

**State of Maine**  
**Master Score Sheet**

RFP# 202412210					
SNAP-ED Evaluation					
<b>Bidder Name:</b>		<b>Altarum Institute</b>	<b>Berry, Dunn, McNeil &amp; Parker LLC</b>	<b>Center for Behavioral Health Institute</b>	<b>Nyaa Scientific Research Services</b>
<b>Proposed Cost:</b>		<b>\$ 223,948.10</b>	<b>\$ 403,480.00</b>	<b>\$ 225,692.90</b>	<b>\$ 398,980.64</b>
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	<b>35.00</b>	33.00	20.00	27.00	19.00
Section III: Proposed Services	<b>40.00</b>	37.00	20.00	30.00	31.00
Section IV: Cost Proposal	<b>25.00</b>	23.10	12.82	22.92	12.97
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>93.10</u></b>	<b><u>52.82</u></b>	<b><u>79.92</u></b>	<b><u>62.97</u></b>
<b>Bidder Name:</b>		<b>Ryse Local Ventures LLC</b>	<b>School of Readiness Consulting</b>	<b>Tury Research Institute</b>	<b>University of Southern Maine</b>
<b>Proposed Cost:</b>		<b>\$ 389,843.75</b>	<b>\$ 206,923.00</b>	<b>\$ 350,467.35</b>	<b>\$ 255,972.00</b>
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	<b>35.00</b>	18.00	21.00	18.00	21.00
Section III: Proposed Services	<b>40.00</b>	19.00	25.00	18.00	29.00
Section IV: Cost Proposal	<b>25.00</b>	13.27	25.00	14.76	20.21
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>50.27</u></b>	<b><u>71.00</u></b>	<b><u>50.76</u></b>	<b><u>70.21</u></b>



**Award Justification Statement  
RFP# 202412210**

**Evaluation of Supplemental Nutrition Assistance Program Nutrition Education  
(SNAP-Ed) Services**

**I. Summary**

Through RFP# 202412210 Evaluation of Supplemental Nutrition Assistance Program Nutrition Education (SNAP-Ed) Services the Department sought proposals for evaluation services for Maine's Supplemental Nutrition Assistance Program (SNAP) Nutrition Education (SNAP-Ed) services. Eight Bidders responded to the RFP:

- Altarum Institute
- Berry, Dunn, McNeil & Parker, LLC
- Center for Behavioral Health Integration
- Nyaa Scientific Research Services – Nyaa Health
- Ryse Local Ventures, LLC
- School Readiness Consulting
- Tury Research Institute
- University of Maine System, acting through the University of Southern Maine

Through the evaluation process, Altarum Institute received the highest score and was determined to provide the best value to the State of Maine.

**II. Pass/Fail Criteria and Evaluation Process**

An Evaluation Team, composed of five State employees, verified the Bidders' pass/fail criteria and applied the consensus method in scoring the Bidders' Qualifications & Experience and Proposed Services. Scores for the Cost Proposals were assigned using a mathematical formula.

**III. Qualifications & Experience of Conditional Awardee**

Altarum Institute offered an accomplished, experience-laden portfolio demonstrating the ability to deliver the services required by the RFP and successfully perform under the prospective contract.

**IV. Proposed Services by Conditional Awardee**

Altarum Institute provided a well-rounded response outlining an understanding of, and ability to meet, programmatic requirements of the RFP. Additionally, Altarum Institute demonstrated the means and skills necessary to meet the RFP's performance requirements through its project teams' competencies, subject matter expertise, and background.

**V. Cost Proposal**

Altarum Institute provided an initial-period-of-performance cost of \$223,948.10.

## **V. Conclusion**

Out of 100 possible points, the Evaluation Team awarded Altarum Institute a score of 93.10. The strength of Altarum Institute's proposal outweighed the other Bidders through its qualifications and experience and the services and cost it proposed. The Evaluation Team determined that the proposal submitted by Altarum Institute represents the best value to the State of Maine.

Janet T. Mills  
Governor

Sara Gagné-Holmes  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Apr-22-2025

Via Electronic Mail: [frank.mckenna@altarum.org](mailto:frank.mckenna@altarum.org)

Altarum Institute  
Frank McKenna, Sr. Contracts Specialist  
26200 Town Center Drive, Suite 350  
Novi, MI, 48375

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Mr. McKenna,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Altarum Institute

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
As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
64F41AB634DB44F...  
Ian Yaffe  
Director  
Office for Family Independence

DocuSigned by:  
  
5DC6307B8558482...  
Debra Downer  
Deputy Director for Competitive Procurement  
Division of Contract Management

Janet T. Mills  
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Sara Gagné-Holmes  
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Apr-22-2025

Via Electronic Mail: [JSullivan@berrydunn.com](mailto:JSullivan@berrydunn.com)

Berry, Dunn, McNeil & Parker, LLC  
Julie Sullivan, Principal  
2211 Congress Street  
Portland, ME 04102

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Ms. Sullivan,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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
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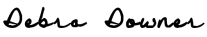
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Sincerely,

DocuSigned by:  
  
64F41AB634DB44F...

Ian Yaffe  
Director  
Office for Family Independence

DocuSigned by:  
  
5DC6307B8558482...

Debra Downer  
Deputy Director for Competitive Procurement  
Division of Contract Management

Janet T. Mills  
Governor

Sara Gagné-Holmes  
Commissioner



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Apr-22-2025

Via Electronic Mail: [jody@c4bhi.com](mailto:jody@c4bhi.com)

Center for Behavioral Health Integration  
Jody Kamon, Managing Owner  
16 Rosewood Trail  
Essex Junction, VT 05452

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Ms. Kamon,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Altarum Institute

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
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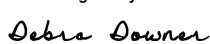
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Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
64F41AB634DB44F...

Ian Yaffe  
Director  
Office for Family Independence

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Debra Downer  
Deputy Director for Competitive Procurement  
Division of Contract Management

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Apr-22-2025

Via Electronic Mail: [icheruve@nyaahealth.org](mailto:icheruve@nyaahealth.org)

Nyaa Scientific Research Servies- Nyaa Health  
Jubin J. Cheruvellil, Chief Executive  
3003 E. Michigan Ave #1015  
Lansing MI 48912

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Mr. Cheruvellil,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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
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**Ian Yaffe**  
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Office for Family Independence

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**Debra Downer**  
Deputy Director for Competitive Procurement  
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Apr-22-2025

Via Electronic Mail: [kayla@ryselocal.com](mailto:kayla@ryselocal.com)

Ryse Local Ventures, LLC  
Kayla Baker, CEO  
1835 7<sup>th</sup> St NW, #204  
Washington, DC 20001

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Ms. Baker,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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
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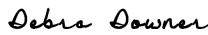
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Sincerely,

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Ian Yaffe  
Director  
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Debra Downer  
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Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
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Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Apr-22-2025

Via Electronic Mail: [weiss@schoolreadinessconsulting.com](mailto:weiss@schoolreadinessconsulting.com)

School Readiness Consulting  
Rebecca Weiss, Senior Director of Finance & Operations  
912 Thayer Avenue Suite 209  
Silver Spring, MD 20910

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Ms. Weiss,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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
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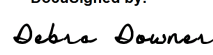
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Ian Yaffe  
Director  
Office for Family Independence

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Apr-22-2025

Via Electronic Mail: [kalesan@turyresearch.com](mailto:kalesan@turyresearch.com)

Tury Research Institute  
Bindu Kalesan  
1022 Plummer Circle  
Manning, SC 29102

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Bindu Kalesan,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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
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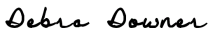
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Sincerely,

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Ian Yaffe  
Director  
Office for Family Independence

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Debra Downer  
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Apr-22-2025

Via Electronic Mail: [rachel.gallo@maine.edu](mailto:rachel.gallo@maine.edu)

University of Maine System acting through University of Southern Maine  
Rachel Gallo  
96 Falmouth Street; PO Box 9300  
Portland, ME 04104-9300

SUBJECT: Notice of Conditional Contract Award under RFP #202412210, Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services

Dear Ms. Gallo,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Family Independence (OFI) for Evaluation of Supplemental Nutrition Assistance Program Nutrition Education, SNAP-Ed Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Altarum Institute

The bidder listed above received the evaluation team's highest ranking. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Office of State Procurement Services [formerly the Division of Purchases], Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
64F41AB634DB44F...  
**Ian Yaffe**  
Director  
Office for Family Independence

DocuSigned by:  
  
5DC6307B8558482...  
**Debra Downer**  
Deputy Director for Competitive Procurement  
Division of Contract Management

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Altarum Institute  
**DATE:** March 19, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services  
**Name of RFP Coordinator:** Stacy Martin  
**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>37.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.10</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>93.10</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Altarum Institute  
**DATE:** March 19, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Altarum Institute  
**DATE:** March 19, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Maintains an office in Portland</li><li>• Evaluator of Maine SNAP Ed from 2013 to 2024</li><li>• Recognized as a national leader in SNAP-Ed evaluation, technical assistance, and training</li><li>• Experience evaluating SNAP-Ed in 14 states</li><li>• Provides other evaluation services for the Department</li><li>• Provided 15 SNAP-Ed peer-reviewed publications</li><li>• Provided three projects, all relevant to the RFP</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Met requirement</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• One item noted, not related to performance</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Met requirement</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Provided, professional liability not indicated</li></ul>	

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Altarum Institute  
**DATE:** March 19, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>37.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III    Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Proposed six evaluation tasks that are aligned with specified requirements and priorities</li><li>• Evaluation tasks outlined in clear and logical steps</li><li>• Proposed evaluation activities will not duplicate efforts currently being addressed by the implementing agency</li><li>• Proposed a mix-method approach to include qualitative and quantitative methodology</li><li>• Provided detailed workplans for each of the six evaluation tasks, to include design, measures, indicators, methodology, analysis and reporting, and implementation</li><li>• Proposed various methods of communication with associated agencies and participants for the six evaluation tasks</li><li>• Proposed supporting Department and University of New England (UNE) in submitting data and findings from evaluation reports into the national database (N-PEARS) reporting system, annually</li><li>• Intends to present, at national conferences, and publish in peer-reviewed journals the evaluation data gathered under any contract that may result from this RFP</li><li>• Proposed presenting evaluation work to stakeholders, including State “dignitaries”</li><li>• Proposed collaboration with tribal communities is clearly articulated and discusses how past work has been successful in engagement of this priority population</li><li>• Described tasks, processes, and approaches for conducting the evaluation, all aligning with USDA’s guidance</li><li>• Demonstrates familiarity with the current SNAP-Ed annual plan and process and provided workable timelines for the evaluation tasks and for future submissions</li></ul>
<b>B. Evaluation of Maine’s SNAP-Ed</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Altarum Institute

**DATE:** March 19, 2025

- Proposed a formative evaluation of tribal populations that will focus on collecting qualitative data
- Proposed two-process evaluations that will examine quantitative and qualitative data
- Response lacks detail and clarity on how the Bidder intends to incentivize participation and, for key informant interviews, the process/justification for choosing interviewees
- Described how it will provide Technical Assistance based on experience with both agencies, emphasizing the need is dynamic and it can work flexibly to meet emerging needs
- Described capabilities in environmental scans, needs assessments, literature reviews, training, and N-PEARS mock-ups for evaluation projects with examples of previous work
- Proposed a plan to collaborate with Implementing Agency on outcome measures collected in direct education programming for three of the evaluation tasks
- Provided a comprehensive approach to evaluating current measures to inform improvement in participants' nutritional behavior
- Proposed supporting Department and UNE in considering more robust outcome-based evaluations
- Provided a comprehensive methodology in collaborating with the Department and the Implementing Agency in developing and finalizing the evaluation plan for submission in N-PEARS

**C. Reports**

- Met requirement

**2. Staffing**

- Proposed .66 FTE across 16 individuals

**3. Implementation - Work Plan**

- Met requirement



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Altarum Institute  
**DATE:** March 19, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>206,923.00</b>	÷	<b>223,948.10</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>23.10</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>20.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>20.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>12.82</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>52.82</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>20.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Headquartered in Maine, established in 1974</li><li>• Provide a full range of professional services including management, information technology, financial consulting, and tax, audit, and accounting services to state, local, and quasi-governmental agencies</li><li>• Experience in evaluating programs, policies, and business processes related to public health</li><li>• Experience with SNAP systems/eligibility</li><li>• Provided three projects: State Health Improvement, WIC, and HIV Elimination. Projects leaned towards gap analysis/plan creation rather than policy systems and environmental change evaluations</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• Proposed one subcontractor for data analysis</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Organizational chart is not enterprise-wide, but only project-specific</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• Provided as required</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided in-house-produced, unaudited condensed financials</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>20.00</b>

**Evaluation Team Comments:** Proposal lacks a level of detail and explanation that leads the Evaluation Team to question the Bidder's level of understanding of the SNAP-Ed program and its evaluation goals.

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Proposed a mixed-methods research design, collecting both qualitative and quantitative data</li><li>• Proposed approaching the evaluation through a continuous quality improvement lens and will develop and support rapid-cycle learning using agile evaluation techniques</li><li>• Proposed an evaluation process addressing short, medium, and long-term outcomes</li><li>• Provided a 57-week workplan, outlining development of evaluation plan but did not describe its implementation of the plan</li><li>• Assumptions within the workplan may be difficult to implement, such as conducting focus groups through a virtual platform and conducting electronic surveys with youth and older adult participants</li><li>• Does not specify/detail how the Bidder intends to gather contact information, which SNAP-Ed does not collect, and how that confidential data would be stored in its proposed Registry of Contacts</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Proposed using a multi-method evaluation approach that utilizes quantitative and qualitative methods</li><li>• Proposed using existing data sets in analysis, mentioning National Health and Nutrition Examination Survey as an example</li><li>• Proposed evaluating across target groups for equity assessment</li><li>• Offered minimal detail about how the survey will be administered, goal response rate, outreach strategy, etc.</li><li>• Proposed a standardized evaluation approach, without detail or approval by an Institutional Review Board</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

- Proposed virtual or phone surveys will not be feasible for most of the SNAP-Ed population (youth)
- Proposal relies on pre/post surveys, 24-hour recall, and participant & stakeholder interviews
- Methodology includes short- and mid-term data

**C. Reports**

- Offered a comprehensive response, detailing data collection, data validation, quality control practices, and reporting
- Did not acknowledge report due dates

**2. Staffing**

- Provided project roles for and professional backgrounds of proposed staff
- Offered comprehensive process for subcontractor oversight (performed by project manager)
- Did not provide staff time allocation

**3. Implementation - Work Plan**

- Work Plan addresses preparing an evaluation plan rather than conducting evaluation tasks
- Proposed a generic Work Plan with the offer to provide a detailed, project-specific plan upon award and discussion with Department

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Berry Dunn McNeil & Parker LLC

**DATE:** March 19, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>403,480.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.82</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

---

<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>27.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.92</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>79.92</u></b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>27.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Founded in 2008, with HQ in Vermont</li><li>• Composed of a team of licensed psychologists, mental health clinicians, and other professionals with extensive experience in conducting systems and program evaluations, nationwide</li><li>• Provided three projects. All showing evaluation experience, with two directly related to RFP but with the relevant work completed by subcontractor(s)</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• Three indicated</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided IRS Form 1065 (U.S. Return of Partnership Income)</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Did not respond to requirements to provide evaluation services in accordance with SNAP-Ed guidance</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Proposed a variety of research methods and highlighted projects to be evaluated</li><li>• Proposed creation of an advisory group that will include members from priority population groups</li><li>• Offered to provide interpreter services</li><li>• Addressed Direct Education, PSE, and Social Marketing</li><li>• For Direct education, proposed three types of data collection for initial and longer-term outcomes: pre- and post-intervention survey, follow up data for longer term and track program reach, and interviews</li><li>• Recognized significance of need to analyze underserved areas by collecting data for Aroostook County</li><li>• Proposed use of gift cards for participants. Evaluation Team notes gift cards may not be a Food Nutrition Services-allowable expense</li><li>• Proposed using evaluation guidance documents, webinars, and one-on-one technical assistance to assure methodologically sound measurement of program's efficiency and effectiveness</li><li>• Proposed that, for evaluation of SNAP-Ed services provided to children, parents would be the survey participants</li><li>• Proposed translating survey tools into the four most common languages</li><li>• Proposed interviewing participants every six months, virtually from geographically diverse areas, 30 participants every six months</li><li>• Proposed balancing samples across regions, with analysis to include regional and subgroup outcomes</li><li>• Proposed adjusting questions based on feedback</li><li>• Offered good examples of survey questions</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

- Proposed collaborating with Department on survey outreach to ensure participants know it's legitimate
- Proposed sending follow-up messages to participants encouraging them to complete surveys
- Offered a thorough description of interview process that acknowledges confidentiality and voluntary nature of responses
- Proposed pre- and post-surveys, with follow-ups
- Proposed using a tableau dashboard for data trends. Evaluation Team notes the need for a determination of how this would coordinate with data that the Implementing Agency (IA) already gathers and reports in N-PEARS, to ensure no duplication
- Did not specifically address any of the nine SNAP-Ed performance measures for improving participants' knowledge, attitudes, and beliefs regarding nutritional behaviors

**C. Reports**

- Met requirement

**2. Staffing**

- Provided credentials of intended staff rather than job descriptions and minimum qualifications
- Proposed regular team meetings with the project lead and project coordination through Smartsheet to oversee subcontractors

**3. Implementation - Work Plan**

- Evaluation Team notes that Work Plan timeline addressed State fiscal year dates rather than Federal fiscal year dates, which may call for an adjustment to timeline

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Center for Behavioral Health Integration

**DATE:** March 26, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 225,692.90</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>22.92</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>19.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>31.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>12.97</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>62.97</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>19.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Founded in 2021, with offices in Michigan</li><li>• States experience in needs assessment design, implementation, and evaluation, as well as conducting technical assistance and goal-setting for SNAP-Ed over the past four years</li><li>• States SNAP-Ed experience with Tribal, underserved, and under-resourced communities in Michigan</li><li>• States active participation in Association of SNAP Nutrition Education Administrators (ASNNA) and Food and Nutrition Services (FNS) professional development</li><li>• Provided three projects, two specific to the RFP and one describing evaluation of substance abuse and adverse childhood experiences</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• One indicated</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided, but did not indicate project team</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided IRS Schedule Cs</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, not indicating professional liability</li></ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>31.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<ul style="list-style-type: none"><li><b>General Requirements</b><ul style="list-style-type: none"><li>Bidder acknowledges requirement to provide services in accordance with relevant SNAP-Ed guidance as well as ASNNA recommendations and N-PEARS reporting requirements</li><li>Proposed a scope of work that will include multi-level evaluation of a review of the work, best practice strategies, and outcomes and impacts</li><li>Proposed including direct education, policy, systems, and environmental change (PSE) strategies, and social marketing in its evaluation</li><li>Identified several demographics for special attention (low-income, refugee, older adult)</li><li>Proposed online survey and focus groups</li><li>Proposed educators distributing surveys through a “community resource list”</li><li>Offered a thorough description of data analysis</li><li>Proposed a “local liaison”, with staff outside of Maine traveling to Maine</li><li>Proposed collaborating with the “State Agency External Evaluator”</li><li>Proposed creating and delivering reports that are based on goals, supported by key performance indicators</li><li>Proposed email, secure portals, cloud-based content management systems, and client-specific software integration for survey delivery methods</li><li>Proposed that each database have a “primary scientist” and be stored in a cloud-based service box</li></ul></li><li><b>Evaluation of Maine’s SNAP-Ed</b><ul style="list-style-type: none"><li>Proposed reviewing similar surveys, when compiling survey questions, and conducting intensive background research</li><li>Proposed virtual/phone interviews with key informants to gain insight on at-risk communities</li><li>Offered a clear process for implementing surveys, including communication steps</li><li>Evaluation Team notes the proposed survey delivery appears to be through email</li><li>Proposed reminder emails</li></ul></li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

- Proposed a “suitable compensation strategy” to enhance participation. Evaluation Team notes incentives may not be an Food Nutrition Services-allowable expense
- Proposed providing technical assistance (TA) and a list of potential offerings for educators, project leads, sub-recipients, and the Department
- Proposed determining initial TA offerings through a Department and Implementing Agency needs survey
- Proposed a table of questions, measuring behavior change, directed towards program participants, parents of children, and children
- Proposed providing online and paper surveys in multiple languages
- Proposed a survey structure to determine assets and barriers for obtaining food assistance benefits and participating in programs
- Proposed a self-report survey to capture participants’ own assessment of the nine SNAP-Ed performance measures for improving participants’ knowledge, attitudes, and beliefs regarding nutritional behaviors
- Offered relevant sample survey questions

**C. Reports**

- Did not acknowledge reporting requirements

**2. Staffing**

- Did not provide job descriptions or minimum qualifications
- Proposed that the single subcontractor will serve as advisory committee member and provide subject matter expertise and technical assistance but did not address subcontractor oversight or management

**3. Implementation - Work Plan**

- Provided timeline in calendar quarter increments, rather than by month
- Evaluation Team notes it is not clear if the timeline covers the first contract period
- Did not indicate tasks assigned to subcontractor(s)

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Nyaa Scientific Research Services

**DATE:** March 26, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 398,980.64</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.97</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Ryse Local Ventures LLC

**DATE:** March 26, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>18.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>19.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>13.27</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>50.27</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Ryse Local Ventures LLC

**DATE:** March 26, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Ryse Local Ventures LLC  
**DATE:** March 26, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>18.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Founded in 2019 and incorporated in 2020</li><li>• Headquarters in Washington, D.C.</li><li>• Bidder states it is an economic justice consulting firm focused on accelerating community-focused initiatives</li><li>• Noted experience in evaluation, research, and strategy centered on small business</li><li>• Noted experience working in Maine, including with the Department</li><li>• Provided three projects, each focused on black business ownership and none related to SNAP or SNAP-Ed</li><li>• Two projects based in Maine, though the description for one is a copy/paste of the other (description for project performed for the Department is not correct)</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• One noted</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided, but did not indicate project team</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided, with two of the three years showing losses and negative retained earnings</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Ryse Local Ventures LLC

**DATE:** March 26, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>19.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Proposed an evaluation strategy to analyze the extent to which Maine SNAP-Ed meets specific SMART objectives and enhances the effectiveness of other State programs</li><li>• Provided a comprehensive implementation workplan, identifying five tasks and outlining the processes and services addressing critical aspects of the evaluation</li><li>• Proposed distributing results through leadership briefings, community forums, public reports, and national networks such as Association of SNAP Nutrition Education Administrators (ASNNA)</li><li>• Proposed incorporating participant demographic data into analysis</li><li>• Proposed using at least one outcome indicator</li><li>• Did not provide information on how surveys will be administered</li><li>• Proposed submitting to Department the evaluation plan by August 15, 2025, which is the date by which the Department is to submit its plan to Food Nutrition Services</li><li>• Did not address ability to conduct evaluation of current-year plan</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Proposed a mixed-methods evaluation approach, with quantitative and qualitative data to analyze program outcomes</li><li>• Proposed four technical assistance tasks, including quarterly training on data collection, support for evidenced based measurement, stakeholder engagement, and guidance on data sharing and reporting</li><li>• Proposed a survey instrument to discover changes in dietary behaviors</li><li>• Proposed steps on how Bidder will select performance indicators and analyze performance goals and objectives</li><li>• Did not specifically address any of the nine SNAP-Ed performance measures for improving participants' knowledge, attitudes, and beliefs regarding nutritional behaviors</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Ryse Local Ventures LLC

**DATE:** March 26, 2025

<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Met requirement</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Did not describe interaction with or oversight and management of subcontractor</li><li>• Proposed 2.55 FTE assigned to project</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Did not display work plan in a timeline chart</li><li>• Did not note tasks delegated to subcontractors</li></ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Ryse Local Ventures LLC

**DATE:** March 26, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 389,843.75</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>13.27</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>21.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>25.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>25.00</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>71.00</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>21.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Completed more than 150 projects in the organization's 14-year history</li><li>• Experience in 29 states</li><li>• Designed and implemented more than 20 evaluation projects within the past 5 years.</li><li>• Small, woman-owned business specializing in programs and policies impacting children and families</li><li>• Composed of an office staff of 15 and more than 150 field staff</li><li>• States it has technical expertise in evaluation design and methods, experience helping states with evaluations, and collection of survey data</li><li>• States expertise in nutrition education, though no SNAP-Ed evaluations are noted</li><li>• Provided three projects<ul style="list-style-type: none"><li>➤ Two focused on wage analysis and technical assistance</li><li>➤ One included a satisfaction survey, though did not present experience with program-outcomes evaluation</li></ul></li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided three years of non-audited financials</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>25.00</b>

**Evaluation Team Comments:** Evaluation Team notes that Bidder proposed an approach primarily using program outcomes and impacts already collected for reporting by the Implementing Agency (IA) and entered in N-PEARS

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"> <li>Proposed conducting surveys of adult participants, parents of child participants, and nutrition educators</li> <li>Proposed a thorough evaluation process, focusing on quantitative data and developing a methodology after contract award</li> <li>Proposed paper surveys with a QR code to the survey link at community partner sites and providing links to web-based surveys during nutrition classes</li> <li>Proposed postal invitations with paper-based surveys, though did not describe how it will obtain addresses</li> <li>Proposed survey completion length of 10-15 minutes</li> <li>Proposed to offer surveys translated into French and Spanish</li> <li>Offered a detailed description of data analysis, noting that analysis of qualitative data will be on a case-by-case basis</li> <li>Outcome report tailored to different audiences (internal vs community)</li> <li>Workplan to be submitted to third party for review</li> <li>Data analysis to include secondary data already collected by the IA</li> <li>Offered a workplan with five timeline tasks (communications and planning, technical assistance, data collection, analysis and reporting, and evaluation planning), each broken out by quarter</li> </ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"> <li>Provided a table acknowledging all outcomes to be evaluated and related data sources</li> <li>Provided table of SNAP-Ed performance measures and data sources to be used to evaluate the measures</li> </ul>
<b>C. Reports</b>
<ul style="list-style-type: none"> <li>Met requirement</li> </ul>
<b>2. Staffing</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

<ul style="list-style-type: none"><li>• Provided documents, with 0.54 FTE</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Met requirement</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** School of Readiness Consulting

**DATE:** April 3, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 206,923.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25.00</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Tury Research Institute

**DATE:** April 3 & 7, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>18.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>18.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>14.76</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>50.76</u></b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** Tury Research Institute  
**DATE:** April 3 & 7, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Tury Research Institute

**DATE:** April 3 & 7, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>18.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Established in 2021</li><li>• Women-owned, small business</li><li>• Noting its work in research and consulting in public health, policy evaluation, and advanced data analytics, Bidder states it excels at synthesizing complex data into actionable insights</li><li>• Noted experience in:<ul style="list-style-type: none"><li>➢ Supporting Microsoft, Samsung, and Johnson &amp; Johnson</li><li>➢ Justice and law enforcement</li><li>➢ Administering surveys and conducting qualitative analysis through interviews</li></ul></li><li>• Provided three projects, none demonstrating SNAP-Ed evaluation experience:<ul style="list-style-type: none"><li>➢ Public safety</li><li>➢ Gun violence prevention</li><li>➢ Racial and ethnic differences in firearm injuries</li></ul></li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• One indicated</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Did not provide</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Tury Research Institute

**DATE:** April 3 & 7, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>18.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Proposed a three-year phased evaluation using U.S. CDC Six-Step Evaluation Framework alongside USDA guidance and SNAP-Ed Evaluation Framework</li><li>• Implementation workplan:<ul style="list-style-type: none"><li>➤ Year One focused on assessment of program implementation and fidelity, including focus groups with educators and participants to evaluate barriers and curriculum delivery</li><li>➤ Year Two to begin outcomes evaluation; activities, here, fall more within intended RFP scope</li><li>➤ Proposed analysis of contributing factors to outcomes, e.g., socioeconomic status, household size</li><li>➤ Offered no clear method or description of survey administration, communication, or implementation</li><li>➤ Focused on barriers and access to resources rather than program evaluation</li><li>➤ Proposed disseminating findings to Department, USDA, and other key stakeholders</li><li>➤ Bidder's proposed financial/ROI and food access analyses are beyond scope of evaluation</li></ul></li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Proposed a dedicated evaluation support team, regular coordination meetings, and a technical assistance help desk</li><li>• Proposed conducting workshops and training sessions for Implementing Agency on survey design, participant tracking, and performance data collection techniques</li><li>• Proposed stakeholder engagement and knowledge sharing webinar</li><li>• Proposed providing step-tracking devices to measure physical activity, which Evaluation Team notes may not be allowable under SNAP-Ed guidelines</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Tury Research Institute

**DATE:** April 3 & 7, 2025

- Proposed collaborating with Health Care providers to track body mass index (BMI) trends. Evaluation Team notes BMI analysis is not allowable under SNAP-Ed guidelines
- Propose observing participants in real-world environments, e.g., school lunchrooms, to evaluate decision making
- Propose gathering data from food retailers on purchasing patterns, which Evaluation Team notes is beyond scope of RFP
- Proposed a survey methodology that appears to include three separate survey instruments
- For evaluating performance measures, Bidder details pre and post surveys, working with educators to analyze shopping behavior case studies, and having participants self-report on improvements in kitchen skills
- Much of Bidder evaluation plan focuses on adult participants, as it includes food logs, and activity trackers. Evaluation Team notes adult participants comprise about five percent of the SNAP-Ed population

**C. Reports**

- Met requirement

**2. Staffing**

- Translation and interpretation plan proposed for subcontractor is extensive beyond the needs of the RFP
- Proposed direct supervision by the lead evaluator, for day-to-day activities, and executive oversight provided by the projects executive lead
- Did not provide time allocation

**3. Implementation - Work Plan**

- Did not provide timeline chart
- Did not note tasks delegated to subcontractor

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** Tury Research Institute

**DATE:** April 3 & 7, 2025

**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 350,467.35</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.76</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

**BIDDER:** University of Southern Maine

**DATE:** April 7, 2025

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Shannon Courtois, Patricia Dushuttle, Leslie Jeffers, Dawn Littlefield, Tim Sturtevant

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<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Attestation)	<b>X</b>	
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>21.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>29.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>20.21</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>70.21</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** University of Southern  
Maine **DATE:** April 7, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information (Attestation)

---

**Evaluation Team Comments:**

Provided the signed Attestation Statement as required by the RFP.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** University of Southern  
Maine **DATE:** April 7, 2025

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>21.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Located in Portland, ME</li><li>• Inception early 1980s</li><li>• Bidder is the Catherine E. Cutler Institute, within the Muskie School of Public Service at the University of Southern Maine</li><li>• Bidder conducts applied research, evaluation, and technical assistance and has an Institutional Review Board</li><li>• Bidder has supported the Department through multiple contracts</li><li>• Provided three projects<ul style="list-style-type: none"><li>➢ Mixed- methods behavioral health evaluation</li><li>➢ Cross-site evaluation of the Maine Career Exploration Program</li><li>➢ Technical assistance provided to Full Plates Full Potential on theory of change and logic model for a USDA grant</li></ul></li><li>• No nutrition or SNAP-Ed evaluation experience noted</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• Proposed five subcontractors</li><li>• Three subcontractors are also subcontractors to the Implementing Agency (IA). The Evaluation Team notes this may be a conflict of interest</li><li>• One subcontractor is employed by the IA. Evaluation Team notes this may not be allowable under State procurement guidelines</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• Two pending cases indicated, neither related to the scope of the RFP or contract performance</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• Provided three years of independently audited financials</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided, noting professional liability</li></ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-Ed Evaluation  
**BIDDER:** University of Southern  
Maine **DATE:** April 7, 2025

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>29.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Proposed a mixed-methods approach aligning with the five priority goals of the Maine SNAP-Ed annual plan<ul style="list-style-type: none"><li>➤ Age-appropriate pre- and post-surveys</li><li>➤ Short- and medium-term indicators from the SNAP-Ed evaluation framework</li><li>➤ Photovoice, focus groups, interviews, assessment of partnerships, and a workforce capacity survey</li></ul></li><li>• Proposed evaluating goal outcomes through different methodologies, e.g., participant surveys to evaluate healthy behavior vs focus groups for equitable access</li><li>• Proposed collaborating with IA to evaluate 'lessons learned' from past data collection projects to ensure efforts are not duplicated among Bidder, Department, and IA</li><li>• Provided detailed table of seven projects, types of evaluations, goals, and frequency</li><li>• Bidder states it assumes a central data collection system exists and IA will be active collaborator</li><li>• Bidder states that summaries and final report will be posted on its website, but did not offer to seek Department permission to do so</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Proposed a representative and population-based evaluation:<ul style="list-style-type: none"><li>➤ Rural communities, adults with disabilities, low-income, FQHC patients, immigrants and refugees, older adults, parents of young children, Wabanaki Nations communities, and veterans</li></ul></li><li>• Proposed to focus on brief surveys, based on previously implemented survey tools</li><li>• Proposed 'Photovoice' method of collecting audio-video/photo content from participants</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-Ed Evaluation

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Maine **DATE:** April 7, 2025

<ul style="list-style-type: none"> <li>➤ Ten digital cameras for younger participants not having smartphones</li> <li>➤ Incorporating qualitative outcomes and success stories</li> <li>• Proposed eight participant focus groups via Zoom and offered a list of sample focus group questions, all appropriate to evaluation goals</li> <li>• Proposed encoding qualitative data for analysis</li> <li>• Proposed formalizing, in the first month of the contract, an evaluation plan for the first two years of contract               <ul style="list-style-type: none"> <li>➤ Using a RE-AIM framework</li> <li>➤ Evaluation projects include ongoing external evaluation components, SNAP-Ed participant surveys, Photovoice, organization and program-level focus groups, key informant interviews, participant interviews, nutrition educator and organization interviews, assessment of State and local collaborations, and a workforce capacity survey</li> </ul> </li> <li>• Proposed use of Photovoice, key informant interviews, focus groups, and population monitoring by using a Behavioral Risk Factor Surveillance System and Maine Integrated Youth Health Survey</li> <li>• Proposed various survey methods for different age groups:               <ul style="list-style-type: none"> <li>➤ Adult participants – online via QR code with link or paper survey</li> </ul> </li> <li>• Youth participants – dot survey or thumbs-up count</li> <li>• Did not acknowledge date for evaluation plan submission</li> </ul>
<b>C. Reports</b>
<ul style="list-style-type: none"> <li>• Met requirement</li> </ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"> <li>• Noted 1.47 FTE, not including subcontractor staffing</li> </ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"> <li>• Met requirement</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202412210  
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**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$ 206,923.00</b>	÷	<b>\$ 255,972.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>20.21</b>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/17/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Provided evaluation services of SNAP-Ed from 1/1/13 through 9/30/24.</li><li>• Recognized as national leader SNAP-Ed evaluation, technical assistance, and training.</li><li>• Experience with 15 programs and 3 national studies</li><li>• Contributed to various curricula being added to USDA FNS's library of tools</li><li>• Provided list of 15 SNAP-Ed peer-reviewed publications</li><li>• 70 years of experience</li><li>• Experience w/ SNAP-Ed Evaluation Framework &amp; National Evaluation and Reporting System (NPEARS)</li><li>• Office located in Portland, ME</li><li>• Current provider for Maternal Child &amp; Health needs assessment for CDC and Dually Eligible for Medicare and MaineCare for OADS &amp; OMS</li><li>• Provided three projects – all relevant to the RFP</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Provided, including project team</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• 1 case disclosed, Age Discrimination</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Provided, Appear viable</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Provided, 12/31/25</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

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**DATE:** 03/17/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Provided a detailed, well thought out, plan of 6 tasks addressing 5 Priority Goals contained in the FFY25 plan
- Acknowledged a. and b. requirements in their response
- Provided thorough (33 pg) plan recommending various methods of communication and detailed descriptions for the 6 proposed tasks
- Evaluation final report to be submitted May 31, 2026
- SNAC & PSE Evaluations final report by September 30, 2026
- Social Marketing final report by June 30, 2026
- Plans include a SNAP-Ed Summit. Is one planned?
- Assumes UNE will continue their data collection efforts
- Committed to remain flexible
- Acknowledges the final evaluation plan is dependent upon the final SNAP-Ed plan.
- Dynamic mix of talented staff provides the necessary flexibility to pivot

**B. Evaluation of Maine's SNAP-Ed**

- Formative, process, and cross-sectional for each component of SNAP-Ed programming
- Quantitative and Qualitative methods
- Prepared to provide, as needs arise
- Will respond within two business days to any requests
- Written best practices, in-person training, literature, N-PEARS wireframe mockups
- Will incorporate key objectives
- Qualitative & Quantitative research methods
- Task 2, Task 5, and Task 6 are proposed and address behavioral outcomes
- Acknowledged all requirements
- 5 tasks proposed to address: Task 2, Task 3, Task 4, Task 5, and Task 6
- Interested in supporting OFI/UNE to consider more robust outcome based evaluations
- Acknowledges adherence to this requirement
- History of providing this service from 2014 through 2024
- Will work with OFI and UNE to meet the 8/15/25 deadline

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/17/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Acknowledged all requirements and due dates</li><li>• Monthly status to include updates on deliverables, problems encountered, solutions identified</li><li>• Final Report to be organized in chapters and sections</li><li>• Is trained on N-PEARS so understands required data needed</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Provided</li><li>• No subcontractors</li><li>• Provided</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Provided, separated by proposed tasks</li></ul>








<b>Part IV, Section IV. Cost Proposal and Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided cost proposal in the final requested format</li><li>• Cannot duplicate indirect calculation to verify, I calculate \$2,075.60 more.</li><li>• Cost per hour = \$83.18</li><li>• Costs appear reasonable for proposed services</li></ul>



<b>Part IV, Section IV. Cost Proposal and Budget Narrative</b>
<ul style="list-style-type: none"><li>• 2<sup>nd</sup> Submission – Final format</li><li>• Indirect included of \$98,311.96</li><li>• Travel included for \$5,117</li><li>• Costs included for transcription, Dynata, and IRB of \$6,779.30</li><li>• Cost per hour = \$83.18</li><li>• Costs appear reasonable for proposed services</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum

**DATE:** 3/11/25

**EVALUATOR NAME:** Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Bidder (Altarum) was the external Maine SNAP-Ed Evaluator for the last 12 years, since 2013.</li><li>• P- Bidder (Altarum) won competitive Maine SNAP-Ed external evaluator bids in 2013 and 2018.</li><li>• P- Bidder (Altarum) states it has extensive knowledge of the history and evolution of Maine SNAP-Ed and the successes and challenges of its Implementing Agency, and has conducted multiple evaluations including multi-year evaluations, process evaluations, reach and effectiveness of social marketing campaign, programmatic outcomes, and provided on-going technical assistance to OFI and UNE.</li><li>• P- Altarum is recognized as a national leader in SNAP-Ed evaluation, technical assistance and training, with 15 states and 3 national studies. Multiple examples of ongoing work and publications detailed.</li><li>• P- Bidder states that the proposed evaluation work is aligned with SNAP-Ed Evaluation Framework indications and Interpretive Guide.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• No subcontractors identified</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• One Age discrimination litigation identified, which was settled in April 2024</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Three years of financial statements provided</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum

**DATE:** 3/11/25

**EVALUATOR NAME:** Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

Part IV, Section III Proposed Services
1. Services to be Provided
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>Bidder states the identified projects are in accordance with Maine’s SNAP-Ed FY 25 Plan, SNAP-Ed Guidance, and SNAP-Ed Evaluation Framework and Interpretive Guide, and details its experience in evaluation of SNAP-Ed using this guidance. Six evaluation tasks are proposed that align with Maine SNAP-Ed priority goals in the annual plan.</li></ul>
<ul style="list-style-type: none"><li>Detailed workplans for all six proposed tasks are identified in Attachment 7, and include detailed background, evaluation design, measures, indicators, data collection methodology, analysis and reporting, program development and implementation tasks,</li><li>The six tasks include:<ol style="list-style-type: none"><li>1) Project Management and Technical assistance, 2) Formative Evaluation of Tribal populations, 3) Process Evaluation of Multi-sector Partnerships through Maine SNAC, 4) Process Evaluation of PSE change Strategies and Local Partnerships, 5) Cross-Sectional evaluation of Maine SNAP-Ed’s Social Marketing Campaign, and 6) Outcome Evaluation Support.</li></ol></li></ul>
<ul style="list-style-type: none"><li>P- The bidder was familiar with the current annual plan and identified relevant evaluation projects.</li></ul>
<b>B. Evaluation of Maine’s SNAP-Ed</b>
<ul style="list-style-type: none"><li>The Bidder identified several research methods to evaluate direct education (tribal project), PSE, Social Marketing, and SNAC. The Bidder identifies quantitative and qualitative data collection and analysis experience, and mixed-method approaches that have been previously used in Maine and other states.</li><li>The Bidder identifies its projects include a formative evaluation (tribal population), two process evaluations (Maine SNAC and PSE change strategies), a cross-sectional evaluation (social marketing campaign), and an outcome evaluation (direct nutrition education studies).</li></ul>
<ul style="list-style-type: none"><li>The bidder identified how it will provide TA to State Agency and IA, based on previous work with these agencies. The Bidder states that TA assistance is dynamic and it will support the agencies as needs arise. The Bidder identified examples of previous TA it provided to Maine including environmental scans, in-person trainings on trauma-informed approaches, engagement in FNS Management evaluations, literature review, and reviewing N-PEARS wireframe mockups to align evaluation projects with new reporting requirements.</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**EVALUATOR NAME:** Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

<ul style="list-style-type: none"><li>• The Bidder identifies a plan to work with IA on outcome evaluation for direct education, which include the outcome identified above. The Bidder includes metrics of interest and tied them to proposed evaluation tasks #2, 5, and 6.</li></ul>
<ul style="list-style-type: none"><li>• The Bidder identifies a plan to work with IA on outcome evaluation for direct education, which include the outcome identified above. The Bidder identifies qualitative and quantitative methods and ties them to Tasks #2, 3, 4, 5, and 6.</li></ul>
<ul style="list-style-type: none"><li>• Bidder intends to work with Department and IA to develop the evaluation plan for the annual plan, identifying it as the roadmap for all evaluation activities, informed by a needs assessment. The Bidder plans to finalize its evaluation plan 30 calendar days prior to the August 15 submission date.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• The Bidder identifies the reports to be submitted and provides examples of prior reports for these requirements.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Position titles, detailed job descriptions and key staff are identified.</li></ul>
<ul style="list-style-type: none"><li>• N/A, no subcontractors identified by Bidder.</li></ul>
<ul style="list-style-type: none"><li>• Staffing plan provided, with detail and identifies staff who have previously worked on Maine SNAP-Ed.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• A detailed workplan table is provided that identifies tasks, responsible staff, and months of performance throughout the 15 month period.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/11/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• They have been the external evaluator of Maine SNAP Ed for the last 12 years.</li><li>• Indicate they are recognized as a national leader in SNAP-Ed evaluation, technical assistance, and training.</li><li>• They have evaluated SNAP-Ed in Alabama, Arkansas, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Michigan, Mississippi, New York, Ohio, Rhode Island, and Tennessee.</li><li>• Indicate that their evaluations have led to several SNAP-Ed publications being added to the USDA FNS SNAP-Ed Library.</li><li>• They have seventy years of experience working closely with government clients, including nearly 40 years of experience partnering with health care and public health clients.</li><li>• Project examples are current and relevant to the service.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• They indicate N/A</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• Cite one case relating to age discrimination that was resolved via a settlement in 2024.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Operating losses in 2023 and 2021.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/11/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- They indicate that they will provide project management and technical assistance providing administrative oversight.
- They will perform a formative evaluation of tribal populations through an environmental scan and key informant interviews to further reach tribal populations.
- They will evaluate multi-sector partnerships through Maine State Nutrition Action Council (SNAC) through an online survey and interviews of SNAC members.
- They will evaluate Policy, Systems and Environmental (PSE) change strategies and local partnerships through online survey and listening sessions as well as key informant interviews.
- They will complete a cross-sectional evaluation of Maine SNAP-Ed's social marketing campaign through an online panel survey.
- They will provide outcome evaluation support by supporting OFI and UNE with these evaluations by providing additional capacity for reviewing survey instruments, analyzing survey data, and reporting on findings.
- Bidder met the requirement with a full and detailed workplan.
- They will continue to support OFI and UNE in submitting data and findings from evaluation reports into the N-PEARS reporting system annually.
- They will present their work at national conferences and publish in peer-reviewed journals.
- They will present evaluation work with Maine SNAP-Ed to stakeholders including State of Maine dignitaries.
- They are committed to remaining flexible and adaptable with their evaluation plan to meet the needs of Maine SNAP-Ed.
- They note that they have historically modified their evaluation work plan and associated tasking numerous times to ensure the most robust, meaningful, and measurable evaluation tasks were being conducted and will continue with this approach.

**B. Evaluation of Maine's SNAP-Ed**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/11/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

- They propose a formative evaluation of tribal populations that will focus on collecting qualitative data through a wide-ranging environmental scan of existing peer-reviewed and grey literature.
- They propose two process evaluations that will examine quantitative and qualitative data. The Maine SNAC process evaluation will gather quantitative data through online membership surveys and qualitative data from key informant interviews of selected members. The PSE change strategies and local partnerships process evaluation will gather quantitative data through online surveys of Nutrition Educators and local partners while qualitative data will be collected through key informant interviews of local partners and listening sessions with Nutrition Educators.
- They propose a social marketing campaign cross-sectional evaluation that will utilize a quantitative method in the form of an online survey with a cross-sectional design. A panel of SNAP-Ed eligible adults across Maine will comprise the sample.
- They are committed to supporting OFI and UNE through various technical support activities including memos, emails, conference calls, trainings, and webinars.
- They will provide technical assistance at regular or ad hoc project meetings including the monthly evaluation meeting, SNAC quarterly and subcommittee meetings, Nutrition Educator monthly training webinars, and the in-person summit.
- They refer to their workplan and suggest that Formative Evaluation of Tribal Populations, Cross-Sectional Evaluation of Maine SNAP-Ed's Social Marketing Campaign and Outcome Evaluation Support will support the evaluation of behavioral outcomes.
- They refer to their evaluation workplan and indicate that they will use qualitative and quantitative methods to facilitate the evaluation of Maine SNAP-Ed performance measures for improving participants' knowledge, confidence, and ability to purchase healthy foods on a limited budget; cook healthy meals and snacks at home, knowledge about the importance of eating fruit and vegetables and physical activity, and consumption of more fruit and vegetables.
- Once the evaluation tasks are finalized, they will prepare a formal proposal for OFI that outlines the tasks in detail including evaluation approach, methodology, and deliverables.
- They will complete and submit the necessary fields for evaluation planning found in N-PEARS to OFI and UNE at least 30 calendar days prior to August 15th each year.

**C. Reports**

- Bidder met the requirement.

**2. Staffing**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 03/11/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

- Bidder met the requirement.
- They indicate that subcontractors are n/a.
- Bidder met the requirement.

**3. Implementation - Work Plan**

- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** Altarum  
**DATE:** 03/14/2025  
**EVALUATOR NAME:** Dawn Littlefield-Gordon  
**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• P-The applicant has a long history of working with government and specifically areas of focus for this RFP. They have extensive experience with the required evaluation framework and tools. They have offices in Maine and have worked with Maine DHHS previously with several evaluation efforts. Included other evaluation efforts outside this state with similar focuses that support their experience and expertise.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• N/A</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• P- staffing depth is clearly defined.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• P- only on litigation listed specific for personnel issue and was resolved.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• P- Audit with no outstanding findings and sound financial perspective</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• P- up to date</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

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**BIDDER NAME:** Altarum

**DATE:** 03/14/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• P- Tasks are outlined clearly and identify steps as required. Task 6 identifies the need to not duplicate current efforts maintained for outcome evaluation by UNE and proposed supporting Department and UNE in review and analysis on the tools and data.</li><li>• P-The applicant adequately describes tasks, processes and approaches for conducting the evaluation. Aligning with USDA.s guidance. The work with tribal organizations if also clearly articulated, including work that has been successful in other tribal communicates and will be used reflectively to engage with this priority population.</li><li>• P- bidder has experience and depicted how to respond to adjustment as required and needed. Key strategies-engage, coordinate and adjust/pivot.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- bidder has identified vast experience in mixed methodology and approaches that would be used in the evaluation. That is not limited to work within Maine but in several domains and states.</li><li>• P- reasonable and sound approach to provision of this aspect.</li><li>• P- Working in tandem with Department and implementing agency to conduct the proposed evaluation in each of the areas well described in workplan</li><li>• P- workplan identifies questions and measures to be used to evaluate these areas. IRB review and use is essential and well-articulated and concise in workplan. (Attachment 7) Workplan supports narrative tasks.</li><li>• P- Not only states this but highlights the process clearly and implementation strategies that have been successful.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• P- comprehensive list with all areas addressed</li><li>• N/A</li><li>• P- met as required</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• P- Timeline simple and clear. Tasks and programs defined and well-articulated.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 3.17.2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Out-of-state provider, experience with Maine SNAP-Ed</li><li>• Experience with SNAP-Ed nationally</li><li>• Aware of stakeholders in Maine, including relationship with SNAC</li><li>• Relevant experience, including social marketing campaigns and SNACs in other states</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• None listed</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• One settled with former employee</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Provided audit report</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Current</li></ul>	



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 3.17.2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

Part IV, Section III Proposed Services
1. Services to be Provided
Part II
A. General Requirements
<ul style="list-style-type: none"><li>• Monthly progress meetings and reports</li><li>• Include tribal communities</li><li>• Broad engagement of stakeholders, including online survey</li><li>• Survey distributed via email, also through Nutrition Educators and local partners</li><li>• Instituting a panel to engage with 450 SNAP-Ed eligible individuals; unclear how participants will be recruited</li><li>• Clearly outlined according to SNAP-Ed plan goals</li><li>• Provided</li><li>• Strong engagement with the educators</li><li>• Meets requirements</li></ul>
B. Evaluation of Maine's SNAP-Ed
<ul style="list-style-type: none"><li>• Qualitative data through online survey – unclear how participation in the survey will be incentivized or enhanced</li><li>• Qualitative data through key informant interviews – unclear which key informants or process/justification for choosing interviewees</li><li>• How will SNAP eligible adults be recruited for the panel?</li><li>• Lack of process details</li><li>• Provided valid examples of previous TA that's been provided to Maine, including written responses to federal partners</li><li>• Information collected in online survey</li><li>• Unclear what the intended sample size would be or how bidder will achieve statistically valid response rate</li><li>• Repeated information from above</li><li>• Meets requirement</li></ul>
C. Reports
<ul style="list-style-type: none"><li>• Meets requirement</li><li>• Willing to modify submission schedule</li></ul>
2. Staffing
<ul style="list-style-type: none"><li>• Meets requirement</li><li>• None</li><li>• 0.66 FTEs spread across 16 staff</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Altarum Institute

**DATE:** 3.17.2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn McNeil & Parker LLC

**DATE:** 03/18/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Dedicated to serving State, Local, and Quasi-governmental agencies</li><li>• Formed in 1974</li><li>• Consulting Team formed in 1986, 39 years' experience</li><li>• Provides independence and objectivity</li><li>• SNAP experience with systems/eligibility</li><li>• Provided 3 projects, related to State Health Improvement, WIC, and HIV Elimination. Projects leaned towards gap analysis/plan creation.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Dr. Kei Alegria-Flores, mixed-method research, implementation science, behavioral science, and program evaluation</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided org chart of just the project team</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Two provided – 3<sup>rd</sup> Party Information Security Event of \$6,325,000 &amp; Employee related issue that has been settled.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided an unaudited condensed financial statement</li><li>• Appears viable</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, Expires 4/1/25</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn McNeil & Parker LLC

**DATE:** 03/18/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Qualitative and Quantitative data across Direct Education, Policy, Systems, and Environmental (PSE) changes, Social Marketing, and State Nutrition Action Council (SNAC) activities.
- Short, medium, and long-term outcomes
- Participatory evaluation approach
- Workplan provided
- 57 week plan outlining the development of the evaluation plan
- 4 one hour virtual meetings with the Department, IA, and key stakeholders
- 3 hours of virtual training
- 5 hours per month for technical assistance
- Provided five points of flexibility
- Adaptability & responsiveness, Iterative Approach, Data Collection & analysis, Continuous Communication, Focus on Outcomes

**B. Evaluation of Maine's SNAP-Ed**

- Multi-Method Evaluation Approach
- Acknowledged Direct Education, PSE, Social Marketing and SNAC
- Provided 4 part proposal
- Provide expertise in implementation science, behavioral science, and evaluation methodologies
- Capacity building & Training Support – Evaluator training workshops
- Implement data dashboards
- Acknowledged all requirements
- Reliance on Pre/Post Surveys, 24-Hour Recall, and Participant & stakeholder interviews
- Triangulated evaluation strategy
- Acknowledged all requirements
- Data Dashboards, Quarterly Stakeholder Meetings, and Longitudinal FollowUps
- Provided structured timeline to meet required due date, Key Components of the Evaluation Plan in N-PEARS, and Stakeholder Engagement & Technical Assistance
- Proposes August 1 submission to N-PEARS
- Proposes providing annual training for N-PEARS

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn McNeil & Parker LLC

**DATE:** 03/18/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**C. Reports**

- Provided thorough response on report preparation, data collection & validation, and tracking tools.
- Did not specifically acknowledge report submission, frequency, or due dates

**2. Staffing**

- Provided information for specific project team, including subcontractor
- Clear scope of work
- Work under the guidance of the project manager
- Provided names and position titles
- Did not provide time allocation

**3. Implementation - Work Plan**

- Provided summary, with high level timeline chart
- Phase 1: July 2025, planning meeting, to confirm approach and team
- Phase 2: Aug/Sept 2025 Evaluation of Maine SNAP-Ed
- Phase 3: N-PEARS Reports
- Phase 4: Annual Project Debrief
- Plan speaks to preparing an evaluation plan rather than conducting evaluation tasks

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Submitted Amendment 2 Cost Proposal form
- Includes 6 Indirect staff hours per week, but no cost
- Cost per hour for 1<sup>st</sup> year = \$206.20
- Subcontractor listed for \$93k.
- No costs listed for All Other costs
- No Indirect costs included

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> Submission – Final format
- Includes .525 FTEs
- Cost per hour = \$172.82
- Subcontractor listed for \$113,240
- No costs listed for All Other costs
- No Indirect costs included

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn

**DATE:** 3/12/25

**EVALUATOR NAME:** Patty Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• The Bidder has experience evaluating services for state and local agencies and healthcare organizations, and notes it has 51 years of helping clients.</li><li>• The Bidder submitted a list of other states it has worked with and detailed three evaluation projects, related to public health, WIC, and HIV, No projects were identified related to SNAP-Ed evaluations.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• The Bidder identifies Dr. Kei Alegria-Flores as a subcontractor for “data driven insights to evaluate processes and outcomes”..</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• An Org chart is provided to identify project team, and includes four staff and a consultant.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• A Third party security event, which appears to be current, though the Bidder has agreed to a \$6,325,000 settlement. Another litigation regarding an employment was settled.</li><li>• Q- Do we need more information on the security event, and whether it was a data breach?</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• The Bidder provided a bank letter and stated that as a privately held tax and business firm it is not required to have financial statements. The Bidder states that it has a strong financial condition.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• The Bidder submitted a current certificate of liability.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn

**DATE:** 3/12/25

**EVALUATOR NAME:** Patty Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Met by stating it will follow the referenced guidance documents.
- Attachment 7 not provided.  
A Table with a high-level work plan with phases was provided. Specific projects to be evaluated (as identified in Appendix I SNAP-Ed Plan) are not detailed.
- Q- The Bidder states most work will be provided virtually. Will focus groups and be virtual? The Bidder identifies that surveys will be electronically administered. Most SNAP-Ed participants are youth. Adult SNAP-Ed participants tend to be older adults, many do not have laptops.
- The Bidder states that a registry of contact information will be created, presumably for interviews. Maine SNAP-Ed does not collect contact information for participants, most of whom are youth in classrooms. This information was provided in the published Q&A.
- Not sure what the real time dashboard will show.
- An implementation plan for evaluation will not be developed until weeks 10 through 12.
- The Bidder commits to flexibility and states it prioritizes adaptability and responsiveness in its approach to assist with an evaluation plan for the 2025 plan submission.

**B. Evaluation of Maine's SNAP-Ed**

- The Bidder outlines methodology that it will use including multi-method evaluation, implementation and process evaluation, outcomes and impact evaluation, and continuous improvement and data utilization. Specific descriptions of projects are not provided to know which curricula are included in these methodologies.
- The Bidder commits to providing technical assistance including 1) capacity building, 2) ongoing consultation, 3) advanced data analysis, and 4) continuous quality improvement.
- The Bidder proposes training to stakeholders to collect data. This would not be necessary since the Evaluator will be gathering data for its analysis.
- The Bidder identifies mixed-methods approach through surveys, interviews and data collection through virtual or phone surveys. This approach may not work since most participants are children who would not be able to complete phone or virtual interviews. Contact information is not available, as was identified in the Q&Q.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn

**DATE:** 3/12/25

**EVALUATOR NAME:** Patty Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

- Not sure that these interviews and pre/post surveys would be feasible without contact information. Also not sure that sufficient numbers of adult participants are available for analysis using any statistical significance tests.
- The Bidder commits to collaboration for annual evaluation plan development, and identifies timelines for plan development.

**C. Reports**

- Met- The bidder commits to the required reports.

**2. Staffing**

- There is no Attachment 8. Job descriptions were not provided. Bidder identified key qualifications, role, and responsibilities of staff.
- The Bidder identifies the sub-contractor and its method for interacting and managing subcontractor, but the scope of work for the contractor is not identified.
- There is no Attachment 9 provided. Staffing is broadly outlined but no time allocations are provided to identify minimum staffing.

**3. Implementation - Work Plan**

- There is no Attachment 10 provided. A textbook (PMBOK Guide) project management life cycle diagram is provided. Phases of the project are identified but no specific projects are detailed. A workplan identifies weeks of work that include Initial Project Planning, Evaluation of Maine SNAP-Ed, reporting for N-PEARS and annual debrief.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry, Dunn, McNeil & Parker

**DATE:** 03/11/2025 & 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• They were formed in 1974.</li><li>• They provide a full range of professional services, including management, information technology, and financial consulting, as well as tax, audit, and accounting services.</li><li>• They are experienced in the evaluation of programs, policies, and business processes for public health and other state HHS agencies.</li><li>• Project examples are current and appear relevant to the service.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Propose a single subcontractor with a background in both quantitative and qualitative research methodologies, including advanced proficiency in statistical and thematic analysis.</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Does not appear to be enterprise wide. Seems specific to the project team.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Cite 2 cases within the timeframe.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Appear financially viable, but did not provide financial statements audited or reviewed by a Certified Public Accountant indicating that they are not required as they are a privately held tax and business advisory firm.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry, Dunn, McNeil & Parker

**DATE:** 03/11/2025 & 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- They will integrate implementation science and behavioral science principles to help ensure in-depth, actionable insights.
- They will apply a mixed-methods research design and collect both qualitative and quantitative data across Direct Education, Policy, Systems, and Environmental (PSE) changes, Social Marketing, and State Nutrition Action Council (SNAC) activities.
- They will approach the evaluation through a continuous quality improvement lens and will develop and support rapid cycle learning using agile evaluation techniques.
- They refer to entering all required data and documentation into N-PEARS and finalizing and preparing the N-PEARS report for submission.
- Do not speak to additional dissemination of findings.
- They will remain flexible and equipped to conduct the evaluation efforts most appropriate and applicable to the annual SNAP-Ed Plan submitted in August 2025.
- They suggest a consultative approach that allows for adjustments throughout the process.

**B. Evaluation of Maine's SNAP-Ed**

- They will use a multi-method evaluation approach that utilizes quantitative and qualitative methods.
- They will use implementation and process evaluations as well as outcomes and impact evaluations.
- They will additionally use continuous improvement and data utilization.
- They will provide evaluator training workshops, dedicated technical assistance and training in protocol refinement and optimization.
- They provide advanced data analysis and interpretation support as well as continuous quality improvement and adaptive learning.
- They will assess dietary behaviors, physical activity, and calorie balance across diverse life stages, aligning with the SNAP-Ed Evaluation Framework using quantitative and qualitative methods.
- They will utilize a multi-pronged evaluation strategy that combines surveys, semi-structured interviews, and objective data collection to assess behavioral outcomes.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Berry, Dunn, McNeil & Parker

**DATE:** 03/11/2025 & 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

- They will use a triangulated evaluation strategy, combining self-reported data and qualitative methods, to measure Maine SNAP-Ed performance.
- Methods will include pre and post surveys as well as remote qualitative methods that include virtual and/or phone interviews.
- They will follow a structured annual process to ensure collaboration and submission.
- They provided a detailed timeline for development and submission.

**C. Reports**

- Bidder met the requirement.

**2. Staffing**

- Bidder met the requirement.
- Project manager will have oversight over the lone subcontractor.
- Bidder met the requirement.
- They do not speak to the time allocation of the resources.

**3. Implementation - Work Plan**

- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn

**DATE:** 03/14/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>I- This maybe a N ? Although this bidder states extensive experience the examples for management and oversight, less about evaluation. The examples seem relatively new to the vendor but that may not be a negative. However, monitoring business distribution and feasibility of SNAP, TANF and Child Support is different than evaluation of PSE's.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>P- Subcontractor appears to bring relative expertise that would be relevant to the existing team.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>N-The org chart is limited to the core project and does not delineate the organization capacity of the company. The team has two staff identified with expertise in PH and is heavy on business analysis.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>P- Fully disclosed two findings. One was a third party security event but BD did not admit liability or wrongdoing.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>N(or I?)-Although the firm submitted overview and graphs there is not audit information as they state they are not required to have financial statements due their status as a privately held tax and business firm.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>P- dated for 4/30/2024 so still in place.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry Dunn

**DATE:** 03/14/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• P- responded to need in a concise and clear manner.</li></ul>
<ul style="list-style-type: none"><li>• N- the Workplan is detailed by activity but seemed to lack finite details reader would expect for this work.</li></ul>
<ul style="list-style-type: none"><li>• P- The approach to adjusting the plan would seem reasonable, key words used flexibility, adaptability and collaboration.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- addresses Mixed Methods research design and strategies for data and program evaluation. Highlights short term, medium and long term outcomes in alignment with SNAP=Ed Evaluation Framework.</li></ul>
<ul style="list-style-type: none"><li>• P- adequately described and sound strategies/process.</li></ul>
<ul style="list-style-type: none"><li>• N- standard but not overly detailed, no mention of IRB approval which indicates lack of experience for implementing the types of strategies outlined.</li></ul>
<ul style="list-style-type: none"><li>• N -same comment as above</li></ul>
<ul style="list-style-type: none"><li>• P- seems methodical and outlined in a concise manner.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• P- adequate and covered.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• I- small team</li></ul>
<ul style="list-style-type: none"><li>• P- well articulated and describes oversight and accountability of work.</li></ul>
<ul style="list-style-type: none"><li>• N- Unclear the time allocation with this plan</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• N- This reads like project management not evaluation, tasks and timelines are not included but it states can be provided at the Departments request.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry, Dunn, McNeil & Parker, LLC

**DATE:** 3/17/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Maine-based, no experience listed with public programs in Maine</li><li>• Experience seems tech-based</li><li>• Listening session and survey experience</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• One sub with experience in evaluation and research</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Small team, provided org chart for current project only</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• One resolved, one on-going</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, current until April 2025</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry, Dunn, McNeil & Parker, LLC

**DATE:** 3/17/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Limited response; acknowledged requirements
- Provided in-depth high-level work plan
- Interviews: 8 with participants, 8 with other stakeholders
- Will provide three hours of virtual training
- Surveys administered electronically, no additional info on process
- Meets requirements

**B. Evaluation of Maine's SNAP-Ed**

- Survey with pre- and post-test administered to program participants
- Proposed using existing data sets in analysis, mentioned National Health and Nutrition Examination Survey as an example
- Proposed key informant interviews and focus groups
- Proposed observational studies of PSE interventions in schools, workplaces, retail settings – unclear what this entails or how this would be accomplished
- Will evaluate across target groups for equity assessment
- Very light on details about how survey will be administered, goal response rate, outreach strategy, etc.
- Training workshops for educators on survey administration
- Quarterly review meetings, seems infrequent
- Methodology includes short- and mid-term data (four weeks post-workshop)
- Three tools: pre- and post-surveys, four-week check-in, and participant/stakeholder interviews
- No information on how survey will be developed, administered pre and post, how participants will be selected, etc.
- Same methods as previous section: pre/post survey and qualitative interviews
- Will create data dashboard
- Will track behavior changes over 6-12 months for long-term
- Provided in-depth timeline for completion

**C. Reports**

- Discussed data validation and QC practices around data and reporting with dedicated team member
- Thorough review of reports before submission

**2. Staffing**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Berry, Dunn, McNeil & Parker, LLC

**DATE:** 3/17/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

- Meets requirements
- Performance evaluation expert, reports to project lead
- No time allocation/FTE count

**3. Implementation - Work Plan**

- Provided example, stated will provide actual work plan at project start; much of this information is included in a previous section



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/18/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Founded in 2008</li><li>• Mission of building healthy communities</li><li>• Woman-owned business</li><li>• Based in Vermont</li><li>• Two owners, six staff, supported by subcontractors</li><li>• Provided 3 projects, one current, one without dates, and one provided by their subcontractor, related to Cooking Matters, a SNAP-Ed program</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• Green Mountain Evaluation: small, woman owned, evaluation company</li><li>• Elkin Consulting: Located in Cumberland, comprehensive program evaluations</li><li>• Hart Consulting: Located in Gardiner, technical advisor w/ 25 years experience evaluating programs to improve nutrition &amp; is Mayor of Gardiner</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Provided, as requested</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Provided form 1065 tax returns</li><li>• Appear viable</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Provided, expired 02/08/25</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/18/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- No response provided
- Provided attachment 7
- Will complete an evaluation
- Acknowledged Direct Nutrition Education and Policy, Systems, and Environmental (PSE) change interventions
- Will summarize all findings in the reporting and dissemination process
- Very flexible
- Can provide evaluation of FFY25 evaluation plan and of FFY26 programming

**B. Evaluation of Maine's SNAP-Ed**

- Proposes a mixed-methods research approach
- Using multiple data sources
- Will work collaboratively with the State and IA to develop a specific SOW
- Establish an advisory group
- Will provide interpreter services, if needed
- Provided thorough response addressing Direct Education, PSE, and Social Marketing
- Will provide via guidance documents, webinars, and 1:1 technical assistance with individuals
- Propose evaluating medium term behavioral changes
- Survey tools will be translated into the four most common languages
- Data will be turned over to State of Maine
- Provided thorough proposed plan addressing all requirements
- State same thorough plan from previous response will be used to address performance measures for participants
- Did not specifically call out individual performance measures
- Proposed Tableau dashboard creation
- Acknowledges this requirement
- Experience with SNAP-Ed and with N-PEARS

**C. Reports**

- States they will meet all reporting deadlines
- Ongoing reporting of evaluation data as it becomes available

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

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**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**2. Staffing**

- Provided staff names, including subcontractors, and bios
- Provided, will report to Patrick Kinner
- Provided

**3. Implementation - Work Plan**

- Provided

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Wages listed as indirect service staff of \$107k instead of direct
- Subcontractor of \$64,900
- All Other costs of \$26,243
- Indirect of \$26,798
- Calculated cost per hour of \$97.28
- Appears reasonable for proposed services

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> submission identical to the original
- Wages listed as indirect service staff of \$107k instead of direct
- Subcontractor of \$64,900
- All Other costs of \$26,243
- Indirect of \$26,798
- Calculated cost per hour of \$97.28
- Appears reasonable for proposed services

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** Center for Behavioral Health  
**DATE:** 3/13/25  
**EVALUATOR NAME:** Patricia Dushuttle  
**EVALUATOR DEPARTMENT:** DHHS-OFI

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• C4BHI was founded in 2008 and located in VT. It is described as a woman-owned business staffed with mental health professionals with experience in systems and program evaluations nationwide.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• Three subcontractors are listed, two are located in Maine and one in VT.</li><li>• I- One of the subcontractors was the external evaluator for the nationwide Cooking Matters program, which is one of the curricula that Maine SNAP-Ed uses.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• An org chart was provided detailing the team and three subcontractors.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• No litigation noted.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Three years of 1065 IRS forms submitted 2021-2023 (US Return of Partnership Income).</li><li>• Q- Does this form meet the RFP requirement?</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• A current certificate was provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health

**DATE:** 3/13/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Met requirements by stating use of above documents as guidance
- Workplan provided as Attachment 7. Has a separate timeline for FFY'25 within document, which details July and August of 2025.
- Bidder states it is very flexible and willing to work collaboratively to do evaluation of current year evaluation plan and adjust scope based on FY26 plan.

**B. Evaluation of Maine's SNAP-Ed**

- The Bidder states it will do a mixed methods research approach, working closely with SA and IA.
- I- Bidder would establish an advisory group for the project.
- For Direct education Bidder proposes three types of data collection for initial and longer-term outcomes. 1) Pre-Post intervention survey. 2) followup data for longer term and track program reach.
- I- proposes to collect data for Aroostook county identified as an underserved area.
- For PSE analysis, and SNAC, a combo of quantitative and qualitative is proposed for interviews. A web-based survey for SNAC proposed
- For social marketing, will look at social media impressions.
- Bidder notes giving gift cards to participants of surveys and focus groups, this is generally not an allowable cost per FNS guidance. Would likely need to be removed from budget.
- Proposes TA on-going including evaluation guidance documents, webinars, and 1:1.
- Proposes medium term behavioral changes including pre-post surveys, follow-ups, interviews with participants and nutrition educators.
- P- Notes that for SNAP-Ed services provided to children, parents would be the survey participants.
- Pre-post surveys indicated, and follow-ups
- Plans to use a tableau dashboard for data trends, would need to determine how would this overlap with reporting in N-PEARS? Also how to coordinate with IA that gathers this data already
- Commits to working with Department on annual plan.
- P- Notes a long history of working with SNAP-Ed and N-PEARS and understanding of those programs.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

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**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

C. Reports
<ul style="list-style-type: none"><li>Commits to reporting deadlines and states reporting approach is familiar to team. Suggests presenting findings to evaluation advisory group.</li></ul>
2. Staffing
<ul style="list-style-type: none"><li>Attachment 8 included identifying key staff and bios for each. Job Descriptions and with minimum qualifications were not provided.</li><li>Identifies a point of contact for State agency and plans team meetings.</li><li>Attachment 9 provided that identifies hours per week for contract period and responsibilities.</li></ul>
3. Implementation - Work Plan
<ul style="list-style-type: none"><li>Attachment 10 provided with project tasks and months for completion. Workplan identified annual report being done in July and August of 2025, that is not possible as program year ends September 30, this program runs on a federal fiscal year. Annual reports are submitted January of each year for the prior fiscal year.</li><li>Not sure which direct education curricula are planned for surveys.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Founded in 2008.</li><li>• Comprised of a team of licensed psychologists, mental health clinicians, and other professionals with extensive experience in conducting systems and program evaluations nationwide.</li><li>• Project # 2 does not indicate start and end date. Unclear whether it is current.</li><li>• Two of the projects appear to rely on the efforts of their subcontractors.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• They propose to utilize 3 subcontractors for evaluation, data collection and analysis.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• Cite no litigation within the timeframe.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Appear viable.</li><li>• Provided 1065 return of partnership income prepared by CPA.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Did not speak to the requirement.
- Provided a simple workplan.
- They will review all available findings, summarize results, and gather relevant stakeholders to review report drafts.
- They will draft a comprehensive report on evaluation findings that will be used for the SNAP-Ed final report and N-PEARS reporting.
- Indicate that their team is very flexible and are willing to conduct an evaluation of the current year's evaluation plan in accordance with data collection procedures that are already in place, and adjust the scope of evaluation projects based on the FFY'26 SNAP-Ed Plan to comprehensively evaluate FFY'26 SNAP-Ed programming.

**B. Evaluation of Maine's SNAP-Ed**

- They propose a mixed-methods research approach to the Maine SNAP-Ed evaluation.
- They will use multiple data sources to ensure data reliability.
- Propose establishing an advisory group for the project to provide input as they develop and implement an evaluation plan.
- They will provide ongoing technical assistance.
- They propose evaluation guidance documents, webinars, and 1:1 technical assistance.
- They propose evaluating medium term behavioral changes through: pre-post intervention surveys, follow-up survey with a sample of participants, interviews with a different sample of participants and interviews with nutrition educators and subrecipient organizations.
- They will look to better understand differences in participant outcomes depending on the program model, curriculum, and length of SNAP-Ed programming as well as examine how participant behavior outcomes vary by geographic region and population group.
- They propose pre-post survey during participation, follow up survey three months later, individual and group interviewing with all key partners and service recipients.
- They will build a Tableau dashboard that will show data trends for each performance measure every six months.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

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**DATE:** 03/12/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

- They indicate they have a long history of experience working with N-PEARS and have deep understanding of SNAP-ED reporting system.
- They will work to develop and submit the evaluation plan to N-PEARS 30 calendar days prior to the required August 15th due date each year.

**C. Reports**

- Bidder met the requirement.

**2. Staffing**

- Bidder provided credentials of intended staff as opposed to requirements of the position.
- Subcontractors will have regular time meaning with the project lead.
- Project will be coordinated though Smartsheet.
- Bidder meet the requirement.

**3. Implementation - Work Plan**

- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/17/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• P- Listed a few evaluation of projects specific to SNAP-Ed programming. Currently has been working with Vermont Dept of Health to conduct a large scale gap analysis.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• I-listed three subcontractors, 2 in Maine one in Vermont</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• P-seems reasonable and adequate staffing, with subcontractors.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• P- no litigation</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• I- submitted a 1065- no audit history or report</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• P- active and submitted</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 03/17/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• N- looks like this question was overlooked?</li><li>• P- attached as directed, concise- discusses reporting and dissemination and who is completing the tasks.</li><li>• P- agrees to be flexible and to complete the current programming working collaboratively with Department and IA.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- very clear with outlined timeline. Using a variety of research methods and highlights the identified projects that will be evaluated, good details.</li><li>• P and I- although the bidder addresses the question and agrees to what and how they note the term "emergent".</li><li>• P- detailed and organized approach to each area's evaluation and systems to implement.</li><li>• P- Refers to previous processes, summarizing the approach and underscoring the processes to take to evaluate/</li><li>• P- addresses the timeline as required. Stating that they have experience with the required reporting systems.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• P-Noted with the lead involvement ensuring that the team will work to coordinate in order to complete all deliverables.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• P- noted that the team can be expanded as necessary, the staffing roles are well articulated and give overview of qualifications.</li></ul>
<ul style="list-style-type: none"><li>• N-Missing from this section although it is mentioned previously in the reporting timeline on page 13. PL would ensure team meets deliverables.</li></ul>
<ul style="list-style-type: none"><li>• P- describes position, title and time allocation.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• P- well documented and identifies how what when including subcontractors roles/responsibilities.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 3/18/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• New England-based</li><li>• Relevant experience in Vermont's community health assessment, additional experience in Maine childcare setting</li><li>• Some experience with SNAP-Ed reporting requirements</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Three subs, one org for research consulting and two evaluation experts</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Meets requirements</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• None listed</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided 1065</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Current</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Center for Behavioral Health Integration

**DATE:** 3/18/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Nothing provided
- Very minimal, four tasks included across two months
- Acknowledged requirement

**B. Evaluation of Maine's SNAP-Ed**

- Proposes creation of advisory group for project that will include members from priority population groups
- Pre/post survey
- Second longer-term survey, unclear on timeline
- Interviews with participants, Nutrition Educators, and subrecipient organizations
- Mentioned gift cards, unclear if bidder is funding these or requesting we fund
- Suggested tracking program reach at state and county level
- Specific focus on Aroostook County as underserved population
- Interview all SNAC members over four years, in addition to web-based survey for SNAC members to complete annually on SNAP-Ed coalition effectiveness
- Evaluation guidance documents, webinars, and one-on-one work with SNAP-Ed educators
- Pre-post survey of all participants
- Follow-up surveys with sample three months later
- Interviews with participants every six months virtually from geographically diverse areas, 30 participants every six months
- Interviews with nutrition educators, interview all 40 during the four-year project period, plus 16 subrecipients a year
- Focus on balanced sample across regions
- Will adjust questions as time goes on based on feedback
- Provided good examples of survey questions
- Translated into four most common languages
- Work with Department on survey outreach to make sure participants know it's legitimate
- Will send follow-up messages to participants encouraging them to complete
- Analysis will include regional and subgroup outcomes
- Thorough description of interview process that acknowledges confidentiality and voluntary nature of responses

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

- Same method as previous
- Will build dashboard updated every six months with an option to hand over dashboard to SOM after project is finished
- Meets requirements

**C. Reports**

- Meets requirements
- Slightly unclear on relationship of org to subs
- 0.66 FTE

**2. Implementation - Work Plan**

- a. Provide a realistic work plan (**include as Attachment 10**) for the implementation of the program through the first contract period.
    - i. Display the work plan in a timeline chart (e.g. Gantt, etc.).
    - ii. Concisely describe each program development and implementation task, the month it will be carried out and the person or position responsible for each task.
    - iii. If applicable, make note of all tasks to be delegated to subcontractors.
- More in-depth work plan in Attch 10 than Attch 7 (above)

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/25/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Experience across all phases of SNAP-Ed over the last 4 years</li><li>• Assists governments in designing, monitoring, and evaluating multi-sector programs</li><li>• Four evaluation styles for implementation, accountability, change, and development.</li><li>• Provided 12-point evaluation services plan</li><li>• Based in Great Lakes scientific research firm</li><li>• Founded in 2021</li><li>• Experience over last 10+ years (?) includes food, nutrition, and physical activity</li><li>• Contextual lens of culture, social determinants, disparity, and inequities</li><li>• Actives participants in ASNNA and FNS professional development</li><li>• Provided 3 projects, 1 for SNAP-Ed Needs Assessment, 1 statistical analysys of SNAP-Ed data, and 1 for substance abuse and adverse childhood experiences</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Michigan Fitness Foundation – SNAP Implementer consultant</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided – Unclear who project team is</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Provided – None Stated</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided Schedule Cs from tax returns</li><li>• 3 years for Kendra Cheruvelil, unclear what the connection to Nyaa is</li><li>• 2 years for Jubin Cheruvelil, Executive Officer on Org Chart</li><li>• Unable to determine viability</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, Only Commercial General Liability listed, Expired 11/28/24</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/25/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Proposed employing a multi-step evaluation process
- Evaluation activities directly assess program efficacy and measure impact
- Stated they will evaluate and review 5 target areas, Direct Education, PSE, Social Marketing, Multisector, and Pilot curriculum
- Implement a quality assurance plan
- Assess short, medium, and long-term program outcomes
- Work collaboratively with the “State Agency External Evaluator” – Unclear if proposal is to analyze data only and not actually administer the program evaluations.
- Propose to develop a data collection plan
- Propose to create and deliver required reports, based on goals, supported by KPIs
- Each database will be appointed a primary scientist and stored in cloud-based service Box
- No Attachment 7 provided
- State they are flexible in project management and reporting

**B. Evaluation of Maine’s SNAP-Ed**

- Propose to assess Maine SNAP-Ed capability of implementation of listed outcomes
- Mixed-methods analysis
- Provided a detailed approach of how to develop a survey, but does not specify purpose of the survey
- Proposed conducting interviews and focus groups with community organizations
- Offering will be determined by a program staff TA survey
- Provided by Nyaa staff or subcontractors
- Effectiveness of TA assess through pre-post survey
- Proposes to assist in developing pre-post program surveys to be distributed by implementer
- Provided list of example survey questions, but does not address specific behavioral outcomes
- Proposes a self-report survey to capture participants’ own assessment
- Response acknowledges a through i.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/25/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

- |  |
|--|
| <ul style="list-style-type: none"><li>• Will collaborate on N-PEARS input in early July 2025</li><li>• Propose inviting a tribal representative to submit responses to N-PEARS</li></ul> |
|--|

<b>C. Reports</b>
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Provided a proposed list of reports</li><li>• Does not acknowledge the requested reports</li></ul> |
|--|

<b>2. Staffing</b>
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Provided org chart</li></ul>   |
| <ul style="list-style-type: none"><li>• Provided description of what Michigan Fitness Foundation will do</li><li>• Did not disclose oversight and management of subcontractors</li></ul> |
| <ul style="list-style-type: none"><li>• Provided bios of proposed staff</li><li>• Time Allocation = 1.51 FTE</li></ul>   |

<b>3. Implementation - Work Plan</b>
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- |   |
|---|
| <ul style="list-style-type: none"><li>• Provided a timeline chart</li><li>• Unclear if it covers the first contract period</li><li>• Does not disclose tasks to be delegated to subcontractor</li></ul> |
|---|

<b>Part IV, Section IV. Cost Proposal and Budget Narrative</b>
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Provided Cost Proposal in the original requested format</li><li>• Cost per Hour = \$133.26</li><li>• Proposed hours does not match Staffing Plan</li><li>• Proposed expenses do not include expected evaluation related expenses such as printing or postage</li></ul> |
|--|

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** Nyaa Scientific Research Services  
**DATE:** 3/14/25  
**EVALUATOR NAME:** Patricia Dushuttle  
**EVALUATOR DEPARTMENT:** DHHS-OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• The Bidder states it has four years of SNAP-Ed specific experience in design, implementation and evaluation, and has conducted needs assessments, technical assistance, and goal-setting. The Bidder states it has SNAP-Ed experience working with tribal, underserved, and under-resourced communities in Michigan. The Bidder indicates its primary focus is community-centered culturally responsive research, evaluation, and data sciences. A detailed list of services to assess that programs are achieving intended objectives is provided.</li><li>• Three projects, all in Michigan, are provided, two are specific to SNAP-Ed services in Michigan, and one is related to evaluation of substance abuse and adverse childhood experiences.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• One subcontractor, Michigan Fitness Foundation is listed as a consultant.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• An organizational chart with 17 staff is provided.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• The Bidder indicates no litigation.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Not sure if met, no audited financial statements were provided. Schedule C 1040 forms are provided from 2021 through 2023 for the Executive Officer.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Met- A current certificate was provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 3/14/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- The Bidder indicates using relevant SNAP-Ed guidance and also needs assessments, ASNNA recommendations, and N-PEARS reporting requirements. The Bidder details the scope of work that will include multi-level evaluation of 1) review of work, 2, best practice strategies, and outcomes and impacts. The Bidder plans to include direct education, PSE strategies and social marketing in its evaluation.
- Met. Attachment 10 is the Implementation Workplan, see below.
- 

**B. Evaluation of Maine's SNAP-Ed**

- The Bidder identifies a mixed methods approach of analysis for direct education, PS multisector collaborations, and social marketing.
- The Bidder plans to provide TA and provides a list of potential offerings for educators, project leads, sub-recipients and State agency
- The Bidder supplies a table of questions to measure behavior change and plans to use it for program participants, parents of children, and children.
- The Bidder plans to use a self-reported survey for capturing knowledge, ability, and confidence in purchasing, preparing and consumption of foods and physical activities.
- The Bidder plans to work with Department and workgroup members and IA in plan development.

**C. Reports**

- Not Met- Provides a plan and timelines for required reporting does not commit to the required reports being submitted.

**2. Staffing**

- Position titles included, but no job descriptions. Bios are provided and the bidder states that resumes/cv 's are available upon request.
- Q- Are these staff employees of Nyaa, or consultants?
- One subcontract (Michigan Fitness Foundaton) is named.
- Met- A staffing plan is included as Attachment 9 identifying years of experience, roles and responsibilities of key staff.

**3. Implementation - Work Plan**

- A workplan is provided as Attachment 10 that names deliverables, staff, hours on task and breaks out activities by quarters rather than the requested months.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa

**DATE:** 03/17/25 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Founded in 2021.</li><li>• They have performed needs assessments, program implementation, evaluation, technical assistance, and goal-setting for SNAP-Ed over the past 4 years.</li><li>• Work with Tribal, underserved and under-resourced communities.</li><li>• Projects appear current and relevant to the service.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• They intend to employ a SNAP Implementer consultant.</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Unclear whether all team members will serve on the project team.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Cite none within the timeframe.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Appear financially viable.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Policy is expired as of 11/2024 and would need update. General liability only.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa

**DATE:** 03/17/25 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- They will conduct evaluation activities intended to support programmatic and collaborative efforts with local and statewide implementers.
- The activities will include direct education, policy systems and environment, social marketing campaigns, multisector analysis and pilot curriculum analysis.
- They will work with the implementing agency to implement a quality assurance plan, perform self-evaluation, assess short/medium/long term outcomes and ensure all subcontractors and subrecipients comply with evaluation activities.
- Reports will support annual accomplishments, N -PEARS data input, and projects for subsequent year activities.
- They will tell the story of the programmatic effort. Drafts will be shared for review and feedback.
- Suggest email, secure portals, cloud-based content management systems, and client-specific software integration for delivery methods.
- They indicate that they are flexible in project management and reporting.
- They can manage, communicate, and adapt developments to program staff, adjust data collection systems or indicators to reflect program changes, and provide product report snapshots demonstrating ongoing progress and evolution in response to emerging needs.

**B. Evaluation of Maine's SNAP-Ed**

- They propose a mixed-methods analysis that combines extensive data collection across the state with workforce data collection efforts.
- They will utilize document reviews and network analysis to determine the organizational practices and structures that enable effective or ineffective change-making efforts.
- Initial TA offerings will be determined through a program staff needs survey.
- Examples of their TA offerings include evaluation basics and data analysis, program-specific evaluation training, community outreach and setting-specific training, program-specific TA for on-the-ground efforts, TA oriented towards diversity, equity, and inclusion both within the workforce and in program participation, and reporting.
- They will work with UNE direct educators and subcontracted local implementing agents as part of an iterative, multi-step process to develop a robust understanding of the desired behavioral changes.
- They can assist in developing pre-post program surveys.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa

**DATE:** 03/17/25 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

<ul style="list-style-type: none"><li>• They provided a series of example questions.</li></ul>
<ul style="list-style-type: none"><li>• They will utilize self-report survey measures.</li><li>• The survey will determine assets and barriers for obtaining food assistance benefits and participating in programs.</li><li>• They will incorporate insights gained from data collection into synthesized and summarized responses for N-PEARS FY2026 State Plans.</li><li>• They will make efforts to invite a tribal representative.</li><li>• They will coordinate with Maine DHHS to enter information into the N-PEARS system.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Did not speak to the required reporting but did supplement with additional reporting that supports the workplan and educators.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Job descriptions and minimum qualifications are not provided.</li><li>• Organization chart is provided.</li><li>• The subcontractor will serve as advisory committee members who will provide subject matter experts and technical assistance. They do not describe oversight.</li><li>• Bidder met the requirement.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Timeline is by quarters.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** NYAA  
**DATE:** 03/17/2025  
**EVALUATOR NAME:** Dawn Littlefield-Gordon  
**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• P- Comprehensive background and experience-well written and clear. Amazing examples and experiences that are well documented.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• P- one subcontractor</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• P and I- Org chart is for the core company not the project, so no link to the contracted staff.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• P-None noted</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• N-No Audits available and submission is only for the Executive Officer, leading this reviewer to assume that Nyaa Health Services financial reporting is only linked to Jubin Cheruvelil.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• N- looks like the policy has lapsed. 11/28/2024</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** NYAA

**DATE:** 03/17/2025

**EVALUATOR NAME:** Dawn Littlefield-Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- P-Comprehensive well-articulated and clearly describes approach and services to be provided.
- P- Clearly written and comprehensive.
- P- the plan to address this-well thought out and thorough.

**B. Evaluation of Maine's SNAP-Ed**

- P- this bidder identified sound evaluation practices to address these.
- P- Comprehensive and thorough plan for this addressing many topics.
- P-Extensive details and included copy of survey as example.
- P- addressed adequately.
- P-Comprehensive and thorough response.

**C. Reports**

- N – no actual language to agreement of this deliverable but identified a number of other additional reports.

**2. Staffing**

- N- what is included for this section as Attachment 8 is the position titles in the org chart. Not included are the job descriptions, those are found later in the document under the staffing plan.
- I- the response is sufficient, but a bit unclear to what an advisory committee member will do for the evaluation.
- P- satisfactory and answers the required components of the question.

**3. Implementation - Work Plan**

- N- Although nicely articulated and well thought out. It does not comply with the requirement of monthly alignment of work.



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/24/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Out of state</li><li>• Broad experience with different levels of government and types of programs</li><li>• N-PEARS experience</li><li>• Direct SNAP-Ed experience for very similar services</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• One sub, noting was previously the contracting entity for a listed project above</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Meets requirement</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• None listed</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Expired policy</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/24/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Community centered
- Will review program curriculum, question if this is necessary
- Identified several demographics for special attention (low-income, refugee, older adult, etc)
- Proposed online survey and focus groups; unclear how focus groups will be recruited
- Training staff of data collection
- Surveys distributed through community resource list through educators, unclear what distribution to “local organizers through subcontractors” means
- Thorough description of data analysis
- Analysis report includes narrative and recommendations
- Local liaison. Staff outside of Maine will travel to Maine – necessary?
- Tableau dashboard
- Biweekly or monthly workgroup meetings with stakeholders and staff
- Meets requirement

**B. Evaluation of Maine’s SNAP-Ed**

- Will review similar surveys when compiling survey questions; intensive background research for the survey
- Virtual/phone interviews with key informants to gain insight on at-risk communities
- Mentions a compensation strategy, unclear how they will overcome funding restrictions
- Clear process for implementing survey including steps of communication
- Survey appears to be over email, unclear if this will have a significant response and how response rate will be augmented, but did mention reminder emails
- TA needs survey distributed to staff
- Pre-post surveys to be distributed by program implementer (online and paper in multiple languages)
- Mentioned involving parent-reporting for child surveys
- Divide questions by age (parent vs child)
- Provided sample survey questions
- Provided relevant sample survey questions
- Meets requirement

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Nyaa Scientific Research Services

**DATE:** 03/24/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

<b>C. Reports</b>
<ul style="list-style-type: none"><li>Meets requirement</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>Did not provide job descriptions or minimum qualifications</li><li>Sub will be on advisory committee for subject matter expertise</li><li>1.5 FTEs, high time allocation aligns with extremely comprehensive processes outlined in bid</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>Provided</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/25/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Proposal to support the Department of Economic and Community Development</li><li>• Economic Justice Consulting firm focused on accelerating the impact and growth of community-focused initiatives</li><li>• Founded in 2019 and incorporated in 2020</li><li>• Experience with program/project evaluations and conducting participatory research</li><li>• Approach ensures a culturally responsive, historically considerate, and trauma informed process.</li><li>• Provided 3 projects, none related to SNAP or SNAP-Ed. 3<sup>rd</sup> project for Office of Family Independence repeated project description from project 1</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Jennifer Patel – Project Manager &amp; Staff Support</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided high level chart, did not include names on all positions</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Provided – Stated None</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided</li><li>• 2 of 3 years disclose operating losses and negative retained earnings</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, Professional Liability of \$100k, Expires 4/1/25</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/25/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Response states they will provide the services</li><li>• Incorporating qualitative and quantitative methods</li><li>• Propose to distribute results through leadership briefings, community forums, public reports, and National Networks like ASNNA</li><li>• Attachment 7 provided, outlining the detailed steps for an evaluation plan, methodologies, and metrics</li><li>• Response states they will provide an evaluation plan by August 15<sup>th</sup> rather than speaking to flexibility to evaluate the current evaluation plan</li></ul>
<b>B. Evaluation of Maine’s SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Propose mixed-methods evaluation approach</li><li>• Quantitative &amp; qualitative data collection methodologies</li><li>• Refers to Attachment 7 that speaks to listed outcomes</li><li>• Propose quarterly training sessions</li><li>• Continuous support for implementation of evidence-based strategies</li><li>• Response referred to Appendix D, which is not included in RFP bid</li><li>• Pre-test a program entry and post-test at program exit</li><li>• Provided Evaluation Framework Implementation Steps.</li><li>• Did not acknowledge items a through i</li><li>• State they would adhere to this requirement</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Response addressed all reports and acknowledged the timing</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Provided names, titles, and resumes for project staff, including subcontractor</li><li>• Provided attachment with descriptions and minimum qualifications</li></ul>
<ul style="list-style-type: none"><li>• Response acknowledges how this was budgeted and how resource will be paid</li><li>• Response does not acknowledge oversight and management</li></ul>
<ul style="list-style-type: none"><li>• Provided</li><li>• Bulk of effort is from staff “to be hired”</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Provided a table of Key Phases &amp; Deliverables</li><li>• Provided descriptions for 6 Key activities</li><li>• Did not organize in a Gantt chart</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/25/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Provided cost proposal in the final requested format
- Hours per week does not match Staffing Plan time allocation
- Proposed expenses do not include expected evaluation related expenses such as printing or postage
- Subcontractor cost listed as indirect instead of Subcontract
- No actual indirect cost included
- Cost per Hour = \$69.26

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> submission identical to the original
- Provided cost proposal in the final requested format
- Hours per week does not match Staffing Plan time allocation
- Proposed expenses do not include expected evaluation related expenses such as printing or postage
- Subcontractor cost listed as indirect instead of Subcontract
- No actual indirect cost included
- Cost per Hour = \$69.26

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures

**DATE:** 3/17/2025

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>The Bidder describes RYSE as an economic justice consulting firm focused on accelerating community focused initiatives. Founded in 2019 and incorporated in 2020, bulk of work in evaluation, research, and strategy. Focus on lived experience and culturally responsive and trauma-informed approach. Emphasis on first-hand experience, but commits to involving all stakeholders. Says it will apply an experience design methodology, prioritizing active stakeholder participation through surveys and focus groups and interviews. Identifies three current projects, two based in Maine. All three studies are focused on black business owners.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>Identifies one subcontractor- Jennifer Patel.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>An org chart provided listing four branches of the organization, Business and Strategy, Policy, Education and Culture, and Operations.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>The Bidder indicates there is no litigation.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>Three years of audited statements were provided.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>A current certificate was provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures

**DATE:** 3/17/2025

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

Part IV, Section III Proposed Services	
1. Services to be Provided	
Part II	
A. General Requirements	
<ul style="list-style-type: none"><li>• The bidder says it is committed to evaluation aligning with the above guidance. The evaluation strategy will analyze the extent to which Maine SNAP-Ed meets the needs of target populations, align with SMART objectives, and enhance the effectiveness of other state programs.</li><li>• Identifies six evaluation objectives using a mixed methods approach.</li><li>• Attachment 7 with 5 tasks in a workplan, and detail of what will be evaluated.</li><li>• Says it will submit an evaluation plan by August 15, which would be too late to include it in the annual plan.</li></ul>	
B. Evaluation of Maine's SNAP-Ed	
<ul style="list-style-type: none"><li>• The Bidder indicates a mixed methods evaluation approach with quantitative and qualitative to look at program outcomes. Indicates it will align with the required guidance.</li><li>• Identifies four technical assistance tasks including quarterly training on data collection, support for evidenced based measurement, stakeholder engagement, and guidance on data sharing and reporting.</li><li>• Plans to develop a survey instrument to look at changes in dietary behaviors.</li><li>• Bidder provides bullets to describe how it will analyze goals and objectives, select indicators.</li><li>• met</li></ul>	
C. Reports	
<ul style="list-style-type: none"><li>• met</li></ul>	
2. Staffing	
<ul style="list-style-type: none"><li>• Identifies 6 staff and provides their resumes. Indicates that the members of the team will join RYSE as full or part time employees, and one will be a consultant. Job Descriptions were provided</li></ul>	
<ul style="list-style-type: none"><li>• Bidder states subcontractor consultant will be the project manager. Section B question of how consultants will interact or oversight of contractor is not detailed.</li></ul>	
<ul style="list-style-type: none"><li>• Staffing Plan provided that indicates 6 staff representing almost 3 FTE staff.</li></ul>	
3. Implementation - Work Plan	
<ul style="list-style-type: none"><li>• Met. Workplan identifies 5 tasks.</li></ul>	



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/12/2025 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS/OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Founded in 2019.</li><li>• They are an economic justice consulting firm focused on accelerating the impact and growth of community-focused initiatives.</li><li>• The bulk of their work has been in evaluation, research, and strategy of programs and projects.</li><li>• Project examples appear relevant and within the timeframe.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• One subcontractor serving as project manager and staff support.</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Does not appear to show the major officers.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Cite none within the timeframe.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Negative net income 2022 and 2024.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/12/2025 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS/OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Their structured evaluation strategy will analyze the extent to which Maine SNAP-Ed initiatives meet the needs of target populations, achieve specified SMART objectives, and enhance the effectiveness of other state programs that support individuals and families with low incomes.
- Their findings will be shared through monthly status reports, annual SNAP-Ed final report and the N-PEARS report.
- They will distribute results through leadership briefings, community forums, public reports, and national networks like ASNNA.
- They indicate that their team remains adaptable and responsive. They are able to meet project timelines.
- They are prepared to deliver a comprehensive and high-quality evaluation plan by August 15.

**B. Evaluation of Maine's SNAP-Ed**

- They will employ a mixed-methods evaluation approach, integrating both quantitative and qualitative data collection methodologies.
- Their evaluation will be guided by key performance indicators aligned with the SNAP-Ed Evaluation Framework.
- They will conduct quarterly training sessions for implementing agency personnel, offer continuous support for the implementation of evidence-based measurement strategies, facilitate stakeholder engagement and provide guidance on improving data-sharing and reporting mechanisms.
- They will guide evaluators to select one or more appropriate measures to assess changes in participants targeted dietary behaviors during the evaluation period.
- They will prioritize survey questions offering a range of response options instead of simple yes or no responses.
- They will encourage the inclusion of measurements for cups of fruit and vegetables consumed, with visual cues.
- Bidder referenced their evaluation framework implementation steps.
- Bidder met the requirement.

**C. Reports**

- Bidder met the requirement.

**2. Staffing**

- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/12/2025 and 03/25/25

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS/OFI

- |  |
|--|
| <ul style="list-style-type: none"><li>• Do not describe the reporting relationship of the subcontractor.</li><li>• Bidder met the requirement.</li></ul> |
|--|

<b>3. Implementation - Work Plan</b>
--------------------------------------

- |   |
|---|
| <ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul> |
|---|

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
• P- complete and comprehensive	
<b>2. Subcontractors</b>	
• P- included.	
<b>3. Organizational Chart</b>	
• I-High level by categorical areas of operations and business functions	
<b>4. Litigation</b>	
• P-None listed	
<b>5. Financial Viability</b>	
• P- Report included and current.	
<b>6. Certificate of Insurance</b>	
• P- Included and in place.	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• P-adequate response, mirrors question, not more.</li><li>• P- the workplan in Attachment 7 highlights the specifics outlining the process and services to address the evaluation. Response is complete and addresses critical aspects of the evaluation.</li><li>• I- Addressed in response and in workplan but may not understand the current plan and department's timeframe.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- Refers to section in workplan to give further detail.</li><li>• I- Addressed in both response and identified in workplan.</li><li>• I- Addressed in response and reference to workplan for furthermore specific details.</li><li>• P- Addressed in response and highlighted in workplan.</li><li>• P- Addressed in response and reference to workplan.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• P- Narrative response addresses this and captured in workplan.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• P- Completed and addressed</li><li>• P- addressed in response.</li><li>• I-addressed but some positions will be hired.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• N- less than adequate details in timeline table; key activities are outlined with timeline.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/24/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Out of state with experience in Maine, including with OFI</li><li>• Wrong Maine department listed</li><li>• Experience centered on small businesses, strong equity focus and survey experience</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• One consultant</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Minimal without org leadership, team for current bid not clearly identified</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• None</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Expires April</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Ryse Local Ventures LLC

**DATE:** 03/24/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Brief reintroduction to organization and summary of RFP language
- Directed to Attachment 7
- Attachment 7 has the bulk of the information, all information from following sections are copy-pasted from here
- Monthly status reports
- Pre-post surveys
- Plan to incorporate participant demographic data
- Focus groups and key informant interviews
- Content on indicators seems to be copy-pasted without relevant contract activity described
- Mention choosing at least one outcome indicator – seems minimal compared to scope of RFP
- No information on how survey will be administered
- TA – conduct training sessions with IA staff
- Very general overview with few specifics on steps for each task
- Meets requirement

**B. Evaluation of Maine's SNAP-Ed**

- Copy-pasted information from other sections
- Copy-pasted information from other sections
- Copy-paste information that didn't address the requirement
- Copy-pasted information from other sections
- Copy-pasted information from other sections

**C. Reports**

- Meets requirement

**2. Staffing**

- Provided
- Consultant
- 2.55 FTEs, two positions are not yet hired

**3. Implementation - Work Plan**

- Provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/26/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Woman-owned small business</li><li>• Focus on programs and policies impacting children and families</li><li>• 15 permanent staff, 150, field staff</li><li>• 14 years history</li><li>• Has worked with 29 states</li><li>• Experience conducting surveys focused on children and families, as well as nutrition, but not SNAP specific programs</li><li>• Provided 3 projects, a wage classification study, strategic &amp; technical assistance to improve capacity, and an early learning study</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Provided, Stated None</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided, designating project team</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Provided, Stated None</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided unaudited statements, demonstrating declining profitability</li><li>• Appear viable</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, Professional Liability of \$3m, Expires 4/1/25</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/26/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

Part IV, Section III Proposed Services	
1. Services to be Provided	
Part II	
A. General Requirements	
<ul style="list-style-type: none"><li>• Collaborate to ensure evaluation methodologies align with needs</li><li>• Primarily quantitative approach for initial period</li><li>• Utilize existing data from UNE</li><li>• Collect data via surveys of adult participants, parents, and educators</li></ul>	
<ul style="list-style-type: none"><li>• Provided a detailed 9-page workplan addressing all elements of the RFP</li><li>• Includes submission to IRB for approval</li><li>• Data to be stored in secure database and secure files</li><li>• Surveys to be designed for each participant type administered through Qualtrics using various methods for disseminating the survey</li><li>• Propose translated versions of survey in French &amp; Spanish</li><li>• No incentives, as we said they were not allowable?</li><li>• Propose delivering a community-facing overview of evaluation</li></ul>	
<ul style="list-style-type: none"><li>• Acknowledged they are flexible to evaluate either plan</li></ul>	
B. Evaluation of Maine's SNAP-Ed	
<ul style="list-style-type: none"><li>• Propose collection of quantitative data and use of existing qualitative data</li><li>• Provided table acknowledging all outcomes to be evaluated and data sources</li><li>• Will work with department and UNE to determine need</li><li>• Will provide services as needs arise for strategic planning</li><li>• Propose to utilize existing data collected by UNE and surveys completed by adult participants, parents of children, and educators</li><li>• Acknowledge all requirements</li><li>• Provided table of Performance Measures and Data Sources to be used to evaluate the measures</li><li>• Acknowledges meeting this requirement</li><li>• Proposes visioning meeting with OFI and UNE for development of 2026 plan</li><li>• Provided well thought out approach to development</li></ul>	
C. Reports	
<ul style="list-style-type: none"><li>• Acknowledged adherence to all requirements</li></ul>	
2. Staffing	
<ul style="list-style-type: none"><li>• Provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/26/25, 4/6/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

<ul style="list-style-type: none"><li>• N/A</li></ul>
<ul style="list-style-type: none"><li>• Provided, .54 FTE</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Did not provide staffing hours per week
- Included costs for copyediting, design, and translation, Software, and Internal Review Board
- Confirmed calculation of Indirect Costs

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> submission identical to the original
- Did not provide staffing hours per week
- Included costs for copyediting, design, and translation, Software, and Internal Review Board
- Confirmed calculation of Indirect Costs

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School Readiness Consulting

**DATE:** 3/18/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• The Bidder details the organization as a small woman-owned business that specializes in programs and policies impacting children and families to help children thrive. It has a staff of 15 and over 150 field staff, stating it has the capacity to manage projects of various sizes. The organization is 14 years old and has several contracts with state governments and other funders. Bidder states that team has technical expertise in evaluation design and methods, experience helping states with evaluation, and collection of survey data.</li><li>• Bidder states content expertise in nutrition education, though no SNAP-Ed evaluations are noted.</li><li>• Bidder provides three recent projects, one for a VT Headstart study, one for ASPHN for a Farm to Early care and education study, and one with State of Indiana around Family Engagement in Early Learning.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• The Bidder indicates no subcontractors will be utilized.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Attachment 3 Org chart is provided with 15 staff shown.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• The Bidder indicates no litigation.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• The Bidder provided balance sheets for three years, but no audited reports.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• A current certificate of insurance was provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School Readiness Consulting

**DATE:** 3/18/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Bidder proposes an approach using program outcomes and impacts already collected for reporting by the Ian and entered as required in N-PEARS.
- Attachment 7 identifies the workplan. Data analysis will include secondary data already collected by the IA. It would also conduct surveys of adult participants, parents of child participants, and nutrition educators. The are 5 timeline tasks broken out by quarter. The five tasks are Communications and Planning, Technical assistance, data collection, analysis and reporting, and evaluation planning.
- Bidder states it has capacity to conduct current year plan and incorporate any changes into a new plan for 8/15/25.

**B. Evaluation of Maine's SNAP-Ed**

- The Bidder proposes to work with existing data that is collected and analyzed by the IA.
- The Bidder states it will provide TA and will work with the Department to determine what additional TA is required.
- The Bidder will collect and utilize existing data. The team will develop survey instruments for participants.
- Existing data will be analyzed.
- Commits to an annual evaluation plan 30 days prior to August 15 due submission date, and to working with OFI and UNE to familiarize themselves with the plan.

**C. Reports**

- Commits to tracking and recording data necessary to complete required reports.

**2. Staffing**

- Job descriptions are provided as Attachment 8 for 3 positions.
- N/A, no subcontractors
- Attachment 9 staffing plan is provided for all three staff identified.

**3. Implementation - Work Plan**

- Workplan is identified as Attachment 10 for 5 tasks.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School Readiness Consulting

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Specialize in programs and policies impacting children and families.</li><li>• They have completed over 150 projects in the organization's 14-year history.</li><li>• Their work has impacted 29 states.</li><li>• They have designed and implemented over 20 evaluation projects within the past 5 years.</li><li>• Project examples are current and appear relevant.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Indicate that subcontractors are N/A to the proposal.</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Cite none within the timeframe.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Submitted balance sheets and income statements.</li><li>• Appear financially viable.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School Readiness Consulting

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Propose a primarily quantitative approach in the initial period of performance, collecting and analyzing data from both primary and secondary data sources.
- Provided 3 proposed research questions.
- They will collect and analyze data from UNE and other partners, as well as primary collection through surveys with adult participants, parents of child participants, and nutrition educators.
- Rely on existing data collected by UNE, surveys with adult participants, parents of children participants and nutrition educators.
- Propose 5 phase project, that includes communications and plannings, ongoing technical assistance, data collection, analysis and reporting and evaluation planning.
- Plan will be submitted to Institutional Review Board for review.
- The survey is to be disseminated with the support of community partner organizations. The survey will be electronic but can be mailed if necessary.
- They have the capacity and flexibility to conduct an evaluation of the current years' evaluation plan.

**B. Evaluation of Maine's SNAP-Ed**

- They will use a quantitative analysis approach to analyze existing quantitative data collected from OFI, University of New England, other state agencies, or partner community organizations, as well as quantitative survey data.
- If qualitative data is available, they will use a directed content analysis approach which involves analyzing responses using a qualitative coding scheme that is informed by the research questions.
- They will meet with OFI and UNE to determinate the TA needs.
- They will remain flexible and provide technical assistance as needs arise.
- Rely on existing data collected by UNE as well as survey instruments which they will develop to gather feedback.
- Rely on existing data collected by UNE as well as survey instruments which they will develop to gather feedback.
- Bidder met the requirement.

**C. Reports**

- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School Readiness Consulting

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li><li>• Bidder indicates that subcontractors are n/a to the proposed service.</li><li>• Bidder met the requirement.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** School of Readiness Consulting  
**DATE:** 03/18/2025  
**EVALUATOR NAME:** Dawn L Gordon  
**EVALUATOR DEPARTMENT:** Maine CDC

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
• P- well articulated with key examples of experience and expertise.	
<b>2. Subcontractors</b>	
• N/A	
<b>3. Organizational Chart</b>	
• P- Included	
<b>4. Litigation</b>	
• P- none	
<b>5. Financial Viability</b>	
• I- Income statement dated 12-2022	
<b>6. Certificate of Insurance</b>	
• P- Active and included	



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• P and I- although more than adequate the bidder uses the term “research” to refer to the areas for evaluation.</li><li>• P- Included and detailed in Attachment 7 very comprehensive and complete well organized. Also includes reference to IRB.</li><li>• P- describes the process and timeline, referencing the additional details found in workplan.</li></ul>
<b>B. Evaluation of Maine’s SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- well documented process, timeline and plan.</li><li>• P- clear description and outlined in workplan.</li><li>• P- clear response and details in narrative and further explanation in workplan.</li><li>• P- Aligns with previous review- clear, concise and detailed further in workplan.</li><li>• P-comprehensive plan and details in the overview and workplan.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• P- sound description of process and plan to meet these reporting deadlines. Both in narrative and workplan.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• P- well described title and specific roles within the project.</li><li>• N/A</li><li>• I- Less than .65 of an FTE for the total staffing plan.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• P- Gantt chart articulate roles for each of identified staff. Not any supporting details but that was provided previously.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/25/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Out of state</li><li>• Child focused</li><li>• First two projects focused on wage analysis and TA, third project included a satisfaction survey, didn't present experience with program outcomes evaluation</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Provided</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Provided</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Provided</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/25/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Survey activity includes adults, parents of children, and educators
- Focus on quantitative data
- Set benchmarks for program outcomes, evaluated using UNE data
- Surveying three groups – adults, parents/children, educators, and identified relevant information to be gathered from each group via survey
- Monthly meetings
- Plan to develop a methodology after award, few details on process
- Will seek IRB review
- Surveys tailored to three participant groups mentioned above
- Qualtrics for survey administration
- Will develop plan for survey dissemination, partially through community partner organizations
- Paper surveys with a QR code to the survey link at community partner sites; providing link to web-based survey during nutrition classes
- Will included access code and screening method at the beginning of survey to avoid bots or out-of-state respondents (I question whether the solution is overkill for the size of the problem)
- Postal invitations with paper-based surveys, unclear how they'll get addresses but good that it is mentioned as an option
- Email and text invitations
- Translations in French and Spanish (question whether these are the current top two languages of the target population)
- 10-15 minutes to complete survey
- Acknowledged that there will be no funding for incentives
- Detailed description of data analysis; qualitative data will be case-by-case as its received
- Outcome report tailored to different audiences (internal vs community)
- Final report will be presented below 10<sup>th</sup>-grade reading level
- Thorough process
- Meets requirement

**B. Evaluation of Maine's SNAP-Ed**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** School of Readiness Consulting

**DATE:** 03/25/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

- Description of data analysis process including group comparisons and comparison across variables
- Answered in Attachment 7, repeated info here
- Suggestions on FNS evaluation plan draft
- Answered in Attachment 7, repeated info here
- Answered in Attachment 7, repeated info here
- Included in Attachment 7
- Meets requirement

**C. Reports**

- Meets requirement

**2. Staffing**

- Provided
- None
- 0.54 FTE

**3. Implementation - Work Plan**

-

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 04/02/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Established in 2021</li><li>• Economically Disadvantaged Women Owned Small Business (EDWOSB)</li><li>• Specializes in public health, policy evaluation, epidemiology, and advanced data analytics</li><li>• Team of 4 doctors</li><li>• Combined expertise encompasses qualitative and quantitative evaluation, community engagement, and the integration of technology into health research</li><li>• Developed a bio surveillance analytic platform with Microsoft and Health Equity Consortium</li><li>• Rigorous evaluation methods aligned with CDC's 6 step Evaluation Framework and SNP-Ed guidelines</li><li>• Provided 3 projects demonstrating evaluation services. None demonstrate experience with SNAP-Ed</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• Integral Technical Group – translation, interpretation, and multilingual communication support</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided, including descriptions of all the roles</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• None</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Did not provide a response</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, Professional Liability of \$1m, Expires 12/30/25</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 04/02/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

**Describe in detail how the Bidder will:**

- Three-year phased evaluation framework
- Acknowledges all requirements
- Equity-driven evaluation strategy
- Integrates CDC's 6-step Evaluation Framework 2024)
- Quantitative assessments, qualitative insights, and economic analyses
- Findings disseminated to Maine DHHS, USDA, and other key stakeholders (does not describe how)
- Year 1 – Process, Year 2 – Outcomes, and Year 3 – Cost-effectiveness
- Provided thorough plan embedded in response box instead of as an attachment 7 describing objective, activities, and expected outcomes for each year
- Provided detailed response acknowledging flexibility with evaluation methods used, data collection methods, and team structure

**B. Evaluation of Maine's SNAP-Ed**

- Provided detailed response addressing Direct Education, PSE, Social Marketing, and State Nutrition Action Council activities
- Propose monthly progress reports to Maine DHHS and stakeholders
- Dedicated evaluation support team
- Biweekly or monthly meetings with DHHS and Implementing Agency
- Help desk via email or phone support
- Evaluation training for Implementing Agency
- Realtime data dashboard to track efficiency metrics
- Stakeholder engagement & Knowledge sharing webinars
- Provided detailed response addressing all requirements
- Propose providing step tracking devices where feasible
- Propose to work with Health Care providers to track BMI trends
- Acknowledged adherence to all requirements
- Provided 5 step detailed plan to meet this requirement

**C. Reports**

- Automated tracking tools, real-time monitoring, and systematic data valuation
- Acknowledged adherence to all requirements

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**2. Staffing**

- Provided information embedded in response box rather than as an attachment
- Provided thorough description of the proposed services to be provided, as well as the oversight and management of subcontractor
- Provided response embedded in response box rather than as an attachment
- Provided bios of proposed staffing
- Did not provide time allocation

**3. Implementation - Work Plan**

- Provided response embedded in response box rather than as an attachment
- Did not provide in a timeline chart
- Provided narrative response for 5 phases, rather than monthly
- Does not note tasks delegated to subcontractor

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Provided Cost Proposal in the original requested format
- Cost per Hour = \$82.31
- Includes subcontractor cost of \$20k
- Included costs for 5 trips to Maine for 5 people each of \$20k

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> submission in final format
- Cost per Hour = \$74.83
- Included costs for travel of \$8k
- Includes indirect of 12% of All Other costs
- Does not include cost for subcontractor
- Includes technology & software of \$33.5k
- Includes miscellaneous of \$10k for focus group & interview coordination (subcontractor?)

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 3/25/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>Bidder describes their work as research and consulting in public health, policy evaluation, and advanced data analytics. Established in 2021, and reports it is a certified economically disadvantages women-owned small business with a multidisciplinary team. The Bidder provides a list of industry classification codes for its work. The Bidder reports it has done large-scale evaluations and is capable of handling public health data. Three projects included public safety, gun violence prevention, and racial and ethnic differences in firearm injuries.</li><li>No nutrition or SNAP-Ed evaluation work is indicated.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>The Bidder indicates a subcontractor for translation, interpretation, and multilingual communication support.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>An org chart is provided identifying six staff and one contractor.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>The Bidder indicates no litigation.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>Not included</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>A current certificate was provided.</li></ul>	



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 3/25/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder states it will follow the required guidance to measure effectiveness, efficiency and long-term impact of program. Proposes a 3-year phased evaluation using CDC guidelines.</li><li>• No Attachment 7 provided with a workplan. Narrative provides high level evaluation plan with key activities broken out by 3 years. Year 1 includes process and formative evaluation. Year 2 includes Outcomes Evaluation, and Year 3 includes Impact and Cost-Effectiveness.</li><li>• The bidder indicates it will meet requirements and engage in early planning.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• Bidder reports they have a structured yet flexible evaluation approach for adjustments.</li><li>• Bidder says they will provide TA that is proactive, adaptive, and responsive to program needs.</li><li>• Describes a mixed-methods evaluation framework approach aligning with SNAP-Ed Evaluation framework.</li><li>• Details pre and post surveys, work with educators to analyze shopping behavior case studies, and self-reported improvements in kitchen skills. Much of this evaluation plan appears to be for adult participants as it includes food logs, and activity trackers.</li><li>• Commits to delivering evaluation plan at least 30 days prior to August 15.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Commits to meeting deadlines and data integrity.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Provides job titles and roles and minimum qualifications.</li><li>• Indicates a structured management plan for its subcontractor. An elaborate translation and interpretation plan is provided, indicating translation of all materials being translated into six additional languages.</li><li>• Staff were identified, but no time allocations were provided in the staffing section.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• A high-level work plan with 5 phases was provided. There is no timeline chart provided.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>Established in 2021.</li><li>They indicate that they excel at synthesizing complex data into actionable insights.</li><li>They have worked with Microsoft, Samsung and Johnson &amp; Johnson.</li><li>Projects are current and appear relevant to the service.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>Will subcontract with Integral Technical Group for translation, interpretation and multilingual communication support.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>Bidder met the requirement.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>Cite none within the timeframe.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>Did not provide.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>Bidder met the requirement.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- They will integrate CDC's 6 step evaluation framework.
- Their evaluation framework will be equity-driven.
- They will implement a multi-method approach that combines quantitative assessments, qualitative insights, and economic analyses.
- The evaluation will focus on process, outcomes and impact assessment over a 3-year timeline.
- Will include a longitudinal data analysis, health outcomes assessment, cost benefit analysis and policy recommendations.
- Their evaluation approach is flexible allowing for adjustments based on specific objectives outline in the FFY 2025 Snap-Ed plan and any subsequent modifications approved by FNS by August 15, 2025.

**B. Evaluation of Maine's SNAP-Ed**

- They will implement a multi-method, data-driven evaluation strategy ensuring all key programs are rigorously assessed.
- They will provide a holistic understanding of SNAP-Ed outcomes.
- They will capture behavioral changes, identify program strengths and areas for improvement and provide actionable recommendations.
- They will provide a dedicated evaluation support team, regular coordination meetings, and a technical assistance help desk.
- They will conduct workshops and training sessions on survey design, participant tracking and performance data collection techniques.
- They will develop real-time data dashboards that track program efficiency.
- They propose a combination of real-time data support, methodological training, performance monitoring, and continuous quality improvement strategies.
- Their approach will integrate quantitative survey data, qualitative insights from participants and stakeholders, and objective health indicators to measure improvements in dietary habits, physical activity levels, and overall calorie balance across different life stages.
- They will employ pre and post intervention assessments.
- Their evaluation will include structured surveys that measure self-reported improvement in knowledge.
- Bidder met the requirement.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 03/24/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

<b>C. Reports</b>
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• Bidder met the requirement.</li><li>• The subcontractor will be directly supervised by the lead evaluator for day-to-day activities.</li><li>• Executive oversight will be provided by the executive lead.</li><li>• They do not speak about the time allocation.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• They describe the timeline through phases, key activities and deliverables.</li><li>• It is not in chart format and the month and responsible resources are not identified.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>P- clear and well stated, although no examples of SNAP-Ed or SNAP evaluation experience shared.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>P- one SC to be used in support of translation and cultural brokerage services.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>P- both visual representation and written roles for the project.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>(P)N/A-No litigation</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>N- No documentation of financial viability found/provided</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>P- active and in place</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- I- although this is adequate response it lacks specificity and refers to the US CDC evidence-based evaluation model. Not SNAP-Ed framework.
- I- this narrative is clear and reflects the areas including references to SNAP-Ed Framework. Stepped out in years and through. This reviewer did not find an attachment 7. Many activities are not applicable or relatable to SNAP-Ed evaluation.
- P- clearly articulates ability and needs for this deliverable including how to they can respond.

**B. Evaluation of Maine's SNAP-Ed**

- P- addresses the variety and directly links to outcomes for the methodology.
- P- addresses this comprehensively and identifies both methodology and commitment to supporting CQI.
- P- Concisely outlined and detailed in response. However, some activities are not allowed per SNAP-Ed Evaluation guidance.
- P- narrative description of plan and approach/tools and focuses in response. However, the scope of this focuses on an adult population.
- P- comprehensively detailed with timelines for each phase.

**C. Reports**

- P- well defined and sound plan for tracking, including strategies and timelines.

**2. Staffing**

- I- this is documented in narrative but lacks attachment 8. May have forgotten to add the title to the attachment. Although all aspects included there seems to be redundancies and often duplicative in roles, overall too long to see the connections. A better organization of the roles and titles would have been helpful.
- I- response is duplicative in narrative but does address the how the bidder will engage and manage the subcontractor.
- N- although the staffing does meet the requirements it not clear how much time each will be on this project. In addition, there is not an attachment 9.

**3. Implementation - Work Plan**

- N- no attachments and no timeline chart exists. Narrative addresses high level activities and deliverables.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 4/1/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Out-of-state</li><li>• Background in equity work</li><li>• Experience focused on justice and law enforcement</li><li>• Experience with administering surveys and conducting qualitative analysis through interviews etc.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• One for language translation</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided, doesn't include organization leadership</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• None</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Not provided</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** Tury Research Institute

**DATE:** 4/1/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

Part IV, Section III Proposed Services
1. Services to be Provided
Part II
A. General Requirements
<ul style="list-style-type: none"><li>• Three-year phased evaluation</li><li>• Quantitative/qualitative with economic analysis</li><li>• Entire Y1 focused on assessment of program implementation and fidelity, including focus groups with educators and participants to evaluate barriers and curriculum delivery; may be beyond scope of current evaluation</li><li>• Will assess cultural and linguistic responsiveness</li><li>• Collection of baseline data and food access analysis may be beyond scope of current evaluation</li><li>• Will evaluate barriers to accessing program including staffing, funding, policy, transportation, digital literacy, etc.</li><li>• Y2 will begin outcomes evaluation; activities here fall more within intended scope</li><li>• Will conduct analysis of contributing factors to outcomes, e.g. socioeconomic status and HH size</li><li>• No clear method or description of survey administration, communication, implementation</li><li>• Seems more focused on barriers and access to resources than program evaluation</li><li>• Y3 tracking long-term outcomes</li><li>• Financial/ROI analysis beyond scope of evaluation</li><li>• Commitment to flexible approaches responsive to changing goals and stakeholder feedback</li><li>• Quarterly check-ins with stakeholders</li></ul>
B. Evaluation of Maine's SNAP-Ed
<u>Describe in detail how the Bidder will:</u>
<ul style="list-style-type: none"><li>• In-depth case studies to evaluate policy</li><li>• Will conduct community surveys, large undertaking; assuming this is geographic communities, not (e.g.) stakeholder groups</li><li>• Engagement with SNAC</li><li>• Biweekly or monthly meetings with DHHS</li><li>• Staffed help-line for TA questions</li><li>• Public webinars to share outcomes</li></ul>



**STATE OF MAINE  
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**DATE:** 4/1/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

- Propose observing participants in real-world environments, e.g. school lunch rooms, to evaluate decision making; seems impractical
- Propose gathering data from food retailers on purchasing patterns; beyond scope of current evaluation
- Will implement Global Physical Activity Questionnaire in addition to previously mentioned survey?
- Propose distributing activity trackers to participants where feasible
- Multiple questionnaire's mentioned (at least three in this section); unclear if there's crossover or how much documentation will be asked of the participants
- Propose collecting BMI and weight data from participants; this seems well beyond the scope of typical evaluation services
- Propose including interactive cooking demonstrations; seems like a program activity, not an evaluation activity
- Propose observations at community fitness programs and walking groups
- Meets requirement

**C. Reports**

- Meets requirement

**2. Staffing**

- Provided
- Language services for survey translation, simultaneous translation, and communication
- No time allocations included

**3. Implementation - Work Plan**

- Provided activities by quarter

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INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** University of Southern Maine

**DATE:** 04/05/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Catherine E. Cutler Institute for Health &amp; Social Policy</li><li>• Located in Portland, ME</li><li>• Work focused on Capacity for Change, Informing Policy and Practice, and Real-World Solutions</li><li>• Inception early 1980s</li><li>• Understanding of the federal &amp; state context</li><li>• Has their own Institutional Review Board (IRB)</li><li>• Has extensive experience in Maine with State agencies &amp; Community partners</li><li>• Provided 3 projects, all within Maine, demonstrating experience with mixed methods evaluations, 1 with USDA.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• University of New England – Sarah Gilbert – Nutrition subject matter expert</li><li>• Brown &amp; Meyers – transcription services</li><li>• Maine Access Immigrant Network (MAIN) – Culturally and linguistically appropriate materials</li><li>• Portland Public Health, Health Equity Program – Identification of community health needs</li><li>• House of Languages – Interpreter and translation services</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Provided for USM, Did not include subcontractors</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• Disclosed one employee case and one student injury case</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Provided UMaine System financials</li><li>• Appears viable</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Provided, \$3m Professional Liability, Expires 7/1/25</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** University of Southern Maine

**DATE:** 04/05/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Propose mixed methods evaluations that align with 5 priority goals of the '25 plan
- Propose administering pre-post surveys
- Acknowledge three domains of framework: individuals, environmental settings, and sectors of influence
- Acknowledges Direct Education, PSE, Social Marketing, and SNAC
- Provided detailed table of 7 projects, types of evaluations, goals, and frequency
- Will work with SA and IA to not duplicate efforts
- Propose working with existing community partners to integrate evaluation activities within the community
- Recruitment materials in multiple forms and languages
- Proposal assumes a central data collection system exists and IA will be active collaborator
- Summaries and final report formatted for web viewing & will be posted on USMs digital commons website
- Provided through plan addressing evaluation activities, reporting, and dissemination
- Acknowledges flexibility in meeting future evaluation needs.
- Does not acknowledge evaluating the current evaluating plan

**B. Evaluation of Maine's SNAP-Ed**

**Describe in detail how the Bidder will:**

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 04/05/25

**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

- Reach, Efficacy, Adoption, Implementation, Maintenance (RE-AIM) framework used to evaluate PSE
- Propose purchasing 10 digital cameras for Photovoice project
- Propose annual dinner for up to 50 people at completion of Photovoice project
- Will collaborate with Portland Public Health and Maine Access Immigrant Network (MAIN) to develop and conduct participant interviews that are culturally appropriate and translated to preferred language
- Participants compensated following USDA SNAP-Ed guidance
- Use of Qualtrics Survey Software
- Partnership mapping using Kumu open source mapping software
- Qualitative data analyzed using NVivo software program
- Provided thorough 7 year plan covering 7 evaluation activities addressing requested outcomes, as well as workforce capacity, referencing incorporating past evaluation
- Propose hosting two data and evaluation-focused technical assistance sessions per year.
- Creation of annual technical assistance plan
- Email response within 48 hours
- Acknowledged all requirements
- Propose use of Photovoice, Key Informant Interviews, Focus Groups, and Population Monitoring by using Behavioral Risk Factor Surveillance System (BRFSS) and Maine Integrated Youth Health Survey (MIYHS)
- Acknowledged measuring changes in knowledge, confidence, and ability but did not speak to specific topics
- Propose measuring twice per year as part of quality improvement cycle
- Acknowledges they will do it but does not mention specific dates or time periods

**C. Reports**

- Propose use of Asana program management software
- Acknowledge submitting all required reports timely

**2. Staffing**

- Provided table of resources and skills
- Provided background bios for all, including Sarah Gilbert subcontractor
- Provided Attachment with titles, job descriptions and minimum qualifications
- Propose interacting through communicating regularly and collaboration
- Provided – 1.47 FTE proposed

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**EVALUATOR NAME:** Shannon Courtois

**EVALUATOR DEPARTMENT:** Department of Health & Human Services/CO Finance

**3. Implementation - Work Plan**

- Provided

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- Submitted Amendment 2 Cost Proposal form
- FTEs not included on the proposed budget
- Cost per hour = \$40.54, using 1.47 FTE from staffing proposal
- \$10k included for subcontractors and \$7795 included for transcription/translation
- Indirect included of 32% of total budget
- Costs appear reasonable for proposed services

**Part IV, Section IV. Cost Proposal and Budget Narrative**

- 2<sup>nd</sup> submission in final format
- FTEs not included on the proposed budget
- Cost per hour = \$40.86, using 1.47 FTE from staffing proposal
- \$14k included for subcontractors and \$15,220 included for transcription/translation, site stipends, and client compensation
- Indirect included of 32% of total budget
- Costs appear reasonable for proposed services

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** University of Southern Maine  
**DATE:** 3/25/25  
**EVALUATOR NAME:** Patricia Dushuttle  
**EVALUATOR DEPARTMENT:** DHHS-OFI

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>The Bid is submitted by the Catherine E. Cutler Institute, within the Muskie School of Public Service at the University of Southern Maine. The Institute does applied research, evaluation, and technical assistance. Its mission is to advance well-being of individuals, families, and communities. Three projects are included, one is a mixed methods behavioral health evaluation, the second is a cross-site evaluation of the Maine Career Exploration Program, and the third is technical assistance provided to Full Plates Full Potential on theory of change and logic model for a USDA grant. No nutrition or SNAP-Ed evaluation experience noted.</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>One subcontractor is a nutritionist at the UNE. Not sure if this is allowable as UNE is the Implementing Agency, and not allowed to bid for this work as an evaluator.</li><li>Other subcontractors include Brown and Meyers, a court reporter service for transcriptions; Maine Access Immigrant Network, Portland Public Health (a sub-contractor for UNE SNAP-Ed), and House of Languages.</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>A detailed org chart is provided with proposed evaluation team members outlined in green.</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>Two pending litigations are listed. One suit is a potential Civil Rights Act and Maine Human Rights Act discrimination suit based on sex.</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>University of Maine Annual Financial Reports for 2022-2024 are provided.</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>A current certificate is provided.</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 3/25/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- The Bidder proposes a mixed methods approach that aligns with the five priority goals listed in the Maine SNAP-Ed annual plan. It includes pre-post surveys that are age-appropriate. Other measures are included as short-term and medium-term indicators from the SNAP-Ed evaluation framework. The projects include surveys, Photovoice, focus groups, interviews, assessment of partnerships, and a workforce capacity survey.
- The Bidder includes Attachment 7 with a high-level workplan and clarifies that Attachment 10 details the interim steps for each activity, along with staff leads for each activity.
- The Bidder indicates it understands the needs and will be flexible and ready to shift evaluation projects in response to change in focus.

**B. Evaluation of Maine's SNAP-Ed**

- The Bidder will formalize an evaluation plan for first two years in the first month of the project. It will use a RE-AIM framework. The evaluation projects are described and include Years 1-7 of various projects including Ongoing External Evaluation components, SNAP-Ed participant surveys, Photovoice, Organization and Program-Level Focus groups, Key Informant interviews, Participant interviews, nutrition educator and organization interviews, assessment of state and local collaborations, and a workforce capacity survey .
- The Bidder proposes TA to include data collection and other TA as needed.
- Mixed method approach including Photovoice, key informant interviews and focus groups are proposed for this approach.
- Participant surveys will be used to evaluate these measures.
- The bidder will use activities outlined in proposal for Year 1 and after the first year begin working on new plans 3-4 months before due dates.

**C. Reports**

- The Bidder assures timely submission of required reports and plans to use project management software and internal team meetings to ensure deliverables are completed.

**2. Staffing**

- Position titles and job descriptions are included, with minimum qualifications.
- Clarifies its work with sub-contractors
- Detailed staffing plan included with job descriptions and time allocations.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 3/25/25

**EVALUATOR NAME:** Patricia Dushuttle

**EVALUATOR DEPARTMENT:** DHHS-OFI

<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>A workplan and table of tasks is included with timelines.</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** University of Southern Maine  
**DATE:** 03/28/2025 & 03/31/2025  
**EVALUATOR NAME:** Leslie Jeffers  
**EVALUATOR DEPARTMENT:** DHHS / OFI

\*\*\*\*\*  
**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
	<ul style="list-style-type: none"><li>• Established in early 1980s.</li><li>• They have an extensive applied research, evaluation, and technical assistance portfolio.</li><li>• Their staff have broad skills and expertise in evaluation, research, policy analysis, planning, program management, organizational development, and workforce development.</li><li>• Their research staff have a deep knowledge of state-administered programs.</li><li>• They have experience with formative, process, and outcome/impact evaluation and extensive experience in evaluation – including evaluation design, performance metrics and monitoring, quantitative and qualitative data collection/analysis, facilitation and group processes, data visualization, and processes to support continuous quality improvement.</li><li>• Project examples are current and appear relevant.</li></ul>
<b>2. Subcontractors</b>	
	<ul style="list-style-type: none"><li>• 4 are proposed for nutrition SME, transcription services, a provider that specializes in health and social services for immigration and refugees, health equity as well as translation services.</li><li>• One proposed contractor is UNE.</li></ul>
<b>3. Organizational Chart</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>
<b>4. Litigation</b>	
	<ul style="list-style-type: none"><li>• 2 cited within the timeframe.</li></ul>
<b>5. Financial Viability</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>
<b>6. Certificate of Insurance</b>	
	<ul style="list-style-type: none"><li>• Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 03/28/2025 & 03/31/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- They propose a mixed methods evaluation that aligns with the five priority goals presented in the 2025 Annual Plan.
- The evaluation team will design age-appropriate and program-specific paper or electronic surveys or other similar data collection methods (e.g., dot surveys).
- Their proposed evaluation also centers on formative, process, and outcome evaluation activities and aims to engage diverse SNAP-Ed stakeholders.
- Their team has many existing partnerships with community organizations that are experts in understanding the best way to integrate evaluation activities within the community.
- They will integrate recruitment directly into SNAP-Ed education interactions between nutrition educators and participants. Example given is that they can provide educators with flyers about upcoming evaluation activities and a QR code if they are interested in participating.
- They suggest data summaries for rapid cycle feedback, technical assistance webinars, other dissemination methods on an ongoing basis.
- Their team will remain flexible and ready to shift evaluation projects in response to changes in evaluation focus.
- They will document suggested and implemented changes in a change log to ensure we remain within scope and budget.

**B. Evaluation of Maine's SNAP-Ed**

- Evaluation activities will be rooted in the Reach, Efficacy, Adoption, Implementation, Maintenance (RE-AIM) framework which is designed to assess potential public health impacts and the possible dissemination/spread of interventions.
- Planned evaluation activities include Ongoing External Evaluation Components, SNAP-Ed Participant Surveys, Photovoice, Organization and Program-Level Focus Groups, Key Informant Interviews with participants and organizations, Assessments of State and Local Multi-Sector Collaborations and Workforce Capacity Survey.
- Qualitative data will be systematically coded using the qualitative software program NVivo.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 03/28/2025 & 03/31/2025

**EVALUATOR NAME:** Leslie Jeffers

**EVALUATOR DEPARTMENT:** DHHS / OFI

<ul style="list-style-type: none"><li>Quantitative data will be analyzed using appropriate descriptive statistics, such as t-tests for continuous variables and chi-square for categorical variables, to determine changes in process-related variables or outcomes.</li></ul>
<ul style="list-style-type: none"><li>They will be available to meet with nutrition educators.</li><li>They will host two data and evaluation-focused technical assistance sessions per year.</li><li>The evaluation team leads will be available to answer questions related to the SNAP-Ed and will respond to emails within 48 hours.</li><li>They propose using photovoice as a way for SNAP-Ed program participants to show how they are improving their health behaviors.</li><li>Program participants will be asked to provide feedback on their experiences.</li><li>They propose conducting a series of focus groups with the agencies, organizations, and nutrition educators that conduct SNAP-Ed with priority populations.</li><li>They will also compile and report on key population measures at a state and county level regarding key behavioral metrics to better understand the habits and activities at different population levels.</li><li>The evaluation team will use participant surveys to evaluate SNAP-Ed performance measures that focus on measuring changes in knowledge, confidence, and ability.</li><li>They do not speak to finalizing the plan 30 days prior to August 15<sup>th</sup>.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>Bidder met the requirement.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>Bidder met the requirement.</li><li>Project leadership and task leads will communicate regularly with community partners during regular check-ins through meetings and emails.</li><li>Bidder met the requirement.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>Bidder met the requirement.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210  
**RFP TITLE:** SNAP-ED Evaluation  
**BIDDER NAME:** University of Southern Maine  
**DATE:** 03/18/2025  
**EVALUATOR NAME:** Dawn L Gordon  
**EVALUATOR DEPARTMENT:** Maine CDC

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P- Rich history and experience with evaluation and working with state of Maine evaluation and similar projects, but not specifically SNAP-Ed evaluation.</li></ul>
<b>2. Subcontractors</b>
<ul style="list-style-type: none"><li>• N- many of the subcontractors listed are also contracted to implement SNAP-Ed, and or may have existing relationships with the implementing agency and would be a potential conflict of interest.</li></ul>
<b>3. Organizational Chart</b>
<ul style="list-style-type: none"><li>• P- submitted org chart highlights staff included in project.</li></ul>
<b>4. Litigation</b>
<ul style="list-style-type: none"><li>• I- listed with two Pending violations</li></ul>
<b>5. Financial Viability</b>
<ul style="list-style-type: none"><li>• I and P- Full financial report dated October 2022? Not sure if there is a more recent report but not submitted.</li></ul>
<b>6. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• P- included and active</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 03/18/2025

**EVALUATOR NAME:** Dawn L Gordon

**EVALUATOR DEPARTMENT:** Maine CDC

<b>Part IV, Section III Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. General Requirements</b>
<ul style="list-style-type: none"><li>• P- clearly written and organized. Well summarized and great details of the services.</li><li>• P -workplan is included and response is adequate.</li><li>• P- met with adequate response with no details but will remain flexible to shift needed.</li></ul>
<b>B. Evaluation of Maine's SNAP-Ed</b>
<ul style="list-style-type: none"><li>• P- well documented activities, timelines and projects.</li><li>• P- Adequate, short but concise on how to support Department and IA.</li><li>• P- addresses methodology and processes.</li><li>• P- refers to overview of services, methodology and processes.</li><li>• P- adequate for addressing this.</li></ul>
<b>C. Reports</b>
<ul style="list-style-type: none"><li>• P- concise narrative description and corresponding representation in the attached workplan. Both limited in details.</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• P-Staffing plan in a grid and supported by narrative descriptions of the team members roles</li><li>• P- Included with reasoning associated with contracting and process for oversight.</li><li>• P- documented and included.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• P- comprehensive and included. Aligns with narrative earlier in document.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 4/2/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• In-state public institution</li><li>• Two projects with state agencies, including DHHS</li><li>• Relevant experience with DHHS pilot evaluation; complementary qualitative experience with second project</li><li>• Third project demonstrates TA experience</li></ul>	
<b>2. Subcontractors</b>	
<ul style="list-style-type: none"><li>• SME on nutrition</li><li>• Agency for HIPAA compliance</li><li>• Agency for cultural and linguistic services</li><li>• Portland's Public Health Division</li><li>• Translation services</li></ul>	
<b>3. Organizational Chart</b>	
<ul style="list-style-type: none"><li>• Provided; large team</li></ul>	
<b>4. Litigation</b>	
<ul style="list-style-type: none"><li>• Two listed, both pending</li></ul>	
<b>5. Financial Viability</b>	
<ul style="list-style-type: none"><li>• Provided</li></ul>	
<b>6. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Provided</li></ul>	

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 4/2/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

**Part IV, Section III Proposed Services**

**1. Services to be Provided**

**Part II**

**A. General Requirements**

- Age-appropriate paper/electronic surveys
- Evaluate goal outcomes through different methodologies, e.g. participant surveys to evaluate healthy behavior vs focus groups for equitable access
- Work with IA to evaluate 'lessons learned' from past data collection
- Will ensure efforts are not duplicated between USM, Department, and IA
- Will use data extractions from data already collected by Department and IA
- Meets requirement
- Meets requirement

**B. Evaluation of Maine's SNAP-Ed**

- Representative and population-based evaluation; referred directly to rural communities, adults with disabilities, low-income, FQHC patients, immigrants and refugees, older adults, parents of young children, Wabanaki Nations communities, and veterans
- Paper and online surveys for pre-post
- Focus on brevity of surveys, will base survey on previously implemented tools
- Interesting 'photovoice' method of collecting audio-video/photo content from participants; propose purchasing 10 digital cameras for younger participants without smartphones; will incorporate qualitative outcomes and success stories
- 8-participant focus groups via Zoom; provided list of sample focus group questions, all appropriate to evaluation goals
- Both key informant and participant interviews via Zoom; participants recruited through community organizations and coordination with educators; provided appropriate list of sample questions
- Partnership questionnaire to evaluate agency collaboration/interaction; will conduct partnership mapping in coordination with SNAC
- Additional survey for educators to evaluate workforce capacity
- Code qualitative data for analysis
- Meets requirement; TA provided by subs
- Photovoice to include experiential content in behavioral outcomes analysis
- Will utilize existing population data including CDC data on food consumption, weight, and physical activity; propose using Maine Integrated Youth Health Survey for additional data on outcomes, which is published annually

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202412210

**RFP TITLE:** SNAP-ED Evaluation

**BIDDER NAME:** University of Southern Maine

**DATE:** 4/2/2025

**EVALUATOR NAME:** Timothy Sturtevant

**EVALUATOR DEPARTMENT:** Maine DHHS-OFI

- Work with IA to incorporate survey smoothly into curriculum and regular programming
- Adult participants – online via QR code with link or paper survey
- Youth participants – dot survey or thumbs-up count (this is great)
- Translated materials as needed
- Guidance to educators on how to administer surveys
- Survey respondents opt-in for follow-up
- Data evaluated and reported twice per year in addition to annual reporting for QI cycle
- Meets requirement

**C. Reports**

- Meets requirement

**2. Staffing**

- Provided
- Previous experience with large groups of subs
- 1.47 FTE

**3. Implementation - Work Plan**

- Provided





**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Acting Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412210  
RFP TITLE: SNAP-ED Evaluation**

I, Shannon Courtois, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

DocuSigned by:

Shannon Courtois  
POA92B13EE23142C...

**Signature**

Mar-11-2025

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Acting Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412210  
RFP TITLE: SNAP-ED Evaluation**

I, Patricia Dushuttle, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

DocuSigned by:

*Patricia Dushuttle*

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**Signature**

Mar-11-2025

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Acting Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412210  
RFP TITLE: SNAP-ED Evaluation**

I, Leslie Jeffers, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

Signed by:

*Leslie Jeffers*

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**Signature**

Mar-11-2025

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Acting Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412210  
RFP TITLE: SNAP-ED Evaluation**

I, Dawn Littlefield, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

Signed by:

Dawn Littlefield

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**Signature**

Mar-11-2025

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Acting Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202412210  
RFP TITLE: SNAP-ED Evaluation**

I, Timothy Sturtevant, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

DocuSigned by:

Timothy Sturtevant

429D963CAD9D4CE...

**Signature**

Mar-11-2025

**Date**