

ADDENDUM #1**SOLICITATION NO.: P2026-020598SL****SOLICITATION NAME: SNAP-ED FOOD HERO
MARKETING CAMPAIGN SERVICES****ADDENDUM NO.: 1****DUE DATE AND TIME: JANUARY 30, 2026 (2:00PM PST)****DATE: JANUARY 21, 2026****PROCUREMENT ANALYST: SCOTT LOMMERS**

The solicitation named above is hereby modified as follows:

1. Section III, 1., titled "SCOPE OF WORK" is modified to add the following: All SNAP-Ed services and materials provided must adhere to the [FY 2025 SNAP-Ed Plan Guidance](#) and follow the [OSU brand guidelines](#).

The following questions were received with regard to the solicitation named above. OSU has provided answers below to each question, but the RFP or contract documents have not been modified as a result.

1. Referencing the general pricing scenario in Exhibit D, is there a general do not exceed budget number – that may allow for different scenario examples that would benefit more long term use of content?
 - a. *OSU will not be disclosing budget information during the RFP process.*
2. Is there a preference for a local vendor?
 - a. *There is not a preference for a local vendor. All proposers will be considered equally and there are no points earned for local agencies. As stated in the RFP: III 4 Preferred Qualifications, c.: Proposers may earn additional points for having experience providing marketing materials to customers in Oregon and/or the Pacific Northwest.*
3. Is there an incumbent on this effort or similar efforts?
 - a. *OSU does not typically name the current provider of services in an RFP or discuss services provided. If you are interested in submitting a public records request, you can find more information at the oregonstate.edu website. The RFP is open to all Responsive Responsible Proposers.*
4. Can you please share an estimated budget for this project?
 - a. *See Question #1.*

5. Will the toolkit creative assets primarily focus on promoting existing campaign messages and materials, or creating new education content and materials (e.g., recipes, physical activity resources, etc)?
 - a. *The toolkit creative assets will focus on promoting existing campaign messages and materials available through the Food Hero website (foodhero.org).*
6. Can you please provide a dollar amount for how much of the available funding will be dedicated to this work?
 - a. *See Question #1.*
7. Can you describe the type of communications the SNAP-Ed Program has previously carried out?
 - a. *Food Hero is the social marketing arm of the Oregon SNAP-Ed program. Communication channels include: social media (Facebook, Instagram, Pinterest, YouTube), email newsletters, the Food Hero website (foodhero.org), print and digital materials (e.g. [Food Hero Monthlies](#)), and nutrition and physical activity education programs in communities.*
8. Can you describe the engagement the SNAP-Ed Program has received from the community in the past?
 - a. *In 2025, SNAP-Ed had the following impressions: Facebook (320,608), Instagram (53,384), FoodHero.org website (469,743), Pinterest (15,752,750), Email (105,670), YouTube (6,418,620), Hard copy materials (193,564), TV or radio (17,400). SNAP-Ed reaches approximately 25,000 people in Oregon annually through classes and other educational activities. In a survey in 2025 of SNAP-eligible individuals/households, responses demonstrated 35% brand recall of Food Hero.*
9. What measurable goals or KPIs does the SNAP-Ed Program regularly use to measure the success of communications efforts?
 - a. *SNAP-Ed has used impressions and reach as primary indicators of success of communication efforts. Please see Question #8 about the performance across media channels in 2025.*
10. Can you describe the intention behind focusing the campaign message on healthy eating behaviors?
 - a. *The goal of SNAP-Ed is to: “To improve the likelihood that persons eligible for SNAP [or other people with low income] will **make healthy food choices within a limited budget** and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans (DGA) and the USDA food guidance.” The campaign focus will be on promotion of Food Hero resources. Food Hero is “where healthy food is fun, fast, tasty, and fits your budget.”*
11. How does the SNAP-Ed Program intend to utilize the campaign assets following the end of this project?
 - a. *The assets will continue to be utilized by the OSU Extension health program and our partners to promote healthy eating following the end of this project. Our aim is for them to remain useful beyond the end of our funding.*
12. Are there any creative mandates required (existing branding, messaging, disclaimers, etc)?
 - a. *All SNAP-Ed work must adhere to the [FY 2025 SNAP-Ed Plan Guidance](#). Including:*
 - *“[...] States may not use SNAP-Ed funds to endorse, promote, or convey negative written, visual, or verbal expressions about any specific brand of food, beverage, commodity, or retail store.” (page 28)*
 - *“[Allowable:] Social media, websites, and other digital content designed for, tailored to, and predominantly promoted to the SNAP-Ed-eligible audience.” (page 62)*

Additionally, all work must align with Food Hero branding to promote use of these resources, follow [OSU brand guidelines](#), and include funding, non-discrimination, and accessibility statements when necessary. We will share more details about guidelines and statements with the selected agency.

13. What customer or category research will be available to the selected agency?

- a. We have previously conducted focus groups and surveys to understand the needs and interests of our audiences that helped shape the Food Hero resources we provide. We will share the results of those focus groups and surveys with the selected agency.*

14. How will the OSU Extension health program continue efforts in this area after the SNAP-Ed Program closes?

- a. OSU Extension will continue serving Oregonians with programming and efforts that support individual, family and community health and well-being. Nutrition, food security, physical activity and other health promotion education will continue to be part of our work in Oregon even as funding changes.*

Entities are not required to return addendums with their offers but are responsible to make themselves aware of, obtain and incorporate into their final offer any information contained in addendums. Failure to do so may make the offer non-responsive and cause it to be rejected.