Listed below are vendor questions that were received prior to the requested deadline and their corresponding answers to RFB# AA15-RH-4995 – Contract: Online and Social Media Nutrition Education Assessment Services per the attached specifications or approved equal.

**Question # 1:** As far as I am concerned, there will be three (3) major tasks: 1) Literature Review; 2) Assessment of Current MA SNAP-Ed Online and Social Media Activities and 3) Focus Group Study. To assess the item # 2 (its online and social media activities), the evaluation team might need to access the web/social media traffic data that the SMAP-Ed Program has currently utilized.

If the final bidder is granted to access such data, I wonder if you can share what specific information in such data contains.

For example, is it possible to identify access point and frequency of users (e.g. verify if the user accessed from Massachusetts, how long they accessed, and how often the same users accessed, etc.)

If no such data is available or granted to access, what information might the final bidder obtain from UMass or DTA to access online and social media archives?

**Answer # 1:** The successful bidder will “Review and assess the use of online education and social media by the Department of Transitional Assistance (DTA) and the four (4) SNAP-Ed implementing agencies in Massachusetts.” The type and amount of information available from each of these agencies may vary and these agencies will strive to provide all necessary information to the successful bidder. The successful bidder will work with each of the agencies both to determine what information is available and to request the information from them.

**Question # 2:** Please share an estimated budget for this research project.

**Answer # 2:** We anticipate that submitted budgets will range between $35,000 and $60,000. The award of this bid is subject to grant-funding constraints.

**Question # 3:** To ensure that we have adequate time to incorporate the information provided in the University’s response, we request a 1-week extension of the proposal due date (from 11/26/14 to 12/3/14).

**Answer # 3:** The bid opening date is firm – Wednesday November 26, 2014 at 1:00 pm.

**Question # 4:** Please provide an anticipated level of effort (either in hours or dollars) for this project.

**Answer # 4:** We anticipate that submitted budgets will range between $35,000 and $60,000. The award of this bid is subject to grant-funding constraints.

**Question # 5:** Is there a page limit for responses?

**Answer # 5:** No, but bidders are strongly encouraged to submit their information in a concise and succinct manner.