

# Web-based Interactive Educational Design and Development

## REQUEST FOR PROPOSAL | REQUEST FOR QUOTE

This RFP|RFQ is for design and development services for a new mobile responsive website for Central Region SNAP Education.

**RFP Sent:** March 15, 2021

**Responses Due:** April 15, 2021

**Send any questions on the RFP|RFQ to:** Mike Zombek, Digital Education Coordinator

**Send proposals to:**

**Mike Zombek**  
Cornell Cooperative Extension, Oneida County  
Central Region SNAP Education  
121 Second Street, Oriskany, NY 13434  
[msz46@cornell.edu](mailto:msz46@cornell.edu)

**Target Launch Date:** September 30, 2021

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### Overview

The NYS Supplemental Nutrition Assistance Program Nutrition Education and Obesity Prevention Program (hereinafter SNAP-Ed), is funded by the United States Department of Agriculture (USDA) and administered jointly by the Federal Food and Nutrition Services (FNS) and OTDA. The program is authorized by Section 241 of the Healthy, Hunger- Free Kids Act of 2010 (Public Law 111-296) which amended section 28 of the Food and Nutrition Act of 2008 to establish a SNAP-Ed program. The SNAP-Ed program funds community-based nutrition education and obesity prevention activities targeted to SNAP recipients and SNAP eligible populations at-risk of food insecurity. The SNAP-Ed program utilizes a variety of obesity prevention strategies, including policy, system, and environmental approaches (PSE), to facilitate voluntary adoption of healthy nutrition and physical activity behaviors conducive to the positive health and well-being of individuals eligible for SNAP and other means-tested Federal assistance programs. The program is operated in accordance with USDA SNAP-Ed Plan Guidance and SNAP-Ed Guiding Principles.

### Scope

SNAP-Ed. NY is seeking to contract with an experienced individual and/or company to develop a comprehensive plan for web-based interactive educational tools for SNAP eligible consumers.

### Target Audience

Primary audience is individuals receiving Supplemental Nutrition Assistance Program (SNAP). Mainly comprising of working families ages 18-65 looking to stretch their SNAP benefits while shopping at the grocery store.

### Objective(s)

To build web-based interactive educational tools to support SNAP-Ed virtual curriculums. These easy-to-navigate, intuitive educational resources will be utilized in developing strategies for SNAP recipients in purchasing nutrient-dense food for the best possible price.

- **Unit Price Calculator** Interactive web based app utilizing *web scraping* capabilities to pull current grocery store inventory and organize and compare price per weight.
- **MyPlate Meal Generator** Utilizing SNAP-Ed. NY Recipe Bank ([snapedny.org/snap-ed-ny-recipes](http://snapedny.org/snap-ed-ny-recipes)) to generate instant shopping lists that visualize MyPlate nutritional guidelines.
- **Meal Modification Database** Interactive web based app allowing SNAP recipients to modify their favorite recipes to reduce the amount of fat, sodium (salt) and added sugar consumed, while increasing the consumption of fiber.
- **\$10 MyPlate Grocery Challenge** Interactive web based app game utilizing MyPlate nutritional guidelines in conjunction with web scraped grocery store data to allow consumer to fill a digital shopping basket while staying under \$10 limit.

## Platform Accessibilities

- ✓ Mobile Responsive Website

## Devices:

- ✓ Smartphone
- ✓ Tablet
- ✓ Desktop or Laptop Computer

## Submissions Requirements

- Submission Checklist Form
- Cover Page
  - Include the project name, name of the submitting organization and date of submittal.
- Letter of Interest
  - Provide a concise one-page letter that summarizes your organization’s particular interest in the project, key qualifications and any organizations it intends to partner with or subcontract to (if applicable). This letter should also highlight any critical concerns, assumptions or potential circumstance that you foresee as inhibiting fulfillment of the desired design work as described.
- Table of Contents
  - All pages in the submission must be numbered and referenced in the Table of Contents.
- Design Team & Qualifications
  - 1-5 pages include an Organizational Chart.
- Relevant Experience
  - Provide a project description and illustrated examples of no more than 5 projects that are similar in nature to this project.
    - For each project, identify overall objectives, personnel, resulting performance.
- Proposal of design
- Timeline
  - Provide a timeline that reflects when your firm can start, include professional fees for performing the worked described.
    - i.e.

Project	May	June	Jul	Aug	Sept	Cost
<i>Ex: saturated fat label</i>		x	x			\$4,000

- *Addenda Items*
  - *Any addenda items should be clearly identified as to their content and relevant purpose for being included within this RFP/RFQ response.*

## Proposal of Design Requirements

Kindly include the following in your proposal.

- Overview of how you will plan on meeting our objectives.
- Explanation of your proposed solution
- Outline of your design & development strategy
- Any key differentiators about you?
- Terms & conditions

## RFP & Project Timeline Details

**Responses Due:** April 15, 2021

**Submit Clarification Questions to [cnynutrition@cornell.edu](mailto:cnynutrition@cornell.edu) by:** April 1, 2021

**All questions will be answered via listserv by:** April 6, 2021

**Finalists Selected & Contacted by:**

Carol Watkins  
Central Region SNAP Education

**Selected & Contacted:** May 1, 2021

**Project Kick-off:** May 10, 2021

**Target Date:** September 30, 2021

Thank you for your interest in responding to this RFP/RFQ with a proposal for our new web-based interactive educational tool. We look forward to your response.