

California Department of Food and Agriculture
Office of Farm to Fork

CALIFORNIA NUTRITION INCENTIVE PROGRAM

2020 REQUEST FOR PROPOSALS

Application Deadline: May 28, 2019, 6:00 p.m.



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The California Department of Food and Agriculture’s (CDFA) Office of Farm to Fork is currently accepting proposals for the 2020 California Nutrition Incentive Program (CNIP) competitive grant solicitation. Authority for CNIP is derived from Assembly Bill 1321, Chapter 442, Statutes of 2015. CNIP was established to encourage the purchase and consumption of fresh California grown fruits, vegetables, and nuts by nutrition benefit clients.

For the 2020 CNIP Request for Proposal (RFP), CDFA is seeking project proposals from eligible entities to distribute nutrition incentives to CalFresh shoppers using their benefits to purchase fresh, California grown fruits and vegetables at direct marketing outlets (Certified Farmers’ Markets, Community Supported Agriculture programs, and farm stands) and small businesses in California. CalFresh shoppers should be able to receive the incentive at the time of purchase. Projects that reach underserved populations, particularly communities where a large proportion of the population is eligible for CalFresh and communities with high rates of diet-related disease, will be prioritized.

The intent of this RFP is to select project proposals to combine into one unified state application for CDFA submission to the federal Gus Schumacher Nutrition Incentive Grant Program (also known as the Food Insecurity Nutrition Incentive grant program, FINI). Funding is contingent upon CDFA receiving a federal nutrition incentive grant award. CDFA reserves the right to fund a portion of the selected proposals, in whole or in part, without further competition.

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1. GRANT FUNDING AND DURATION

CDFA anticipates up to \$8.5 million in state funding will be available for awards.

The grant duration is one (1) to three (3) years and grant funds cannot be expended before January 1, 2020 or after March 31, 2023.

2. ELIGIBLE APPLICANTS

The 2020 CNIP RFP is focused on increasing California grown fresh fruit and vegetable purchases at Certified Farmers' Markets and California Small Businesses* by shoppers using CalFresh benefits.

Incentives must be available to CalFresh shoppers when using their benefits at a minimum ratio of 1:1, so that shoppers using a \$1 CalFresh benefit earn at least a \$1 incentive. Applicants can limit the amount of incentives received by shopper, by day, etc.

Eligibility is limited to the following entities or combination of eligible entities:

- a. Certified Farmers' Markets authorized by the United States Department of Agriculture (USDA) to accept SNAP benefits
- b. Community Supported Agriculture Programs (CSAs) authorized by USDA to accept SNAP benefits
- c. Farm Stands authorized by USDA to accept SNAP benefits
- d. Retail Stores that qualify as a small business* and are authorized to accept SNAP benefits
- e. Non-profit organizations that are applying on behalf of Certified Farmers' Markets and/or small businesses* that fall into categories (a), (b), and/or (c)

* Small Businesses are defined by California Government Code Section [Government Code Section 14837](#) (d) (1) (A):

"Small business" means an independently owned and operated business that is not dominant in its field of operation, the principal office of which is located in California, the officers of which are domiciled in California, and which, together with affiliates, has 100 or fewer employees, and average annual gross receipts of ten million dollars (\$10,000,000) or less over the previous three years, or is a manufacturer, as defined in subdivision (c), with 100 or fewer employees. Commencing January 1, 2019, the average annual gross receipts threshold shall be fifteen million dollars (\$15,000,000).

For more information, see: <https://leginfo.legislature.ca.gov/faces/codes.xhtml>

Eligible applicants must be in good standing with both CDFA and USDA, including no current violations with SNAP authorization (USDA), Direct Marketing Program (CDFA) or any other CDFA grant agreement or contract.

3. TIMELINE

Release Request for full proposals.....	April 18, 2019
Full proposals due.....	May 28, 2019 at 6:00 pm PDT
Preliminary selection notification.....	June 2019
Award announcement.....	October 2019*
Project start date.....	January 1, 2020

*Date dependent on expected federal announcement

4. COST SHARE/MATCHING FUNDS

While cost sharing is not a requirement for participation in this program, applicants are strongly encouraged to demonstrate cost sharing. Cost sharing will be considered during the technical review process. Cost sharing may take the form of cash, materials, or in-kind support (e.g. staff time, rental space). Cost sharing may be from the applicant or third-party partners.

Costs incurred prior to the start of this project or unrelated to the proposed project will not be considered as cost sharing/match.

5. EVALUATION AND BRANDING REQUIREMENTS

All grantees must agree to participate in CDFA and USDA’s evaluations. Participation includes, but is not limited to: collecting, tracking, and providing data in a timely fashion and in the format requested by the state and federal evaluators.

All grantees must also agree to comply with CDFA’s branding requirements, including but not limited to use of CDFA brand and name on all program and marketing materials. CDFA will provide a templates and style guide.

6. HOW TO SUBMIT A GRANT PROPOSAL

Grant proposals must be submitted by e-mail to: cafarmtofork@cdfa.ca.gov, no later than **May 28, 2019 at 6 p.m. PDT**. Please use “California Nutrition Incentive Program Proposal” in the subject line to ensure timely receipt of your application package.

Grant proposals must include all required components/sections in one email submission to be deemed complete and eligible for consideration. Mailed or faxed copies will **not** be accepted. Applicants will receive a confirmation email within two business days from the date of their proposal submission.

CDFA cannot assist in the preparation of grant proposals.

7. PROPOSAL REVIEW AND EVALUATION

CDFA will conduct an initial administrative review of all timely submitted proposals to determine whether all application requirements have been met.

Proposals that have met all application requirements will receive a technical review to evaluate the merits of the grant request based on established scoring criteria (See Section 11, page 18).

CDFA will reject any proposal found to be conditional, incomplete or containing irregularities (e.g. proposals with one or more unanswered questions/sections, proposals that include grant funded activities outside the grant duration, etc.).

APPEAL RIGHTS: Any discretionary action taken by the Office of Farm to Fork may be appealed to CDFA's Office of Hearings and Appeals within ten (10) days of receiving this notification. The appeal must be in writing and signed by the responsible party named on the grant application or his/her authorized agent. It must state the grounds for the appeal and include any supporting documents and a copy of the Office decision being challenged. The submission must be sent to the California Department of Food and Agriculture Office of Hearings and Appeals, 1220 N Street, Suite 315, Sacramento CA 95814 or emailed to CDFA.LegalOffice@cdfa.ca.gov.

If submissions are not received within the time frame provided above, the appeal will be denied.

8. AWARD NOTIFICATION

Applicants selected to be a part of the state application will be notified no later than June 2019. This selection does not guarantee that projects will be funded. Selected applicants will be required to work with CDFA as it prepares its application to the federal Gus Schumacher Nutrition Incentive Program. During this process, applicants may be required to provide additional information to meet federal RFP requirements.

CDFA reserves the right to work with these selected applicants to modify their proposals, including project budget and scope to fit into a unified, state application. If applicants are unable to modify their proposals, they may be excluded from the state application and not funded. Once CDFA is aware of a federal decision, it will notify selected applicants.

If CDFA's federal proposal is not funded, it may fund a portion of the selected proposals (based on scoring criteria), in whole or in part, without further competition, using only state funds. In the event additional modifications to scope and budget are needed, CDFA will work with selected applicants to do so.

Any grant agreements funded through this RFP are expected to be executed no later than January 1, 2020.

9. GRANT PROPOSAL REQUIREMENTS

Proposals shall include all sections (A through K) as described below and shall be submitted in Microsoft Word format (doc/docx). Attachments may be submitted in Microsoft Word format (doc/docx), Adobe format (pdf) or Microsoft Excel (xls/xlsx). Proposals are limited to 15 pages (not including Section K or other attachments). Proposals exceeding the page limit will not be considered.

10. PROPOSAL REPORT SECTIONS

A. Project Title

Provide a concise title for the proposed project.

B. Abstract

Provide a brief description of the project.

C. Applicant Background

Organization's Legal Name:

Organization Location (Address):

Organization Type (please check):

Certified Farmers' Market authorized to accept SNAP benefits

CSAs authorized to accept SNAP benefits

Farm Stand authorized to accept SNAP benefits

Retail Store (qualifies as a small business*) and authorized to accept SNAP

Non-profit organization applying on behalf of Certified Farmers' Market(s), CSA(s), farm stand(s) and/or small business(es)* (specify which)

*Please provide documentation demonstrating you meet the requirements of a small business as outlined in California Government Code Section 14837 (see page 3, "Eligible Entities").

Include documentation as an attachment to this application.

DUNS Number: _____

(If your organization does not have a DUNS number write N/A. If selected, you will need to obtain a DUNS number and be registered in the federal System of Award Management (SAM). Applicants are encouraged to start the process early.)

Locations

Please fill out the attached table for every site that will be distributing incentives. If your proposal includes adding as yet unidentified sites, please describe to the best of your ability. Please add additional rows as needed. You may opt to include an excel spreadsheet as an attachment instead.

Site Name	Site Address	Days/Hours of Operation	Site Type (e.g. Certified Farmers Market, retail store, CSA, farm stand)	FNS #

D. Responsible Party Contact Information

Name:

Title:

Email Address:

Phone:

Address:

E. Project Proposal

1. Project Goals and Intended Outcomes

Please list project goals and intended outcomes. Outcomes should describe what specific changes or results are expected.

Goal 1:

Outcome 1.1

Outcome 1.2 ...

Etc.

Goal 2:

Outcome 2.1

Outcome 2.2

Etc.

Etc.

2. Activities and Timeline

Please use the following table to list the activities that will be performed to achieve the goals and outcomes. Insert more columns as necessary.

Goal and Outcomes	Activities	Timetable
Goal 1 Outcome 1.1	Activity #1	MM/DD/YY – MM/DD/YY
Goal 1 Outcome 1.2	Activity #2	MM/DD/YY – MM/DD/YY

3. Marketing/Outreach

Describe the strategy for marketing the incentives to eligible participants, including to shoppers within the retail environment (e.g. store or farmers market) as well as marketing intended to recruit shoppers to the retail environment. Make sure to include relevant activities from the above table.

F. Operations

Describe how the incentives will target fresh California grown fruits and vegetables, how the incentives will be distributed (e.g. amount, duration, and the technology that will be used to process incentives), and how incentives will be tracked.

1. Incentive Program Design

Describe the structure of the incentive program design, including, but not limited to:

- a. How are fresh California grown fresh fruits and vegetables incentivized?

- b. How frequently will shoppers be eligible for incentives?
- c. What will the value of the incentive be? How will it relate to the amount of benefits spent? (Please note: incentives must be distributed at a minimum of a 1:1 ratio for benefits spent). What is the maximum incentive value a shopper can receive? (e.g. A shopper will receive an incentive of \$1 for every CalFresh \$1 spent, up to \$15 dollars per a visit).

2. Technology Used

- a. Describe the technology to be used to distribute and track incentive distributions and redemptions (e.g. token, customer loyalty card, paper coupon, etc.).
- b. Will any technology be used to identify California grown fruits and vegetables?

3. Tracking and accountability

Describe any mechanisms (e.g. staff training, electronic tracking systems, etc.) your organization will have in place to ensure:

- a. Only fresh, California grown fruits and vegetables will be incentivized.
- b. Only eligible shoppers receive incentives.
- c. Eligible participants do not exceed set limits of incentives.

G. Communities Reached

1. What communities will this project serve?
2. Where are these communities located?
3. What are the needs of these communities?
4. For the communities reached, describe the following:
 - a. Rates of diabetes, obesity, and other diet related disease, if known
 - b. Percentage of the population that is eligible for CalFresh
 - c. Access to fresh fruits and vegetables

H. Previous Experience

- a. Describe any past experience processing EBT transactions, working with CalFresh clients, community engagement, and other food access related experience.
- b. For applicants that have previous experience with nutrition incentive distribution: describe how many incentives you previously distributed and over what time period. If the projected amount of incentives requested differs from past performance, please describe why.
- c. For applicants without previous experience distributing incentives, describe how you are estimating the number of incentives to be distributed. Please include relevant information regarding CalFresh shoppers, California grown fruit and vegetable sales, etc.

I. Additional Partnerships

List any additional partner organizations. Include a description of the organization(s) and their role(s) in the project.

J. Cost Share/Matching Funds

While not required, cost sharing is strongly encouraged, and the amount proposed will be used as a criterion in grant scoring.

Provide a list of proposed cost share, indicating whether it is in-kind or cash match, the source, and amount. Add additional rows as needed. You may opt to include an excel spreadsheet as an attachment instead.

Matching Fund Amount	Type	Source	Description
Example: \$500	In-kind (labor)	ABC Store	Store manager’s time training cashiers on how to implement the program
Example: \$1000	Cash	XYZ Foundation	Money to purchase program marketing materials

If selected, applicants must demonstrate external support by providing a letter of commitment detailing the cost share commitment from each external organization.

K. Proposed Budget Narrative

All expenses described in the budget narrative must be associated with costs that will be covered by the grant. Applicants may also submit an excel spreadsheet to accompany their narrative.

Budget Overview

Section A	Personnel (includes fringe)	
Section B	Equipment	
Section C	Travel	
Section D	Incentives*	
Section E	Other Direct Costs	
	1. Material & Supplies	
	2. Publication Costs	
	3. Computer Services	
	4. Equipment or Facility Rental/User Fees	
Section F	Subaward/Contractual	
Section G	Total Direct Costs	
Section H	Indirect Costs**	
Section I	Total Direct & Indirect	

***Incentives must make up at least 50% of the total project budget.**

****Indirect costs are capped at 10% of operating expenses unless the applicant has a federally negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application.**

All awards are subject to the terms and conditions, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and other considerations described in the most recent Terms and Conditions of Award.

All costs must be allowable in accordance with the federal cost principles outlined in 2 CFR part 200 Subpart E.

Please fill out all sections of the following budget narrative.

BUDGET NARRATIVE – CALIFORNIA NUTRITION INCENTIVE PROGRAM

Project Dates: _____ - _____

Lead Organization: _____

Project Director: _____

Contact (email and phone): _____

Project Title: _____

Section A – Personnel

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

1. Staff Name and Title

- a. Project Role Description:
- b. Base Salary:
- c. Number of hours on project:
- d. Requested Salary:
- e. Requested Fringe:
- f. Source of matching funds (if any):

Note: List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities. For each individual listed, provide a resume.

Section B – Equipment

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

Note: describe any special purpose equipment to be purchased or rented under the grant. “Special purpose equipment” is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit.

Section C – Travel

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

1. Domestic Travel

Trip #1:
Description and role in project:

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Matching Funds: \$ _____
- d. Source of matching funds:

Note: Explain the purpose for each trip or trip type request. Please note that travel costs are may not exceed those established by the California Department of Human Resources, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>

Section D – Incentives*

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

Source of matching funds:

***Please note, incentives must constitute a minimum of 50% of the total requested budget**

Section E – Other Direct Costs

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

1. Materials and Supplies

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Matching Funds: \$ _____
- d. Source of matching funds:

Supply #1

Description and use in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of Matching Funds

Note: List the materials and supplies costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.

2. Publication Costs

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Matching Funds: \$ _____
- d. Source of matching funds:

Publication Cost #1

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the publication costs per item and describe how they will support the purpose and goal of the proposal.

3. Computer Services

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Matching Funds: \$ _____
- d. Source of matching funds:

Computer Services Cost #1
Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the computer services costs per item and describe how they will support the purpose and goal of the proposal.

4. Equipment or Facility Rental/User Fees

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Matching Funds: \$ _____
- d. Source of matching funds:

Equipment/Facility Rental Cost #1
Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the equipment/facility rental per event or event type and describe how it will support the purpose and goal of the proposal.

Section F – Subawards/Contractual Costs

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____
Source of Match:

Subaward Cost #1:

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List each subaward and/or contractual cost and describe how it will support the purpose and goal of the proposal.

Section G – Total Direct Costs

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

Section H – Indirect Costs*

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____
Source of Match:

*Indirect costs are capped at 10% of operating expenses unless the applicant has an approved federally negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application. Operating incentives do not include incentives.

Section I – Total Direct & Indirect Costs

Total Budget \$ _____
Total Requested \$ _____
Total Match \$ _____

11. EVALUATION CRITERIA

Administrative Review

Proposals must meet all the requirements below to be considered for funding.

Criteria	Yes/No
Eligible Entity (a) Certified Farmers’ Markets that are authorized to accept SNAP benefits (b) CSAs that are authorized to accept SNAP benefits (c) Farm Stands that are authorized to accept SNAP benefits (d) Retail Stores that qualify as a small business and are authorized to accept SNAP benefits (e) Non-profit organizations that are applying on behalf of small businesses that fall into categories (a), (b), (c) and/or (d)	
Documentation that applicant meets small business requirements, if applicable	
Ability to process SNAP transactions	
Timeline and budget are within program guidelines	
Incentives make up a minimum of 50% of the total project budget	
Agrees to participate in CDFA’s evaluation and branding efforts	
In good standing with CDFA and USDA	

Technical Review

Proposals will be rated on the following criteria.

Criteria	Possible Points
Project Proposal: Goals/Objectives/Activities	15
Does the proposal effectively meet the goals of CNIP? Do the proposed activities help achieve those goals? Is the timeline reasonable?	

Project Proposal: Marketing/Outreach	15
Will the marketing and outreach activities effectively advertise the program to CalFresh participants?	
Operations	15
Will the program efficiently distribute and track incentives? Will the program effectively identify and promote only fresh California grown fruits and vegetables as part of the program?	
Communities Reached	10
Does this proposal help CDFA reach communities throughout California? Do the communities reached have high rates of diet-related diseases? Do the communities reached have high rates of CalFresh eligibility? Do the communities reached lack access to healthy foods?	
Cost Share	5
What amount of matching funds does the organization bring?	
Previous Experience	5
Does the organization have enough relevant experience to implement the program?	
Community Partnerships	5
Does the proposal incorporate other community organizations in order to maximize the benefits of the program?	
Budget	15
What percentage of the total funds go directly to incentives (must be a minimum of 50%, but more points are awarded for a higher percentage of the budget going toward incentives)? What percentage of the costs are administrative costs? Does the amount requested reflect the activities and outcomes proposed?	
Federal Competitiveness	15
Can the proposal be combined with others to be part of a unified state application? Does the proposal increase the competitiveness of the state application?	

12. ADDITIONAL INFORMATION

The Office of Farm to Fork works to reduce food insecurity and ensure that all Californians have access to nutritious food. This solicitation and other information about the Office of Farm to Fork and the California Nutrition Incentive Program are available on the Office's website, www.cafarmtofork.com

13. REPORTING REQUIREMENTS

Monthly Reports

Awarded recipients will be required to submit brief monthly reports to the Office to provide timely information on the success of the project. A report template will be provided by the Office and this template must be used to generate monthly reports. Reports must include a short summary of the project activities for that month, and other required facts and statistics relevant to the project, specified in the monthly report template. Claim for Payment Forms submitted will be withheld for projects that are not up to date with the filing of their monthly reports.

Reimbursement Request Reports

The Office will monitor grant performance. An interim progress report that summarizes work completed on the project shall accompany each Claim for Payment Form request for reimbursement of project expenses. The Office reserves the right to modify reporting requirements during the course of the project.

Final Report

A final report will be required within sixty (60) days following completion of the project. The final report shall include a reasonably detailed description of the work completed; an assessment of the potential for future viability of the project; and a description of problems encountered, if any, which affected completion of the project. In addition to the final report, the Office reserves the right to conduct a follow-up survey of funded projects in order to determine long-term impacts.