

# Outcome Assessment and Impact Evaluation of Eat Easy SNAP Ed Learning Platform

## Request for Proposal | Request for Quote

This RFP|RFQ is for the outcome assessment and impact evaluation of the new Eat Easy SNAP-Ed Adult E-Learning platform.

**RFP Sent:** February 13, 2024

**Responses Due:** March 29, 2024

**Send any questions on the RFP|RFQ to:** Carol Watkins, CCE Oneida County Nutrition Issue Team Leader

**Send proposals to:**

**Carol Watkins**

Cornell Cooperative Extension, Oneida County

Central Region SNAP Education

121 Second Street, Oriskany, NY 13434

[cap49@cornell.edu](mailto:cap49@cornell.edu)

**Target Start Date:** June 1, 2024

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### Background

Cornell Cooperative Extension of Oneida County (CCE Oneida), is a 501c3 non-profit organization. CCE Oneida is a known and trusted educational resource with over a 100-year history in Oneida County. The mission of CCE Oneida is to improve the lives of our constituents through educational partnerships that put scholarship and local knowledge to work. We address the social and economic challenges of the region. We also play an important role in creating a more promising and prosperous future for the people of Oneida County.

### Overview

CCE Oneida is contracted with the New York State Office of Temporary and Disability services to provide SNAP Ed Programing in the central region of New York State. Carol Watkins is the CCE Oneida Nutrition Department Issue Team Leader, and the Program Manager for the Central Region SNAP Ed program. The Supplemental Nutrition Assistance Program – Education (SNAP-Ed) is a federally funded grant program that supports evidence-based nutrition education and obesity prevention interventions and projects for persons eligible for the Supplemental Nutrition Assistance Program (SNAP) through complementary direct education, multi-level interventions, and community and public health approaches to improve nutrition.

## Scope

The primary objective of this evaluation is to examine the extent to which the new SNAP-Ed NY on-line learning platform, Eat Easy is achieving one or more of the following SNAP Ed program goals and/or objectives:

The four primary nutrition-related objectives designed to improve health among the SNAP population:

1. Increase the knowledge and consumption of nutrient dense fruits and vegetables, whole grains, lean meats and low-fat dairy products
2. Reduce the consumption of sugar-sweetened beverages
3. Reduce the consumption of low-nutrient, high-energy dense foods containing large amounts of added sugars, salt and saturated fat
4. Increase physical activity and reduce sedentary behaviors

The program has three primary objectives designed to improve health by reducing food insecurity and hunger that are designed to improve health among the SNAP population:

1. Improve food resource management skills
2. Improve food preparation skills
3. Improve access to affordable and nutritious food

The evaluation will need to include a measurement of net behavior change that can be attributed to completing “how to” lessons on the platform and is related to the above program goals and objectives in one or more area.

## Content Effectiveness

Analyze Eat Easy Platform content for relevance, engagement, and educational effectiveness. Suggest enhancements or additional content based on identified gaps.

## Technology Infrastructure

Based on user evaluation findings recommend upgrades or changes to enhance platform effectiveness

## Target Audience

The primary audience is adults, ages 18-64 receiving or eligible for SNAP benefits who have completed at least one “how to” lesson on the Eat Easy Platform.

### Proposal Submission Guidelines:

Interested vendors are invited to submit their detailed proposals by March 29, 2024. The proposal should include:

- Company Overview
- Methodology: Outline the approach and methodology you will employ for the evaluation
- Timeline: Outline your evaluation component timeline with finished report to CCE Oneida by August 30, 2024
- Budget: Clearly specify the cost associated with conducting the learning platform evaluation with finished report not to exceed \$100,000
- Any previous, relevant project experience
- References from previous clients for similar projects, if available

### Submissions Instructions

Please submit your proposal to Carol Watkins at [cnynutrition@cornell.edu](mailto:cnynutrition@cornell.edu) by March 29, 2024. Late submissions will not be considered.

### Evaluation of Application Criteria

- Relevant Experience
- Methodology and approach
- Budget Competitiveness
- References

### Non-Collusion Certificates

Please include the following in the bid: By submission of a bid each bidder or person signing on behalf of the bidder, certifies that to the best of his/her knowledge and belief:

1. The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement with any other bidder or with a competitor for the purpose of restricting competition.
2. Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor.
3. No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

## Bid Opening:

Bid opening will take place April 1, 2024 at CCE Oneida at 10:00am. A listing of all vendors from whom bids were received will be made available to interested parties.

## RFP & Project Timeline Details

**Responses Due:** March 29, 2024

**Submit Clarification Questions to** [cnynutrtn@cornell.edu](mailto:cnynutrtn@cornell.edu) **by:** March 15, 2024

**All questions will be answered by and emailed on:** March 22, 2022. To receive the Q&A document please send your information to [cnynutrition@cornell.edu](mailto:cnynutrition@cornell.edu)

### Proposal Review Team:

Mary Beth McEwen, CCEOC Association Executive Director  
Carol Watkins, Nutrition Department Issue Team Leader  
Eli Todd, SNAP Ed Digital Education Coordinator  
Lori North, CCEOC Association Lead Human Resource Manager

**Awardee:** Will be contacted by May 15, 2024. A decision must be made within 45 days of the bid opening. If no decision is made, then all bids are rejected.

**Project Kick-off:** June 1, 2024

### Other Considerations:

This RFP is a solicitation and not an offer to contract. CCE reserves the right to issue clarifications and other directives concerning this RFP, to make and issue modifications to the RFP timeline, to require clarification or further information with respect to any proposal received, to determine the final scope and terms of any contract and whether to enter any contract, and to withdraw this RFP if circumstances change. The provisions herein confer no rights, duties or entitlements to any respondents. No reimbursement will be made by CCE for any costs incurred prior to an executed contract.

Thank you for your interest in responding to this RFP|RFQ with a proposal for the outcome assessment and impact evaluation of the new Eat Easy SNAP Ed Adult E-Learning platform. We look forward to your response.