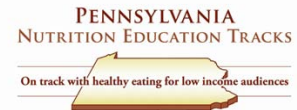


Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

PROGRAM INFORMATION



INTRODUCTION

The Pennsylvania Department of Public Welfare (DPW), through a Management Entity (ME) at The Pennsylvania State University (PSU) invites public and private agencies and organizations that offer nutrition education activities for eligible audiences to submit a proposal to the Pennsylvania Nutrition Education Tracks (TRACKS). TRACKS reimburses agencies for costs incurred to provide nutrition education for persons who participate or are eligible to participate in the Federal Supplemental Nutrition Assistance Program (SNAP). TRACKS funding is from the Pennsylvania DPW, which administers SNAP in the Commonwealth of Pennsylvania; TRACKS manages the Commonwealth's SNAP nutrition education plan (SNAP-Ed). Agencies and organizations with accepted proposals are known as TRACKS Local Partners (LP); the TRACKS ME compiles accepted LP proposals into a coordinated state plan for DPW to submit to the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA).

Proposal acceptance is predicated on four requirements: 1) eligible target audience, 2) availability of USDA funds, 3) ability to provide cost share, and 4) nature of the nutrition education activities.

Eligible audiences are defined as individuals or families currently receiving or eligible to receive Supplemental Nutrition Assistance Program benefits. Eligible audiences may also include those in which at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements, such as U.S. citizenship and non-incarcerated status.

Pennsylvania is allocated a specific amount of funds from the SNAP-Ed Nutrition Education and Obesity Prevention Grant Program; state expenditures for the SNAP-Ed cannot exceed the allocation. Applicants may be asked to adjust their proposed project budget during the review process so that the statewide SNAP-Ed plan submitted to FNS does not exceed the state allocation.

Cost share, described in the section entitled **TRACKS Funding Structure**, enables LP to use non-federal resources to secure federal SNAP-Ed funding.

Specific information about scope and nature of SNAP-Ed activities can be found in the [FNS Supplemental Nutrition Assistance Program Education Plan Guidance](#) and [Guiding Principles](#). SNAP-Ed focuses on basic nutrition and healthful eating, not medical nutrition therapy. The goal of the national SNAP-Ed program, as noted in the *Guiding Principles* is to “. . . improve the likelihood that persons eligible for the Supplemental Nutrition Assistance Program will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and MyPyramid.” (SNAP-Ed Plan Guidance, 2012)

To meet this goal, FNS calls for the use of science-based, behaviorally-focused interventions that focus on a limited set of key outcomes. Interventions must be evidence-based and evaluated as meaningful to the target audience with impact on behavior change. Additionally, SNAP-Ed activities must be compatible with the most recent dietary information and recommendations outlined in the [2010 Dietary Guidelines for Americans](#) and [MyPyramid/MyPlate](#) Food Guidance.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

TRACKS STRUCTURE

TRACKS programming is delivered according to three programming plans, referred to as “tracks”, that encompass nutrition education objectives, curricula, educational strategies, and evaluation tools to be used with each life-cycle specific target audience: [Adult/Senior Track, School-Age Track, and Preschool Track](#). LP are required to develop and deliver SNAP-Education activities pertinent to one or more of these tracks. Each track has an approved curricula list; LP must use curricula from the approved curricula list. **Review Track Descriptions and approved curricula lists carefully before continuing with the RFP to ensure eligibility and appropriateness of proposed work.**

TRACKS FUNDING STRUCTURE

TRACKS is a cost reimbursement program that requires 100 percent public, non-federal cost share. USDA reimburses funds expended on allowable, approved nutrition education activities. Each applicant must secure cost share that meets the dollar amount of the USDA reimbursement. LP are required to provide a maximum of 16% of cost share to the ME as an administrative fee to implement, manage and administer SNAP-Education in Pennsylvania (PA). This percentage may decrease pending further fiscal review.

TRACKS is funded annually for the federal fiscal year (FY) that begins October 1 and ends September 30 of the following calendar year. The current application covers the funding period from October 1, 2012 through September 30, 2013.

LP may apply for SNAP-Education funding each year, and are considered for proposal submittal in subsequent cycles as long as they remain viable, effective, and well managed. Unspent funds from FY 2013 are eligible for carryover into FY 2014. *All SNAP-Education funding is subject to the availability of funds from the Federal Government.*

Upon final approval from USDA-FNS for the FY 2013 State SNAP-Education Plan and a statement of funding assurance from DPW, PSU issues a subaward agreement to LP. With a fully executed subaward agreement, both parties are obligated to adhere to the specifications of the agreement. LP are held responsible for ensuring that any subcontracting agencies or purchased services that were approved for inclusion in their proposal carry out the intended plan of work as described in the proposal. **Subcontracting of SNAP-Education activities on the part of the applicant is discouraged, and all such subcontracts must be approved by the TRACKS ME prior to inclusion in the funding proposal.**

Private organizations may participate in SNAP-Education activities if cost share funds are from allowable sources. For example, a private, non-profit agency may have a municipal contract to provide services eligible to be used as cost share.

Private funds are cost share eligible because funds enter a public, audit-accessible funding stream when donated to the agency, and are committed to the ME at PSU, a public institution. Cost share documentation must identify these funds as agency general operating funds. **Applicants interested in using private funds are required to submit a Private Funds Waiver for each cost share source.**

Reimbursement Process

LP submit an invoice to the ME listing both reimbursable USDA expenses and cost share incurred for SNAP-Education programming on a regular basis, no less than quarterly. Cost share verification documentation **must** be submitted with request for reimbursement. Upon verification and processing, PSU issues a check to reimburse the approved expenses detailed in the invoices.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

Description of Cost Share Funding Sources

State, county or municipal funds to conduct nutrition education for the target audience are allowable cost share if these funds are not used as cost share in another federal program. LP staff salaries are cost share eligible if paid by state, county, or municipal funds not used in another federal cost share program. **Funds at the state, county, or municipal level originating from a Federal Block Grant or any other federal program cannot be used for cost share in this program.** Allowable cost share follows the same parameters for allowable costs, as outlined in the [Cost Policy](#).

Examples of **allowable** cost share for SNAP-Ed activities:

- Locally funded teachers' salaries.
- Materials and supplies purchased during the fiscal year and paid for from non-federal public sources.
- Salaries of Penn State Cooperative Extension staff paid from local sources (i.e. not Expanded Food and Nutrition Education Program (EFNEP), which originates from federal sources).
- Space (rental) from a public source. Fair rental may be used only if the space is not publicly owned. When space is publicly owned, either the depreciation or use method may be used. FNS has also approved a simple space calculation.

Examples of funds **not allowed** as cost share for SNAP-Ed activities:

- Women Infants Children (WIC is federally funded in Pennsylvania).
- Federally funded teachers' salaries.
- Programs supported by Community Development Block Grant funds.
- School food service employees' salaries.
- School wellness programs.

TRACKS LOCAL PARTNER RESPONSIBILITIES

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

- Comply with and remain knowledgeable about all TRACKS policies.
- Keep their SNAP-Ed staff and subcontractors informed of all TRACKS policies.
- Inform the ME of all publications and presentations developed or delivered with TRACKS funding.
- Include FNS mandated funding, non-discrimination, and SNAP outreach statements on all educational materials intended for the SNAP-Ed target audience
- Include a SNAP-Ed funding credit (either written or verbal) in all professional venues such as presentations, publications, articles, interviews, and all forms of media coverage related to any aspect of TRACKS programming that is partially or wholly funded with SNAP-Ed funds.

Reporting Requirements

Reporting of fiscal, programming, and evaluation activities is required. TRACKS ME staff will provide technical reporting assistance to successful applicants.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

Fiscal Reporting

Fiscal reporting requires use of a web-based system for reporting cost share activities on an ongoing basis, as well as routine submission of other fiscal reports and invoices. **A final invoice for FY 2013 is due by October 30, 2013.**

Program Activity Reporting

Program activity reporting requires use of a web-based system to report SNAP-Ed nutrition education activities, target audience contacts and demographics, and other descriptive information. Program reporting is required for invoice payment of a corresponding time period. **All program reporting for FY 2013 is due by October 15, 2013.**

Evaluation Activity Reporting

LP participate in statewide SNAP-Ed evaluation activities. Evaluation activity reporting includes forwarding evaluation tools completed by members of the target audience to the ME, submission of a quarterly progress report, as well as additional documents or information to determine their success in meeting planned objectives. **A final evaluation summary is due by September 30, 2013.**

NEEDS ASSESSMENT

A Needs Assessment for SNAP-Ed programming in Pennsylvania for FY 2013 has been completed. All applying agencies must propose programming that aligns with the [Statewide Needs Assessment](#) and addresses core objectives outlined in the [Track Descriptions](#).

Contact the ME by providing response to the Needs Assessment item on the [Intent to Apply form](#) if your agency plans to propose programming that does not align with the findings in the Statewide Needs Assessment or address objectives outlined in the Tracks Descriptions. An Individual Needs Assessment must be completed and submitted with the applicant's proposal to justify programming that does not align with the Statewide Needs Assessment; the ME will provide the form upon receipt of Intent to Apply.

PROPOSAL PREPARATION

Overview

The proposal preparation process is a cooperative effort between ME staff and staff from applying organizations. All accepted proposals are integrated into a statewide Plan at the ME office in State College, PA. ME staff assist and advise during the proposal process. The applying organization has ultimate responsibility for preparation and timely submission of their proposal. Proposals for SNAP-Ed funding must describe nutrition education activities that correspond to one or more of the previously mentioned programming tracks: adult/senior, school-age, or preschool.

FY 2013 Proposal Preparation Process

All accepted proposals are integrated into the Pennsylvania Supplemental Nutrition Assistance Program Education Plan; this plan must follow FNS preparation guidelines and failure to do so may adversely affect or delay review and funding of the entire plan. Therefore, each applicant must follow the proposal guidelines as described here and in the application materials. Failure to do so may preclude inclusion in

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

the State Plan. For questions, contact the ME office:

Pennsylvania Nutrition Education Tracks
135 E. Nittany Avenue, Suite 405
State College, PA 16801
Phone: (814) 863-0074
Email: panutritiontrack@psu.edu

PROPOSAL INSTRUCTIONS

Read through the entire RFP Information and Instructions document, the Track Descriptions, and the Statewide Needs Assessment prior to beginning proposal preparation to ensure eligibility and appropriateness of planned activities. Follow steps A-G during the proposal submission process.

- A. Return a completed FY 2013 SNAP-Ed Intent to Apply form to the ME office (email or fax) **no later than 5 pm, EST, on Monday, January 23, 2012** to indicate intent to submit a proposal. If you plan to propose programming that is NOT aligned with the Statewide Needs Assessment, indicate this on your Intent to Apply.
- B. New applicants must participate in a TRACKS RFP training in January 2012 to complete and submit a proposal. This training familiarizes new applicants with TRACKS RFP form completion and submission, and TRACKS programming and reporting requirements. The ME will inform new applicants if the training will be face-to-face or a teleconference/webinar format.
- C. Complete the documents listed in the **Documents Required** section, as specified. All forms and templates are accompanied by detailed instructions that appear either as separate documents or within the template itself.
- D. **All required proposal documents must be uploaded to the Partner Portal by 5:00pm on March 1, 2012. Applicants not submitting documents by due date may be asked to defer inclusion in the annual State Plan submission.** (Document submission information is included in Step F.) Prepare and submit documents electronically using RFP forms provided on the [TRACKS Website](#).

Signatures

If signature(s) are required, you may choose to wait until you have completed any necessary revisions and the document content is approved by the ME before obtaining signatures. After approval by the ME, revised signed documents must be scanned and uploaded to the Partner Portal as PDFs within one week following proposal preparation conference. The original signed Assurances Form, Private Funds Waiver and Cost Share Letters must also be submitted as paper originals. Paper originals of MOU need not be submitted.

- E. If necessary, as proposal documents are prepared, consult ME personnel to ensure accuracy and completeness of all proposal documents. Document revisions must be completed within one week following your proposal preparation conference (Step G); therefore, only minor adjustments to proposal documents will be possible following your conference.
- F. Completed RFP documents must be uploaded to a secure site on the TRACKS Partner Portal at <https://portal.nutritiontracks.org> on or before the assigned due date. Webinar training on

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

uploading and editing documents on the portal will be provided to new and returning users. New users will be issued portal login information after completing the required training. The ME recommends using Microsoft Internet Explorer (Version 8) to access the TRACKS Partner Portal. Other IE versions and browsers, such as Mozilla Firefox and Safari, permit users to view basic site content, but may limit a user's ability to upload and edit documents.

- G. Participate in a proposal preparation conference with the ME as scheduled during March/April 2012. The ME will contact applicants to schedule and arrange the proposal conference.

FY 2013 RFP DOCUMENTS

DOCUMENT REQUIREMENTS

Status	Form	Format	Notes
Required	Preparation Checklist	1	
Required	*Applicant Information & Assurances	1,3	
Required	Local Partner Project Director Responsibilities	1,3	
Required	Programming Summary & Statement of Work	1	One form for each track (Adult/Senior, School-Age, Preschool) for which programming is proposed
Required	Exclusivity Waiver	1	Returning Partners – create in STARtracks New Partners – contact ME for Excel form
Conditional	Memorandum of Understanding	1,3	Required if programming in coordination with another organization
Conditional	Social Marketing Activities	1	Required only if social marketing activities are included in proposal
Required	*Cost Share Letter & Questionnaire	1,3	One letter for each cost share source
Conditional	Space Calculation Form	1	Required if space is used as cost share for a cost share source
Required	Cost Share Summary	1	Required
Required	Staffing Chart/Budget	1	
Required	Budget Narrative	1	
Conditional	*Private Cash Donation Waiver	1,3	Required if private funds are used as cost share
Conditional	Indirect Cost Rate Agreement	2	Required if indirect costs are included on the Budget
Conditional	A-133 Audit	2	Required only for entities with \$500,000 or more in federal funding

* After content approved by ME, paper signed originals must be submitted to the ME.

1: Prepare and submit document electronically using RFP form or instructions provided on TRACKS Website.

2: Document internal to your organization, submit as paper document or scanned file as appropriate.

3: Signature(s) required for this document.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

Navigation Tips for Templates with Form Fields

Some documents in the TRACKS FY 2013 RFP are locked for editing. This means that you will be permitted to enter data in the form fields only; these are the shaded areas of the form. Some tips for editing and navigating these documents appear below:

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

GENERAL FORM INSTRUCTIONS

1. Preparation Checklist

Use the Preparation Checklist to ensure completion of all necessary paperwork before the proposal submission deadline of **March 1, 2012; 5:00pm**.

2. Applicant Information/Assurances Form

Completing fields on the Applicant Information page will automatically fill corresponding fields on the Assurances Form. Indicate the agency/organization’s adherence to each point listed with a signature of the person legally authorized to bind the submitting organization. Both pages of this form require **original signatures**.

Definitions

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

Note: LP internal to PSU do not need the signature of the binding authority when the application is submitted. However, a letter of support from your department head or regional director must be submitted with the application.

3. Local Partner Project Director Responsibilities Form

This form requires the **original signature** of the person designated as the LP Project Director for proposed SNAP-Education programming.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

4. Programming Summary & Statement of Work

Applicants may propose participation in one or more of the target audience tracks: Adult/Senior, School-Age, and Preschool. Track-specific [Programming Summary/Statement of Work forms](#) are provided. For each track-specific form, complete the Programming Summary table to indicate objectives, strategies, primary curricula and estimate of reach (number of SNAP-Education participants and contacts) for direct education in each subgroup. Estimate the food tasting contacts for each subgroup. Provide a Statement of Work to describe proposed intervention(s), evaluation(s) and data collection methods. Refer to the target audience [Track Descriptions](#) to guide intervention planning and completion of the Programming Summary/Statement of Work forms. [Samples of completed Programming Summary/Statement of Work forms](#) are available.

5. Exclusivity Waiver

The exclusivity waiver lists a local partner's SNAP-Education programming sites and the eligibility criteria that qualify sites as appropriate for SNAP-Education programming. An exclusivity waiver is required in cases where education will be provided to persons not enrolled or eligible for SNAP benefits. The primary target audience for SNAP-Education programming includes SNAP recipients and eligibles: those with incomes at or below 130% of the federal poverty level who are categorically eligible to receive SNAP benefits. If an activity will be conducted in an area likely to attract individuals not eligible for SNAP benefits, documentation on the exclusivity waiver is required indicating criteria used to determine that at least 50% of expected participants have incomes at or below 185% of the federal poverty level. Although obtaining documentation of each participant's income level is not necessary, justification of the proposed site as an acceptable SNAP-Education location is required.

For example, if at least 50% of the students in a school are eligible for free or reduced price school meals, (which represents income levels of 130% and 185% of the federal poverty level, respectively) the school is deemed appropriate for SNAP-Education programming. If an emergency feeding site uses income-eligibility standards that are \leq 185% of poverty level, that site qualifies for SNAP-Education programming. As a guide, Local Partners may use 185% of the federal poverty guidelines as a measure of low income; this level has been approved by FNS to allow for programming to reach SNAP recipients and others who may be eligible for SNAP.

Complete an Exclusivity Waiver that includes all planned programming sites. Returning LP will create their Exclusivity Waiver using the STARtracks System. New applicants must contact the Management Entity to obtain an Excel form for creating their Exclusivity Waiver (refer to the [Sample Exclusivity Waiver](#)).

6. Memorandum of Understanding (MOU)

Submit an MOU if proposed SNAP-Education programming will be delivered in coordination with another agency (i.e., WIC, Head Start, Department of Education or local schools). All proposed programming sites must be covered under an MOU, except for those owned/operated by the applying agency. MOU are also not required for County Assistance Offices. A state-level or region-level agreement may be submitted for projects where a state or region-level agency exists. Use the MOU template to clearly outline the responsibilities of all parties involved. Signed original MOUs must be scanned and

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

submitted with the proposal documents. Original hard copies do not need to be mailed. Refer to the [Sample MOU](#).

7. Social Marketing Activities Form

If social marketing activities are included in the proposal, please contact the ME for assistance **prior to proposal submission**. Complete the Social Marketing Activities template if your proposal will include social marketing activities. All social marketing activities conducted with SNAP-Ed funds require approval by the Social Marketing Committee of the Pennsylvania Nutrition Education Network.

8. Cost Share Letter & Questionnaire

Use the Cost Share Letter/Questionnaire (first worksheet of template) to provide letters from the fiscal authority of each collaborating agency providing cost share. Use whole dollar amounts only. Refer to the [Cost Share Letter & Questionnaire](#) sample for assistance. Although this form requires **original signatures** from the collaborating agency(ies), LP may submit unsigned draft letters with their proposal and obtain signatures after review and final approval.

9. Space Calculation Form

If space is used as cost share, complete the Space Calculation Form (second worksheet of template). Detailed instructions for calculating the value of space are included on this form; the form will automatically calculate totals.

10. Cost Share Summary

Complete the Cost Share Summary template (refer to the [Sample Cost Share Summary](#)) to provide a detailed summary of all cost share sources for review.

11. Staffing Chart/Budget Template

Staffing Chart

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

Budget

Use the Budget (third worksheet of template) to provide a detailed budget for the proposed SNAP-Ed programming. Refer to the [Sample Budget](#) for assistance. Verify budgets for mathematical accuracy and round to whole dollar amounts. Itemize expenditures for which federal funds will be requested in the USDA column, and those for cost share in the Cost Share column. List the total for each line item of the budget under the Total column. The template will automatically calculate column totals.

Information & Instructions
FY 2013 Request for Partners (RFP)
Contact Us: panutritiontrack@psu.edu; 814-863-0074

12. Budget Narrative Template

Use the Budget Narrative template to explain and justify the need for funding for each line item identified in the budget. Refer to the [Sample Budget Narrative](#). Budget narratives must reflect the activities described in the Track Programming Summary(ies)/Statement(s) of Work.

13. Private Cash Donation Waiver

If private funds are to be used as a cost share source in the proposal, please contact the ME for assistance with documentation of these funds. Complete the Private Cash Donation Waiver form if private funds will fund the LP project and are included in the budget as cost share. Private funds must be transferred into the general operating funds of an agency and must be held in an auditable account. The waiver provides assurances that the entity donating the private funds will not benefit from the LP TRACKS project , and that no staff from the donating entity will be paid with SNAP-Ed funds.

14. Indirect Cost Rate Agreement

Submit documentation of your agency's approved indirect cost rate plan approved by a "cognizant agency" if indirect costs are included in the budget. See the [Cost Policy](#) for the more information.

15. A-133 Audit

According to OMB Circular A-133, non-federal entities that expend \$500,000 or more in a year in total federal awards shall have a single or program-specific audit conducted for that year. Applicants are responsible for compliance with this requirement if the proposed federal reimbursement level for all federal grants is \$500,000 or more, and must submit a copy of the most recent A-133 report with their proposal.