

**California Department of Food and Agriculture
Office of Farm to Fork**

CALIFORNIA NUTRITION INCENTIVE PROGRAM

**2018 CNIP EXPANSION
REQUEST FOR PROPOSALS**

Application Deadline: February 22, 2018



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The Office of Farm to Fork (Office), within the California Department of Food and Agriculture’s (CDFA) Division of Inspection Services, is currently accepting proposals for the California Nutrition Incentive Program (CNIP), 2018 CNIP Expansion. Authority for CNIP is derived from Assembly Bill 1321, Chapter 442, Statutes of 2015. CNIP was established to encourage the purchase and consumption of healthy, California grown fresh fruits, vegetables, and nuts by nutrition benefit clients. Phase 1 of CNIP focused on fruit and vegetable incentives for CalFresh shoppers at Certified Farmers’ Markets; the 2018 CNIP Expansion will continue to focus on fruit and vegetable incentives for CalFresh shoppers at Certified Farmers’ Markets, allow incentives to also cover nuts, and offer the chance to expand incentives to small businesses (retail stores, Community Supported Agriculture (CSAs), and farm stands). As part of the 2018 CNIP Expansion, incentives will also be available to match WIC, Senior Farmers’ Market Nutrition Program, and/or CalWORKs benefits.

For the 2018 CNIP Expansion, CDFA is seeking project proposals from qualified entities to distribute nutrition incentives to CalFresh, WIC, Senior Farmers’ Market Nutrition Program, and/or CalWORKs shoppers using their benefits to purchase California grown fresh fruits, vegetables, and nuts at Certified Farmers’ Markets and small businesses (retail stores, CSAs, and farm stands) in California. Qualified 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.

This is a competitive process.

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1. FUNDING AND DURATION

CDFA anticipates up to \$800,000 will be available for awards.

Maximum grant duration is two (2) years. Projects must be at least 12 months but no more than 24 months and grant funds cannot be expended before July 1, 2018 or after June 30, 2020.

2. WHO MAY APPLY

The 2018 CNIP Expansion is focused on increasing California grown fruit, vegetable, and nut purchases at Certified Farmers' Markets and California Small Businesses* by shoppers using CalFresh, WIC, Senior Farmers' Market Nutrition Program (SFMNP), and/or CalWORKs benefits.

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

- (a) Certified Farmers' Markets authorized to accept SNAP, WIC, SFMNP, and/or CalWORKs benefits
- (b) Retail Stores that qualify as a small business* and are authorized to accept SNAP, WIC and/or CalWORKs benefits
- (c) CSAs that qualify as a small business* and are authorized by USDA to accept SNAP, WIC, and/or CalWORKs benefits
- (d) Farm Stands that qualify as a small business* and are authorized by USDA to accept SNAP, WIC, and/or CalWORKs 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 14837:

"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.

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

All applicants must agree to participate and cooperate with the CDFA's tracking and evaluation of the program.

3. TIMELINE

Request for full proposals announced.....	January 18, 2018
Full proposals due.....	February 22, 2018
Preliminary selection notification (estimated).....	April 2018
Project start date.....	July 1, 2018

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 an applicant match.

5. HOW TO SUBMIT A GRANT PROPOSAL

Grant proposals must be submitted by e-mail to: cafarmtofork@cdfa.ca.gov, no later than **Thursday, February 22, 5:00P.M. PST**. 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 their date of their grant proposal submission.

CDFA cannot assist in the preparation of grant proposals.

6. 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 10, page 14).

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.

7. AWARD NOTIFICATION

All applicants will receive confirmation of the receipt of their proposal within two business days of submission. All applicants will be notified regarding selection by April 2018.

CDFA reserves the right to work with selected applicants to modify their proposals.

8. 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) or Adobe format (pdf), or Microsoft Excel (xls/xlsx). Proposals are limited to 15 pages (not including Section K). Proposals exceeding the page limit will not be considered.

9. 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, WIC, SFMNP, and/or CalWORKs benefits
- Retail Store (qualifies as a small business* and is authorized to accept SNAP, WIC, and/or CalWORKs benefits)
- CSA (qualifies as a small business* and is authorized to accept SNAP, WIC, and/or CalWORKs benefits)
- Farm Stand (qualifies as a small business* and is authorized to accept SNAP, WIC, and/or CalWORKs benefits)
- Non-profit organization applying on behalf of Certified Farmers' Market(s) and/or small business(es)* (specify which type(s) of small business: retail, CSA, farm stand)

*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.

Locations

At what type of location(s) will shoppers receive nutrition incentives (please select all that apply)

- Certified Farmers' Markets
- Retail Stores
- Community Supported Agriculture (CSA)
- Farm Stands

Federal DUNS Number: _____

(If your organization does not have a federal DUNS number write N/A. If selected, you will need to obtain a DUNS number.)

Eligible Benefits:

Please indicate which types of benefits the proposal will provide nutrition incentives for:

- CalFresh (SNAP)
- Special Supplemental Nutrition Assistance Program for Women, Infants, and Children (WIC)
- Senior Farmers' Market Nutrition Program (SFMNP)
- CalWORKs (TANF)

Is the organization authorized to process EBT (SNAP/CalWORKs) benefits at all locations this program would operate at? (Yes, No, or N/A)_____

FNS Number_____

Is the organization authorized to process WIC benefits at all locations this program would operate at? (Yes, No, or N/A)_____

Is the organization authorized to process Senior Farmers' Market Nutrition Program benefits at all locations this program would operate at? (Yes, No, or N/A) _____

California grown products eligible for incentives (please select all that apply)

_____ California grown fruits

_____ California grown vegetables

_____ California grown nuts

Does the organization agree to participate in CDFA's evaluation efforts? (Y/N) _____

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

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.

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. Make sure to include relevant activities from the above table.

F. Operations

Describe how the incentives will target California grown fruits, vegetables, and/or nuts 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 Design

Please describe the structure of the incentive design, including, but not limited to:

- a.** How are California grown fruits, vegetables, and/or nuts targeted/marketed?
- 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? 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

Please describe the technology to be used to distribute and track incentives (e.g. token, customer loyalty card, paper coupon, etc.).

Will any technology be used to identify California grown fruits, vegetables, and/or nuts?

3. Tracking and accountability

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

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

G. Communities Reached

1. Geographic Reach

Describe where this project would operate and which communities it would serve.

2. For the communities reached, additional weight will be given for any current information provided describing the following:

- a.** Rates of diabetes, obesity, and other diet related disease
- b.** Percentage of the population that is eligible for CalFresh
- c.** Access to healthy foods

H. Previous Experience

Describe any past experience processing EBT transactions, WIC transactions, SFMNP transactions, working with CalFresh/WIC/SFMNP/CalWORKs clients, community engagement and other food access related experience.

I. Additional Partnerships

Please list any additional organizations you will partner with, describing 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 matching funds, indicating whether it is in-kind or financial support, the source and amount.

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

For support from organizations other than the applicant, upon notification of CDFA's selection, applicants must provide letters of commitment from each organization detailing matching funds.

K. Proposed Budget Narrative

All expenses described in this budget narrative must be associated with expenses 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. Subaward /Contractual	
	5. Equip or Facility Rental/User Fees	
Section F	Total Direct Costs	
Section G	Indirect Costs**	
Section H	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

Period 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. Hours Calculation:
- d. Requested Salary:
- e. Requested Fringe:
- f. Source of matching funds:

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 limited to those allowed by formal organizational policy. For recipient organizations that have no formal travel policy, allowable travel locations and costs 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:

Materials and Supplies by item:

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, supplies, and fabricated parts 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:

4. Subawards/Contractual Costs

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

Subaward Cost #1:

Description and role in project:

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

5. 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 – Total Direct Costs

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

Section G – Indirect Costs*

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

*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.

Section H – Total Direct & Indirect Costs

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

10. EVALUATION CRITERIA

Administrative Review

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

Criteria	Yes/No
Eligible Entity (a) Certified Farmers' Markets that are authorized to accept SNAP, WIC, SFMNP, and/or CalWORKs benefits (b) Retail Stores that qualify as a small business and are authorized to accept SNAP, WIC and/or CalWORKs benefits (c) CSAs that qualify as a small business and are authorized to accept SNAP, WIC and/or CalWORKs benefits (d) Farm Stands that qualify as a small business and are authorized to accept SNAP, WIC and/or CalWORKs benefits (e) Non-profit organizations that are applying on behalf of small businesses that fall into categories (a), (b), and/or (c)	
Documentation that applicant meets small business requirements	
Ability to process EBT, WIC, and/or SFMNP 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 efforts	

Technical Review

Grant proposals will be rated on the following criteria.

Criteria	Possible Points
Project Proposal: Goals/Objectives/Activities	20
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	10
Will the marketing and outreach activities effectively advertise the program to CalFresh/WIC/SFMNP/CalWORKS participants?	
Operations	15
Will the program efficiently distribute and track incentives? Will the program effectively identify and promote only California grown fruits, vegetables, and/or nuts 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?	
Matching Funds	15
What amount of matching funds does the organization bring?	
Previous Experience	5
Does the organization have sufficient 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	20
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?	

11. 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

12. 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.