



WIC Online Shopping Sub-Grant

Request for Proposals Webinar

March 13, 2024

Gretchen Swanson Center for Nutrition

About Us



Connect with us:

- + Website: www.wicshopplus.org
- + Twitter: GretchenSwanson

- + Founded in 1973, the Gretchen Swanson Center for Nutrition is a national nonprofit research institute providing expertise in measurement and evaluation to help develop, enhance and expand programs focused on healthy eating and active living, improving food security and healthy food access, promoting local food systems and applying a health equity lens across all initiatives.
- + GSCN works nationally and internationally, partnering with other nonprofits, academia, government and private foundations to conduct research, evaluation and scientific strategic planning.
- + The Center was awarded a Cooperative Agreement from USDA FNS to lead the WIC Online Shopping Grant, which supports WICShop+ and GSCN's other WIC online shopping initiatives.

A photograph showing a person's hands holding a smartphone in a grocery store. The phone screen displays an online grocery app interface with various product categories and items. In the foreground, there is a wooden basket filled with fresh produce, including avocados, tomatoes, and leafy greens. The background is a blurred grocery store aisle.

Agenda

1. Background Information
2. Overview of WIC Online Shopping Sub-Grant Project Types
3. WIC Online Shopping Sub-grant Project Expectations
4. Proposal Outline
5. Proposal Submission Details
6. Questions

Submit Questions during the Webinar



Open the Q&A window by clicking the button on the bottom toolbar in Zoom



Enter your question into the Q&A box and send to Host and Panelists
Click **Send Anonymously** to remove your name from the question



Questions not answered during the webinar will be answered in our FAQs and posted on the WICShop+ funding page on April 1, 2024



Background Information

WIC Online Shopping Grant Overview

Overarching goal: Establish a framework, define recommendations, and develop resources for WIC State agencies and partners to implement and expand WIC online shopping projects

Grant activities include...



Engaging partners in formative project phase



Supporting WIC online shopping sub-grant projects



Developing and disseminating resources

Blueprint for WIC Online Shopping

Implementation guide developed through engagement with various WIC partners and using lessons learned from current sub-grant projects

Topics Include:



Platform development



Implementation team



Testing and training



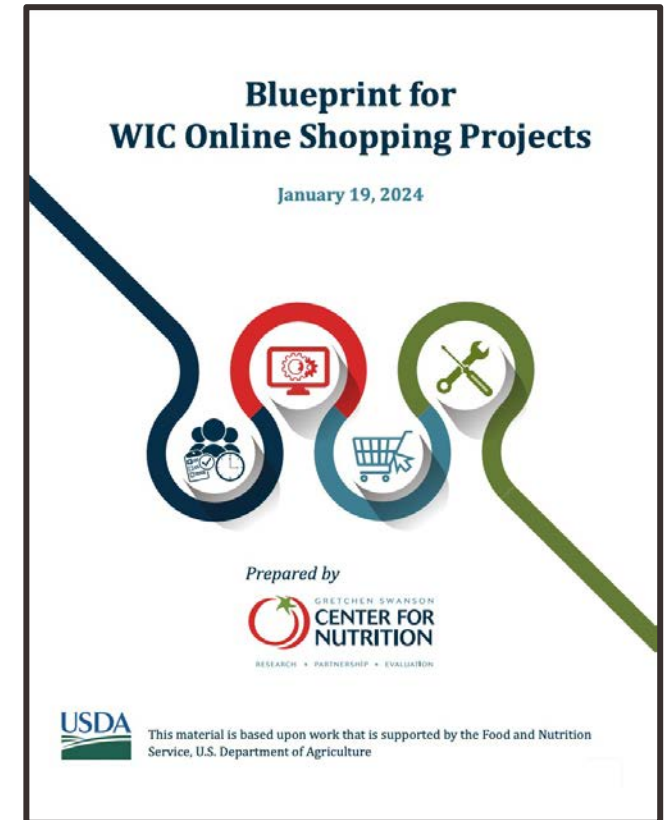
MIS impacts



Security and confidentiality



Contracting



Available on wicshopplus.org

WIC Online Shopping Sub-Grants Round One Overview



WIC Remote Shopping Project



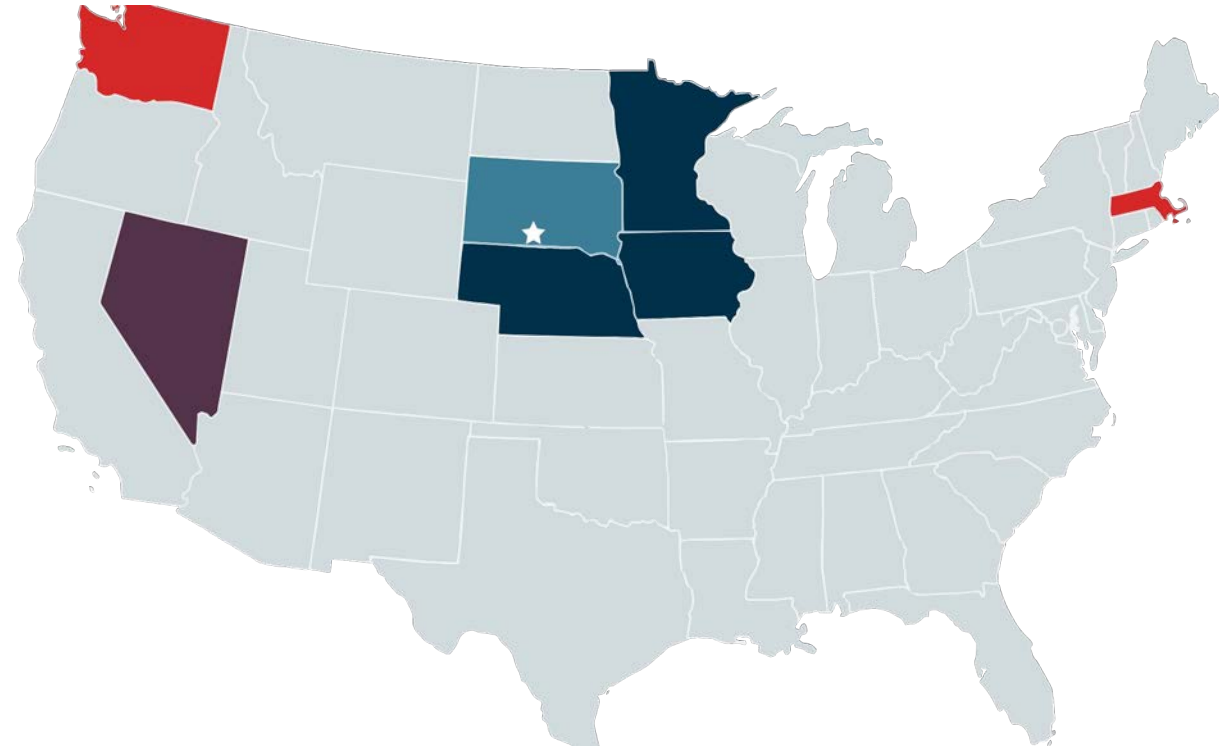
South Dakota Online Shopping Project



The Midwest States WIC Online Shopping Project



Integration of WIC Online Shopping & WICShopper App



Sub-grant Project Round Two Overview



- Purpose: Solicit applications from WIC State agencies, and their partners, to implement WIC online shopping projects
- Three different project type options
- Period of performance: 18-24 months
(depending on project type)

Applicant Eligibility

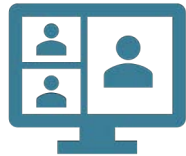
- WIC State agencies must lead and be the main fiscal agent for the sub-grant project
- If applying as a consortium, one WIC State agency should be identified as the lead agency and only one proposal should be submitted, but WIC State agencies that are not the primary lead agency will be required to provide a Letter of Support
- All applicants must have current System for Award Management (SAM) status at the time of application submission and throughout the duration of a Federal Award in accordance with 2 CFR Part 25
 - **We strongly encourage applicants to begin the process at least 4 weeks before the due date of the grant solicitation (<https://sam.gov/content/entity-registration>)**

Overview of Technical Assistance and Support

Sub-grantees will have access to:



Partner engagement meetings and matching for Planning Projects



Virtual meetings aligned with the Learning Collaborative's structure (see [Requirement 1](#))



WICShop+ (www.wicshopplus.org): a central location to find resources and technical assistance to support implementation of WIC online shopping



Resources developed by GSCN based on lessons learned from the sub-grant projects and guidance from experts



Overview of WIC Online Shopping Sub-grant Project Types

Planning Projects

Purpose

To assist WIC State agencies in the early stages of WIC online shopping planning or preparation

Applicant Requirements

Any online EBT WIC State agency that administers the WIC program is encouraged to apply

Timeline

Must not exceed 18 months



Development of New Online Shopping Solutions

Purpose

To assist WIC State agencies in developing and implementing WIC online shopping solutions

Applicant Requirements

- Any online EBT WIC State agency with a WIC-authorized vendor not already operating WIC online shopping
- Any online EBT WIC State agency with an EBT processor that did not participate in the first round of funding
- All applicants must partner with and include Letters of Support from an eligible WIC-authorized vendor and their EBT processor

Timeline

Must not exceed 2 years

Projects should be designed to continue past the conclusion of the grant

Implementation and Scaling of Existing Online Shopping Solutions

Purpose

To assist WIC State agencies with one of the following:

- Implementing a WIC online shopping solution that has not been authorized in their jurisdiction
- Scaling existing WIC online shopping solutions within their jurisdiction

Applicant Requirements

- Any online EBT WIC State agency that has identified a vendor partner with an existing WIC online shopping solution(s)
- All applicants must partner with and include Letters of Support from an eligible WIC-authorized vendor and EBT processor

Timeline

Must not exceed 2 years

Projects should be designed to continue past the conclusion of the grant



WIC Online Shopping Sub- grant Project Expectations

Sub-grantee Requirements



Participate in WIC Online Shopping Learning Collaboratives



Participate in an overarching WIC Online Shopping Sub-grant Project Evaluation led by GSCN



Submit regular quarterly progress and financial reports and final report

Requirement 1: WIC Online Shopping Learning Collaborative

- **WIC Online Shopping Learning Collaborative:** a set of structured meetings designed to support sub-grantees by providing technical assistance, training, and the opportunity for peer learning through shared lessons learned and troubleshooting
- In addition to sharing lessons learned, anticipated learning session topics include:
 - 1) WIC Online Shopping Sub-grant Project Kick-off
 - 2) Implementation Planning
 - 3) Evaluation Planning
 - 4) Sustainability Planning
 - 5) Additional topics based on the projects needs
- GSCN will schedule regular one-on-one action period meetings with each sub-grant project team to provide support and technical assistance specific to their project

Requirement 2: Evaluation

- GSCN will conduct an overarching evaluation to document facilitators of and barriers to project success and to share lessons learned across projects
- Sub-grantees will contribute to GSCN's evaluation efforts by collecting and providing requested information

Retrospective Cost Data

Administrative data

WIC participant perspectives

Key informant interviews with WIC Staff

Requirement 3: Reporting

- Sub-grant recipients must submit quarterly reports to reflect efforts to-date
- Quarterly updates will include a brief narrative report reflecting on the previous quarter's activities, such as:
 - Deliverable and milestone status
 - Challenges that may delay the project
 - Requests for technical assistance
 - Submission of any materials developed as a part of this project
- Quarterly financial reports will also be required for disbursement of sub-grant funding and should accompany quarterly narrative report submissions
- GSCN will provide a format for final reports that must be completed by sub-grantees upon project completion



Proposal Outline

Proposal Outline: Project Summary and Contact Information

Project Summary:

- Title for the WIC Online Shopping Sub-grant Project
- Lead WIC State agency and any other WIC State agencies on the project
- Overview of the proposed project
- Total amount of funding requested for the project
- **Development, Implementation and Scale projects will also need to describe the WIC-authorized vendors and EBT processors on their projects**

Primary Contact Information:

- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Budget Manager:

- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Proposal Outline: Project Team

Describe the roles, responsibilities, and relevant experience of the following:



WIC Staff

Describe their experience collaborating with external partners to implement initiatives



Key Personnel Experience

Describe any relevant experience with implementing an online shopping or other similar online project such as:

- WIC vendor initiatives
- Web-based app development projects



External Partners

Describe their experience with WIC initiatives

Proposal Outline: Project Management

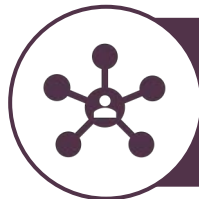
Description of your management plan, including how the lead organization will:



Ensure successful completion of all milestones and deliverables



Manage the budget



Develop a clear and detailed communication plan across all implementation partners

Proposal Outline: Previous Experience and Readiness to Implement Project

Development of New Online Shopping Solutions

- **Readiness and current capacity** to build and implement a WIC online shopping project, if awarded
- Any **planning activities specific to online shopping projects**, including any successes or identified barriers
- Any **previous experience** with other online shopping projects pilot projects or experience coordinating and/or implementing other WIC technology-based projects.

Implementation and Scaling of Existing Online Shopping Solutions

- **Previous experience** with WIC online shopping projects or innovations
- **Ability to implement, scale out, or advance** a current WIC online shopping project
- **Activities undertaken to understand any successes or identified barriers** associated with your proposed plan to implement, scale, or enhance an existing WIC online shopping solution
- **WIC-authorized vendor's and EBT processor's experience** with WIC online shopping projects

**Previous experience and readiness to implement not required for Planning Projects*

Proposal Outline: Purpose and Scope

Planning Projects

- **Need for WIC online shopping** in your State
- **Any steps**, taken or planned, **to identify WIC-authorized vendors/eCommerce** partners for your WIC online shopping project
- **How GSCN can support you** during WIC online shopping planning and preparation

Development of New Online Shopping Solutions

- **Need for WIC online shopping** in your State
- **Geographic plan for implementing** a WIC online shopping project and where you propose to implement the WIC online shopping solution(s)
- How the proposed **approach is scalable and can be standardized** to a broader set of WIC vendors/eCommerce sites and multiple WIC State agencies

Proposal Outline: Purpose and Scope

Implementation and Scaling of Existing Online Shopping Solutions



If implementing an existing WIC online shopping solution, explain the existing WIC online shopping solution, the reach of the solution for WIC participants in your State, and the planning/preparation underway to support implementation of the existing solution



If scaling an existing WIC online shopping solution, explain the geographic plan for scaling your WIC online shopping solution; explain the rationale for the WIC online shopping solution selected and planning/preparation underway to support scaling this solution



If enhancing or innovating a current WIC online shopping solution, explain the existing WIC online shopping solution and the rationale for the proposed enhancements or innovations to the solution; how the proposed innovations will enhance current WIC online shopping initiatives and planning/preparation underway to support your project

Proposal Outline: Project Timeline, Goals, Activities, & Partners

All projects must include the following:



Goals of your project, the activities to meet those goals, and the partners who will work on each goal



Anticipated challenges you may face during your project and potential solutions to mitigate these challenges



How you will use the **Blueprint** and any **waivers from Federal WIC requirements** to implement your project



How your project will work to **enhance equity and access** among WIC participants

Proposal Outline: Proposed Online Shopping Experience

Development of New Online Shopping Solutions

- Process for how a WIC participant will shop for and purchase WIC items online
- If the vendor will offer delivery and/or curbside
- Process for handling substitutions and returns
- Use of a PIN or other method of transaction authentication
- How the proposed process will optimize the WIC shopper experience

Implementation and Scaling of Existing Online Shopping Solutions

If implementing:

- Process for how a WIC participant will shop for and purchase WIC items online
- If the vendor will offer delivery or curbside
- Process for handling substitutions and returns
- Method of transaction authentication

If scaling:

- Scope and expected impact of solution to be scaled

For implementing, scaling, or enhancing/innovating:

- Innovations within the project
- How the project will optimize the shopping experience for the WIC shopper

**Proposed online shopping experience not required for Planning Projects*

Proposal Outline: Evaluation



Provide a statement of your WIC State agency's willingness to collaborate in the evaluation activities:

- “[WIC STATE AGENCY NAME] and our project partners will participate in GSCN’s required evaluation activities.”

Budget Proposal



Completed SF-424 form

Detailed itemized budget (using your own budget template) and budget narrative for each project year including FTEs, fringe benefit rate, travel, etc.

Additional details needed for WIC State agencies that received WIC Modernization Grant funding with the intent to plan or implement an online shopping project

Attachments Required with Proposal

Planning Projects

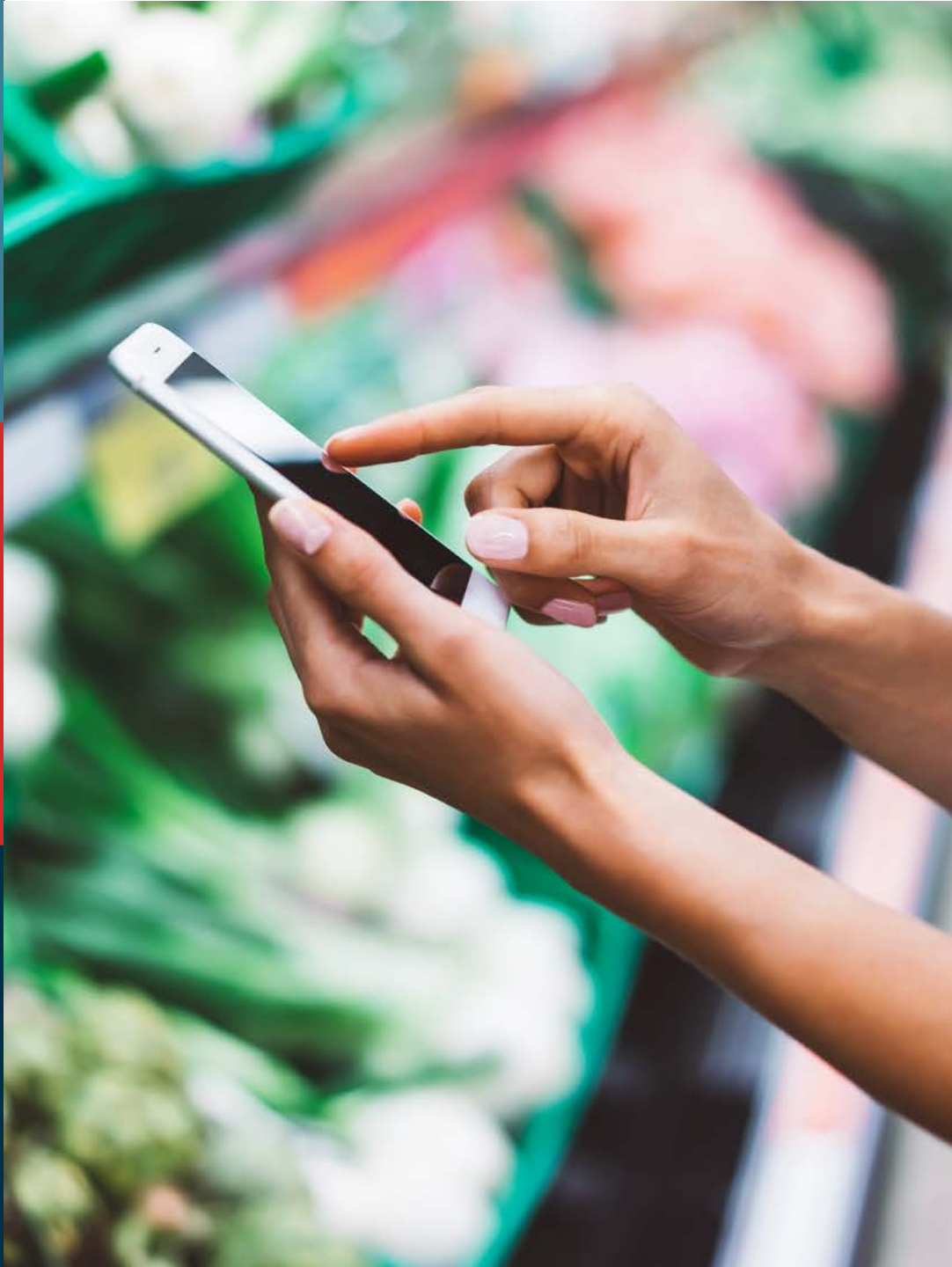
- Budget proposal
- Staff resumes
- Letter of Support from partnering WIC State agencies, if applying as a consortium

Development of New Online Shopping Solutions

- Budget proposal
- Staff resumes
- Job descriptions for any positions to be hired upon award
- Letter of Support from any partnering WIC State agencies, if applying as a consortium
- Letters of Support from WIC-authorized vendor partner and EBT processor partner

Implementation and Scaling of Existing Online Shopping Solutions

- Budget proposal
- Staff resumes
- Job descriptions for any positions to be hired upon award
- Letter of Support from any partnering WIC State agencies, if applying as a consortium
- Letters of Support from WIC-authorized vendor partner and EBT processor partner



Proposal Submission Details

Letter of Intent (LOI)

Background

- Gives GSCN an estimate of how many proposals to expect, which will aid in identifying reviewers and planning the review process
- Non-binding statement that only reflects an applicant's intention to submit a full proposal
- Interested applicants not submitting an LOI are still eligible to submit a full proposal

Submission Details

- Online form available on the WICShop+ website
- Due by 5pm CT on Thursday, April 4, 2024

RFP Submission Process

Submission Requirements

- Format described in the RFP
- Include the required attachments
- Submit as a single PDF
- Emailed to wic@centerfornutrition.org
- Subject line: WIC Online Shopping Subgrant Project Proposal
- **Deadline: Thursday, May 9, 2024 at 5PM CT**

Post-Submission

- GSCN will confirm receipt of proposal within one business day of receiving the proposal
- **Anticipated Award Date: Thursday, June 18, 2024**

Anticipated RFP Timeline

Feb 29, 2024
RFP Release



Mar 18, 2024
Questions Due



Apr 4, 2024
Optional LOI Due



By Jun 18, 2024
Anticipated Awards Announced



Mar 13, 2024
Informational Webinar



Apr 1, 2024
Questions
Answered on WICShop+



May 9, 2024
Proposals Due by 5pm CT





Questions



Submit questions
to: <https://www.wicshopplus.org/funding>

Contact: wic@centerfornutrition.org