

Question #	Question	Answer
Second Round of Questions and Answers Added April 17, 2024		
1	Regarding the timeline of 18 months to 2 years, does it begin at the time of grant award, or is there flexibility when the time begins?	The project work begins upon award with the WIC Online Shopping Sub-grant Project Kick-off meeting anticipated to occur within two weeks of award notifications. The timeline proposed can be based on activities and processes specific to the proposed project and applicant agency, such as planning, preparation, contracting, etc.
2	I'm very interested in WIC online shopping and what it means for the WIC participants that we serve, but unsure what is best for my agency based on staff capacity and other competing priorities and unsure where to begin with this application process. Is the Planning Project type the best place to start?	Planning Projects are ideal for WIC State agencies that are in the early stages of planning or preparing for WIC online shopping. Additional details and other project description types are available on pages 3-4 of the RFP. WIC State agencies can propose a WIC online shopping project that is based on their feasibility and their current capacity, and if awarded, GSCN can work with the sub-grantee on next steps. If a WIC State agency does not have partners in place, we recommend using the Planning Project template.
3	Can you please clarify how we can combine our current modernization funds with this funding mechanism to support our WIC online shopping efforts?	WIC State agencies that receive funding from the WIC Modernization Grant may still apply for funding under the WIC Online Shopping Sub-Grant opportunity to supplement any current WIC online shopping efforts. WIC State agencies that received funding from the WIC Modernization Grant with the intent to plan or implement an online shopping project must provide the following information regarding their modernization funds in their WIC Online Shopping Sub-Grant proposal: Amount of funding received; project description; amount of additional funds needed; and intended purpose for these additional funds to support online shopping efforts.

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General Questions		
4	When are the WIC Online Shopping Sub-grant Project proposals due?	The due date for proposals is May 9, 2024, by 5pm CT.
5	When is the Letter of Intent (LOI) due? Is it required?	The LOI is due April 4, 2024, by 5pm CT and is submitted by completing the Qualtrics survey. The LOI is highly encouraged but is not required and nonbinding. This document will not be considered in the review process but provides useful information to the Project Team in preparing for technical assistance and review of proposals. Applicants who do not submit an LOI by the specified deadline may still submit an application by the due date of May 9, 2024, by 5pm CT.
6	How do I submit a Letter of Intent (LOI)? Is there a desired template?	LOIs are submitted through a Qualtrics survey that can be found at https://www.wicshopplus.org/funding .
7	Is the Letter of Intent (LOI) required from the primary applicant and all partners?	Though not required, applicants are highly encouraged to submit a LOI ahead of submitting a proposal. When submitting the LOI, the anticipated lead WIC State agency for the project should submit a single LOI on behalf of all partners.
8	Will slides be available after the webinar presentation? Where can I access the slides?	Yes, webinar slides will be posted after the webinar and can be found at https://www.wicshopplus.org/funding .
9	Who can I ask if I have questions?	If you have questions, please contact the Gretchen Swanson Center for Nutrition WIC Team at wic@centerfornutrition.org .
10	Which retailers are eligible to participate in the WIC Online Shopping Sub-grant Project?	All WIC-authorized vendors are eligible to partner with a WIC State agency for an online shopping project. Retailers that are not currently WIC-authorized vendors will need to become WIC-authorized before partnering with a WIC State agency for a project (see Vendor Definition in Table 2-1 of the Blueprint for WIC Online Shopping Projects).
11	How do I submit my proposal?	Applicants will submit their full proposals as a single PDF file directly to GSCN by emailing it to wic@centerfornutrition.org . The email must have the subject line "WIC Online Shopping Sub-grant Project Proposal."

12	What is the format of the proposal submission?	<p>Applicants can use the templates available on the https://www.wicshopplus.org/funding. There will be a separate template for each of the three project types in Word Doc format that can be used to complete your proposal.</p> <p>Applicants will submit their full proposals as a single PDF file directly to GSCN by emailing it to wic@centerfornutrition.org, with the subject line “WIC Online Shopping Sub-grant Project Proposal.” Proposals must be prepared in the format described and include the required documents as outlined in the RFP to be considered for review. See Part D: Proposal Requirements and Instructions (RFP, pg. 8) for requirements.</p>
13	Is the Letter of Support (LOS) from a WIC State agency required? When is it due?	<p>A LOS will not be required from the lead WIC State agency of the application. If applying as a consortium with other WIC State agencies, a LOS will be required from each partnering WIC State agency as part of the application. Additionally, WIC State agencies applying for Development of New Online Shopping Solutions or Implementation and Scaling of Existing Online Shopping Solutions must partner with and include a LOS from an eligible WIC-authorized vendor and EBT processor.</p> <p>The LOS should clearly define the partner role(s) and responsibilities on the project and include a statement about data sharing or other requirements for participating in GSCN’s overarching evaluation. The LOS must be included as part of an applicant's proposal due on May 9, 2024, by 5pm CT.</p>
14	How many sub-grants will be awarded?	There is not a predetermined total number of WIC Online Shopping Sub-grants that will be awarded.
15	How will I know that you received my application?	GSCN will confirm receipt of submission via email within one business day of receiving the proposal.
16	Does our application have a better chance of being selected if we have more partners?	All complete applications will be reviewed using the same criteria regardless of the number of partners included.

17	When will questions that aren't answered during the webinar be posted online?	This Question-and-Answer document will be made available on the funding page of WICShop+ (https://www.wicshopplus.org/funding) by April 1 st and includes both questions raised during the webinar and questions emailed to GSCN.
18	How much funding can an application/project request? Are there timeline requirements?	Applicants shall propose a funding amount that is reasonable and necessary to carry out their specific project's goals and objectives. The timeline depends on the selected project type: <ul style="list-style-type: none"> • For Planning Projects, the timeline of accomplishing Planning Project goals must not exceed 18 months. • For Development of New Online Shopping Solutions and Implementation and Scaling of Existing Online Shopping Solution projects, the timeline must not exceed two years.
19	How will I be notified of award or if I was not awarded?	GSCN anticipates notifying all applicants if they received funding by June 18, 2024. Applicants selected to receive funding will be emailed by wic@centerfornutrition.org and will receive a digital letter containing information about the funding awarded. GSCN then will notify applicants that were not awarded funding.
20	Are there any technical documents from the first round of sub-grantees that would be useful to potential applicants?	Applicants are encouraged to explore resources available at https://www.wicshopplus.org/resource-library to assist in the development of WIC online shopping solutions, including the Blueprint for WIC Online Shopping Projects (https://www.wicshopplus.org/the-blueprint). Applicants may also find details on current WIC Online Shopping Sub-grant Projects at https://www.wicshopplus.org/projects . GSCN will continue to add technical resources based on the sub-grant projects to the WIC Shop+ resource page when available. Additionally, applicants are encouraged to sign up for the WICShop+ Community of Practice, a collaborative discussion site designed to support those interested in WIC Online Shopping Projects through connection, collaboration, and engagement. Interested applicants can use this space to interact with other WIC

		online shopping partners through discussions, resource sharing, and collaborative problem-solving to advance WIC online shopping efforts.
21	Where do interested parties go for information about implementing WIC Online Shopping Projects?	Applicants and project partners are encouraged to explore resources available at https://www.wicshopplus.org/resource-library to assist in the development of WIC online shopping solutions, including the Blueprint for WIC Online Shopping Projects (https://www.wicshopplus.org/the-blueprint). GSCN will continue to add technical resources to the WICShop+ site as they are available. Applicants also can sign up for the WICShop+ monthly newsletter for updates about newly added resources, upcoming webinars, and Q&A sessions related to WIC online shopping.
22	Is more than one proposal allowed?	Because a WIC State agency can only be the lead on one proposal, and the lead WIC State agency must submit the proposal, only one proposal per lead WIC State agency can be submitted. However, a WIC State agency can serve as a supporting partner on more than one project. Each project should have a unique goal, and funding requested cannot be duplicative across projects.
23	Do we need to complete our State procurement process by the proposal due date?	No, WIC State agencies can begin their State procurement process upon notification of award. Please note that letters of support from project partners are required with the proposal submission.
24	Can I include previously drafted text where relevant for this proposal?	Yes. Please note that the WIC online shopping solution proposed and associated funding requested cannot be duplicative of prior funding received.
Project Eligibility		
25	Will the WIC Online Shopping Sub-grant Project fund projects that include in-person transactions?	Since the focus of the grant is on online transactions, online shopping projects that include in-person (e.g., in-store, curbside) transactions will not be considered for funding.
26	Are both online and offline WIC State agencies eligible for sub-grants?	WIC State agencies must use online technologies to be eligible for this sub-grant opportunity.

<p>27</p>	<p>Who can apply to this funding?</p>	<p>WIC State agencies must be the lead partner when applying for this funding opportunity. There are three types of projects, all designed to meet the different needs of WIC State agencies:</p> <ul style="list-style-type: none"> • For Planning Projects, any online EBT WIC State agency that administers the program is encouraged to apply. • For Development of New Online Shopping Solutions, any online EBT WIC State agency with a WIC-authorized vendor not already operating WIC online shopping or any online EBT WIC State agency with an EBT processor that did not participate in the first round of funding are encouraged to apply. • For Implementation and Scaling of Existing Online Shopping Solutions, any online EBT WIC State agency that identified a WIC-authorized vendor partner with an existing WIC online shopping solution(s) are encouraged to apply.
<p>28</p>	<p>Can WIC State agencies and partners, participating in the GSCN WIC Online Shopping Sub-grant Project, apply for this current funding opportunity?</p>	<p>Yes, current sub-grantees may apply for the second round of the WIC Online Shopping Sub-grant opportunity if they are proposing a unique and different online shopping solution that will not repeat the work their own projects are currently pursuing.</p>
<p>29</p>	<p>Will retailers that are currently part of the WIC Online Shopping Sub-grant Project be eligible to participate with round two WIC State agency sub-grantees?</p>	<p>Yes, current sub-grantees, including retailers, may apply for the second round of the WIC Online Shopping Sub-grant opportunity. Any online EBT WIC State agency that identified a WIC-authorized vendor partner with an existing WIC online shopping solution are encouraged to apply for the Implementation and Scaling of Existing Online Shopping Solutions project type.</p>
<p>30</p>	<p>Can WIC State agencies participate in more than one grant opportunity?</p>	<p>A WIC State agency can only be the lead on one proposal but can serve as a supporting partner on more than one project. However, each project should have a unique goal, and funding requested cannot be duplicative across projects. Also, WIC State agencies that apply for a project during this round of funding are eligible for</p>

		future GSCN WIC online shopping funding opportunities given that future projects do not repeat the work already funded.
31	If awarded a Planning Project under this funding opportunity, and upon completion of that work, am I automatically eligible for funding for an implementation project?	Sub-grantees that completed a Planning Project and are interested in pursuing a design or implementation project are encouraged to apply for future funding opportunities under GSCN’s WIC online shopping efforts. GSCN will notify sub-grantees when future opportunities are available.
32	Can current sub-grant teams participating in the WIC Online Shopping Sub-grant Project serve as consultants?	Yes, current sub-grant teams may serve as consultants for this funding opportunity.
33	Do projects need to focus on a single State and/or region?	No, projects do not need to focus on a single State and/or region. However, if multiple States or regions are included as one application, the proposal narrative should reflect appropriate understanding of disparities and population needs for WIC online shopping in each geographic region. See Part D. Proposal Requirements and Instructions (RFP, pg. 8) for specific proposal criteria.
34	If multiple WIC State agencies apply as a team, is there a limit to the number of WIC State agencies that can be included on a project?	No, there is not a limit on the number of WIC State agencies that may apply for the WIC Online Shopping Sub-grant Project as an applicant team.
35	For the Implementation and Scaling of Existing Online Shopping Solutions project types, does the vendor partner need to have an existing WIC online shopping solution or just an online shopping solution?	For Implementation and Scaling of Existing Online Shopping Solutions , any online EBT WIC State agency that identified a WIC-authorized vendor partner with an existing WIC online shopping solution are encouraged to apply. WIC State agencies interested in pursuing a project with a WIC-authorized vendor that has an online shopping platform, but the platform does not currently support online shopping with WIC benefits, can apply for the Development of New Online Shopping Solutions .

36	To accommodate the needs of various participant demographics that would benefit from online shopping solutions, can projects take on a two-pronged approach to creating an equitable and efficient WIC Online Shopping Sub-grant Project (i.e., two solutions within one proposal)?	Applicants can submit one proposal with multiple solutions as long as the applicant’s proposal demonstrates the need and rationale for inclusion of multiple solutions within a single project and duplicative funding is not requested.
37	For Development of New Online Shopping Solutions , can a WIC State agency working with a WIC-authorized vendor not already operating WIC online shopping and an EBT processor that participated in the first round of funding apply for this project type?	Yes, any online EBT WIC State agency with a new WIC-authorized vendor not already operating WIC online shopping who is partnering with an EBT processor that participated in the first round of funding can apply for Development of New Online Shopping Solutions .
WIC Partner Collaboration		
38	Can RFP applicants work in groups with other WIC State agencies?	<p>Yes, but there must be a single, lead WIC State agency. There is no maximum to the number of WIC State agencies that may officially collaborate on one project.</p> <p>Since a goal of this project is to work toward online shopping nationwide, to the extent possible, changes resulting from WIC State agency projects should benefit all system users to the extent possible. We recommend that WIC State agencies with shared systems and processors outline in their proposals how system changes will be made available to all users, not just the sub-grant recipient(s).</p>
39	Can an EBT processor be included on more than one application?	Organizations, like EBT processors, may appear as partners on multiple applications. However, each project should have a unique goal, and funding requested cannot be duplicative across projects.
40	Can my WIC State agency be on more than one proposal?	A WIC State agency can only be the lead on one proposal but can serve as a supporting partner on more than one project. However, each project should have a unique goal, and funding requested cannot be duplicative across projects.

41	Can a WIC-authorized vendor be included on more than one proposal?	WIC-authorized vendors may appear as partners on multiple proposals. However, each project should have a unique goal and funding requested cannot be duplicative across projects.
42	Can funding for this project supplement an existing project?	Projects funded under this opportunity must align with one of the three project type descriptions listed in the RFP (pg. 3). For Development of New Online Shopping Solutions , this project type is for new developments and not for the development of previously funded application programming interface (API) and International Organization for Standardization (ISO) developments. For Implementation and Scaling of Existing Online Shopping Solutions , this project can build on an already existing WIC shopping solution if it meets the criteria outlined in the RFP (pg. 15). Please also note the budget proposal requirements regarding additional funding sources.
Waivers		
43	What waivers will be allowed? Can WIC State agencies ask for anything they need to make the WIC Online Shopping Sub-grant Project happen?	<p>After award, all WIC State agencies requiring waivers from requirements must work with their FNS Regional Office.</p> <p>Please refer to Table 2-1 in the Blueprint for WIC Online Shopping Projects, which identifies several WIC requirements for which WIC State agencies may want to request a waiver for their online shopping projects. This list is not intended to be exhaustive.</p>
44	Are the "waivers" referenced waivers in federal regulations?	Yes. Please refer to Table 2-1 in the Blueprint for WIC Online Shopping Projects, which identifies several WIC requirements for which WIC State agencies may want to request a waiver for their online shopping projects. This list is not intended to be exhaustive.
45	Where may we find Table 2-1 (referenced in relation to the waivers)?	Table 2-1 is on pages 16-17 of the Blueprint for WIC Online Shopping Projects. The Blueprint is accessible at https://www.wicshopplus.org/the-blueprint .

Funding and Budget		
46	What is the amount of funding I can apply for by project type?	Applicants should apply for funding that is reasonable and necessary to carry out the project’s goals and objectives.
47	Does our application have a better chance of being selected if we ask for more/less money?	All proposed costs must be reasonable and necessary to carry out the project’s goals and objectives. However, applications are not more likely to be selected if asking for more or less money. All applications will be reviewed using the same criteria. Please refer to Part D: Proposal Requirements and Instructions (RFP, pg. 11, 14, & 18) for the Budget Proposal criteria for each project type.
48	Does the lead WIC State agency have to also be the fiscal agent, or can a partner WIC State agency be the fiscal agency?	The lead WIC State agency must be the fiscal agent.
49	What constraints are there on how the funding can be used? Which organizations can WIC State agencies pay directly (e.g., retailers, contractors)?	Direct payments to contractors and personnel are included as allowable expenses so long as the funds are expended per the accepted proposal and during the sub-grant period of performance. For a full list of allowable program expenses, see Part G. Allowable Expenses (RFP, pg. 22).
50	Can the funds awarded to WIC State agencies be used for proprietary systems? Will the system features developed be government owned?	If federal funds awarded to WIC State agencies for the WIC Online Shopping Sub-grant Project are used to develop any modifications, additions, derivative products, etc., then the WIC State agency holds the title to the intellectual property. The same commercial entity offering the same product or service cannot charge any subsequent agency for the development or use of the same modifications, additions, etc. If federal funds awarded to WIC State agencies are used to pay license fees for previously developed, commercial off-the-shelf, or proprietary products used by the WIC State agency or by a private entity to provide services to a WIC State agency, then neither the WIC State agency nor the

		<p>federal agency gains any rights to the intellectual property. Please review the regulations at 2 CFR 200.315 for further information.</p> <p>Additionally, changes resulting from the projects should benefit all system users to the extent possible. We recommend that WIC State agencies with shared systems and processors outline in their proposals how system changes will be made available to all users, not just the sub-grant recipient(s).</p>
51	How is funding disbursed for project expenses? If awarded, when will funding be disbursed after award?	<p>Funding is disbursed based on a reimbursement model. Quarterly financial reports that include time and expense documentation will be required for receipt of sub-grant funding.</p> <p>Upon award notification, the sub-grantee will work with GSCN to execute the sub-grant contract with the first payment disbursed after receipt of the first quarterly financial report.</p>
52	Can the project lead, primary contact, and budget manager be the same person?	Yes, the lead WIC State agency can have the same person serve as project lead, primary contact, and budget manager.
53	Can WIC Online Shopping Sub-grant Project funding be used to hire staff?	Yes, WIC Online Shopping Sub-grant Project funding can be used to hire staff needed to carry out the proposed project activities. Budgets may include expenses related to personnel, contractors, and approved meeting, conference, and training travel expenses (whether in-person or virtual). For a full list of allowable program expenses, see Part G. Allowable Expenses (RFP, pg. 22).
54	Are the funds provided up front or reimbursed?	Funds will be disbursed on a quarterly reimbursement model.
55	Should WIC State agency applicants budget for project staff to travel to in-person meetings or conferences?	All sub-grant related conferences and meetings hosted by GSCN will be held virtually. Should a sub-grantee be interested in attending conferences, they will need to ensure it fits within the allowable program expenses, see Part G. Allowable Expenses (RFP, pg. 22).

56	Can we use this funding to support a WIC vendor’s development/enhancement of online shopping systems to support WIC transactions?	Yes, funding can be used to support WIC vendor’s development or enhancement of WIC online shopping systems to support WIC transactions. WIC State agencies interested in pursuing a project with a WIC-authorized vendor with an online shopping platform that does not currently support online shopping with WIC benefits can apply for the Development of New Online Shopping Solutions . WIC State agencies interested in enhancing an existing WIC online shopping system with a WIC-authorized vendor can apply for funding under Implementation and Scaling of Existing Online Shopping Solutions .
57	Can we use this funding to support the WIC vendor’s third-party processor’s development/enhancements needed to support WIC transactions (e.g., itemized returns, WIC transaction messages, etc.)?	Yes, funding may be used to support the WIC-authorized vendor’s third-party processor’s development or enhancement needs to support WIC transactions. WIC State agencies interested in pursuing funding for a WIC Online Shopping Sub-grant Project must ensure project goals are within scope as outlined in the RFP and not duplicative of other requests for WIC Online Shopping Sub-grant Projects.
58	Is the funding limited to online order interfaces, or can it be used for a vendor to build out infrastructure to support?	The purpose of this RFP is to solicit applications from online EBT WIC State agencies to implement WIC Online Shopping Projects with online transactions. If the WIC State agency is interested in pursuing a project with a WIC-authorized vendor that does not already have an online shopping platform, they can apply for either the Planning Project or Development of New Online Shopping Solutions , depending on the goals of the project. <ul style="list-style-type: none"> i. If the project entails identifying partners and determining feasibility for partners, the WIC State agency can apply for the Planning Projects type. ii. If the work includes a level of design, such as determining transaction data flow or development or wireframes or other technical specifications, the WIC State agency can apply for the Development of New Online Shopping Solutions project type.

59	Can funding be used for WIC State agency staffing costs to add/implement additional vendors or partners?	<p>Yes, funding may be used to support WIC State agency staffing costs and to incorporate additional WIC-authorized vendors. If WIC State agencies need funding to support staffing costs, applicants must attach key personnel resumes for dedicated project personnel as part of the proposal package. For vacant positions to be filled during the project period, job descriptions for open positions that will be hired upon award are required to be included in the proposal package for Development of New Online Shopping Solutions and Implementation and Scaling of Existing Online Shopping Solutions.</p> <p>WIC State agencies interested in pursuing a project with a WIC-authorized vendor with an online shopping platform that does not currently support online shopping with WIC benefits can apply for the Development of New Online Shopping Solutions. WIC State agencies interested in enhancing an existing WIC online shopping solution with a WIC-authorized vendor can apply for funding under Implementation and Scaling of Existing Online Shopping Solutions. Online shopping projects should be designed to continue past the conclusion of the grant.</p>
Contracts		
60	Is the System for Award Management (SAM) required for only the lead applicant WIC State agency or for all WIC State agencies in a consortium?	GSCN will check the SAM status for the lead WIC State agencies. Lead WIC State agencies are required to check the SAM status for any WIC State partners.
61	A separate agency within our WIC State agency manages agreements with our EBT processor. Would any agreements for the sub-grant then need to be between our WIC State agency and contractors?	The agreement is just between GSCN and the lead WIC State agency. The lead WIC State agency is responsible for establishing any sub-contracts and agreements to ensure the RFP requirements are met.
62	Are WIC State agencies required to do an "Interest Poll" with vendors to select a vendor partner?	No. It is up to the WIC State agency to determine the appropriate protocol for selecting partners.

Sub-grantee Requirements		
63	What is required of sub-grantees if they are awarded funding for the WIC Online Shopping Sub-grant Project?	<p>In addition to completing the work outlined in their proposals, awarded sub-grantees will be required to:</p> <ul style="list-style-type: none"> • Participate in WIC Online Shopping Learning Collaboratives during the sub-grant project period to facilitate peer learning across all sub-grantees and build sub-grantee capacity in project implementation and evaluation. • Participate in an overarching WIC Online Shopping Sub-grant Project evaluation led by GSCN. • Submit regular quarterly reports detailing implementation progress of the WIC Online Shopping Sub-grant Project, including recommendations for future iterations of the Blueprint for WIC Online Shopping Projects. Sub-grantees also will submit a final report to GSCN at the end of the project. <p>For more information about specific requirements, please refer to Part C. WIC Online Shopping Sub-grant Project Expectations (RFP, pg. 4).</p>
64	If awarded, when is the WIC Online Shopping Sub-grant Project Kick-off? Who needs to attend?	<p>Yes, all awarded sub-grant projects are required to attend the WIC Online Shopping Sub-grant Project Kick-off. At least one member from each project team should attend. Upon award, GSCN will notify sub-grantees of the Project Kick-off date, which is anticipated to occur within two weeks of award notifications.</p>
65	How can I ensure WIC participants who participate in GSCN’s overarching evaluation will be reimbursed for their time?	<p>GSCN plans to offer financial incentives to WIC participants as a thank you for their participation in evaluation activities. GSCN will work directly with sub-grantees to find what works best for them and their participants.</p>