

# **Special Supplemental Nutrition Program for Women, Infants and Children (WIC)**

**Contract Application to Provide WIC Local Agency Services  
October 1, 2015 – September 30, 2019**

**March 27, 2015**

**California Department of Public Health  
WIC Division  
3901 Lennane Drive  
Sacramento, CA 95834**



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## **GENERAL INFORMATION**

### **A. Program Overview**

The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC Division) administers funds provided by the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) for the operation of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC Program). Funds are received as three separate grants, Nutrition Services Administration (NSA), Breastfeeding Peer Counseling Program (BFPC) and the Farmers' Market Nutrition Program (FMNP). These USDA funded nutrition programs are discretionary and each provides a specific service to women, infants, and children. Service population eligibility for the WIC Program is based upon federal regulations such as participant category (pregnant, breastfeeding, and postpartum women, infant or child under five [5] years of age), a household income at or below 185 percent of federal poverty guidelines, and nutritional risk. The overall goal of the WIC Program is to improve the health status of eligible participants by providing nutritious foods to supplement diets, information on healthy eating, breastfeeding support and referrals to health care and other social services.

#### **Nutrition Services and Administration (NSA)**

NSA funds support the core services of eligibility determination, nutrition assessment and certification, nutrition education, food benefits and issuance, breastfeeding promotion and support, outreach, and required administrative operations necessary to support the WIC Program.

#### **Breastfeeding Peer Counseling Program**

The WIC BFPC is based on the USDA's Loving Support© Model for a Successful Peer Counseling Program. The program utilizes peers to encourage and support WIC mothers to breastfeed their infants via a mother-to-mother connection. The Peer Counselors (PCs) are paid paraprofessionals within the WIC Program, who are recruited and hired from the population they serve. The PCs are well trained and supported by breastfeeding experts. The goal of the program is to increase the initiation, exclusivity, and duration of breastfeeding.

#### **Farmers' Market Nutrition Program**

The WIC FMNP was established by Congress in 1992 to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants, and to expand the awareness, use, and sales of these products at CDPH/WIC approved authorized farmers market locations. WIC local agencies distribute FMNP food benefits to eligible participants during the season dates of operation (May through September), provide nutrition education on the benefits of fruits and vegetables to all FMNP

recipients, and serve as a local resource for farmers and farmers' market managers for program information and assistance.

## **B. Caseload Description and Methodology**

The contracted caseload is the number of participants a WIC local agency should be serving each month. An agency's caseload for the first year of the contract was initially set by calculating its average monthly participation from January 2014 to December 2014. To account for growth in participants, a two percent (2%) increase was added to the 2014 monthly average to determine caseload for the first year of the contract. Another one percent (1%) was added each year to project caseload for the remaining three years of the contract; the one percent growth was based on the projected birth rate estimated by the Department of Finance, which was also used in WIC's budget estimate projections. The caseload numbers were rounded up to the nearest 10.

## **C. Funding Description and Methodology**

### **NSA Funding Description and Methodology**

Approximately \$274 million in NSA funds will be distributed to all agencies each year of the contract. The majority of these funds supports the core services of eligibility determination, nutrition assessment and certification, nutrition education, food benefits and issuance, breastfeeding promotion and support, outreach, and required administrative operations necessary to support the WIC Program.

For most agencies, NSA funding is allocated for the provision of core services based on the contracted caseload assigned to each WIC local agency. The funding formula is:

- *Band Allocation*  
*plus*
- Caseload multiplied by the Per Participant Rate

The table below shows the breakdown of the 13 Bands, their associated Caseload range, Band Allocation and standard Per Participant Rate amounts.

<b>Band</b>	<b>Caseload</b>	<b>Band Allocation</b>	<b>Per Participant Rate</b>
Band One	901 - 2,000	<b>\$312,606</b>	<b>\$161.16</b>
Band Two	2,001 - 5,000	<b>\$328,790</b>	<b>\$161.16</b>
Band Three	5,001 - 7,500	<b>\$348,641</b>	<b>\$161.16</b>
Band Four	7,501 - 10,000	<b>\$364,824</b>	<b>\$161.16</b>
Band Five	10,001 - 15,000	<b>\$373,199</b>	<b>\$161.16</b>
Band Six	15,001 - 20,000	<b>\$377,907</b>	<b>\$161.16</b>
Band Seven	20,001 - 33,000	<b>\$405,114</b>	<b>\$161.16</b>
Band Eight	33,001 - 47,000	<b>\$428,654</b>	<b>\$161.16</b>
Band Nine	47,001 - 60,000	<b>\$452,194</b>	<b>\$161.16</b>
Band Ten	60,001 - 90,000	<b>\$465,119</b>	<b>\$161.16</b>
Band Eleven	90,001 - 120,000	<b>\$470,709</b>	<b>\$161.16</b>
Band Twelve	120,001 - 250,000	<b>\$789,946</b>	<b>\$161.16</b>
Band Thirteen	250,001 - xxx,xxx	<b>\$1,111,019</b>	<b>\$161.16</b>

If an agency is determined to qualify for either the High Cost of Operations adjustment or the Population Dispersion adjustment, the standard Per Participant Rate is increased accordingly.

The Below Band agencies have a caseload of 900 participants or less; these agencies are grouped together according to similar caseloads, and agencies in each grouping receive the same base allocation to cover the costs of providing core services. Below Band agencies do not receive additional per participant dollars.

Funding for NSA-funded Local Vendor Liaison (LVL) activities and any assigned special projects (e.g., Regional Breastfeeding Liaison) is then added to each agency's core funding allocation. The funding provided for special projects, except for the LVL, is restricted to use solely for the designated purpose of the specified special project.

### **BFPC Funding Description and Methodology**

Approximately \$10.3 million will be available for each year of the contract to be awarded to the 48 local agencies that are currently implementing a USDA funded BFPC program. WIC local agency BFPC awards for each year of this contract are contingent upon availability of funds from USDA for continued support of peer counseling services.

BFPC funds are not meant to fund the provision of peer counseling services to every pregnant and breastfeeding mom in the WIC Program. Rather, they should be utilized to provide targeted support to those moms that would most benefit from peer counseling services and are interested in receiving peer counseling support. In an effort to maximize the reach of the program, and allow for the highest possible number of women statewide to receive peer counseling services, BFPC award amounts will be based on the expectation that they will be utilized to provide peer counseling services to a portion of your prenatal and breastfeeding caseload.

For local agencies receiving BFPC awards, funds will be distributed based on the assigned WIC caseload for each year of the contract. There will be a minimum award amount of \$80,000. This allows for equitable distribution of resources to local agencies of varying sizes, while allowing a minimum level of funding to support implementation at a local agency. For agencies receiving decreased funding in the contract, a ten percent (10%) maximum reduction factor will be utilized each year until the local agency reaches the caseload-based formula calculated level of funding.

### **FMNP Funding Description and Methodology**

Approximately \$2 million will be available for each year of the contract to be awarded to the 73 local agencies that are currently implementing the FMNP.

WIC Local agencies participating in the FMNP will receive an allocation of food benefits (e.g. check booklets) sufficient to support approximately nine percent (9%) of their WIC caseload for each contract year and funds for administration of the program, with the following conditions:

- FMNP funds are traditionally awarded by the USDA in April for the upcoming season.
- The number of check booklets allocated to each agency is dependent on the number of WIC local agencies that participate in the program. The FMNP funds are to be invoiced between May 1 and September 30 of each contract year.

## **Future Funding Changes**

The amounts for NSA, BFPC, and FMNP are subject to adjustment based on the actual amount of Federal funding received. Refer to Appendix 3, Sample Contract, Exhibit D(F), Provision 9 Federal Contract Funds.

## **CONTRACT INFORMATION**

### **A. Contract Type and Term**

The contracts will be awarded as Subvention Local Assistance Contracts. The term of the contract is four (4) years and is effective from October 1, 2015 through September 30, 2019.

### **B. Scope of Work**

The Contractors agree to provide for the CDPH/WIC Division the direct services at the local level described in the Scope of Work to operate the WIC Program and to comply with all fiscal, administrative and operational requirements as outlined in Federal and State statutes, regulations, policies and procedures, and other communications from the CDPH/WIC Division.

The Contractors are required to serve a specified caseload per month to deliver services in a geographic service area as identified in the contract. The Contractor shall provide nutrition and breastfeeding information and support, specific supplemental healthy foods through the issuance of food benefits that can be used at CDPH/WIC approved grocery vendors and farmers' markets, and referrals to health related programs as identified in the Scope of Work included in the contract.

Exhibit A, Scope of Work includes the many administrative functions, requirements, and deliverables of the contract. Exhibit A, Scope of Work, Attachment 1 includes the tasks, objectives, activities, and deliverables of the WIC local agency services to be performed. The sample contract is included in Appendix 2.

### **C. Budget**

The budget must be supportive of the Scope of Work (SOW) and reflect each year of the contract period.

### **D. Allowable Costs**

The WIC local agency must comply with all Federal regulations and State Codes regarding funds expenditure. Title 2 of the Code of Federal Regulations (2 CFR),

Subtitle A, Chapter II, Part 225 outlines cost principles for local governments; Part 230 outlines cost principles for nonprofit organizations.

Parts 225 and 230 of 2 CFR state that allowable costs must:

- Be necessary and reasonable for proper and efficient performance and administration of the WIC Program;
- Be allocable to the WIC Program;
- Be authorized or not prohibited under State or local laws or regulations;
- Conform to any limitations or exclusions set forth in the cost principles, federal laws, terms and conditions of the federal award, or other governing regulations as to types or amounts of cost items;
- Be consistent with policies and procedures that are applied to the WIC Program and other grants held by government agencies and nonprofit organizations;
- Be accorded consistent treatment;
- Be determined in accordance with generally accepted accounting principles;
- Not be included as a cost or used to meet cost sharing or matching requirements of any other Federal award in either the current or a prior period, except as specifically provided by Federal law or regulation; and
- Be adequately documented.

A cost is considered reasonable if it:

- Does not exceed the amount a prudent person would spend under the circumstances prevailing at the time the decision was made to incur the cost;
- Is generally recognized as an ordinary and necessary cost for the operation or performance of the WIC Program;
- Follows sound business practices (such as arms-length bargaining), Federal and State laws and regulations, and WIC policies and contract requirements;
- Is similar to market prices for comparable goods and services;
- Supports the local agency's responsibilities to the WIC Program, participants, and the public; and
- Complies with the local agency's established purchasing practices to manage costs.

A cost is considered necessary if it is:

- Incurred to carry out essential WIC Program functions; and
- Required in order to avoid a situation that will adversely impact the WIC Program.

A cost is considered allocable if:

- It is incurred specifically for the WIC Program; and

- The cost of the goods or services is reasonably proportional to the benefits received by the WIC Program.

The State Contracting Manual (SCM), Volume 1, Section 3.17 states:

- Payments are not permitted for construction, renovation, alteration, improvement, or repair of privately owned property when such work would enhance the value of the property to the benefit of the owner.

Refer to Appendix 1 for Allowable Costs.

## **APPLICATION INFORMATION**

### **A. Critical dates**

The contract application release date and the due date for submitting accurate and complete applications are below.

To provide support and guidance for completion of the required forms, we will conduct webinars for WIC local agencies. Local directors and fiscal staff are encouraged to attend at least one webinar. The content will be repeated at each date and time listed below. Registration instructions will be provided prior to each webinar.

<b>Event</b>	<b>Date</b>
<b>Contract Application Released</b>	3/27/2015
<b>Contract Application Training Webinars</b>	4/3/2015 10:00 AM – 12:00 PM 4/8/2015 10:00 AM – 12:00 PM 4/9/2015 1:30 PM – 3:30 PM 4/14/2015 10:00 AM – 12:00 PM 4/22/2015 10:00 AM – 12:00 PM
<b>Accurate and Complete Applications Due</b>	5/14/2015
<b>Contract Start Date</b>	10/1/2015

### **B. Contract Application Documents**

This Contract Application Package is the process by which the CDPH/WIC Division awards funds to Contractors to administer the WIC Program.

The required documents to be submitted in response to the Contract Application are located in Appendix 1, Contract Application Documents and Instructions and, if applicable, Appendix 2, Breastfeeding Peer Counseling Program Documents and Instructions.

If the Contract Application is submitted without all required documents or a correction is needed, the WIC local agency will be contacted by the Contract Manager. The review will be delayed until the required documents or corrections are received which could delay the execution of the new Agreement.

### **C. Questions Regarding the Contract Application**

Questions regarding the Contract Application shall be submitted to your Contract Manager.

### **D. Application Submission Instructions**

By May 14, 2015, accurate and complete Contract Application documents shall be submitted via email to the assigned Contract Manager and their Unit Chief. (See contract manager assignment list for email addresses).

Attachment 10, Payee Data Record, STD 204, requires a signature in blue ink, so must be mailed to the Contract Manager:

Contract Manager  
California Department of Public Health  
Women, Infants and Children Division  
3901 Lennane Drive, MS 8600  
Sacramento, CA 95834