



REQUEST FOR PROPOSAL (RFP)

SUBMISSION DEADLINE: Monday, December 5, 2022

QUESTION SUBMISSION DEADLINE: Thursday, December 1, 2022

Questions may be submitted in written form no later than Thursday, December 1, 2022 to:
Raquel Simon-Petley at raquel@feedingflorida.org.

RFP Contact Name: Raquel Simon-Petley
Contact Address: Feeding Florida
1493 Market Street
Tallahassee, FL 32312
Telephone Number: 954-298-9410
Email Address: raquel@feedingflorida.org

INTRODUCTION

Feeding Florida invites and welcomes proposals for their SNAP Nutrition Education Website project. Based on your previous work experience, your firm has been selected to receive this RFP and is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified above under the "SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S)..



PROJECT OBJECTIVE

Feeding Florida and our network of food banks has been awarded a portion of the SNAP Nutrition Education contract to serve Florida's counties with in-person and online courses. As required by this contract, we need to develop and manage a website that is "accessible by the public that includes, but is not limited to, a calendar of activities specific to those classes and events open to any SNAP-Ed eligible individual, and nutrition education messaging consistent with USDA guidelines, tips for healthy active living, and recipes for low-cost meals; all relevant to the target audience(s)."

PROJECT SCOPE AND SPECIFICATIONS

Feeding Florida needs to contract a vendor to design and develop a website for Florida Nutrition Ed, their statewide SNAP Nutrition Education program. As a statewide program, the website will need to be updated and maintained on a regular basis, both by the vendor and by various Feeding Florida and food bank staff.

Required specifications for the website by the SNAP Nutrition Education contract with the Department of Children and Families are listed in Appendix A. The website developed MUST meet the contract requirements and capabilities, especially the activities calendar and, if needed, the ability to capture user information for reporting purposes, in addition to other required language to be provided by the USDA and DCF.

Some of the additional anticipated specifications and capabilities include:

- Ability for internal team to update pages with copy and photos with nutrition education messaging, recipes, and tips for healthy living; Capability for vendor's team to support when needed
- Ability to show interactive calendar that can sort by a master calendar (all available classes across the state), by the food bank regions (9 food banks), or by county (67 counties)
 - o Internal team will need the ability to update this calendar on a regular basis
- The ability for the public to access materials for download, such as recipes, tips and tricks, coloring books, or gardening guides. (All would be PDFs or JPGs)
 - o The ability to capture user information for people who download these materials
- The ability to have an internal page with resources for the Feeding Florida food banks to access, such as curriculum, marketing materials, documents, training videos, etc.
- An interactive map to find the local food bank's SNAP Nutrition Education contact person for that county. (See the [map on this page](#) as an example)
- The ability to show this entire website in Spanish



Note, this site would also link to the courses offered at <https://courses.floridanutritioned.org/> which will be updated and maintained as part of a separate contract.

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by the Florida Department of Children and Families or the USDA Southeastern Regional Office.

MILESTONE	DATE
RFP Submissions Due	Monday, December 5
Vendor Selected	By Friday, December 9
Website “coming soon” page live with a static calendar available to view	Friday, December 16
Full Website Launched internally for testing	Monday, January 23
Full Website Launched to public	Wednesday, February 1

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

Feeding Florida shall award the contract to the proposal that best accommodates the various project requirements. Feeding Florida reserves the right to award any contract prior to the proposal deadline stated within the "Scheduled Timeline" or prior to the receipt of all proposals, award the contract to more than one Bidder, and refuse any proposal or contract without obligation to any Bidder offering or submitting a proposal.

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by Monday, December 5 no later than 7:00 PM EST for consideration in the project proposal selection process.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in



the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Bidder's alleged performance effectiveness of their proposal's solution regarding the Project Objective.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Overall cost effectiveness of the proposal.

Feeding Florida shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

- Bidder's Name(s)
- Bidder's Address and Contact Information (and preferred method of communication)
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's Federal Employee Identification Number (FEIN)
- Evidence of legal authority to conduct business in Florida. (MyFlorida Marketplace).
- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.

Proposed Timeline and Outcome

- Summary of timeline and work to be completed.

Cost Proposal Summary and Breakdown

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.



APPENDIX A

CONTRACT SPECIFICATIONS:

The following language details what is required for the website by the SNAP Nutrition Education contract with the Department of Children and Families. The website developed MUST meet the following requirements and capabilities, especially the ability to capture user information for reporting purposes and calendar scheduling, in addition to other required language to be provided by the USDA and DCF.

C-1.5 Schedule of Activities. The Provider shall plan programming (i.e., activities, classes, and events) in all counties specified in the State Plan no less than one (1) month in advance to ensure community partner involvement, ensure consistent programming, and to timely inform participants of available programming. While the Schedule of Activities must be delivered to the Department by the time specified in **Section C-2.5.2, Table of Reports**, programming may subsequently change or be added, and the calendar shall remain fluid and updated as schedules change. Program activities must also be entered into Program Evaluation and Reporting System (PEARS).

All scheduled programming, excluding program activities offered exclusively to a specific audience to which others may not join (e.g., school classes, women's shelters, group homes), shall be posted to the Provider's website by the 15th calendar day of each month for services the following month or within five (5) business days prior to the date of the activity for programming scheduled after the calendar posting for the month, whichever is sooner. Only programming that is available for any participant to join must be posted to the website. The goal is for open programming of this nature to be available each month in every county served, however in instances when this type of programming is not scheduled within a county for a particular month, the county will not be required to post to the website for the month absent open programming.

For changes, updates, and cancellations to scheduled programming the Provider shall apply the following:

- a. Shall be made no less than five (5) business days prior to the date of the originally scheduled activity;
- b. associated notices and communication to notify all known and/or unknown attendees shall be issued at least four (4) business days prior to the date of the originally scheduled activity;



- c. notices and communication shall be transmitted in a method that is available to and receptive by the population for which the notice is intended; and
- d. the information shall be posted and available to the public on the Provider's website at least four (4) business days prior to the date of the originally scheduled activity.

The Department may allow for extenuating circumstances (e.g., illness, emergency, extreme weather) provided the Provider can show the effort was made to comply with a., b., and d., above; nevertheless c. must always be done.

If a pattern of not meeting the requirements of this section develops, the Provider shall provide a root cause analysis and a CAP) shall be provided to the Department within 30 business days and implemented by the agreed upon date.

C-1.6 Website. Create a website that is accessible by the public that includes, but is not limited to, a calendar of activities specific to those classes and events open to any SNAP-Ed eligible individual, and nutrition education messaging consistent with USDA guidelines, tips for healthy active living, and recipes for low-cost meals; all relevant to the target audience(s). The Provider must ensure the website is current (including the calendar of activities as required by **Section C-1.5, Schedule of Activities** above), accurate, relevant, maintained and monitored by the Provider, and includes the ability to capture user information for reporting purposes. All calendar activities and any changes, updates, or cancellations shall be posted to the website and be accessible, viewable, and available to the public by the time specified in **Section C-1.5, Schedule of Activities**. The Department and the Provider will work together to identify and implement website improvements throughout the life of the contract.



APPENDIX B

ADDITIONAL RESOURCES FOR REFERENCE:

The following websites are run by fellow providers in the SNAP Nutrition Education field. They may be used for reference, ideas, and recommended capabilities.

- University of Florida's Family Nutrition Program- <https://familynutritionprogram.org/>
 - This is the other program running in Florida- our site should be as clean and as easy to understand. Many of our new users may be familiar with this site. They set the bar.
 - Note, their calendar is missing at the moment
 - Love [this interactive map](#) to find the local contact
- University of Georgia's SNAP Nutrition Education Program- <https://foodtalk.org/en>
 - Has a similar level of navigation topics we suspect we'll need, including recipes, videos, link to learn online, maps, and resources
- Montana State University Nutrition Education Program Classes- <https://buyeatlivebetter.org/classes.html>
 - Not referenced for design, but because they have a course sign up system. Possible idea here.
- The Oklahoma Nutrition Information and Education (ONIE) Project- <https://onieproject.org/resources/>
 - Has a well-organized resources page
- Purdue University's Nutrition Education Program- <https://www.eatgathergo.org/>
 - Interesting layout on their programs page to find and learn about classes and programs available: <https://www.eatgathergo.org/about-nep/free-programs/>
- Illinois Extension of Nutrition Education and Resources- <https://eat-move-save.extension.illinois.edu/>