

**MA Food System Plan Contract
Attachment A: Scope of Services**

The Contractor (Metropolitan Area Planning Council) shall receive funding from the Department (Massachusetts Department of Agricultural Resources) to develop a comprehensive Food Plan for the Commonwealth of Massachusetts. The Contractor shall expend funds as specified below and contained within the itemized budget listed in Attachment C, which is attached hereto and incorporated herein by reference. The Contractor shall complete the scope of services and project work in accordance with the specifications within the Request for Responses (RFR) and in accordance with the Contractor's proposal attached as Attachment C and D.

Phase 1: Planning and Communications

Task 1– Project Management and Communications

Key components:

1. Establish as directed by the Department and Massachusetts Food Policy Council ("Council"), a project management and communication process that clearly defines the roles, responsibilities, expectations, and project marketing.
2. The Contractor's Project Team (MAPC) membership shall be confirmed which shall include all members, their roles, responsibilities, and the working and reporting relationships with the Department. The MA Work Force Alliance and a yet to be named Minority and Women Business Enterprise specializing in public outreach shall be included on the team. The Contractor shall develop and share agendas, meeting minutes, and any relevant materials with the Department. All Contractor meeting information (dates, times, locations, minutes) shall be provided and shall be posted to a standalone communications platform, including meeting minutes.
3. The Contractor shall provide a finalized work plan, budget, and schedule for the services to be provided under the terms of this contract (Identified in the Contractor's proposal within Phase 1)

Deliverables:

1. Develop a detailed description for the project timeline and communication process
2. Create a system of reporting requirements between the Contractor and Department
3. Develop a work plan, budget, and schedule
4. Establish a system for managing fiduciary responsibilities
5. Provide written quarterly reports, to the Department's representative
6. Designate a representative to attend all Food Policy Council meetings to provide updates on the status of the project as requested.
7. All Deliverables under Task 1 shall be complete by March 15, 2014.

Task 2 – Food System Plan Advisory Group and Working Groups

Key components:

1. The Contractor shall establish a Food System Plan Advisory Group (Advisory Group) for the planning process. All project partners shall be identified including the positions to be

represented. Underrepresented groups and geographic representation shall be included, as well as equitable representation from the food system sectors including: farming, food policy, supermarkets, distributors, wholesalers, restaurants, processors, food security, public health, hunger, emergency food, workforces' development, institutional food, land preservation, ecological protection, economic development, waste management, composting, agricultural service organizations, nonprofit advocacy groups, nonprofit agricultural assistance programs, local, state, and federal agricultural agencies. A plan to identify individuals for the positions shall be developed. The working and reporting relationships between the Contractor, the Advisory Group, Council, and the Department shall be described and provided to the Department.

2. The Contractor shall facilitate at least eight (8) Advisory Group meetings throughout the duration of the contract. Information and dates shall be communicated with the Department.
3. The Contractor shall establish Working Group(s) as needed for the planning process. All project partners shall be identified including membership from underrepresented groups. The tasks and reporting structure of the Working Groups shall be provided in writing to the Department in a quarterly report. The Department shall review the proposed Working Group's topic areas and memberships. The Department may provide suggested amendments to the Working Group's membership or topic areas.
4. At least Eight Working Group meetings shall be facilitated by the Contractor for public engagement of stakeholders. The Contractor shall provide information on the Working Group meetings including agendas and meeting materials, as well as meeting minutes in its quarterly reports
5. The Contractor shall perform a Gap Analysis of the Commonwealth's food system resources to determine what is needed to achieve the agreed upon outcomes of the stakeholders and public participants.

Deliverables:

1. Quarterly reports with information on Advisory Group and Working Groups, topics, participants, membership, and meeting minutes. Facilitation of at least eight Advisory Group meetings.
2. Facilitation of at least eight Working Group meetings.
3. The Contractor shall complete and provide a GAP Analysis report.

Task 3 -Stakeholder and Public Engagement

Key Components:

Pioneer Valley Planning Commission (PVPC) as a member of Contractor's Project Team, shall coordinate stakeholder engagement in collaboration with a Minority and Women Business Enterprise specializing in public outreach with the following objectives:

1. A stakeholder and public engagement program shall build a constituency for the Food Systems Plan and establish a long-term vision for the Massachusetts food system.

2. Public engagement and outreach shall be designed to assure a diverse participation in the development of the Food Systems Plan, which shall provide a blueprint for strengthening statewide food systems. The Food System Plan shall focus on populations left out of traditional planning processes.
3. The Contractor shall establish goals and objectives for the Plan.
4. The Contractor shall utilize surveys and engagement of stakeholders in various sectors to identify challenges in plan development.

Deliverables:

- An electronic stakeholder contact database including name, organization, website, phone, address and email representing diverse participation. Design, develop, and implementation of an Online Food System Plan website that shall, at a minimum, include stakeholder contact database (listed above), meeting minutes, and any relevant materials, (dates, times, locations, minutes) details for future meetings including Visioning or SWOT workshops (listed above) description of engagement process for constituents and how to engage in the process, summary information describing the process status and next steps as available,
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1. Facilitate at least 8-10 Visioning or Strengths, Weaknesses, Opportunities, and Threats (SWOT) – workshops.
 2. Develop marketing and media plan to inform stakeholders and interested parties of the progress and opportunities for engagement, including use of the stakeholder platform.
 5. Develop a central statewide forum for information about food systems planning, which may be a half or full day interactive program.
 6. A written report incorporating the results from Task 3.

Task 4 - Data Research, Analysis, and Mapping

Key Components:

1. The Contractor shall focus on discerning emerging trends and connectivity between issues and sectors in the food system to ensure decisions made throughout the course of the project are informed and data driven
2. The Contractor shall use information collected from public outreach and engagement efforts, as well as comments from the Department and Council to understand critical gaps in analyzing data.
3. Collaboration between the key planning and data research staff on the Contractor’s Project Team shall develop necessary tools and resources for making data driven decisions over the course of the project.
4. The Contractor shall use the information gathered from this Task to create an Online Atlas (interactive mapping application) for users to locate resources and contacts including but not limited to food and farm businesses, food access and security agencies, food processors and

distributors, technical assistance and education, and local and regional marketing resources/contacts.

Deliverables:

1. An Online Food Atlas application utilizing and leveraging the data gathered in Task 3 and Task 4.

Project Changes:

Due to the nature of the proposed project, the Contractor and Department may determine there is a need to modify or change the Scope of Services. All requests for modifications must be sent in writing to the Department prior to being implemented. The Department shall respond in writing approving or requesting additional information before approving any changes. No changes may be made without written approval by the Department.

In the event that there is a need to redistribute or change the budget as proposed in Attachment C, the Contractor shall notify the Department immediately. No redistribution of funds may occur without prior written approval from the Department.

Payment and Reporting:

The Contractor shall receive funds in the amount of \$191,150 upon satisfactory completion of the contract and submission of an invoice with supporting documentation.

The Contractor shall provide quarterly reports to the Department beginning on March 15. The quarterly reports shall provide detailed information on the advancement of the project and actions taken in furtherance of the completion of the contract. The Department will provide these reports to the Council for consideration at its meetings. The Department and Council shall have an opportunity to provide comments and feedback on quarterly reports. The Contractor shall resolve any project deficiencies and incorporate any comments identified by the Department and Council in its next quarterly report.

The Contractor shall provide a draft final report to the Department by November 28, 2014. The Department and Council may review the draft report and provide comments to the contractor for inclusion in a final report. A final report shall be submitted to the Department on or before December 15, 2014. (2 hard copies, 1 electronic copy) This report shall be a narrative explaining the following:

- What deliverable and activities have been achieved;
- What obstacles were encountered in completing the deliverables and activities;
- Any lessons learned and advice as to how the Food Policy Plan Development program could be continued; and
- Grant funds shall be disbursed after receipt of an invoice and in accordance with the schedule contained within Attachment C (RFR). In addition to the reporting requirements outlined in each Task, a detailed account of how grant funding has been expended must be submitted with the final grant report. The Department's Contract Manager shall review and approve the invoice and supporting documentation. The accounting of expenses are to be substantiated by documentation including, but not limited to, the following:
 - Invoices

- Contracts
- Timesheets
- Canceled Checks

This final report must be approved by the Department before all the terms of the contract can be deemed fulfilled. The Department may require additional reporting information than that specified above before approval is made.

The Department intends to amend the contract to award the Contractor Phase 2, as specified within the RFR, and contingent upon the availability of funding.