WIC Online Shopping Sub-grant Project

Request for Proposals Round Two

Released: Thursday, February 29, 2024

Proposals Due: Thursday, May 9, 2024

Anticipated Award: Tuesday, June 18, 2024

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Part A. Introduction

As the American public continues to shift to online grocery shopping, the importance of enabling online shopping for participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) has increased. WIC is a federal nutrition assistance program that serves low-income pregnant, postpartum, and breastfeeding women, infants, and children up to five years old who are at nutritional risk. WIC provides a prescribed food benefit package where WIC participants can redeem the food benefits at WIC-authorized vendors. The American Rescue Plan Act (ARPA), signed in March 2021, allowed the United States Department of Agriculture (USDA) to issue several waivers focused on WIC innovation, modernization, and outreach, including the wavier for the physical presence requirement when redeeming WIC benefits.[1]

In 2020, the Gretchen Swanson Center for Nutrition (GSCN), through a cooperative agreement with USDA Food and Nutrition Services (FNS), awarded four sub-grant projects representing eight WIC State agencies to design and implement WIC online shopping solutions. Due to the growing need and interest in online shopping in WIC, GSCN is using lessons learned from the first round of WIC Online Shopping Sub-grant projects to solicit and administer a new round of sub-grant projects.

The purpose of this Request for Proposals (RFP) is to solicit applications from online EBT WIC State agencies, including Indian Tribal Organizations (ITOs) and territories, to implement WIC online shopping projects through a sub-grant funding opportunity. GSCN will facilitate technical assistance for sub-grant projects, including support via a WIC Online Shopping Learning Collaborative, consistent check-in meetings, and additional meetings with project sub-teams based on the needs and characteristics of the project. Sub-grant recipients will also have access to technical assistance from GSCN staff, WIC online shopping specialists external to GSCN, and a WIC online shopping information and technical assistance website, WICShop+ (https://www.wicshopplus.org), that is updated regularly with WIC online shopping resources. Sub-grant recipients will be required to submit interim and final reports, as well as participate in a GSCN-led overarching evaluation. Lessons learned from the overarching evaluation will be used to develop resources and support future WIC online shopping enhancement efforts.

Part B. Overview of Sub-Grant Project Types

This round of sub-grant projects will include three project types described below. Further eligibility requirements for each project type are included in Part D. Proposal Requirements and Instructions.

Planning Projects

Planning Projects are ideal for WIC State agencies in the early stages of planning or preparing for WIC online shopping. Planning Projects may include, but are not limited to, the following:
- Support for formative work such as feasibility assessments that consider WIC-authorized vendor needs and capacity along with WIC State agency goals and criteria.
- Engage WIC participant feedback on potential WIC online shopping solutions and identify

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[1] Congressional Research Service. USDA Nutrition Assistance Programs: Response to the COVID-19 Pandemic. January 24, 2023. Accessed November 3, 2023. https://crsreports.congress.gov/product/pdf/R/R46681

necessary changes during the design phase.
- Assistance in identifying and assembling an implementation team or project partners.

WIC State agencies that have limited internal capacity or need assistance with partner engagement are well suited for this project type. Based on the level of support indicated by the sub-grantee, GSCN will develop a tailored approach to accomplishing project goals to meet the WIC State agency's needs. This help will include activities such as information gathering, partner engagement, planning, and capacity building to prepare WIC State agencies to move forward in preparing to design and implement WIC online shopping projects. The timeline of accomplishing planning project goals must not exceed 18 months.

Development of New Online Shopping Solutions

This project type will replicate our current WIC Online Shopping Sub-grant projects, which target WIC State agencies that have identified at least one WIC-authorized vendor partner interested in developing a WIC online shopping solution, as well as WIC State agencies with EBT processors that have not yet participated in an online shopping project. This project type is not for the development of previously funded application programming interface (API) and International Organization for Standardization (ISO) developments. The timeline of accomplishing project goals must not exceed two years.

Implementation and Scaling of Existing Online Shopping Solutions

This project type is ideal for WIC State agencies that are ready to implement an existing WIC online shopping solution that is not yet authorized in their jurisdiction, or for WIC State agencies working with WIC-authorized vendors to scale existing WIC online shopping solutions within their jurisdiction. These projects should not require a full design/build process. For implementation projects, the WIC State agency should identify the vendor with the existing WIC online shopping solution that they wish to implement and any minor design work that may be needed for implementation of this solution. For scaling projects, the WIC State agency should explain the WIC-authorized vendor partner's current WIC online shopping capabilities and the scope of the scaling project.

This type of project is also suitable for WIC State agencies who may have ideas for innovations, tools, subsystems, or upgrades to existing WIC online shopping solutions. This RFP encourages applicants to submit innovative ideas that demonstrate how their idea augments and advances WIC online shopping while remaining compliant with current Federal requirements. The timeline for this project type must not exceed two years.

Part C. WIC Online Shopping Sub-Grant Project Expectations

This section outlines expectations for participants awarded a WIC Online Shopping Sub-grant project. If awarded, sub-grantees are expected to meet the following requirements to achieve project goals and support GSCN's overarching evaluation. This section outlines the project support GSCN will provide to WIC Online Shopping Sub-grant project recipients.

Sub-grantee Requirements

WIC Online Shopping Sub-grant project recipients will be expected to complete the three requirements described below.

Requirement 1. 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.[2]

The WIC Online Shopping Learning Collaborative is 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. The WIC Online Shopping Learning Collaborative will consist of quarterly learning sessions and action period meetings. All sub-grant projects will come together in quarterly learning sessions for professional engagement, training, and peer sharing/learning. In addition to sharing lessons learned at each meeting, anticipated learning session topics include: 1) WIC Online Shopping Sub-grant Project Kick-off[3], 2) Implementation Planning, 3) Evaluation Planning, and 4) Sustainability Planning. Additional topics will be tailored based on sub-grant project needs. Between learning sessions, 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. Participate in an overarching WIC Online Shopping Sub-grant Project Evaluation led by GSCN.

GSCN will conduct an overarching sub-grant evaluation to document facilitators of and barriers to project success and to share lessons learned across the WIC online shopping projects. GSCN will conduct most of the activities for the overarching evaluation, but sub-grantees will assist with certain activities (e.g., participate in interviews, recruit for WIC participant interviews, provide already-collected administrative data, and work with GSCN on administrative approvals for data collection activities, as applicable).

The proposed research questions for the overarching evaluation include:

Table 1. GSCN Proposed Research Questions

Proposed Research Questions	Project Type Data Source
• What proportion of WIC households utilize WIC online shopping? a. What strategies can be used to promote equity in WIC household access and uptake of WIC online shopping?	• Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
• What proportion of WIC food benefits redeemed were	• Development of New Online

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[2] Planning Projects will not be expected to participate in the full WIC Online Shopping Learning Collaborative – they will be invited to attend relevant learning sessions as project time allows and will meet monthly with their GSCN support team.

[3] Upon award, GSCN will notify sub-grantees of the Project Kick-off date, which is anticipated to occur within two weeks of award notifications.

transacted online? Does offering WIC online shopping options increase benefit redemption? • What is the degree of participant satisfaction with WIC online shopping?	Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
4. What are the system- and organization-level factors necessary for successful adoption, implementation, and maintenance of WIC online shopping?	• Planning Projects • Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
5. How have the implemented policy and regulatory changes impacted the adoption, implementation, and sustainability of online shopping processes in the WIC Program?	• Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
6. What are the system- and organization-level factors necessary to successfully scale WIC online shopping?	• Implementation and Scaling of Existing Online Shopping Solutions
7. What is needed to ensure equity in adoption, implementation, and maintenance of WIC online shopping?	• Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
8. What are the benefits of WIC online shopping to end users (e.g., WIC State agencies, vendors, WIC participants)?	• Planning Projects • Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions
9. What are the estimated costs and FTE staffing needs associated with planning and implementing WIC online shopping (based on retrospective cost analysis)?	• Development of New Online Shopping Solutions • Implementation and Scaling of Existing Online Shopping Solutions

GSCN will use a mixed methods approach (i.e., quantitative, and qualitative methods) to measure effectiveness and implementation factors. Sub-grantees will be expected to collaborate with GSCN to support evaluation efforts. For example, sub-grantees will track relevant and ongoing costs of their WIC online shopping projects through quarterly financial reports and provide requested administrative data. In addition, implementation team members must be available to participate in end-of-project interviews with GSCN. Through the quarterly reporting mechanism (see Requirement 3), sub-grantees will also be expected to submit any materials developed during the project, including technical specifications, User Acceptance Testing (UAT) scripts, Application Programming Interface (API) documentation, educational

materials, promotional materials, training materials, and other materials that outline context for the project approach, as appropriate.

In addition to the quarterly and final reports (see Requirement 3), GSCN anticipates collecting the following data from sub-grantees:

- *Administrative data[4]:* GSCN will use aggregate data to assess measures, such as overall changes in average monthly household WIC food package benefit redemption rates and proportion of WIC households who use WIC online shopping over all WIC households who have access to WIC online shopping. GSCN will collect data without any personally identifiable information (PII) (e.g., WIC participant names, addresses, and date of birth).
- *WIC participant-generated data:* GSCN will identify additional modes and methods to collect WIC participant perspectives for sub-grant projects, including distributing a participant satisfaction survey. This may include brief surveys, qualitative interviews, or other modes of feedback.
- *Sub-grantee retrospective cost data[4]:* GSCN will analyze sub-grantees' submitted cost proposals, quarterly financial reports or invoices, and interview responses about staffing needs.
- *Sub-grantee key informant interviews:* GSCN will conduct qualitative interviews with key sub-grantee staff involved in the implementation of each sub-grant project to identify challenges and opportunities for the adoption and implementation of WIC online shopping. GSCN will also explore the potential for scale of the WIC online shopping project.

Requirement 3. Submit regular quarterly reports and final report.
As part of regular project documentation, sub-grant recipients must submit quarterly reports to reflect efforts to-date on the project. These interim updates will include a brief narrative report reflecting on the previous quarter's activities. Narratives shall include, but not be limited to, deliverable and milestone status, challenges that may delay the project, comments on the Blueprint for WIC Online Shopping, requests for technical assistance, and submission of any materials developed as a part of this project. Quarterly financial reports will also be required for disbursement of sub-grant funding. A quarterly financial report template will be provided by GSCN and should accompany quarterly narrative report submissions. All reports will be sent directly to GSCN. GSCN will regularly update the Blueprint with learnings from sub-grant project reports. GSCN will provide a format for final reports that must be completed by sub-grantees upon project completion.

Overview of Technical Assistance and Support for Sub-grantees

GSCN is committed to providing support throughout the application process and the sub-grant project period. Below is a comprehensive list of what sub-grantees will have access to:

- **Partner Engagement:** GSCN plans to facilitate partner engagement meetings and partner matching specifically for Planning Project types who are interested in engaging with other WIC specialists that guide project development.
- **WIC Online Shopping Learning Collaborative:** GSCN will convene virtual meetings aligned with

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[4] Data will only be requested of applicants pursuing "Development of New Online Shopping Solutions" or "Implementation and Scaling of Existing Online Shopping Solutions".

the Learning Collaborative's structure (see Requirement 1).

- **Resource and Technical Assistance Website:** GSCN developed a WIC online shopping resource site, WICShop+ (https://www.wicshopplus.org), to provide a central location for WIC State agencies and their partners to find resources and technical assistance to support the implementation of WIC online shopping. Support accessible via the WICShop+ resource site includes webinars, Q&A sessions with WIC online shopping implementation specialists, 1-on-1 technical assistance requests, and a variety of written resources ranging from one-page briefs on a specific topic to deep, detailed content necessary for full WIC online shopping implementation. Resources developed by GSCN will be based on lessons learned from the sub-grant projects as well as guidance from GSCN-facilitated WIC online shopping specialty working groups.

Part D. Proposal Requirements and Instructions
Section 1: Proposal Requirements

The following sections provide proposal requirements applicable to all project types and additional specific requirements for each project type. In addition to the overall requirements, each project type has its own requirements that should be reviewed prior to submission of your proposal.

Overall Requirements
- WIC State agencies must lead and be the main fiscal agent for the sub-grant project.
- There is no cap on the number of WIC State agencies that may apply as a consortium; however, one WIC State agency should be identified as the lead agency and only one proposal should be submitted. All 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).**

Planning Project Requirements
- Any online EBT WIC State agency that administers the program is encouraged to apply.
- The timeline of accomplishing project goals must not exceed 18 months.

Development of New Online Shopping Solutions 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.
- The timeline of accomplishing project goals must not exceed two years. Please note that while grant funding will support the project for two years, online shopping projects should be

designed to continue past the conclusion of the grant.

Implementation and Scaling of Existing Online Shopping Solutions Requirements
- Any online EBT WIC State agency that identified a vendor partner with an existing online shopping solution(s).
- All applicants must partner with and include Letters of Support from an eligible WIC-authorized vendor and EBT processor.
- The timeline of accomplishing project goals must not exceed two years. Please note that while grant funding will support the project for two years, projects should be designed to continue past the conclusion of the grant.

Section 2: Proposal Instructions by Project Type
2.1 Planning Project Proposal Instructions
The following information should be incorporated into proposals and is outlined in the [template](#).

Project Summary
In one paragraph, please provide the following:
- A title for the WIC Online Shopping Sub-grant Project
- The lead WIC State agency and any other WIC State agencies on the project
- A brief (3-5 sentences) overview of the proposed project
- The total amount of funding requested for the project

Primary Contact
Please provide the information below for the person who will serve as the sub-grant's primary contact, if awarded. This person will be the main contact for all sub-grant activities at the WIC State agency.
- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Budget Manager
Please provide the information below for the person who will serve as the sub-grant's budget manager, if awarded. This contact will receive funds and be responsible for fiscal aspects of the sub-grant at the WIC State agency.
- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Project Team
Please describe the main roles and responsibilities of each member of the project team using the specifications listed below:
- **WIC Staff:** Describe their experience collaborating with external partners to implement initiatives.
- **External Partners:** Describe their experience with WIC initiatives.

- **Key Personnel Experience:** When applicable, describe any relevant experience with implementing an online shopping or other similar project. This may include experience with online shopping and/or experience with projects that may impart some overlapping experience, such as WIC vendor initiatives, web-based application development projects, and WIC participant outreach to promote a technological innovation within your WIC State agency.

In addition, please attach key personnel resumes as part of your proposal package. When developing proposals, project teams should consider, but are not limited to, recommended project team members as described in the WIC Online Shopping Blueprint (https://www.wicshopplus.org/the-blueprint). Examples of appropriate project team members for consideration under Planning Projects include State WIC Director(s), WIC Vendor Manager(s), IT Project Manager, and/or WIC Subject Matter Expert(s).

Project Management
Please describe the WIC State agency's project management plan for the sub-grant project. This plan must describe how the WIC State agency will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners.

Purpose & Scope of Project
Planning Projects are for WIC State agencies that are in the early stages of planning or preparing for WIC online shopping. Please incorporate the following when describing the purpose and scope of your project:
- Describe the need for WIC online shopping in your State. Please include relevant factors such as population characteristics in your service area, barriers to WIC online shopping by your WIC State agency, WIC participant shopping needs, and strengths that demonstrate your agency's ability to expand in the WIC online shopping space.
- Please describe what steps, if any, you have taken or plan to take to identify WIC-authorized vendors/eCommerce partners for your WIC online shopping project.
- Please describe how GSCN can support you during WIC online shopping planning and preparation.

Project Timeline, Goals, & Activities
Please include the following regarding your sub-grant project's timeline, goals, activities, and partners:
- Describe the goals of your project, the activities you anticipate doing to meet those goals, and the partners who will work on each goal using the recommended phase-based timeline in the Blueprint (https://www.wicshopplus.org/the-blueprint).
- Identify anticipated challenges you may face during your project and potential solutions to mitigate these challenges.
- Reference the Blueprint (https://www.wicshopplus.org/the-blueprint) and how you will use the document to implement your project.
- Describe how your project will work to enhance equity and access among WIC participants.
- If known, any waivers or changes in the Federal WIC requirements required to implement your project (e.g., the cashier presence requirement). Please see Table 2-1 in the Blueprint (https://www.wicshopplus.org/the-blueprint) for additional requirements where regulatory

flexibility from FNS may be needed.

Evaluation

All sub-grantees will be required to participate in an overarching WIC Online Shopping Sub-grant project evaluation conducted by GSCN as described under Requirement 2. In addition, lessons learned or materials developed under Planning Projects will be used to inform future Blueprint iterations. Please include the following statement in your proposal: [*WIC STATE AGENCY NAME] and our project partners will participate in GSCN's required evaluation activities.*

Budget Proposal

Please complete and submit the SF-424 form (see instructions). Also, please provide a detailed itemized budget for requested funds using your own budget template and a budget narrative for each project year. When preparing your budget, ensure the following information is included:
- Key personnel, including partner organizations, proposed to be paid by this sub-grant and the percentage of time they will devote to the project in full-time equivalents (FTEs).
- Your organization's fringe benefit rate and amount, as well as the basis for computation.
- The type of fringe benefits to be covered with Federal funds.
- Itemized travel expenses (including type of travel), travel justifications, and basis for lodging estimates.
- Types of equipment and supplies, including justifications and cost estimates, ensuring that the budget is in line with the project description; equipment depreciation must be reflected.
- Information for all contracts and justification for any sole-source contracts.
- Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement [NICRA] or, if no agreement exists and the applicant has never been approved for a NICRA, the applicant may charge up to 10% de minimis). If applicant is requesting the de minimis rate or indirect costs are not requested, please indicate this in the budget narrative.
- Other sources of funding including other WIC funds or other non-WIC funds that will supplement this grant, including itemized dollar amounts and proposed use.
- Other applicable costs not covered above.

WIC State agencies that received funding from the WIC Modernization Grant with the intent to plan or implement an online shopping project, please provide the following information:
- Amount of funding received,
- Project description,
- Amount of additional funds needed, and
- Intended purpose for these additional funds to support online shopping efforts.

2.2 Development of New Online Shopping Solutions Proposal Instructions

The following information should be incorporated into proposals and is outlined in the template.

Project Summary

In one paragraph, please provide the following:
- A title for the WIC Online Shopping Sub-grant Project

- The lead WIC State agency and other WIC State agencies (if applicable), WIC-authorized vendors, and EBT processors on the project
- A brief (3-5 sentences) overview of the proposed project
- The total amount of funding requested for the project

Primary Contact

Please provide the information below for the person who will serve as the sub-grant's primary contact, if awarded. This person will be the main contact for all sub-grant activities.
- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Budget Manager

Please provide the information below for the person who will serve as the sub-grant's budget manager, if awarded. This contact will receive funds and be responsible for fiscal aspects of the sub-grant.
- Name and title/position
- Mailing address and physical address (if different than mailing address)
- Email and phone number

Project Team

Assembling a project team is a crucial step to ensure project goals can be accomplished. Applicants are expected to build a project team to accomplish intended goals prior to applying; however, GSCN understands that key personnel may be identified *during* the project period, not beforehand. To the best of your ability, please describe the main roles and responsibilities of each member of the project team using the specifications listed below:
- **WIC Staff:** Describe their experience collaborating with external partners to implement initiatives.
- **External Partners:** Describe their experience with WIC initiatives.
- **Key Personnel Experience:** Describe any relevant experience with implementing an online shopping or other similar project. This may include experience with online shopping and/or experience with projects that may impart some overlapping experience, such as WIC vendor initiatives, web-based application development projects, and WIC participant outreach to promote a technological innovation.

In addition, please attach key personnel resumes for dedicated project personnel as part of your proposal package. For vacant positions to be filled during the project period, please attach job descriptions for open positions that will be hired upon award as part of your proposal package. When developing proposals, project teams should consider, but are not limited to, recommended project team members as described in the WIC Online Shopping Blueprint (https://www.wicshopplus.org/the-blueprint). Examples of appropriate project team members to consider include State WIC Director(s), WIC Vendor Manager(s), IT Project Manager, WIC Subject Matter Expert(s), Vendor Representative(s), IT Project Manager, WIC Online Shopping Project Manager, MIS Developers and EBT Processors, and/or Payment Processor(s).

Project Management

Please describe your project management plan for the sub-grant project. This plan must describe how the lead organization will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners.

Previous Experience & Readiness to Implement Project

Please explain the following as they pertain to your project:

- Your 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. **Please note that experience is not required to receive funding**.

Purpose & Scope of Project

Please incorporate the following when describing the purpose and scope of your project:

- Describe the need for WIC online shopping in your State.
- Explain the geographic plan for implementing a WIC online shopping project and whether you propose to implement the WIC online shopping solution(s) in a specific location, a region within your jurisdiction, State-wide, or across multiple States.
- Describe how your proposed approach is scalable and can be standardized to a broader set of WIC vendors/eCommerce sites and multiple WIC State agencies.

Project Timeline, Goals, Activities, & Partners

Please include the following regarding your sub-grant project's timeline, goals, activities, and partners:

- Describe the goals of your project, the activities you anticipate doing to meet those goals, and the partners who will work on each goal using the recommended phase-based timeline in the Blueprint (https://www.wicshopplus.org/the-blueprint).
- Identify anticipated challenges you may face during project implementation and potential solutions to mitigate these challenges.
- Describe how your project will work to enhance equity and access among WIC participants.
- Reference the Blueprint (https://www.wicshopplus.org/the-blueprint) and how you will use the document to implement your project.
- State any waivers or changes in the Federal WIC requirements your team will seek to implement your project (e.g., the cashier presence requirement). Please see Table 2-1 in the Blueprint (https://www.wicshopplus.org/the-blueprint) for additional requirements where regulatory flexibility from FNS may be needed.

In addition, please describe your implementation team as noted below. The implementation team must include at least one WIC-authorized vendor partner and an EBT processor partner. **As attachments to**

your proposal, include Letters of Support from anticipated key partners. For each partner describe:
- The title of the organizations/groups involved (specific personnel will be described under Project Team)
- The partners' distinct roles on the WIC Online Shopping Sub-grant Project
- Your organization's experience working with the partner(s)

Proposed Online Shopping Solution

Describe the proposed WIC online shopping solution. For further details to start envisioning the process, please reference the Blueprint (https://www.wicshopplus.org/the-blueprint) and the WIC EBT Operating Rules. While not all details may be known, GSCN encourages applicants to think thoroughly about the WIC shopping solution with project teams. Please consider the following in your description as applicable:[5]
- What is the process for how a WIC participant will shop for and purchase WIC items online? Will the vendor offer delivery or curbside pickup?
- How will the solution handle substitutions and returns (void and replace, or itemized returns)? See Blueprint (https://www.wicshopplus.org/the-blueprint) for more information on this technical topic.
- Will the solution use a PIN? If not, how will transactions be authenticated?
- Describe how your proposed process will optimize the WIC shopper experience.

Evaluation

All sub-grantees will be required to participate in an overarching WIC Online Shopping Sub-grant project evaluation conducted by GSCN as described under Requirement 2. Please review the evaluation metrics listed under Requirement 2. Examples of such activities include, but are not limited to, data sharing, retrospective cost tracking data through quarterly financial reports, WIC participant generated data, and staff participation in interviews with GSCN. Please include the following statement in your proposal: *[WIC STATE AGENCY NAME] and our project partners will participate in GSCN's required evaluation activities.*

Budget Proposal

Please complete and submit the SF-424 form (see instructions). Also, please provide a detailed itemized budget for requested funds using your own budget template and a budget narrative for each project year. When preparing your budget, ensure the following information is included:
- Key personnel, including partner organizations, proposed to be paid by this sub-grant and the percentage of time they will devote to the project in full-time equivalents (FTEs).
- Your organization's fringe benefit rate and amount, as well as the basis for computation.
- The type of fringe benefits to be covered with Federal funds.
- Itemized travel expenses (including type of travel), travel justifications, and basis for lodging estimates.
- Types of equipment and supplies, including justifications and cost estimates, ensuring that the budget is in line with the project description; equipment depreciation must be reflected.

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[5] Please note that the answers provided in response to this section are not binding and may change as the project progresses.

- Information for all contracts and justification for any sole-source contracts.
- Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement [NICRA] or, if no agreement exists and the applicant has never been approved for a NICRA, they may charge up to 10% de minimis). If applicant is requesting the de minimis rate or indirect costs are not requested, please indicate this in the budget narrative.
- Other sources of funding including other WIC funds or other non-WIC funds that will supplement this grant, including itemized dollar amounts and proposed use.
- Other applicable costs not covered above.

WIC State agencies that received funding from the WIC Modernization Grant with the intent to plan or implement an online shopping project, please provide the following information:
- Amount of funding received,
- Project description,
- Amount of additional funds needed, and
- Intended purpose for these additional funds to support online shopping efforts.

2.3 Implementation and Scaling of Existing Online Shopping Solutions Proposal Instructions

The following information should be incorporated into proposals and is outlined in the template.

Project Summary

In one paragraph, please provide the following:
- A title for the WIC Online Shopping Sub-grant Project
- The lead WIC State agency and other WIC State agencies (if applicable), WIC-authorized vendors, and EBT processors on the project
- A brief (3-5 sentences) overview of the proposed project
- The total amount of funding requested for the project

Primary Contact

Please provide the information below for the person who will serve as this sub-grant's primary contact, if awarded. This person will be the main contact for all sub-grant activities.
- Applicant Contact Name (for questions about the proposal)
- Title/Position
- Mailing address and physical address (if different than mailing address)
- Email
- Phone number

Budget Manager

Please provide the information below for the person who will serve as this sub-grant's budget manager, if awarded. This person will receive funds and be responsible for fiscal aspects of the sub-grant project.
- Budget Manager Name
- Title/Position
- Mailing address and physical address (if different than mailing address)

- Email
- Phone number

Project Team
Assembling a project team is a crucial step to ensure project goals can be accomplished. Applicants are expected to build a project team to accomplish intended goals prior to applying; however, GSCN understands that key personnel may be identified *during* the project period, not beforehand.
To the best of your ability, please describe the main roles and responsibilities of each member of the project team using the specifications listed below:
- **WIC Staff:** Describe their experience collaborating with external partners to implement initiatives.
- **External Partners:** Describe their experience with WIC initiatives.
- **Key Personnel Experience:** Describe any relevant experience with implementing an online shopping or other similar project. This may include experience with online shopping and/or experience with projects that may impart some overlapping experience, such as WIC vendor initiatives, web-based application development projects, and WIC participant outreach to promote a technological innovation.

In addition, please attach key personnel resumes for dedicated project personnel as part of your proposal package. For vacant positions to be filled during the project period, please attach job descriptions for open positions that will be hired upon award as part of your proposal package. When developing proposals, project teams should consider, but are not limited to, recommended project team members as described in the WIC Online Shopping Blueprint (https://www.wicshopplus.org/the-blueprint). Examples of appropriate project team members to consider include State WIC Director(s), WIC Vendor Manager(s), IT Project Manager, WIC Subject Matter Expert(s), Vendor Representative(s), IT Project Manager, WIC Online Shopping Project Manager, MIS Developers and EBT Processors, and/or Payment Processor(s).

Project Management
Describe your organization's project management plan for the sub-grant project. This plan must describe how your organization will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners.

Previous Experience & Readiness to Implement Project
Please explain the following related to your prior experience and readiness to implement the project:
- Your experience with WIC online shopping projects or innovations.
- Your ability to implement, scale out, or advance a current WIC online shopping project, if awarded.
- Any activities you have undertaken to understand any successes or identified barriers associated with your proposed plan to implement, scale, or enhance an existing WIC online shopping solution.
- The WIC-authorized vendor's experience with WIC online shopping projects.

- The EBT processor's experience with WIC online shopping projects.

Purpose & Scope of Project

Please incorporate the following when describing the purpose and scope of your project, as appropriate for your application:

- **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 the 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. Please describe how the proposed innovations will enhance current WIC online shopping initiatives. Please describe the planning/preparation underway to support your project.

Project Timeline, Goals, Activities, & Partners

Please include the following regarding your proposed project's timeline, goals, activities, and partners:

- Describe the goals of your project, the activities you anticipate doing to meet those goals, and the partners who will work on each goal.
- Identify anticipated challenges you may face during project implementation and potential solutions to mitigate these challenges.
- Describe how your project will work to enhance equity and access among WIC participants.
- Reference the Blueprint (https://www.wicshopplus.org/the-blueprint) and how you will use the document to implement your project.
- State any waivers or changes in the Federal WIC requirements your team will seek to implement your project (e.g., the cashier presence requirement). Please see Table 2-1 in the Blueprint (https://www.wicshopplus.org/the-blueprint) for additional requirements where regulatory flexibility from FNS may be needed.

In addition, please describe your implementation team as noted below. The project team must include at least one WIC-authorized vendor partner and an EBT processor partner. **As attachments to your proposal, include Letters of Support from anticipated key partners.** For each partner describe:

- The title of the organizations/groups involved (specific personnel will be described under Project Team)
- The organization's distinct role/s on the WIC Online Shopping Sub-grant Project
- Your organization's experience working with the partner.

Proposed Online Shopping Experience

Please describe the proposed process for the WIC online shopping order. Please incorporate the

following as they apply:[6]
- If implementing:
  - Describe the process for how a WIC participant will shop for and purchase WIC items online. Will the WIC-authorized vendor offer delivery or curbside pickup?
  - Describe how transactions are authenticated.
  - How will the solution handle substitutions and returns (void and replace, or itemized returns)? See Blueprint (https://www.wicshopplus.org/the-blueprint) for more information on this technical topic.

- If scaling:
  - Describe the solution you wish to scale, including scope and expected impact.

- For implementing, scaling, or enhancing/innovating:
  - Explain any innovations in the project, if applicable.
  - Describe how your proposed project will optimize the shopping experience for the WIC shopper.

Evaluation

All sub-grantees will be required to participate in an overarching WIC Online Shopping Sub-grant project evaluation conducted by GSCN as described under Requirement 2. Please review the evaluation metrics listed under Requirement 2. Examples of such activities include, but are not limited to, data sharing, retrospective cost tracking data through quarterly financial reports, WIC participant generated data, and staff participation in interviews with GSCN. Please include the following statement in your proposal: *[WIC STATE AGENCY NAME] and our project partners will participate in GSCN's required evaluation activities.*

Budget Proposal

Please complete and submit the SF-424 form (see instructions). Also, please provide a detailed itemized budget for requested funds using your own budget template and a budget narrative for each project year. When preparing your budget, ensure the following information is included:
- Key personnel, including partner organizations, proposed to be paid by this sub-grant and the percentage of time they will devote to the project in full-time equivalents (FTEs).
- Your organization's fringe benefit rate and amount, as well as the basis for computation.
- The type of fringe benefits to be covered with Federal funds.
- Itemized travel expenses (including type of travel), travel justifications, and basis for lodging estimates.
- Types of equipment and supplies, including justifications and cost estimates, ensuring that the budget is in line with the project description; equipment depreciation must be reflected.
- Information for all contracts and justification for any sole-source contracts.
- Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement [NICRA] or, if no agreement exists and the applicant has never been approved for a NICRA, the applicant

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[6] Please note that the answers provided in response to this section are not binding and may change as the project progresses.

may charge up to 10% de minimis). If applicant is requesting the de minimis rate or indirect costs are not requested, please indicate this in the budget narrative.
- Other sources of funding including other WIC funds or other non-WIC funds that will supplement this grant, including itemized dollar amounts and proposed use.
- Other applicable costs not covered above.

WIC State agencies that received funding from the WIC Modernization Grant with the intent to plan or implement an online shopping project, please provide the following information:
- Amount of funding received,
- Project description,
- Amount of additional funds needed, and
- Intended purpose for these additional funds to support online shopping efforts.

Part E. Proposal Overview & Submission Details
The anticipated timeline for the RFP is included in Table 2 below.

Table 2. Anticipated RFP Timeline

February 29, 2024	WIC Online Shopping Sub-grant project RFP released
March 13, 2024	Webinar for interested applicants
March 18, 2024	RFP questions due (by 5PM CT)
April 1, 2024	Responses to all questions posted on the Funding Page of WICShop+
April 4, 2024	Letters of Intent (LOI) due (by 5PM CT)
May 9, 2024	Proposals due (by 5PM CT)
June 18, 2024	Sub-grant project awards anticipated to be announced

Following the release of this RFP, two opportunities to learn more about the WIC Online Shopping Sub-grant project will be available:
- Interested applicants are encouraged to attend a webinar on March 13, 2024. This webinar will provide a review of the RFP and allow time for questions.
- Interested applicants are also encouraged to submit specific questions about the RFP to the FAQ portion of the WICShop+ website (https://wicshop.squarespace.com/funding#rfp-questions) by March 18, 2024, by 5PM CT. Questions and answers will be posted on the Funding page of the WICShop+ website (https://www.wicshopplus.org/funding) by April 1, 2024.

Letter of Intent (LOI)
Interested applicants are encouraged to submit a nonbinding Letter of Intent (LOI) by completing the online survey form. This optional form indicates an interested applicant's intention to submit a proposal. Those who do not submit an LOI are still eligible to submit a proposal. LOIs will help inform the proposal review process and selection of appropriate reviewers. LOIs should be submitted by 5pm CT on April 4, 2024.

The LOI survey will ask for the following information:

- Name of applicant WIC State agency
- Type of project your team is proposing
- Project partners, if known
- Brief description of WIC online shopping project, if known

Final Proposal Submission Details

While not necessary for consideration, GSCN strongly encourages applicants to begin the application process at least three weeks before the due date. Completed proposals must be submitted by 5PM CT on May 9, 2024, and follow the steps listed below:

- Review the section associated with the project type you are applying to, under Part D. Proposal Requirements and Instructions, to ensure all criteria are met. Applicants are encouraged to utilize the Blueprint (https://www.wicshopplus.org/the-blueprint) during proposal development.
- Complete the application using the Word document template that can be found on the Funding Page of WICShop+ (https://www.wicshopplus.org/funding)
- Email completed proposals in a single (combined) PDF file to wic@centerfornutrition.org with the subject line "WIC Online Shopping Sub-grant Project Proposal." To be considered for review, complete proposals must be submitted by 5PM CT on May 9, 2024. GSCN will confirm receipt of proposals within one business day of receiving the proposal.

Following the initial screening process, GSCN will assemble a panel to review and determine the technical merits of each application. The panel will evaluate the proposals based on how well they address the required application components according to the Scoring Rubric and will arrange the applications from highest to lowest score. The panel members will recommend applications for consideration for a grant award based on the evaluation scoring. The selecting official reserves the right to accept the panel's recommendation or to select other (out of evaluation scoring order) applications for funding to meet agency priorities and/or to foster project balance, geographical representation, or project diversity.

Part F. Administrative Regulations

Debarment and Suspension 2 CFR Part 180 and 2 CFR Part 417

The Recipient agrees to ensure that all sub-recipients are neither excluded nor disqualified under the Suspension and Debarment rules found at 2 CFR Part 180 and 2 CFR Part 417 by doing any one of the following:

- Checking the System for Awards Management (SAM) to determine if the applicant or Recipient has been debarred or suspended. This information can be found at https://www.sam.gov/.
- Collecting a certification that the entity is neither excluded nor disqualified. Because a Federal certification form is no longer available, the Recipient or sub-Recipient electing this must devise its own.
- Including a clause to this effect in the sub-recipient agreement and in any procurement contract expected to equal or exceed $25,000, awarded by the Recipient or a sub-recipient within any agreements.

Reporting Sub-award and Executive Compensation Information 2 CFR Part 170

The Federal Funding Accountability and Transparency Act (FFATA) of 2006 (Public Law 109–282), as amended by Section 6202 of Public Law 110–252, requires primary grantees of Federal grants and cooperative agreements to report information on sub-grantee obligations and executive compensation. FFATA promotes open government by enhancing the Federal Government's accountability for its stewardship of public resources. This is accomplished by making Government information, particularly information on Federal spending, accessible to the general public.

Primary sub-grantees, including State agencies, are required to report actions taken on or after October 1, 2010, that obligates $25,000 or more in Federal grant funds to first-tier sub-grantees. This information must be reported in the Government-wide FFATA Sub-Award Reporting System (FSRS). In order to access FSRS, a current SAM registration is required. A primary grantee and first-tier sub-grantees must also report total compensation for each of its five most-highly compensated executives. Every primary and first-tier grantee must obtain a Unique Entity Identifier (UEI) prior to being eligible to receive a grant or sub-grant award. For more information regarding UEI, visit https://www.gsa.gov/about-us/organization/federal-acquisition-service/technology-transformation-services/integrated-award-environment-iae/iae-systems-information-kit/unique-entity-identifier-update. Additional information will be provided to grant recipients upon award**.**

Code of Federal Regulations and Other Government Requirements

This sub-grant will be awarded and administered in accordance with the following regulations 2 Code of Federal Regulations (CFR), Subtitle A, Chapter II. Any Federal laws, regulations, or USDA directives released after this RFA is posted will be implemented as instructed.

- 2 CFR Part 25: "Universal Identifier and System for Award Management"
- 2 CFR Part 170: "Reporting Sub-award and Executive Compensation Information"
- 2 CFR Part 175: "Award Term for Trafficking in Persons"
- 2 CFR Part 180: "OMB Guidelines to Agencies on Government-wide Debarment and Suspension (Non-Procurement)"
- 2 CFR Part 200: "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards"
- 2 CFR Part 400: USDA's implementing regulation of 2 CFR Part 200 "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards"
- 2 CFR Part 415: USDA "General Project Administrative Regulations"
- 2 CFR Part 416: USDA "General Project Administrative Regulations for Grants and Cooperative Agreements to State and Local Governments"
- 2 CFR Part 417: USDA "Non-Procurement Debarment and Suspension"
- 2 CFR Part 418 USDA "New Restrictions on Lobbying"
- 2 CFR Part 421: USDA "Requirements for Drug-Free Workplace (Financial Assistance)"
- 7 CFR Part 3: "Debt Management"
- 7 CFR Part 16: "Equal Opportunity for Religious Organizations"
- 41 U.S.C. Section 22: "Interest of Member of Congress"

- Privacy Act. The Cooperator/Grantee shall follow the rules and procedures of disclosure set forth in the Privacy Act of 1974, 5 U.S.C. 552a, and implementing regulations and policies, with respect to systems of records determined to be subject to the Privacy Act.
- Freedom of Information Act (FOIA). Public access to Federal Financial Assistance records shall not be limited, except when such records must be kept confidential and would have been excepted from disclosure pursuant to the "Freedom of Information" regulation (5 U.S.C. 552)
  - Sub-recipient compliance: The Recipient will ensure that sub-recipients are in compliance with applicable Federal administrative requirements and cost principles. No funds shall be provided to an eligible collaborator or contractor before such an agreement is signed by all parties.

Part G. Allowable Expenses

If awarded, funds may only be expended during the sub-grant's period of performance. Budgets shall include expenses related to personnel, contractors, equipment and supplies, meeting expenses, travel, and trainings. Other information on allowable expenses is outlined below:

- Equipment and supplies (i.e., items of personal property having a useful life of more than one year and a cost of $5,000 or more) that are purchased using WIC Online Shopping Project funds must be used during the grant period for the sole purpose of accomplishing the stated project objectives. The project must reflect appropriate equipment depreciation or request a depreciation flexibility. If purchased equipment or supplies are not fully dedicated to the grant project objective, including extension beyond the grant period end date, the applicant must determine what percentage of the good's time or space will be dedicated to project activities when developing a proposed budget.
- Food redeemed by participants are not allowable and should be covered by their food grants and accounted for appropriately.
- A current Negotiated Indirect Cost Rate Agreement (NICRA), negotiated with a Federal negotiating agency, should be used to charge indirect costs. Indirect costs may not exceed the negotiated rate. If a NICRA is used, the percentage and base should be indicated. If the applicant does not have and has never been approved for a NICRA, they may charge up to 10% de minimis. In this instance, the applicant must indicate they are requesting the de minimis rate. An applicant may elect not to charge indirect costs and, instead, use all grant funds for direct costs. If indirect costs are not charged, the phrase "none requested" should be stated in the budget narrative.

Appendix A. Scoring Rubrics

Planning Projects

Point Value (100 Points Total)	Section Headings and Scoring Criteria
5 Points* *Note: This section will be scored as a whole, while the following sections will be scored by sub-sections.	***Summary*** ***Primary Contact*** ***Budget Manager Contact***
20 Points	***Project Team (15 points)*** 1. Describes roles and responsibilities of each member of the project including WIC staff, external partners, and key personnel experience. Roles and responsibilities are appropriate for the stated project goals and activities. (5 points) 2. Describes organization's experience collaborating with external partners in implementation initiatives. (5 points) 3. Describes experience implementing WIC initiatives and/or WIC online shopping. (5 points) ***Project Management (5 points)*** 1. Describes the WIC State agency's project management plan for the sub-grant project. Includes how the team will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners. (5 points)
55 Points	***Purpose & Scope of Project (15 points)*** 1. Describes the need for WIC online shopping within their State. (10 points) 2. Describes any steps taken or plan to take to identify WIC-authorized vendors/eCommerce partners or how GSCN can support sub-grantees in planning and preparing for WIC online shopping. (5 points) ***Project Timeline, Goals, Activities, & Partners (35 points)*** 1. Defines project goals, describes activities to meet those goals, and describes how goals are relevant to WIC online shopping. (10 points) 2. Lists any challenges they may face during the project and potential solutions to mitigate these challenges. (10 points)

	3. Describes how the Blueprint document will be used as part of implementation. (5 points) 4. Describes how the project will work to enhance equity and access among WIC participants. (10 points) ***Evaluation (5 points)*** 1. Provides a description of the WIC State agency's capacity and willingness to participate in the overarching evaluation conducted by GSCN. (5 points)
20 Points	***Budget Proposal (20 points)*** 1. Explains expenses required to achieve project goals and objectives. For full points, budget must reference key personnel paid and time devoted by FTE, fringe benefit rate and amount, type of fringe benefits to be covered, itemized travel expenses, types of equipment and justification, information and justification for all contracts, indirect cost information, other sources of funding that will supplement this grant, and information on any WIC Modernization Grant funds used for WIC online shopping. (10 points) 2. Demonstrates feasibility of budget within project scope and activities. Allotted time and effort are appropriate for the stated project goals and activities. (10 points)

Development of New Online Shopping Solutions

Point Value (100 Points Total)	Section Headings and Scoring Criteria
5 Points* *Note: This section will be scored as a whole, while the following sections will be scored by sub-sections.	*Summary* *Primary Contact* *Budget Manager Contact*
20 Points	*Project Team (15 points)* 1. Describes roles and responsibilities of each member of the project including WIC staff, external partners, and key personnel experience. Roles and responsibilities are appropriate for the stated project goals and activities. (5 points) 2. Describes WIC State agency's experience collaborating with external partners in implementation initiatives. (5 points) 3. Describes experience implementing WIC initiatives and/or WIC online shopping. (5 points) *Project Management (5 points)* 1. Describes the project management plan for the sub-grant project. Includes how the team will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners. (5 points)
65 Points	*Previous Experience & Readiness to Implement Sub-grant (10 points)* 1. Describes current readiness and implementation capacity, including planning activities specific to online shopping. Previous experience not required for full points, but relevant or similar experience should be described. (10 points) *Purpose & Scope of Project (15 points)* 1. Describes the need for WIC online shopping within their State. (5 points) 2. Describes the geographic plan for implementing the WIC online shopping project. (5 points)

	3. Describes how proposed project is scalable or could be standardized to a broader set of WIC vendors/eCommerce sites and WIC State agencies. (5 points) ***Project Timeline, Goals, Activities, & Partners (25 points)*** 1. Defines project goals and describes how goals are relevant to WIC online shopping. (5 points) 2. Lists any challenges they may face during the project and potential solutions to mitigate these challenges. (5 points) 3. Describes how the Blueprint document will be used as part of implementation. (5 points) 4. Describes how the project will work to enhance equity and access among WIC participants. (5 points) 5. Lists waivers or changes in the WIC federal requirements the project will seek. (2 points) 6. Describes the implementation team's external partners, each partner's role in the project, and the State agency's experience working with the partner. At minimum partners must include a WIC-authorized vendor and an EBT processor. (3 points) ***Proposed Online Shopping Solution (10 points)*** 1. Describes the proposed WIC online shopping solution. For full points, must mention processes related to: how the WIC participant will shop for and purchase WIC items online, the process for substitutions and returns if known, transaction authentication if known, and how the proposed process will optimize the WIC shopper experience. (10 points) ***Evaluation (5 points)*** 1. Provides a description of the WIC State agency's capacity and willingness to participate in the overarching evaluation conducted by GSCN. (5 points)
10 Points	***Budget Proposal (10 points)*** 1. Explains expenses required to achieve project goals and objectives. For full points, budget must reference key personnel paid and time devoted by FTE, fringe benefit rate and amount, type of fringe benefits to be covered, itemized travel expenses, types of equipment and justification, information and justification for all contracts, indirect cost information, other sources of funding that will supplement this grant, and information on any WIC Modernization Grant funds used for WIC online shopping. (5 points) 2. Demonstrates feasibility of budget within project scope and activities. Allotted time and effort are appropriate for the stated project goals and activities. (5 points)

Implementation and Scaling of Existing Online Shopping Solutions

Point Value (100 Points Total)	Section Headings and Scoring Criteria
5 Points* *Note: This section will be scored as a whole, while the following sections will be scored by sub-sections.	*Summary* *Primary Contact* *Budget Manager*
20 Points	*Project Team (15 points)* 1. Describes roles and responsibilities of each member of the project including considerations for WIC staff, external partners, and key personnel experience. Roles and responsibilities are appropriate for the stated project goals and activities. (5 points) 2. Describes WIC State agency's experience collaborating with external partners in implementation initiatives. (5 points) 3. Describes experience of implementing WIC initiatives and/or WIC online shopping. (5 points) *Project Management (5 points)* 1. Describes the project management plan for the sub-grant project. Includes how the team will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners. (5 points)
65 Points	*Previous Experience & Readiness to Implement Project (10 points)* 1. Describes the WIC State agency, EBT processor, and WIC-authorized vendor's experience with WIC online shopping projects or innovations as well as the WIC State agency's ability to scale out or advance a current WIC online shopping project. (5 points) 2. Describes activities the organization has undertaken to understand any successes or identified barriers associated with the proposed plan to scale or enhance your current WIC online shopping system. (5 points) *Purpose & Scope of Project (10 points)* 1. **For implementing an existing WIC online shopping solution,** clear explanation of the existing WIC online shopping solution, the reach of the solution for WIC participants in the jurisdiction, and the

planning/preparation underway to support implementation of the existing solution. (10 points)

<div align="center">Or</div>

2. **For scaling an existing WIC online shopping system**, clear explanation of the geographic plan for scaling the WIC online shopping system, and clear rationale for the WIC online shopping solution selected and the planning/preparation underway to support scaling this solution. (10 points)

<div align="center">Or</div>

3. **For enhancing or innovating a current WIC online shopping system**, clear explanation of the existing WIC online shopping system and the rationale for the proposed enhancements or innovations to the system. Clearly describes how the proposed innovation will enhance current WIC online shopping initiatives and the planning/preparation underway to support the project. (10 points)

Project Timeline, Goals, Activities, & Partners (25 points)

1. Defines project goals, describes activities to reach the goals, and describes how goals are relevant to WIC online shopping. (5 points)
2. Lists any challenges they may face during the project and potential solutions to mitigate these challenges. (5 points)
3. Describes how the Blueprint document will be used as part of implementation. (5 points)
4. Describes how the project will work to enhance equity and access among WIC participants. (5 points)
5. Lists waivers or changes in the WIC federal requirements the project will seek. (2 points)
6. Describes the implementation team's external partners, each partner's role in the project, and the State agency's experience working with the partner. At minimum, partners must include a WIC-authorized vendor and an EBT processor. (3 points)

Proposed Online Shopping Experience (15 points)

1. Describes the WIC online shopping solution, any innovations in the project, and how the proposed process will optimize the WIC shopper experience. (5 points)
   a. If implementing, also describes how a WIC participant will shop for and purchase food items, transaction authentication, if the project will include delivery or curbside pickup, and how the solution will handle substitutions and returns. (10 points)

<div align="center">Or</div>

   b. If scaling, also describes the solution the project plans to scale, and the scope and expected impact. (10 points)

	Evaluation (5 points) 1. Provides a description of the WIC State agency's capacity and willingness to participate in the overarching evaluation conducted by GSCN. (5 points)
10 Points	***Budget Proposal (10 points)*** 1. Explains expenses required to achieve project goals and objectives. For full points, budget must reference key personnel paid and time devoted by FTE, fringe benefit rate and amount, type of fringe benefits to be covered, itemized travel expenses, types of equipment and justification, information and justification for all contracts, indirect cost information, other sources of funding that will supplement this grant, and information on any WIC Modernization Grant funds used for WIC online shopping. (5 points) 2. Demonstrates feasibility of budget within project scope and activities. Allotted time and effort are appropriate for the stated project goals and activities. (5 points)