

Addendum to RFA# 67-180

WIC Participant and Vendor Trainings

Date: March 22, 2024

Addendum Number: 1

Addendum Changes, Section One:

This addendum is to correct a typo found in Part One B.4.Deliverables. The multi-list level of “a)” was omitted. Part One B.4.a. should read as follows:

- a) The awarded applicant shall create initially five online trainings, as identified below, with the Department adding additional trainings as needed over the period of this Grant Agreement.

Addendum Changes, Section Two:

Additionally, this addendum is to provide answers to all questions per the RFA Potential Applicant letter.

- 1) Does the vendor need to be a business registered in PA?
Response: No.
- 2) Are the videos expected to be live-action or animated in terms of style?
Response: The Department expects the awarded applicant to be creative in their design of the resulting training videos, including style. Per Part One. B.4.g., the awarded applicant and the Department shall meet on a monthly basis, or as needed, via conference call to discuss status of training development and maintenance. During these meetings, the awarded applicant can share their vision for the trainings for the Department’s consideration.
- 3) Will PA Dept of Health provide the content to be covered in the videos?
Response: Yes. The Department will provide scripts or talking points for the trainings.
- 4) When are the videos expected to be completed?
Response: The Department expects the trainings to be completed between January 2025 and June 2025.
- 5) What is the budget ceiling for the RFA?
Response: Per Part One. C.2.d. Budget Detail and Budget Narrative, year one funding is estimated to be \$72,000.00.

- 6) How many people are expected to view the videos?
Response: Most videos will be available to the public so it is hard to estimate the number of people who will view the videos. However, the Department estimates between 150,000 to 200,000 people involved in WIC will view the videos.
- 7) What is the overall objective of this project?
Response: Per Part One. A. the overall goal of this funding is to promote knowledge of the Pennsylvania WIC Program to current WIC participants and authorized vendor staff.
- 8) What is the evaluation criteria?
Response: Per Part One B.2. Evaluation of Applications, the evaluation criteria is 1. Implementation, 2. Timeline, 3. Capability and Competency, 4. Transferability, and 5) Budget Detail and Budget Narrative. Please refer to Part One C.2. Application Format for additional details on the evaluation criteria.
- 9) Do the videos need to have closed captioning?
Response: At a minimum, the Department requires subtitles on the trainings. Please refer to Part One B.4.d. However, to be more inclusive of the hard of hearing and deaf population, the Department is open to including closed captions on the trainings.
- 10) Regarding Section 4 Deliverables: Part (a): Is there an estimated seat time for each of the 5 modules?
Response: Yes. The Department estimates the five trainings to average a seat time of 30 minutes.
- 11) Regarding Section 4 Deliverables: Part (a): Can we assume the “additional Trainings” mentioned are not part of the scope of the budgeted \$72,000?
Response: Yes. Additional funding may be provided in years two through five to continue development of the five trainings as well as maintenance of these five trainings. Additional training or trainings outside of the five mentioned in Part One B.4.a.i.-v., may be funded in addition to the year one budget of \$72,000.
- 12) Regarding Section 4 Deliverables: Part (b): Can you please describe what you believe is involved in “Maintain and update” the trainings? Would all multi-lingual versions need to be updated?
Response: The Department will look to the successful bidder for the industry standards regarding maintaining and updating training. The Department’s intent is to receive trainings from the successful bidder that are relevant and accurate. The Department anticipates updates will be needed as the WIC program continues to adjust over time.
- 13) Can we assume that the vendor is responsible for all translations?
Response: No. The Department anticipates providing the scripts or talking points for trainings already translated into the languages mentioned in Part One. B.4.d.

14) About how many users do you envision accessing the training?

Response: Please refer to the response to question 6.

15) You mention each course as a video. Do you envision learners only watching a video or having something more interactive?

Response: The Department expects the awarded applicant to be creative in their design of the resulting training videos, including interactivity. Per Part One. B.4. g, the awarded applicant and the Department shall meet on a monthly basis, or as needed, via conference call to discuss status of training development and maintenance. During these meetings, the awarded applicant can share their vision for the trainings for the Department's consideration.

16) Is there source content currently available to work from? Will the vendor have access to subject matter experts for content development?

Response: Yes. The Department will provide scripts or talking points for the trainings. The awarded applicant will have access to subject matter experts throughout all stages of the trainings' development.

17) Can you please elaborate on exactly what will be provided regarding the multi-lingual aspect of this project? In other words, will the vendor need to work with a separate translation company.

Response: The Department anticipates providing the scripts or talking points for trainings already translated into the languages mentioned in Part One. B.4.d. The Department envisions the awarded applicant identifying or hiring individuals to read the scripts or talking points in the designated languages.

18) Can you please elaborate on the goals for tracking and reporting on the trainings? For example, who is going to be looking at the information for up to 200,000 participants? Do they need real-time reports on participation? Should the participants receive a certificate confirming completion of trainings?

Response: The Department will look to the successful bidder for the industry standards regarding tracking and reporting on the trainings. WIC participants are expected to look at the information as well as vendor staff. The Department does not need real-time reports on participation. The Department does not require a certification to be provided at the end of the trainings.

19) Can you also confirm that the vendor must host all the training and provide a Learning management System for user tracking?

Response: The Department expects that the awarded applicant will create a website where the training will be housed and maintained. Please refer to Part One B.4.c. Please refer also to the response to question 18.

20) All voiceover will need to be read in the 11 requested languages, correct?

Response: Please refer to Part One B.4.d. The awarded applicant shall produce individual trainings listed in B.4.a.i. through v. with audio (spoken word) and

subtitles in the referenced languages. The awarded applicant shall produce Participant Video, Vendor Annual Training, and Vendor Assistant Training with audio (spoken word) and subtitles in the following eleven languages: English, Spanish, Haitian Creole, Nepali, Arabic, Russian, Swahili, Pashto, French, Ukrainian, and Portuguese. The awarded applicant shall produce Cashier Training and Retail Store Coordinator Training with audio (spoken word) and subtitles in English and Spanish.

*Except as clarified and amended by this Addendum, the terms, conditions, specifications, and instructions of the RFA and any previous addenda, remain as originally written.