



USAID | MALI
FROM THE AMERICAN PEOPLE

April 29, 2014

**Subject: RFA No. 688-14-000003 – Amendment 1
Social Behavior Change Communications/Social Marketing Program**

Dear Prospective Applicant:

This Amendment 1 provides answers to questions raised by potential applicants by the deadline in Attachment A (Questions/Answers), a budget format in Attachment B and the final 2011 Mali Social Market Assessment in Attachment C.

In addition, with this amendment, the Table 2, USAID Geographic Target Areas for SBCC/SM Program, is edited to change the number of Service Delivery Circles in Gao from 4 to 1.

Except for the specific changes transmitted through this amendment, all other terms and conditions of the RFA as published remain unchanged.

Sincerely,

JoAnn C. Sparacino
Agreement Officer

Attachment A: Questions/Answers
Attachment B: Budget Format
Attachment C: Mali Social Market Assessment

ATTACHMENT A - QUESTIONS/ANSWERS

1. Does USAID expect that Applicants will have already identified which local entity (ies) it will work with to build SBCC capacity? Or is it acceptable that Applicants present their plan to identify the appropriate local entity?

Response: USAID requests that Applicants present at a minimum a plan to identify appropriate local entities. However, USAID will consider it a plus that some local entities be identified in the application, preferably the ones already in partnership with USAID.

2. In the table on page 13 of the RFA, HIV counseling and testing services are NOT listed as Priority Social Marketing Products and Services to be delivered through this project. However, page 22 notes that HIV tests will be provided by USAID to the project. Could USAID confirm that HIV counseling and testing services can be delivered through social marketing of services interventions in this project?

Response: Counseling & Testing are not part of Social Marketing.

3. We noted that household level malaria control behaviors such as LLIN use and treatment seeking within 24 hours were not included in Table 3, Health Services and Products. Was this intentional?

Response: It was not intentional. Please include LLINs and treatment seeking within 24hours in the household level malaria control behaviors change communication.

4. Page 8 of the RFA notes an internal USAID review of current health communications in Mali. Is this review available for Applicants?

Response: The review, entitled Mali Social Market Assessment, is attached to this RFA Amendment (see Attachment C)

5. It is noted that the SBCC/SM Activity will provide communications messages/materials to other USAID service delivery partners. Should the Applicant budget for the reproduction of communication materials that will be disseminated by these other partners? Or will the SBCC/SM Activity provide print ready templates/materials that the other partners themselves will budget to reproduce?

Response: Yes, the applicant must budget for the reproduction of communication materials that will be disseminated by other USAID Mali High Impact Health Services II (MHIHS II) partners. However it is to be noted that the applicant must coordinate and collaborate with the MHIHS II project in the zone of interventions, other USAID projects and work closely with CNECS at the national level.

6. Key Personnel:

- Please clarify whether the titles and/or roles of the positions listed for key personnel are flexible, as long as the depth and breadth of SBCC and SM experience is respected.

Response: As written in the RFA, title and/or roles in the RFA are illustrative. However, applicants are encouraged to propose key positions/personnel that will best support the proposed technical approach and address the evaluation/selection criteria. Key personnel are an important element that will be judged by the Technical Evaluation Committee.

- We note that several of the key personnel positions have an advanced degree (Master's level or above) as a minimum educational requirement. Can substantive professional experience in the relevant field substitute for an advanced degree?

Response: USAID preference is that the applicants propose key personnel with both the advance professional experience and the advance degree.

7. Could USAID clarify whether “full position descriptions” (as requested on pages 19) should be included as annexes or in the body of the proposal?

Response: in the RFA, Application Format and Submission Instructions, Section 3.1.2, entitled Management Approach – Staffing Plan and Key Personnel, bullet 5 (4th on page 35), the position description (can be 1-2 paragraph) must be in the body and describe the roles and responsibilities of key positions and professional technical staff and advisors. However, as indicated on page 36, the organizational chart showing staff positions and lines of supervision as well as the Resumes for all key personnel (two pages per resume only) and signed letters of commitment must be in the annexes.

8. Are the amounts by funding source on page 9 fixed amounts or can funds be moved from one health area to another?

Response: The amounts are the maximum prorated amounts to be allocated to each funding source. These amounts cannot be moved from one health area to another.

9. Could USAID kindly clarify whether an environmental mitigation and monitoring plan should be submitted as one the required annexes? Page 21 states that applications shall contain an EMMP plan, but this is not listed as one of the required annexes on page 36.

Response: the RFA states in Sections 1.7.3 Environmental Mitigation & Monitoring Plan (page 21), and 1.11.2.i, Environment Compliance (page 28) that the recipient will integrate a completed EMMP or M&M Plan into the initial work plan and subsequent annual work plans. The workplan comes as an annex of the application, as indicated in Technical Application Format, Section 3.1.1 page 33.

10. Could USAID confirm that the Performance Monitoring Plan (PMP) can be included as an annex? We ask because it was not noted as a required annex on page 36 of the RFA.

Response: the PMP must come as an annex, as indicated in Section 3.1.1, Technical Application Format (page 33) which gives an indicative list of the items (i.e. plans) not included in the page limitation.

11. Page 39 suggests that a branding strategy and marking plan should be included in the application. It is our understanding that only the apparently successful applicant needs to submit these plans. Could USAID kindly remove this requirement from the application requirements?

*Response: the RFA in standard provisions dated June 2012, in Sections 1.11.3.a and 1.11.4.a state that Applicants **recommended** for an assistance award must submit and negotiate a strategy/plan. It is not a requirement in the application.*

12. On page 36 of the RFA, Section 3.2 for the cost application:

- Section (e) asks for potential contributions of non-USAID/private commercial donors to be included in cost application. How is this different from the information to be included in cost share?

Response: There is no difference. It is all about cost-share.

- Section (f) states that procurement plan for commodities to be included in the cost application. Is this a separate annex, and what details should be given? Should it include requests for both needed USAID donated commodities and non-USAID donated commodities?

Response: Please follow instructions in Section 3.2 Cost Application in (c) Other Direct Costs on page 37. Also, please refer to the budget summary format provided in the RFA Attachment 6, as replaced with this RFA Amendment 1 (see below Attachment B), for the expendable and non-expendable equipment/supplies.

13. Budget Format:

- There are two Budget Summary Spreadsheets for Sub-Awards and none for Prime Awards. Should we assume one of these Budget Summary Spreadsheets is for the Prime Award?
- The budget template provided in Annex 6 does not show a line item for Sub-grants in the Budget Summary for the Prime. How should these costs be included? On a separate line for subs, included in Other Direct Costs or included in Activities Support Costs?
- Under what budget category should consultant costs be included? They are not mentioned on page 37.

Response: The budget format provided in the original RFA Attachment 6 is deleted and replaced by the budget format provided below (see this RFA Amendment 1, Attachment B). Among other changes, It shows a prime and sub-award budget summary spreadsheets, it does not mention "contract" and shows a "consultants" budget category.

- The Budget Summary Spreadsheet indicates it is for a "contract", but the RFA indicates this will be a Cooperative Agreement. Please clarify.
- The Budget Summary Spreadsheet by CLIN also indicates this is a contract, but the RFA indicates this will be a Cooperative Agreement. Please clarify.

Response: The proposed award in response to this RFA is a Cooperative Agreement.

ATTACHMENT B – BUDGET FORMAT

BUDGET SUMMARY SPREADSHEET: DOLLAR COSTS

Please provide the information requested for each year of the award. All amounts in US \$. Explanations must be provided in the budget narrative.

ITEMS	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
LABOR						
Salaries						
Fringe Benefits						
Total Labor						
TRAVEL, TRANSPORTATION & PER DIEM						
EQUIPMENT & SUPPLIES						
CONTRACTUAL & CONSULTANT						
ACTIVITIES SUPPORT COSTS						
OTHER DIRECT COSTS						
SUB-AWARDS						
US Grantees						
Local Grantees						
Total Sub-Grants						
INDIRECT COSTS						
TOTAL ESTIMATED AMOUNT						
COST SHARE						

PRIME DETAILED BUDGET SPREADSHEET: DOLLAR COSTS

Please provide the information requested for each year of the award. Explanations must be provided in the budget narrative. All amounts in US \$.

ITEMS	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
LABOR						
Salaries						
Direct Long-Term Labor (Expatriate)						
Direct Long-Term Labor (Local)						
Direct Short-Term Labor (Expatriate)						
Direct Short-Term Labor (Local)						
Local Staff						
Home Office						
Allowances						
Fringe Benefits						
Total Labor						
TRAVEL, TRANSPORTATION & PER DIEM						
International Travel						
Local Travel						
Per Diem						
Total Travel, Transportation & Per Diem						
EQUIPMENT & SUPPLIES						
Expendable Equipment & Supplies						
Vehicles & Non Expendable Equipment						
Total Equipment & Supplies						
CONTRACTUAL & CONSULTANTS						
International						
Local						
Total Contractual & Consultants						
ACTIVITIES SUPPORT COSTS						
Commodities						
Training						
Conferences/Study Tours						
Other						
Total Activities Support Costs						
OTHER DIRECT COSTS						
Field Office						
Communication and Misc Office						
Housing, Utilities, Security & Personnel Support Costs						
Total Field Office Costs						
Home Office						
Communication						
Other Costs						
Total Home Office Costs						
Other Direct Costs Items						
Total ODCs						
SUB-AWARDS						
US Grantees						
Local Grantees						
Total Grants						
INDIRECT COSTS						
Overhead						
G & A						
Other Indirect Costs						
Total Indirect Costs						
TOTAL ESTIMATED AMOUNT						
COST SHARE						

BUDGET SUMMARY SPREADSHEET: BY CLIN

Please provide the information requested for each year of the award, the totals and a by line item explanation.
All amounts in US \$.

CLINs	Year 1	Year 2	Year 3	Year 4	Year 5	Total	Explanation
Family Planning/Reproductive Health							
Maternal Child Health							
Malaria							
HIV/AIDS							
WASH and Nutrition							
TOTALS							

ATTACHMENT C – MALI SOCIAL MARKET ASSESSMENT