder’s Name] – Proposed Services:**

*PDF format preferred*

**Appendix F** (Response to Proposed Services)

All required information and attachments stated in PART IV, Section III.

* **File 4 [Bidder’s Name] – Allocation Acknowledgement, Cost Proposal and Budget Narrative:**

*Excel and PDF format preferred*

**Appendix G** (Estimated Snap-Ed FY2025 Allocation Acknowledgement, Cost Proposal and Budget Narrative)

All required information and attachments stated in PART IV, Section IV.

**PART IV PROPOSAL SUBMISSION REQUIREMENTS**

This section contains instructions for Bidders to use in preparing their proposals. The Department seeks detailed yet succinct responses that demonstrate the Bidder’s qualifications, experience, and ability to perform the requirements specified throughout the RFP.

Bidder proposals must follow the outline used below, including the numbering, section, and sub-section headings. Failure to use the outline specified in PART IV, or failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive or receiving a reduced score. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFP specifications will result either in disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in the RFP will, at best, be considered minimally responsive.

Bidders are not to provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated. Bidders must include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.

**Proposal Format and Contents**

**Section I Preliminary Information** (File #1)

* 1. **Proposal Cover Page**

Bidders must complete **Appendix A** (Proposal Cover Page). It is critical that the cover page show the specific information requested, including Bidder address(es) and other details listed. The Proposal Cover Page must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

* 1. **Responsible Bidder Certification**

Bidders must complete **Appendix B** (Responsible Bidder Certification). The Responsible Bidder Certification must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

**Section II Organization Qualifications and Experience** (File #2)

* 1. **Overview of the Organization**

Bidders must complete **Appendix C** (Qualifications and Experience Form) describing their qualifications and skills to provide the requested services in the RFP. Bidders must include three (3) examples of projects within the last five (5) years, which demonstrate their experience and expertise in performing these services as well as highlighting the Bidder’s stated qualifications and skills.

* 1. **Subcontractor**

If subcontractors are to be used, including consultants, Bidders must complete **Appendix D** (Subcontractor Form) providing a list that specifies the name, address, phone number, contact person, and a brief description of the subcontractors’ organizational capacity and qualifications.

* 1. **Organizational Chart**

Bidders must provide an enterprise-wide organization chart showing officers, major organization components, and the project team proposed to meet the requirements of this RFP. This chart must indicate to whom the project team reports. Note: individual project team positions are to be identified in the job description and staffing plan requirements of **Appendix F** (Response to Proposed Services).

* 1. **Litigation**

Bidders must complete **Appendix E** (Litigation Form) providing a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree.  For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation has occurred, write “none” on **Appendix E** (Litigation Form).

* 1. **Financial Viability**

Bidders must provide the three (3) most recent years of Financial Statements audited or reviewed by a Certified Public Accountant.

* 1. **Certificate of Insurance**

Bidders must provide a valid certificate of insurance on a standard ACORD form (or the equivalent) evidencing the Bidder’s general liability, professional liability and any other relevant liability insurance policies that might be associated with the proposed services.

|  |  |
| --- | --- |
| **Required Attachments Related to Organization Qualifications and Experience** | |
| **Attachment #:** | **Attachment Name:** |
| One (1) | Qualifications and Experience Form |
| Two (2) | Subcontractor Form |
| Three (3) | Organizational Chart |
| Four (4) | Litigation Form |
| Five (5) | Financial Viability |
| Six (6) | Certificate of Insurance |

Attachments 1 – 6 must be included in numerical order, as part of File 2, as outlined in PART III “Submitting the Proposal” of this RFP. Attachments 1 – 6 will be reviewed and evaluated by the Department’s evaluation team under the Organization Qualifications and Experience section of this RFP.

**Section III Proposed Services** (File #3)

Bidder must complete **Appendix F** (Response to Proposed Services) by providing a detailed response to the requirements outlined in this RFP.

|  |  |
| --- | --- |
| **Required Attachments Related to Proposed Services** | |
| **Attachment #:** | **Attachment Name:** |
| Seven (7) | Examples of Reports or Reporting Forms |
| Eight (8) | Staffing Plan |
| Nine (9) | Position Qualifications and Job Descriptions |
| Ten (10) | Management/Work Plan |
| Eleven (11) | Overall SNAP-Ed Program Implementation/Work Plan |

Attachments 7 – 11 must be included in numerical order, as part of File 3, as outlined in PART III “Submitting the Proposal” of this RFP. Attachments 7 – 11 will be reviewed and evaluated by the Department’s evaluation team under the Proposed Services section of this RFP.

**Section IV Allocation Acknowledgement, Cost Proposal and Budget Narrative** (File #4)

* 1. **General Instructions**
     1. Bidders must submit the allocation acknowledgement form and cost proposal that covers the period, starting 1/1/2025 and ending on 9/30/2026. Bidders are expected to submit a budget form based on the Fiscal Year (FY) 2025 estimated SNAP-Ed allocation for the State of Maine. The funding allocation for FFY 2025 may be obtained at the [USDA SNAP-Ed Connection webpage](https://snaped.fns.usda.gov/administration/funding-allocations).
     2. The cost proposal must include the costs necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements.
     3. No costs related to the preparation of the proposal for the RFP, or to the negotiation of the contract with the Department, may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.
  2. **Cost Proposal Form Instructions**

1. Bidders must fill out **Appendix G** (Estimated Snap-Ed FY2025 Allocation Acknowledgement, Cost Proposal and Budget Narrative), following the instructions detailed here and in the form. Failure to provide the requested information, and to follow the required cost proposal format provided, may result in disqualification or reduction in scoring of the cost proposal, at the discretion of the Department.
2. **Budget Narrative:** Bidders are to include a brief budget narrative to explain the basis for determining the expenses submitted on the budget forms.

**PART V PROPOSAL EVALUATION AND SELECTION**

Evaluation of the submitted proposals will be accomplished as follows:

1. **Evaluation Process – General Information**
   1. An evaluation team, composed of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP.
   2. Officials responsible for making decisions on the award selection will ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal provides the best value to the State of Maine.
   3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders, if needed, to obtain clarification of information contained in the proposals received. The Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations.
   4. Changes to proposals, including updating or adding information, will not be permitted during any portion of the evaluation process. Therefore, Bidders must submit proposals that present their rates and other requested information as clearly and completely as possible.
2. **Scoring Weights and Process**
   1. **Scoring Weights:** Proposal scores will be based on a 100-point scale and will measure the degree to which each proposal meets the following criteria.

|  |  |  |
| --- | --- | --- |
| **Section I.** | **Preliminary Information**  Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section I of the RFP. | **(No Points)** |
| **Section II.** | **Organization Qualifications and Experience** Proposal materials to be evaluated in this section: all elements addressed above in Part IV, Section II of the RFP. | **(25 points)** |
| **Section III.** | **Proposed Services**  Proposal materials to be evaluated in this section: all elements addressed above in Part IV, Section III of the RFP. | **(40 points)** |
| **Section IV.** | **Allocation Acknowledgement, Cost Proposal and Budget Narrative**  Proposal materials to be evaluated in this section:all elements addressed above in Part IV, Section IV of the RFP. | **(35 points)** |

* 1. **Scoring Process:** The evaluation team will use a consensus approach to evaluate and score Sections II & III above. Members of the evaluation team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections. Sections IV, the Cost Proposal, will be scored as described below.

Sections IV Cost, all Bidders will receive 25 points for submitting a signed **Appendix G** (Estimated Snap-Ed FY2025 Allocation Acknowledgement, Cost Proposal, and Budget Narrative). Bidders who do not submit a signed **Appendix G** will receive 0 points.

The remaining ten (10) points allocated to the Cost Proposal and Budget Narrative will be used to evaluate the responsiveness of the budget and narrative materials. Members of the evaluation team will consider whether the project work and cost estimates (tasks & budget) are reasonable for the expected outcomes (**Appendix G**). The evaluation team will use a consensus approach to evaluate and score the budget narrative.

No Best and Final Offers: The State of Maine will not seek or accept a best and final offer (BAFO) from any Bidder in this procurement process.  All Bidders are expected to provide their best value pricing with the submission of their proposal.

* 1. **Negotiations:** The Department reserves the right to negotiate with the awarded Bidder to finalize a contract. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department’s Request for Proposal to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with an awarded Bidder who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

1. **Selection and Award**
   1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Procurement Review Committee.
   2. Notification of conditional award selection or non-selection will be made in writing by the Department.
   3. Issuance of the RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to the RFP, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
   4. The Department reserves the right to reject any and all proposals or to make multiple awards.
2. **Appeal of Contract Awards**

Any person aggrieved by the award decision that results from the RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in [5 M.R.S.A. § 1825-E](http://www.mainelegislature.org/legis/statutes/5/title5sec1825-E.html) and [18-554 Code of Maine Rules Chapter 120](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-120).  The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of conditional contract award.

**PART VI CONTRACT ADMINISTRATION AND CONDITIONS**

1. **Contract Document**
   1. The awarded Bidder will be required to execute a State of Maine Service Contract with appropriate riders as determined by the issuing department.

The complete set of standard State of Maine Service Contract documents, along with other forms and contract documents commonly used by the State, may be found on the [Office of State Procurement Services forms](https://www.maine.gov/dafs/bbm/procurementservices/forms) website.

Forms and contract documents commonly used by the Department can be found on the Department’s [Division of Contract Management website](https://www.maine.gov/dhhs/about/financial-management/contract-management).

* 1. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Department of Administrative and Financial Services, [Chapter 110, § 3(B)(i)](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-110).)

This provision means that a contract cannot be effective until at least fourteen (14) calendar days after award notification.

* 1. The State recognizes that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Procurement Review Committee. Any appeals to the Department’s award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date listed in the RFP may need to be adjusted, if necessary, to comply with mandated requirements.
  2. In providing services and performing under the contract, the awarded Bidder must act as an independent contractor and not as an agent of the State of Maine.

1. **Standard State Contract Provisions**
   1. Contract Administration

Following the award, a Contract Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the awarded Bidder in the finalization of the contract.

* 1. Payments and Other Provisions

The State anticipates paying the Contractor on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from the RFP.

**PART VII LIST OF RFP APPENDICES AND RELATED DOCUMENTS**

**Appendix A** – Proposal Cover Page

**Appendix B** – Responsible Bidder Certification

**Appendix C** – Qualifications and Experience Form

**Appendix D** – Subcontractor Form

**Appendix E** – Litigation Form

**Appendix F** – Response to Proposed Services

**Appendix G** – Estimated Snap-Ed FY2025 Allocation Acknowledgement, Cost Proposal, and Budget Narrative

**Appendix H** – Currently Approved SNAP-Ed Plan

**Appendix I** – Performance Measure Report Template

**Appendix J** – Submitted Questions Form

**Appendix K** – Notice of Intent to Bid

**APPENDIX A**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**PROPOSAL COVER PAGE**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Bidder’s Organization Name:** | |  | | | | |
| **Vendor Customer Code**  (for current State of Maine vendors)**:** | | | | | VC | |
| **Chief Executive - Name/Title:** | |  | | | | |
| **Tel:** |  | | | **E-mail:** | |  |
| **Headquarters Street Address:** | |  | | | | |
| **Headquarters City/State/Zip:** | |  | | | | |
| ***(Provide information requested below if different from above)*** | | | | | | |
| **Lead Point of Contact for Proposal - Name/Title:** | | |  | | | |
| **Tel:** |  | | | **E-mail:** | |  |
| **Street Address:** | |  | | | | |
| **City/State/Zip:** | |  | | | | |

* This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
* No personnel currently employed by the Department or any other State agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder’s proposal.
* No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
* The above-named organization is the legal entity entering into the resulting contract with the Department if they are awarded the contract.
* The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

*To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.*

|  |  |
| --- | --- |
| **Name (Print):** | **Title:** |
| **Authorized Signature:** | **Date:** |

**APPENDIX B**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**RESPONSIBLE BIDDER CERTIFICATION**

**RFP#** **202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

*By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:*

1. *Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
2. *Have not within three (3) years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:*
   1. *Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.*
   2. *Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.*
3. *Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification.*
4. *Have not within a three (3) year period preceding this proposal had one or more federal, state, or local government transactions terminated for cause or default*.
5. *Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*
6. *Is not a foreign adversary business entity (*[*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies)*).*
7. *Is not on the list of prohibited companies (*[*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies)*) or does not obtain or purchase any information or communications technology or services included on the list of prohibited information and communications technology and services* [*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies) *(Title 5 §2030-B).*

|  |  |
| --- | --- |
| **Name (Print):** | **Title:** |
| **Authorized Signature:** | **Date:** |

**APPENDIX C**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

## QUALIFICATIONS and EXPERIENCE FORM

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

|  |
| --- |
| **Present a brief statement of qualifications and describe the history of the Bidder’s organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.** |
|  |

|  |
| --- |
| **Provide a description of three (3) projects that occurred within the past five (5) years which reflect experience and expertise needed in performing the functions described in Part II – Scope of Services to be Provided of the RFP. Contract history with the State of Maine, whether positive or negative, may be considered in evaluating proposals even if not provided by the Bidder.** |

|  |  |
| --- | --- |
| **Project One** | |
| **Business Reference Name:** |  |
| **Reference Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Description of Project** | |
|  | |

|  |  |
| --- | --- |
| **Project Two** | |
| **Business Reference Name:** |  |
| **Reference Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Description of Project** | |
|  | |

|  |  |
| --- | --- |
| **Project Three** | |
| **Business Reference Name:** |  |
| **Reference Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Description of Project** | |
|  | |

**APPENDIX D**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

## SUBCONTRACTOR FORM

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

|  |
| --- |
| **If subcontractors, including consultants, are to be used, provide each individual subcontractor’s business or consultant’s name, contact person, address, phone number, and a brief description of the subcontractor’s organizational or consultant’s capacity and qualifications. Bidders should add additional Subcontractors/Consultants as needed.** |

|  |  |
| --- | --- |
| **Subcontractor/Consultant** | |
| **Subcontractor Business or Consultant’s Name:** |  |
| **Contact Person:** |  |
| **Address:** |  |
| **Phone Number:** |  |
| **E-Mail:** |  |
| **Subcontractor/consultant organizational capacity and qualifications** | |
|  | |

|  |  |
| --- | --- |
| **Subcontractor/Consultant** | |
| **Subcontractor Business or Consultant’s Name:** |  |
| **Contact Person:** |  |
| **Address:** |  |
| **Phone Number:** |  |
| **E-Mail:** |  |
| **Subcontractor’s organizational capacity and qualifications** | |
|  | |

**APPENDIX E**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

## LITIGATION FORM

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

|  |
| --- |
| **Provide a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree. For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation has occurred, write “none.”** |

|  |  |
| --- | --- |
|  | |
| **Case #** |  |
| **Entity Filing Suit:** |  |
| **Complaint/Accusation:** |  |
| **Amount:** |  |
| **Outcome** |  |
|  | |
| **Case #** |  |
| **Entity Filing Suit:** |  |
| **Complaint/Accusation:** |  |
| **Amount:** |  |
| **Outcome** |  |
|  | |
| **Case #** |  |
| **Entity Filing Suit:** |  |
| **Complaint/Accusation:** |  |
| **Amount:** |  |
| **Outcome** |  |
|  |  |

**APPENDIX F**

**State of Maine**

**Department of Health and Human Services**

## *Office for Family Independence*

## RESPONSE TO PROPOSED SERVICES

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

**The response to proposed services form may be obtained in a Word (.docx) format by double clicking on the document icon below.**

****

**APPENDIX G**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**ESTIMATED SNAP-ED FY2025 ALLOCATION ACKNOWLEDGEMENT,**

**COST PROPOSAL AND BUDGET NARRATIVE**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |  |
| --- | --- | --- |
| **Bidder’s Organization Name:** |  | |
| **Estimated Snap-Ed FY2025 Allocation Acknowledgement** | | |
| Bidders are not required to submit a competitive cost proposal. Instead, Bidders are expected to submit a budget based on the Fiscal Year (FY) 2025 estimated SNAP-Ed allocation for the State of Maine. The funding allocation for FFY 2025 may be obtained at the [USDA SNAP-Ed Connection webpage](https://snaped.fns.usda.gov/administration/funding-allocations).  By signing and submitting this Estimated Snap-Ed FY2025 Allocation Acknowledgement Form, the Bidder agree funding allocation for the initial period of performance will be based on the Fiscal Year (FY) 2025 estimated SNAP-Ed allocation for the State of Maine. | | |
| **Name (Print):** | | **Title:** |
| **Authorized Signature:** | | **Date:** |

Bidders must submit a cost proposal that includes cost necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements utilizing the Fiscal Year (FY) 2025 estimated SNAP-Ed allocation for the State of Maine.  The funding allocation for FFY 2025 may be obtained at the [USDA SNAP-Ed Connection webpage](https://snaped.fns.usda.gov/administration/funding-allocations).

**The Budget Form may be obtained in an Excel (.xlsx) format by double clicking on the document icon below.**

****

**APPENDIX G (continued)**

**The Budget Form Instructions may be obtained in a PDF (.pdf) format by double clicking on the document icon below.**

****

|  |
| --- |
| **Budget Narrative:** Bidders are to include a brief budget narrative to explain the basis for determining the expenses submitted on the budget forms. |
|  |

**APPENDIX H**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**FY’24 SNAP-ED PLAN**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

**The FY’24 SNAP-ED PLAN may be obtained in a PDF (.pdf) format by double clicking on the document icon below.**

****

**APPENDIX I**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**PERFORMANCE MEASURE REPORT TEMPLATE**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

**The performance measure report template may be obtained in an Excel (.xlsx) format by double clicking on the document icon below.**



**APPENDIX J**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**SUBMITTED QUESTIONS FORM**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

This form should be used by Bidders when submitting written questions to the RFP Coordinator as defined in Part III of the RFP.

If a question is not related to any section of the RFP, enter “N/A” under the RFP Section & Page Number. Add additional rows as necessary.

|  |  |
| --- | --- |
| **Organization Name:** |  |

|  |  |
| --- | --- |
| **RFP Section & Page Number** | **Question** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**APPENDIX K**

**State of Maine**

**Department of Health and Human Services**

*Office for Family Independence*

**NOTICE OF INTENT TO BID FORM**

**RFP# 202406107**

**Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Bidder’s Organization Name:** | |  | | |
| **Chief Executive - Name/Title:** | |  | | |
| **Tel:** |  | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | |
| **Headquarters City/State/Zip:** | |  | | |
| ***(Provide information requested below if different from above)*** | | | | |
| **Lead Point of Contact for Proposal - Name/Title:** | | |  | |
| **Tel:** |  | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | |
| **Headquarters City/State/Zip:** | |  | | |

|  |
| --- |
| **Provide a brief description of the Bidder’s experience and ability to perform the work required within this RFP.** |
|  |

|  |  |
| --- | --- |
| **Signature of person authorized to enter into the contract with the Department:** | |
| **Name (Print):** | **Title:** |
| **Authorized Signature:** | **Date:** |