

IOWA DEPARTMENT OF PUBLIC HEALTH
DIVISION OF HEALTH PROMOTION AND CHRONIC DISEASE
PREVENTION

REQUEST FOR PROPOSAL #58811032

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

Project Period October 1, 2011 to September 30, 2017

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Section 1 - General and Administrative Issues

Overview

Introduction This section of the Request for Proposal (RFP) contains general and administrative information about the solicitation and selection of successful applicants.

Contents This section contains the following topics:

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1.01 Purpose

Purpose	The purpose of this Request for Proposal (RFP) #58811032 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicant to provide the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) at the community level. This RFP serves to: • Maintain and advance the integration of public health services; • Maintain and advance delivery of essential services and core public health functions; • Build stronger relationships with community partners; and • Have the capacity to provide quality WIC services.
Grant proposal packet	Applicants are strongly encouraged to review all materials contained in the proposal packet and follow the instructions regarding the format, narrative and required forms to be used.
Project period and contract term	The project period shall be from October 1, 2011 to September 30, 2017. IDPH expects the initial contract period to be a one year term from October 1, 2011 to September 30, 2012. IDPH shall have the option to renew the contract for up to five additional one (1) year terms subject to review of the continuation application, contractor performance and compliance with the terms and conditions of the contract, and availability of funds. The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.
Eligible Applicants	Applicants must meet each of the following eligibility requirements for consideration. Public or private nonprofit entities are eligible to submit proposals in accordance with this RFP.

Continued on next page

1.01 Purpose, Continued

Electronic communication requirements

Applicant is required to maintain and provide to IDPH, upon application, a current and valid email account for electronic communications with IDPH.

Application submission requirements

The only method for submission of a proposal is via email to applications@idph.iowa.gov as a single zipped file or PDF no larger than 20 MB. Documents must be created in MS Office products. MS Office 97-2003 format is the minimum product accepted.

Proposals submitted to IDPH in any format other than MS Office products as single zipped file or PDF or in any other manner than by email to applications@idph.iowa.gov will be rejected and not reviewed by IDPH.

Service delivery area*

It is the IDPH's intent to provide access to WIC services in all Iowa counties. A service delivery area for applicants must be:

- A single county or group of not more than ten contiguous counties with a child population of more than 6,000 defined as, persons under 5 years old in 2009, as shown on the U.S. Census Bureau website <http://quickfacts.census.gov>, or
- A group of not less than four and not more than ten contiguous counties having a combined population of at least 60,000 defined as population 2009 estimate, as shown on the U.S. Census Bureau website <http://quickfacts.census.gov>.

*Note:

- The only counties eligible for application with this proposal are Delaware, Dubuque, Jones, Jackson, and Clinton.
 - For applicants proposing to serve a group of counties, the counties must have contiguous borders. The IDPH reserves the right to conduct contract negotiations to assure all counties are served.
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Available funds

The source of funding is through the Iowa WIC Program funds and are awarded under the authority of the federal regulations found 7 CFR part 246 from the United States Department of Agriculture and 641 Iowa Administrative Code Chapter 73.

Applicants may apply for funding using the sum of the preliminary county allocations for the service delivery area (see page 26). IDPH anticipates up to \$12 million available for distribution to all 99 counties. Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

Continued on next page

1.01 Purpose, Continued

Available funds (continued)	Allocations for local WIC programs are estimated based on FFY2011 funding levels of current WIC contractors. Allocations to contractors are based on this estimation and are considered preliminary. Should the funds received be different than expected, the IDPH may change the funds offered through this proposal or may amend contracts issued as a result of the proposal.
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Local match	No local match of funds is required for the Iowa WIC Program.
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1.02 Schedule of Events

Schedule of events

All times and dates listed are local Iowa time.

The following dates are set forth for informational purposes. IDPH reserves the right to change them.

Event	Date
RFP Issued	May 12, 2011
Written Questions and Responses	
Questions Due	May 25, 2011
Final Responses Posted by	June 2, 2011
Letters of Intent Due	May 20, 2011
Proposals Due	June 14, 2011
Post Notice of Intent to Award	July 21, 2011

RFP issued

May 12, 2011 - IDPH will post the RFP on the IDPH Web page under *Funding Opportunities* link at: www.idph.state.ia.us. IDPH will send a copy of the RFP to any person or entity which requests the RFP.

Applicant's conference

An applicant's conference will not be held.

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1.02 Schedule of Events, Continued

Written questions and responses

Written questions related to the RFP must be submitted via email to Stacey Hewitt at stacey.hewitt@idph.iowa.gov no later than the date specified on the previous table.

Questions must be submitted by electronic mail. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

Response to written questions

IDPH will prepare written responses to all pertinent and properly submitted questions and post the written questions and responses on the IDPH Web page. IDPH's written responses will be considered part of the RFP. Written responses will be prepared according to the "Schedule of Events" table above.

It is the responsibility of the applicant to check the IDPH Web site periodically for written questions and responses to this RFP.

Letter of Intent required

A letter of intent is required to be submitted from all applicants that intend to submit a proposal response to this RFP. The letter of intent to apply form must be emailed as an attachment and received by Stacey Hewitt no later than 4:30 pm on **May 20, 2011**.

Letter of Intent submission

An applicant must submit a letter of intent via email to Stacey Hewitt at stacey.hewitt@idph.iowa.gov by 4:30 pm on **May 20, 2011**. The letter of intent must include the applicant's name, mailing address, electronic mail address, fax number, telephone number and a statement of intent to apply for this RFP. Applicants are required to use the attached Letter of Intent to Apply form found in Section 7; Attachment C.

Failure to submit a letter of intent to IDPH by the deadline specified will result in the rejection of the applicant's proposal. A letter of intent emailed to Stacey Hewitt after the stated due date and time will be rejected and not reviewed by IDPH. IDPH will notify the applicant of the rejection.

1.03 Proposal Submission

Proposals Due June 14, 2011

Proposals must be emailed as a single zipped file or PDF no larger than 20 MB to applications@idph.iowa.gov by 4:00 p.m. (local Iowa time) on **June 14, 2011** in compliance with the title guidelines as follows:

- **The subject line of the email must read: “RFP #58811032”.** Do not include any other information in the subject line of the email.
- **The single zipped file or PDF must be named “RFP #58811032 (insert your agency name)”.**

These requirements are mandatory requirements and will not be subject to waiver as a minor deficiency. The date and time of submission of a proposal is automatically documented by the SharePoint Service Contract system.

Proposal submitted to the IDPH SharePoint Service Contract system after the stated due date and time will be rejected and not reviewed by IDPH. IDPH will notify the applicant of the rejection.

Proposals submitted to IDPH in any format other than through the IDPH SharePoint Service Contract system (e.g. electronic mail to any other address, faxed, hand-delivered, mailed or shipped or courier-service delivered versions) will be rejected and not reviewed by IDPH. Any information submitted separately from the proposal will not be considered in the review process. Do not include any text in the email body.

An electronic notification of receipt of the applicant’s email will be generated automatically. If the electronic notification is not received within ten (10) minutes of the applicant’s email, please contact the SharePoint Helpdesk at 1-866-520-8987 to confirm delivery. The helpdesk is available Monday-Friday 8 AM to 4 PM.

Release of names of applicants

June 21, 2011 – The names of all applicants who submitted proposals by the deadline shall be released to all who have requested such notification via an email request to Stacey Hewitt at stacey.hewitt@idph.iowa.gov.

Notice of intent to award

July 21, 2011 – A Notice of Intent to Award the contract(s) will be posted on the IDPH Web page www.idph.state.ia.us under *Funding Opportunities* link by 4:30 pm. Applicants are solely responsible for reviewing the Notice of Intent to Award to determine their award status.

Continued on next page

1.03 Proposal Submission, Continued

Contract negotiations and Execution of contract

Following the posting of the Notice of Intent to Award, the successful applicant(s) will retrieve a contract document through the IDPH SharePoint Service Contract system. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

Inquiries

During the period following release of this RFP and until the Notice of Intent to Award is posted, applicants should contact only Stacey Hewitt in the manner provided for in section 1.02. Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IDPH.

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event IDPH decides to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted by an applicant at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its proposal after the submission time shall submit notification via email to Stacey Hewitt at stacey.hewitt@idph.iowa.gov.

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1.03 Proposal Submission, Continued

Acceptance of terms and conditions

An applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

Applicant exception

IDPH reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with the applicant. However, IDPH may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

Costs of proposal preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the applicant which are related to the preparation or submission of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

Multiple proposals

Only one proposal will be accepted from each applicant.

Oral presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order and schedule of the presentations is at the sole discretion of IDPH. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

Continued on next page

1.03 Proposal Submission, Continued

Rejection of proposals

IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

Any proposal will be rejected outright and not evaluated for any of the following reasons:

- The applicant fails to submit the letter of intent, as required by this RFP, by the relevant dates and times and in the manner stated in section 1.02.
- The applicant fails to submit the proposal by the relevant dates and times in the manner stated in section 1.02.
- The applicant is not an eligible applicant as defined in section 1.01.

Any proposal may be rejected outright and not evaluated for any one of the following reasons:

- The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
- The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
- The applicant provides misleading or inaccurate answers.
- The applicant states that a mandatory requirement cannot be satisfied.
- The applicant's response materially changes a mandatory requirement.
- The applicant's response limits the right of IDPH.
- The applicant fails to respond to IDPH's request for information, documents, or references.
- The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
- The applicant initiates unauthorized contact regarding the RFP with a state employee.

Restrictions on gifts and activities

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code Chapter 722 provides that it is a felony offense to bribe a public official.

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1.03 Proposal Submission, Continued

Use of subcontractors	The applicant is permitted to subcontract for the performance of certain services required under the contract, up to 50% of the total award amount. Applicants that anticipate subcontracting greater than 50% of the awarded contract amount must submit a written waiver request to IDPH with the RFP proposal. The waiver must include the subcontract amount and justification as to why greater than 50% is necessary to meet program requirements. Approval of the waiver will be determined by IDPH staff. Subcontracts must adhere to the provisions of Section 5 of the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page at www.idph.state.ia.us under the <i>Funding Opportunities</i> link. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information should include: • The name and address of the subcontractor if known; • The scope of work to be performed by each subcontractor; • Subcontractor qualifications; and • The estimated dollar amount of each subcontract.
State of Iowa employees	Current individual employees of the State of Iowa may not act as subcontractors under this contract.
Subcontract responsibilities	The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.
Reference checks	IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal
Criminal background checks	IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

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1.03 Proposal Submission, Continued

Information from other sources	IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other IDPH contracts, other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.
Verification of proposal contents	IDPH reserves the right to verify the contents of a proposal submitted by an applicant. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to section 1.03 page 12.
Bid proposal clarification process	IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.
Waivers and variances	IDPH reserves the right to waive or permit cure of non-material variances in the proposal's form and content providing such action is in the best interest of IDPH. In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.
Disposition of proposals	All proposals become property of IDPH and shall not be returned to the applicant. If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

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1.03 Proposal Submission, Continued

Public records All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Applications containing confidential information Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code Chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant. A Proposal containing confidential information must be emailed as a single zipped file or PDF to applications@idph.iowa.gov by 4:00 p.m. (local Iowa time) on **June 14**, 2011. The subject line of the email must read RFP 58811010. The single zipped file or PDF must be named "RFP #58811032 (insert your agency name) Confidential".

The applicant must submit one copy of the proposal from which the confidential information has been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible. A proposal from which confidential information has been excised must be emailed as a single zipped file or PDF to applications@idph.iowa.gov by 4:00 p.m. (local Iowa time) on **June 14**, 2011. The subject line of the email must read RFP#58811032. The single zipped file or PDF must be named "RFP #58811032 (insert your agency name)".

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1.03 Proposal Submission, Continued

Public request for applications with confidential information

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code Section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

Appeal of Award Decision

The posting of the Notice of Intent to Award on the IDPH Web page constitutes receipt of notification of the adverse decision per 641 Iowa Administrative Code Chapter 176.8(1). Applicants may appeal the adverse award decision by filing a written appeal to IDPH within 10 working days of posting of the Notice of Intent to Award in accordance with 641 Iowa Administrative Code Chapter 176.8(1). Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

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1.03 Proposal Submission, Continued

Definition of contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

Section 2 – Description of Services

Overview

Introduction This section of the RFP describes the minimum applicant capacity to provide WIC services including description of work and service, staffing, budget and assigned caseload.

Contents This section contains the following topics:

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2.01 Background

History	The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) began in Iowa in 1974 in response to health and nutrition concerns of low income women, infants and children. The mission of the Iowa WIC Program is to provide and maintain the health and well being of nutritionally at-risk women, infants and young children. The Iowa WIC Program provides nutritious food, nutrition and health education, breastfeeding promotion and support and access to health care for eligible individuals found to be at nutritional and/or medical risk. Women who are pregnant, breastfeeding and postpartum, infants and children up to age five who reside in Iowa and meet income guidelines are eligible for WIC services. The Iowa WIC Program was created in recognition of the critical importance of nutrition in an overall national public health agenda. Positive changes in diet and nutritional status have shown to occur when nutrition services are provided in conjunction with supplemental foods. As an adjunct to public health, WIC's scope has expanded significantly to facilitate participant access to other health and social services in the community.
Administration	The IDPH, Bureau of Nutrition and Health Promotion is the administrator of the Iowa WIC program. The Iowa WIC Program receives funding from the United States Department of Agriculture (USDA).
Delivery system	Currently, WIC services are provided to more than 75,000 participants per month through a network of 20 contract agencies at more than 140 clinic sites statewide. Supplemental foods are provided to participants in the form of WIC food instruments issued by the local agency. WIC participants redeem the food instruments through more than 650 retail food and special purpose vendors under contract with the Iowa WIC program. A WIC Competent Professional Authority (CPA) prescribes a federally defined package of supplemental food that addresses specific health and nutrient needs of an individual. Through a Value Enhanced Nutrition Assessment, nutrition counseling is provided to address immediate risks as well as long term goals as identified by the CPA and participant. The WIC program is designed to help assure normal growth, increase immunization rates, and improve access to health care.

2.02 Description of Work and Services

Purpose IDPH is seeking applicants to provide direct services to applicants and participants of the WIC program. The intent of the RFP is to identify agencies that can provide necessary services in compliance with the IDPH WIC program. Applicants must be local agencies that can demonstrate the ability to ensure capacity and provision of quality WIC services to applicants. This RFP serves to:

- Have the capacity to provide quality WIC services;
- Maintain and advance the integration of public health services;
- Maintain and advance delivery of essential services and core public health functions; and
- Build stronger relationships with community partners.

Scope of work Each applicant must review the scope of work and responsibilities as outlined in the 641 Iowa Administrative Code Chapter 73, and the Iowa WIC Program Policy and Procedure Manuals. By submitting an application for the Iowa WIC program, the applicant understands that an acceptance of a contract carries with it the obligation to provide all WIC services and performs all WIC program tasks in accordance with these documents.

Note: To request copies of the above mentioned documents contact the Iowa WIC Program at 1-800-532-1579. The applicant is responsible for the costs incurred to copy and deliver these documents.

Basic program requirements The scope of work and responsibilities outlined in the above documents provide the full scope of services required of an applicant. A basic outline of program requirements would include:

- Participant eligibility determination and certification;
- Nutrition education and counseling;
- Breastfeeding promotion and support;
- WIC supplemental food check distribution;
- Farmers market coupon distribution;
- Outreach to increase participation;
- Outreach to other service providers; and
- Referrals to other health and social service programs.

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2.02 Description of Work and Services, Continued

Quality improvement

Local WIC agencies will be responsible for developing and implementing a system of quality improvement. The system must have a designated staff member regularly reviewing all components of the local WIC program including but not limited to staff interactions with participants, food instrument issuance, data quality, and participant records. Problems and/or issues which are identified through quality assurance activities are required to be investigated and addressed in a timely and efficient manner. These must also be included in the annual report submitted by the local agency.

Applicant capacity

IDPH seeks applicants that can demonstrate the maximum ability to meet the following criteria:

- **Access:** A commitment to reach and serve the target audiences in Iowa. This includes adequate location and accessibility of program space and service hours along with culturally and linguistically appropriate services.
 - **Cost:** Maintain cost of operations within the limits of available funding and an ability to meet program requirements while maximizing available resources.
 - **Quality:** A commitment to provide quality services with sensitivity to and awareness of client satisfaction. Programs should also have a history of compliance with IDPH WIC program or related IDPH programs.
 - **Management:** A capacity and willingness to provide responsible management of resources and to establish necessary controls systems to safeguard funds and resources.
 - **Coordination:** An ability to effectively coordinate services for women, children and families.
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Personnel

Personnel with specific qualifications or credentials must perform tasks required for certifying participants and providing program benefits. These requirements may be due to:

- Scopes of practice that set limits; Mandatory licensing acts; or Policy decisions made by the Iowa WIC Program.

Applicants must meet the minimum personnel requirements as outlined in Iowa WIC Program Policy Section 310.

Each local WIC agency must employ a minimum of .50 FTE of licensed dietitian time per 1,000 assigned WIC active participants. This includes the time nutrition personnel spend in certification and nutrition education activities but does not include time spent in general administrative activities.

2.03 Computer and Internet Requirements

IWIN Local WIC agencies are required to use and document clinic services and program benefits in the Iowa WIC Information Network (IWIN) data system. The applicant may not substitute any other data system for the Iowa WIC Program. Local WIC agencies are expected to establish routine procedures to assure the security and quality of electronic records, food instruments and data reports.

E-mail requirements All key staff must have **individual** e-mail addresses with the capacity to send and receive electronic communications (e-mail and attachments).

All agency staff using IWIN must have the ability to use local agency e-mail to contact the WIC state office. This can be a group or individual e-mail address. Local agency staff is not allowed to e-mail the state WIC office with personal e-mail accounts from state owned computers.

Internet access All WIC main offices (includes split offices within an agency) must maintain high-speed Internet access (DSL 512 kb, cable modem or higher).

All proposed satellite WIC clinics that are connected to the Internet must have high-speed Internet access of at least DSL (512kb). All applicants must maintain the level of Internet connectivity at satellite clinics that is currently being provided.

Local computer support The applicant is required to provide local agency computer support and maintenance of local hardware and operating software. If state-owned WIC computers are put on local agency networks, the applicant is responsible for printer connectivity, Internet connectivity, triaging network issues and configuring replacement hardware.

Security tokens Every user of the IWIN data system is required to use an IDPH-issued security token to access the data system. Tokens are paid by the state WIC office for local agency staff positions paid ≥ 0.2 FTE from WIC grant funds. The token fee for IWIN user positions paid with >0 to <0.2 FTE WIC grant funds is \$100.

Note: A security token is a device that provides a one-time password to obtain access to the IDPH network and the WIC data system.

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2.03 Computer and Internet Requirements, Continued

Client confidentiality

Successful applicants and their subcontractors shall comply with USDA and IDPH policies and procedures to protect client confidentiality and assure security of the client information, including electronic files. The Health Insurance Portability and Accountability Act (HIPAA) does not apply to or require compliance by the Iowa WIC Program.

Reference: USDA WIC Final Policy Memorandum #2002-2, January 2003.

Maintaining client records

The IDPH uses data recorded by WIC contractors for the purposes of quality assurance monitoring, needs assessment activities, and reporting data to the USDA and Centers for Disease Control and Prevention. To assure proper support documentation of services delivered, contractors must maintain accurate client records and data systems and assure that all staff using the WIC data system is appropriately trained.

State-supplied data system equipment

The IDPH will supply data system equipment to successful applicants based on workload and caseload. The IDPH periodically evaluates these determinants and reserves the right to recover that equipment so it can be redistributed to other WIC contractors. The IDPH will replace WIC data system equipment on a scheduled basis (budget permitting). Applicants must maintain insurance coverage for data system equipment being used in their agency.

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2.03 Computer and Internet Requirements, Continued

Computer requirements

Local WIC agencies may request permission to purchase their own desktop computers for clinic use. In order to install and use IWIN there are minimum and recommended requirements for efficiently using the data system. The minimum requirements must be met in order to comply with program requirements.

Requirement	Minimum	Recommended
Internet connection	• DSL (512kb)	• Cable, DSL (1.5mb), or T1
Hardware	• Pentium Dual core 2.6 GHz processor • 1 GB of RAM • 80 GB Hard drive	• Pentium core 2 Duo 3 GHz or greater processor • 4 GB of RAM or greater • 160 GB Hard drive or greater
Windows operating system	Windows XP, service pack 3 and current updates	Windows 2007 and current updates
Required software	• Adobe Reader 9.0 or higher • Internet Explorer version 8.0 or greater • Microsoft .NET Framework 1.1 with all service packs and security updates • Microsoft .NET Framework 4.0	• Norton or McAfee virus protection

2.04 Funding

Introduction	WIC contract agencies must comply with federal and state regulations and be fiscally responsible with WIC funds.
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Allocation of funds	The Iowa WIC Program seeks to achieve an economy of scale encouraging regional service delivery, especially in less densely populated parts of the state. Therefore, available funds are pooled to serve a defined service delivery area. As a result, actual allocations in specific counties may vary from the funding levels provided. Allocations are determined per county; however the funds are contract to regional agencies. The applicant may decide where the funds are best spent and is under no obligation to spend the monies allocated per county in that county as long as the required service is available to residents of that county.
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Awarding authority	The USDA provides funds to support the Iowa WIC Program. Funding is projected and contingent upon federal awards and appropriated state funding levels. For FFY2012, the preliminary funding level for the Iowa WIC Programs is \$12,000,000.
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Startup costs	The successful applicant will be required to have sufficiently trained personnel and equipment ready to implement WIC services on October 1, 2011. WIC funds are not granted for start-up costs including training.
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Caseload and funding	Successful applicants will be assigned active participation numbers known as caseload. Funding levels are dependent on the applicant serving no less than the minimum caseload per month identified. Contract performance measures and disincentives are linked to assigned active participation.
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Continued on next page

2.04 Funding, Continued

**Preliminary
WIC funding**

WIC applicants should use the following preliminary county allocations for FFY2012 budget preparation. Final funding and caseload allocations will be forwarded as soon as they are available.

County	2012 Funding
Clinton	\$187,695
Delaware	\$43,668
Dubuque	\$331,871
Jackson	\$49,768
Jones	\$49,173

2.05 Assigned Caseload

Overview Assigned caseload is a benchmark used to ensure eligible populations have access to WIC services and available resources are used effectively.

Calculation The FFY2012 assigned caseload allocations for each county were determined by averaging each county's actual monthly participation for 2008, 2009 and 2010. (See table on next page.)

Note: The assigned caseload may increase or decrease based on current WIC caseload performance and changes in the availability of funding between the release of this RFP and the completion of the contract negotiation.

Assigned and actual caseload trends The assigned and actual cumulative caseload for the Iowa WIC Program for the past three years appears in the table below.

Year	Assigned Caseload	Actual Caseload
2010	875,136	896,219
2009	838,968	907,739
2008	817,428	870,655

Contract performance measure Performance under the contract will be measured using a six-month actual cumulative participation compared to the assigned cumulative participation. A monetary incentive may be awarded if actual cumulative participation exceeds assigned cumulative participation by at least three (3) percent.

Failure to meet the minimum assigned caseload for the service delivery area may result in caseload and funding reassignment.

Continued on next page

2.05 Assigned Caseload, Continued

Assigned WIC participation

The assigned WIC participation for FFY2012 for Iowa is 74,663 per month. WIC applicants should use the following county assigned participation per month for FFY2012 budget preparation.

County	2012 Assigned Participation
Clinton	1201
Delaware	233
Dubuque	2170
Jackson	274
Jones	270

2.06 Budget Overview

Assurances

Applicants who submit a proposal have reviewed the assurances and are committed to the following criteria:

1. Program activities will be conducted in compliance with federal and state laws, rules and regulations.
2. No more than 80 percent of the total grant will be spent on administrative and client services. A minimum of a combined total of 20 percent will be spent on nutrition education and breastfeeding promotion and support activities. A minimum of three (3) percent will be spent on breastfeeding promotion and support activities.
3. All staff shall report their time by functional cost categories using an acceptable time reporting method.
4. Funds will be allocated for staff attendance at required meetings, including, but not limited to, registration fees, travel, lodging and meals. Required meetings may include, but not limited to: contractor's meeting, employees to attend New Employee Training in Des Moines, Core Nutrition Training workshops, WIC conference and WIC data system trainings. Travel expenses from grant funds are not to exceed usual and customary amounts as determined by the State Accounting Enterprise of the Department of Administrative Services.
5. Assume responsibility for repayment of any unallowable expenses.
6. Materials developed with grant funds will remain in the public domain.

USDA cost categories

To comply with the USDA reporting requirements, applicants are required to allocate grant fund expenses according to these cost categories (see WIC policy 315.40 for more information):

- Nutrition education,
- Breastfeeding promotion and support,
- Client services, and
- Administration.

Note: Applicants must verify that the total WIC funds requested are consistent with the WIC funding available.

Categories are exclusive

Each cost category is exclusive of the others. For example, breastfeeding costs are not reported as part of nutrition education; client services are not reported as part of general administration.

Continued on next page

2.06 Budget Overview, Continued

Cost allocation	All costs shared with other programs in any budget category must be allocated between programs using a consistent and reasonable cost allocation plan based on generally accepted accounting principles including but not limited to salaries, contract cost, or actual square footage. Applicants must provide written verification of cost allocation methodology.
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Nutrition education costs	Nutrition education includes all costs directly related to general nutrition education, such as: • Salaries and benefits of staff who conduct nutrition counseling and document the provision of those services; • Travel and training costs for WIC staff who plan or conduct nutrition education; • Costs to procure or develop, translate, print and distribute nutrition education materials; • Costs of equipment required to conduct nutrition education training; • Interpreter and translator services to facilitate training; • Costs associated with evaluating and monitoring nutrition education; • Training costs for WIC staff to attend Intensive Courses in Nutrition, WIC Conference and Core Nutrition Training Workshops; and • Program materials, resources and activities that teach, promote and reinforce the health benefits associated with physical activity.
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Breastfeeding promotion and support costs	Breastfeeding promotion and support includes all costs for promotion and support of breastfeeding, such as: • Salaries and benefits of WIC staff who plan, conduct or evaluate educational and other services to promote breastfeeding; • Salaries and benefits of peer counselors and others who conduct home visits and other activities to encourage continuation of breastfeeding; • Costs to procure or develop, translate, print and distribute educational materials related to breastfeeding promotion and support; • Activities related to producing and procuring breast pumps, supplies, and materials; • Clinic space devoted to breastfeeding education and training activities, including space set aside for nursing mothers and babies; and • Training costs for staff to attend breastfeeding training and conferences. <u>Note:</u> The IDPH agrees to reimburse contractors the purchase of breast pumps in accordance to WIC policy. The cost of breast pumps is not covered by grant funds but is reimbursed by the IDPH using WIC food funds.
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Continued on next page

2.06 Budget Overview, Continued

Client services costs

Client services includes all costs expended to provide WIC services and benefits, such as:

- Salaries and benefits for WIC staff who conduct nutrition and health assessments,
 - Medical supplies and equipment necessary to conduct nutrition and health assessments required in the certification process,
 - Salaries and benefits for WIC staff who issue food instruments and explain their use, and
 - WIC staff salaries and benefits and other costs necessary to:
 - Refer participants to other health care and social services,
 - Coordinate services with other programs,
 - Participate in activities which promote the broader range of health and social services for participants,
 - Attend New Employee Training Course (NETC) and/or data system training, and
 - Conduct and participate in surveys and studies that evaluate the impact of WIC on its participants.
-

Administration costs

General administration includes all costs considered to be overhead or management costs, such as:

- General management costs including:
 - Program monitoring,
 - Prevention of fraud,
 - General oversight, and
 - Food instrument accountability.
 - WIC administrative salaries and benefits and other costs for:
 - Outreach,
 - Food instrument reconciliation,
 - Monitoring and payment,
 - Vendor monitoring,
 - Maintaining administrative records,
 - Attending WIC contractors meetings, and
 - Preparing and maintaining fiscal and program management reports.
 - General management clerical support,
 - Payroll and personnel systems,
 - Accounting and bookkeeping, and
 - Audits and other financial services and legal services.
-

Continued on next page

2.06 Budget Overview, Continued

Required administration reports

Successful applicants shall be expected to prepare the following reports on templates provided by the IDPH in the Contractor's SharePoint Service Contract site.

Note:

- Successful applicants will be expected to manage the contract via the SharePoint Service Contract site.
- Information on what reports should include is found in the WIC policy and procedure manual.
- The IDPH retains the right to require additional reports, which may include reports required for expectation(s) to contract.

Report	Method of Submission	Date Due
Remittance of interest earned on any contract advance (if applies)	1 electronic copy uploaded to the Completed Reports folder in the SharePoint Service Contract site	45 days following the end of the quarter
Equipment Acquisition Form	1 electronic copy uploaded to the Completed Reports folder in the SharePoint Service Contract site	45 days following the month of expenditure
Year-end Progress	1 electronic copy uploaded to the Completed Reports folder in SharePoint Service Contract site	November 15, 2012
Clinic Calendar and Clinic Services Table Reports	Update the electronic copy found in the Completed Reports folder in SharePoint Service Contract site	Upon change of any clinic schedule

Required expense reports

Monthly expense reports shall be prepared using the Electronic Expenditure Workbook (EEW) located in the document library specific for the contract.

Expense Report	Date Due
Monthly Electronic Expenditure Workbook (EEW)	1. Submit expenses within 45 days of month of monthly WIC expenditures 2. Submit expenses within 45 days of month of quarterly WIC Breast Pump expenditures

Section 3 – Proposal Format and Content

Overview

Introduction These instructions prescribe the format and content of the proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to these requirements and proposal content may result in disqualification of the proposal.

Contents This section contains the following topics:

Topic	See Page
3.01 Technical Review	34
3.02 Proposal Content	36
3.03 Agency Personnel	41
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3.08 Budget Category A: Employee Salaries & Fringe	54
3.09 Budget Category B: Contracted Providers	56
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3.12 Budget Category E: Indirect & Administrative Costs	64
3.13 WIC Budget Summary	65
3.14 Proposal Checklist	66
3.15 Business Organization	67
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3.01 Technical Review

Technical requirements

Proposals must be submitted in a single zipped file or single PDF file format, no larger than 20 MB, and emailed per the instructions outlined in section 1.03. Proposals must be typewritten and follow the format delineated herein.

Aspect	Requirement
Format and Size Limit	Documents must be created in MS Office products. MS Office 97-2003 format is the minimum product accepted. Proposals must be contained as one ZIP file or one PDF file. Proposal size is limited to 20MB.
Length	There is no page limit for the narrative sections.
Font size	Proposal must be in a minimum of 12 point font. A smaller font may be used for tables, figures or maps.
Margins	Must be a minimum of one inch on all sides.
Spacing	May be single- or double-spaced.
Header or footer and pagination	Insert a header or footer that identifies the applicant name, page number and the RFP number. All pages are to be sequentially numbered (1, 2, 3...) at the bottom of each page, including the cover page, maps, charts, budget pages, tables, and appendices or attachments; and beginning with the cover page as number one.
Signatures on Cover page & Minority Impact Statement	The cover page & minority impact statement must be complete and contain electronic signatures by an individual authorized to obligate the applicant agency.
Proposal content	Failure to adhere to prescribed instructions, technical requirements (section 3.01), format, or proposal content (section 3.02) may result in disqualification (rejection) of the proposal.

Continued on next page

3.01 Technical Review, Continued

Technical requirements
(continued)

Aspect	Requirement
Service Delivery	A service delivery area for applicants must be: • A single county or group of not more than ten contiguous counties with a child population of more than 6,000 defined as, persons under 5 years old in 2009, as shown on the U.S. Census Bureau website http://quickfacts.census.gov, or • A group of not less than four and not more than ten contiguous counties having a combined population of at least 60,000 defined as population 2009 estimate, as shown on the U.S. Census Bureau website http://quickfacts.census.gov. <u>Note:</u> For applicants proposing to serve a group of counties, the counties must have contiguous borders.

Promotional materials

Do not submit promotional materials. Promotional materials or items other than required by this RFP will not be considered during the review process.

Separate materials

Any information or materials submitted separately from the proposal will not be considered in the review process.

3.02 Proposal Content

Cover page

Identifies the applicant's legal name, federal identification number, and key contact information for the project. Complete required form – **Attachment A** following these instructions.

Part	Requirement
Applicant	Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a "d/b/a" (doing business as), please include that in the legal name.
IRS #	Provide the applicants federal identification number.
DUN and Bradstreet Data Universal Numbering System (DUNS)	Provide the applicants DUN and DUNS.
Applicant address, telephone and fax	Provide the information as requested.
Total funds requested	Indicate the total amount of funds requested by program, not to exceed the amounts outlined in section 2.05.
Counties applying	Indicate the counties that are being applied for.
Conditions/ signature	The person authorized to execute legal documents on behalf of the entity must date and insert an electronic signature to certify that the applicant is in agreement with the conditions listed.

Continued on next page

3.02 Proposal Content, Continued

Cover page
(continued)

Part	Requirement
Key Personnel for this Proposal	Provide information for agency personnel associated with this proposal. Include the information in the table provided on page 2 of the Cover Page (Attachment A). Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services. Provide evidence for any necessary applicable professional licenses required by law by listing the license number associated with the professional personnel. For key personnel positions that are currently vacant, write “vacant” and the anticipated date of hire in the name block on the form. Applicants with more than one permanent office should include contact information for all offices. If there is more than one permanent office and only one person is responsible for this information, please identify this in your application.

Key Personnel	Definition
Executive Director	Name, email address, experience and license number as applicable - Complete and provide the name of the person who has overall responsibility and authority for administering the program in which the entity is applying for the funds.
Program Administrator/WIC Coordinator	Name, email address, experience, license number as applicable - Complete the table by providing the name of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.

Continued on next page

3.02 Proposal Content, Continued

Cover page
(continued)

Key Personnel	Definition
Fiscal Director	Name, email address, experience, license number as applicable. Complete the table by providing the name of the individual with overall responsibility and authority for financial management of this program.
Lead clinic staff	Name, email address, experience, license number as applicable. Complete the table by providing the name of the individual with knowledge and ability to make clinic decisions in the absence of the program administrator/WIC coordinator. Lead staff may be divided up into different discipline areas (support staff, dietitians and nurses).
Breastfeeding coordinator	Name, email address, experience, license number as applicable. Complete the table by providing the name of the breastfeeding coordinator. This individual must be a licensed dietitian, registered nurse, nutrition educator, or health educator.
Data contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the data coordinator. This individual must be the program administrator/WIC coordinator or a licensed health professional.
IWIN contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the IWIN contact. The IWIN contact must have working knowledge of IWIN and the ability to help problem solve issues.
Early ACCESS contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the Early ACCESS contact. The Early ACCESS contact must a licensed health professional.

Continued on next page

3.02 Proposal Content, Continued

Cover page (continued)

Key Personnel	Definition
Vendor contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the Vendor contact. The Vendor contact must be an individual with the ability to maintain good rapport and work with local stores as required.
Quality Improvement (QI) contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the QI contact. The QI contact must be the WIC coordinator or a licensed health professional.
Outreach contact	Name, email address, experience, license number as applicable. Complete the table by providing the name of the Outreach contact. The Outreach contact must be an individual with the ability to identify populations that may face barriers to service and experience health disparities.

Applicant staff table

Local agency staff must have appropriate training and experience to perform assigned duties. Complete the Applicant Staff table and include the information in the table provided on page 2 of the Cover Page (Attachment A) and identify the following for each staff member assigned to the WIC program. List all staff here even those that may have already been listed in the key personnel table.

- List all positions included in Budget Categories A (employee) and B (contracted) by name and title, including vacant positions and identify this on the table;
- Title/Position description
- Staff name;
- Identify if this person is agency staff or contracted staff;
- Position Title: select from 4 positions listed on table in appendix I;
- Credentials/License #; and
- Identify personnel for each county (if personnel varies by county).

Notes:

- For vacant positions, please write vacant in the name field; identify the position title; and the WIC clinic functions for this position.
- Please see appendix I for further information regarding WIC clinic functions.

Continued on next page

3.02 Proposal Content, Continued

**Minority
impact
statement**

Identifies the applicant's potential impact of the project's proposed programs or policies on minority groups. Complete required form – **Attachment B** following these instructions:

- Applicants must independently complete the "Minority Impact Statement" form by checking the box that most accurately reflects the proposed project programs or policies impact on minority persons.
 - Describe the rationale or evidence of your choice in a brief narrative, as well as identifying the specific minority groups in which there is a positive or negative impact (if applicable) on checklist.
 - Insert an electronic signature of a person authorized to execute legal documents on behalf of the entity and return it with the proposal.
-

3.03 Agency Personnel

Overview

Applicants must assure that staff working in WIC are adequately trained and licensed in order to perform specific WIC functions. Key personnel have responsibilities for managing components of the WIC contract and will be considered contact personnel for communications with the IDPH. Applicants must have contingency plans in place that identify who will take over the tasks of key personnel when positions are vacated.

Notification of personnel changes

Applicants must contact the state WIC office in writing when there is a change in key personnel, WIC program contacts or licensed dietitian.

WIC management narrative

The following is a list of components required for the WIC management narrative section of the application.

Component	Directions
Background & Demonstrated Effectiveness Experience	In narrative format, include the applicant's background that has prepared them for this work. Please indicate any experience the applicant has in WIC activities. If subcontractors are identified, the applicant should provide any previous experience working with and managing subcontractors.

Continued on next page

3.03 Agency Personnel, Continued

**WIC
management
narrative
(continued)**

Component	Directions
Key personnel	Describe how: • The scope of work, basic program requirements and applicant capacity included in the proposal will be completed; and • Subcontractors will be monitored for compliance with state and federal WIC regulations. • Identify the information management personnel (contracted or agency) who are responsible for local computer network support and maintenance of agency hardware and operating systems.
Quality improvement process	Describe the quality improvement processes including: • Reviews to monitor WIC services and participant satisfaction; • Strategies to assure that participant services (certification, check issuance, nutrition education and breastfeeding promotion and support) are provided in all locations according to WIC policy, and • Procedures for implementing corrective action.
Training and development	Describe all leadership development and continuing professional education opportunities for WIC staff. Describe the commitment of your organization to and involvement in staff development.
Contingency plan	The IDPH expects that services described in the applicant's proposal will be completed. For each position, applicants must identify: • The name and title of the individual(s) for each position that would take over the tasks if positions are vacated and would continue to do so until a qualified replacement is hired. <u>Note:</u> Applicants must provide a contingency plan even if there are currently no vacancies.

Continued on next page

3.03 Agency Personnel, Continued

WIC management tables

The following is a list of directions for the subcontracts table and the personnel services agreement table found in Section 7.0; **Attachment D.**

Table title	Directions
Subcontracts table	Include all individuals who are paid with WIC funds to provide clinic services and include the following: • Full name and address of individual with whom you will have a subcontract or the name and address of the organization with which the subcontract is established; • Qualifications or credentials of the individual; • Brief description of the WIC service to be performed; and • Estimated dollar amount of the subcontract <u>Notes:</u> • Submit draft FFY12 subcontract agreements of \$2,000 or more with this application submission. All agreements must be consistent with the IDPH General Conditions. • If an applicant subcontracts WIC services to an agency with multiple employees (funds are exchanged), list each professional • The list of personnel in the subcontracts table should match the list of personnel in Budget Category B Contracted Providers.
Personnel services agreement table	List all individuals who provide WIC clinic services in exchange for a service provided by WIC personnel (no funds exchanged). Include the following: • Full name and address of the person with whom you will have a subcontract or the name and address of the organization with which the agreement is established; • Qualifications or credentials of the individual; and • Brief description of the WIC service performed by this individual and the reciprocated service.

3.04 WIC Service Delivery

Overview Applicants must plan their service delivery schedule to maximize access for the eligible population in the service delivery area. Co-location or integration of services with community partners, using personnel resources is the most efficient manner and monitoring client satisfaction are ways to assure this.

Service delivery requirements Applicants shall:

- Provide an opportunity every month to certify all categories of WIC participants in every county of the proposed service delivery area,
- Be able to make WIC appointments during hours that the agency is open for business, and
- Have regular and ongoing communication with participants and community partners about operating hours.

Service delivery narrative Applicants shall describe the clinic service delivery strategies used to provide WIC clinic services and include:

- Hours of clinic operation (noon-hour coverage, extended hours to meet the needs of working families, etc);
- Describe how your proposed hours of operation will meet the needs of the WIC program participants in your area;
- Discuss the suitability of these hours to meet the needs of the participants in the service area;
- Clinic site location selection;
- Co-location with other services;
- Cross training opportunities for staff; and
- Staff responsible for monitoring the need for changes in clinic operations.

Continued on next page

3.04 WIC Service Delivery, Continued

**Service delivery
tables**

Complete the following tables:

- WIC Service Delivery Table found in Section 7; **Attachment E** and include:
 - County in which WIC services are provided. If services are provided in more than one location in a county, include that information on a separate line;
 - Clinic location, including the name of the building, street and city;
 - Telephone number. Indicate whether this is a WIC cell phone number or phone number of the clinic site;
 - Program services that are provided at that location regardless if provided by the applicant or not;
 - Number of days per month that WIC staff are available at that location;
 - Hours that WIC staff are available at that location;
 - Estimated number of participants that will be certified at this site per day of service; and
 - If this site will be connected or disconnected to the internet.
 - WIC Service Delivery Calendar found in Section 7; **Attachment E** and include:
 - Applicant name and date;
 - Agency operating hours,
 - City in which WIC services are provided, and
 - Hours of WIC clinic operation.
-

3.05 WIC Outreach Strategies

Overview	WIC outreach activities specifically target persons eligible to receive WIC services and include strategies to assist them in accessing them. Outreach may also include activities to promote WIC services and familiarize the community and other service providers with WIC services to increase referrals.
Target audiences	Outreach activities should focus on populations that may face barriers to service and experience health disparities. For purposes of this proposal, target audiences for outreach activities include: • Homeless individuals, • Immigrants, • Limited English proficient individuals, • Pregnant and parenting teens, • Racial and ethnic minorities, • Refugees, • Students, and • Working families.
Strategy Plan	Complete the following steps: • Describe WIC outreach activities that are specific to: – WIC eligible individuals, including target audiences, in the agency service area. – Service providers who serve women and children; and – Increase awareness of the WIC program in the community. • Describe the procedures used to monitor and document the impact of WIC outreach efforts.

3.06 WIC Action Plans

Overview	The WIC action plans outline the work the agency plans to assume for the next fiscal year in order to improve the health of the participants they serve. The action plans consists of a work product developed from the Results Based Accountability process.
Results based accountability (RBA)	Results based accountability (RBA), also known as outcomes based accountability, helps agencies to clearly define and evaluate how a program, agency or service is working. One of the most important components of RBA is that all efforts are outlined through targeted performance identified in measurable terms over a specified time. Actual accomplishments are then compared to these targets. For more information on RBA please access the following: • www.raguide.org – Results Based Accountability/Outcomes Based Accountability • www.resultsaccountability.com – The Fiscal Policy Studies Institute • “Trying Hard Is Not Good Enough” by Mark Friedman • www.hhs.oregonstate.edu/hdfs/results-based-accountability - Oregon State University Department of Human Development and Family Sciences • www.unitedwaydm.org/asp/custom/custom.aspx?cnid=36 – United Way of Central Iowa – Getting from talk to action and changing lives using Results Accountability • www.ci.durham.nc.us/rba/ - City of Durham, North Carolina RBA
Required action plans	Applicants shall include the following detail on the 2012 WIC Agency Action Plans. Applicants shall use the required table found in Section 7; Attachment F included in application. • Two 2012 WIC Agency Action Plans are required for each agency. One must have a breastfeeding focus and one must have a nutrition education focus. Only two (2) action plans will be accepted and evaluated. Each local WIC Agency Focus must correspond to an Iowa WIC Program Purpose Area listed on page 48. • The Action Plans must be authored or co-authored by a licensed dietitian. • Action Plans submitted with this application must utilize Results Based Accountability. • If awarded, the applicant will edit these created action plans for continued growth, development and changes for the applicant community.

Continued on next page

3.06 WIC Action Plans, Continued

**State purpose
area selected**

RBA begins with population accountability or the well-being of the whole population. Population accountability is the responsibility of state level organizations. The state WIC office has selected purpose areas for focus across Iowa for local WIC applicants. These purpose areas focus on all children and all women being healthy.

Each applicant must submit two (2) action plans; one breastfeeding action plan and one nutrition education plan. The following are the allowed State Purpose Area topics to be used for the agency action plans:

- Increase breastfeeding initiation
- Increase breastfeeding duration
- Improve oral health practices
- Improve nutritional intake of children through increased consumption of fruits and vegetables
- Improve nutritional intake of women through increased consumption of fruits and vegetables
- Improve nutritional intake of women through increased consumption of whole grains
- Increase physical activity in children
- Increase physical activity in women
- Decrease TV viewing in children
- Insure adequate folic acid intake for women

Example: Increase physical activity in children

**Local WIC
agency focus**

Local agencies are accountable through performance accountability which measures the well-being of the client population.

The Local WIC Agency Focus briefly describes the initiative the agency plans to implement to advance the State Purpose Area selected. Describe the Local WIC Agency Focus.

Example: To increase the education provided to families with children who have BMI's $\geq 85^{\text{th}}$ percentile and to improve the communication provided to local medical providers with children who have BMI's $\geq 95^{\text{th}}$ percentile.

**Target
population**

Describe the target population(s) the Local WIC Agency Focus will be directed toward.

Example: Children (ages 2-5 years) and their caregivers

Continued on next page

3.06 WIC Action Plans, Continued

Story behind the local WIC agency focus

Applicants are responsible for conducting thorough program based assessment and planning activities in order to best impact the nutritional health of WIC participants. The assessment will assist in identifying the many reasons why baseline data is at a current level. In order to know what is happening, a needs assessment must be completed to identify the causes. Describe the needs assessment, in detail, directly related to the Local Agency Focus selected. Data and sources must be used. The assessment shall also include a section that details the story behind the focus and why this is a need for the applicant.

One of the authors of the Story Behind the Focus must be a licensed dietitian. The name and credentials of the licensed dietitian must be provided in this section of the narrative.

What works

The focus of what works is to identify what it would take to change the current situation identified in the needs assessment described in the story behind the local WIC agency focus. What works includes best practices, known information and research, and also best hunches. Criteria for identifying what works includes:

- Specificity – clear who, what, when, where, and how
- Leverage – what is the power to change
- Values – are these consistent with community and agency values
- Reach – feasibility and affordability

List a minimum of five (5) possible activities including one (1) low-cost/no-cost activity that work to improve the data reported on the Focus selected. Activities will include programs and services that have turned the data in a positive direction. Both research-based programs and general subject knowledge may be listed. These activities don't have to be the actual action plan activities. This area is for the applicant to be creative and brainstorm new ideas, partnerships and potential action plan activities.

Community linkages

Applicants must list all community partnerships planned to participate in activities related to the Agency Focus selected. These partners will be used to implement strategies listed in the action plan. Partners who have a role to play in the activities may be from the public sector, private sector or an individual.

Note: The "Outcomes of Activities" column will not be completed at the time application submission. This column is designed for use in the year-end progress report.

Continued on next page

3.06 WIC Action Plans, Continued

**Focus area
strategy table**

The focus area strategy table identifies what the applicant proposes to do to impact the focus area selected. List each strategy planned to implement the Local Agency Focus selected in column one. List the counties included for each strategy in column two. List specific activities planned to accomplish each strategy.

Notes:

- Include dates of completion for each activity listed in column three.
 - The “Completed” column will not be completed at the time of the proposal submission. This column is designed for use as the year-end progress report.
-

**Evaluation plan
table**

The evaluation plan measures how well the program and services included in the focus area strategy table worked. The questions for evaluation that must be answered are the following:

- How much did we do?
- How well did we do?
- Is anyone better off?

When selecting an indicator for evaluation use the following criteria:

- Communication power – Does the indicator communicate to a broad range of audiences?
 - Proxy power – Does the indicator say something of central importance about the result?
 - Data power – Is there quality data available on a timely basis?
-

Continued on next page

3.06 WIC Action Plans, Continued

Evaluation plan table
(continued)

Using the Evaluation Plan Table describe the outputs and outcomes measured for the Action Plan.

Quantity	Quality
• <u>How much service did we deliver?</u> – #clients served – #activities performed (by type of activity)	• <u>How well did we deliver it?</u> – % common measures (% of staff fully trained) – % activity – specific measures (% of customers completing activity, % of actions meeting standards, % of actions timely and correct)
• <u>(#) Who is better off?</u> – # skills/knowledge change – # attitude/opinion change – # behavior change – # circumstance change	• <u>(%) Who is better off?</u> – % skills/knowledge change – % attitude/opinion change – % behavior change – % circumstance change

Note: The only difference is the # and % indicators in the bottom row. They must be the same measurement.

Evaluation plan requirements

Applicants shall:

- Describe data collection plans for measures listed in the Evaluation Plan Table. Be specific on what data will be gathered and how it will be gathered to evaluate the action plan.
- Include a minimum of one measure per strategy in the Evaluation Plan Table.
- Use quality data that is available on a timely basis as it will be required for year-end reporting.

Note:

- The shaded columns will not be completed at the time of proposal submission. These columns are designed for use as the year-end progress report.
- If you plan to request a specific report from the state office for evaluation please allow significant time for the report request to be processed and returned.

Example

Appendix II contains a sample action plan.

3.07 Budget

Format

The required budget forms are provided in Microsoft Excel workbook. Formulas for computing some totals have been inserted. The totals from each budget category line item are linked to the total grant funds column on the WIC budget summary. When completed, the WIC budget summary sheet will automatically compute the column totals and the percentages. **Do not add columns or change the formulas.**

All budget category workbooks can be found in Attachment G.

Excel workbooks

Two budget justification workbooks accompany the proposal.

Excel Workbook	Description
Applicant Budget Justification Forms	A series of Excel worksheets for each budget category to be completed by each applicant.
Contracted Provider Budget Justification Forms	A series of Excel worksheets to be completed by applicants who have arranged to contract WIC services with an agency and the cost of the contract is >\$2,000. These worksheets must be completed for each contracted agency.

Continued on next page

3.07 Budget, Continued

**Indirect rate
and
administrative
costs**

Applicants may charge an Indirect Rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract.

In the absence of a federally approved Indirect Cost Rate Agreement, the applicant may charge an Administrative Cost not to exceed a maximum rate of 15% of the total contractual amount. **Applicants MUST provide documentation to support how administrative costs were determined.**

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The applicant shall maintain documentation to support the administrative cost allocation. IDPH reserves the right to request the documentation at any time.

If indirect costs are being charged, the applicant must provide a copy of the current federally-approved Indirect Cost Rate Agreement including the signature page.

**Minimum
licensed
dietitian FTE's**

Applicants must budget a minimum of .50 FTE for licensed dietitians per 1,000 assigned WIC caseload (Budget Category A: Employee Salaries & Fringe and Budget Category B: Contracted Providers). This includes the time licensed dietitians spend in certification activities as well as nutrition education.

Note: If the program coordinator is also a licensed dietitian, only the time the coordinator is budgeted to work as a licensed dietitian should be included in the nutrition FTE total column.

3.08 Budget Category A: Employee Salaries & Fringe

Overview Expenses in this category only include actual salary and benefits of agency staff charged to WIC.

Licensed dietitian to participant ratio All contractors **must complete** the last four fields that include participation and nutrition FTEs in Budget Category B: Contracted Providers spreadsheet **even if no contractors are utilized**.

Instructions Complete the steps in the following table.

Step	Action
1	Enter the name of the applicant.
2	For each WIC employee, list the name, credentials and position title.
3	For each WIC employee, calculate the total annual salary and fringe benefits paid by the agency. See examples listed on page 53.
4	Based on a 40-hour work week, enter the total FTE for each WIC employee that would be charged to WIC grant funds.
5	Include the nutrition FTEs for each licensed dietitian. This is for licensed dietitians only. These FTEs must be combined with the contracted provider page to complete step 10 on the contracted provider page.
6	For each WIC employee, calculate the total annual salary and fringe benefits charged to the WIC grant. <u>Note:</u> If WIC employees also work with other programs, salaries must be allocated between programs using a consistent and reasonable cost allocation plan based on generally accepted accounting principles. The total charged to WIC grant funds must not be greater than the total salary and fringe.
7	Verify that the FTE and salary columns have correctly totaled. <u>Note:</u> The Microsoft Excel spreadsheet will automatically calculate the total FTEs, total annual salary and fringe, and the total annual salary and fringe charged to WIC. The total annual salary and fringe benefits charged to the WIC grant will be automatically linked to the WIC Budget Summary.

Continued on next page

3.08 Budget Category A: Employee Salaries & Fringe, Continued

Examples

Example A: If a support staff works 40 hours per week (1.0 FTE) for the agency at an hourly rate of \$10.50 per hour $((40 \times \$10.50) \times 52 \text{ weeks/year} = \$21,840 + \$1,700 \text{ fringe benefits})$ then total annual salary and fringe benefits charged to WIC grant funds is \$23,540.

Example B: If a nurse works 30 hours per week for the agency (20 hours for WIC and 10 hours for Child Health) for 52 weeks/year the total FTE, based on a 40 hour work week, charged to WIC would be .50 FTE. If the hourly wage rate including fringe benefits is \$18.10 per hour $[(\$18.10 \times 30 \text{ hours}) \times 52]$, the total annual salary and fringe benefits = \$28,236. The total amount charged to WIC grant funds is $[(\$18.10 \times 20 \text{ hours} \times 52 \text{ weeks}) = \$18,824.]$

Example C: If a WIC Coordinator works 40 hours per week for the agency (35 hours for WIC and 5 hours for Head Start) for 52 weeks/year, the total FTE charged to WIC would be .875. (35 hours per week/40 hours per week = .875 FTE). The WIC Coordinator is also a licensed dietitian and works .30 FTE providing nutrition services. If the hourly wage is \$22.50 per hour $((\$22.50/\text{hour} \times 40 \text{ hours/week}) \times 52 \text{ weeks/year}) + \$2,850 \text{ fringe benefits}$, the total annual salary and fringe benefits = \$49,650. The total amount charged to WIC grant funds is $(\$49,650 \times .875) = \$43,443.75$.

Examples

Use the sample budget below as an example for completing Budget Category A according to the examples provided above.

Enter the name, credentials, and position of all staff paid to perform WIC duties		Enter total salary and fringe benefits paid by the agency	Enter total FTE's for staff time charged to WIC grant funds	Include nutrition FTE's for licensed dietitians only	Enter total annual salary and fringe benefits charged to WIC grant funds
Name/Credentials	Example A	\$23,540	1.000	0.00	\$23,540
Position	Support Staff				
Name/Credentials	Example B	\$28,236	0.500	0.00	\$18,824
Position	Nurse				
Name/Credentials	Example C	\$49,650	0.875	0.30	\$43,444
Position	WIC Coordinator Dietitian				

3.09 Budget Category B: Contracted Providers

Overview Applicants are permitted to subcontract WIC clinic services with an individual (i.e., licensed dietitian, nurse) or with an agency (i.e. public health department, community action program, non-profit health organization). The IDPH must approve all subcontracts greater than \$2,000. Subcontract agencies must comply with the same rules, procedures and policies as the contract agency, as specified in the IDPH's General Conditions. The applicant is responsible for ensuring compliance of the subcontractor.

Note: The subcontractor is prohibited from any further subcontracting.

Contracts with individuals If the applicant has a subcontract > \$2,000 arranged with an **individual**, complete the following steps. For subcontracts > \$2,000 arranged with an agency, refer to page 58.

Step	Action
1	Enter the name of the applicant.
2	For each contracted provider, list the contracted provider's name, scope of work to be performed and qualifications.
3	If the contract is arranged with an individual, type No in the third column.
4	For each contracted provider, enter the total amount of the contract.
5	Include the total FTE for each contracted position that would be charged to WIC grant funds.
6	Include the total FTEs for each contracted licensed dietitian. This is for licensed dietitians only.
7	Include draft subcontract agreements > \$2,000 for FFY 2012 with this application.
8	For each contracted provider, enter the total amount of the contract charged to WIC grant funds. <u>Note:</u> If contracted providers also work for other programs, salaries must be allocated between programs using a consistent and reasonable cost allocation plan based on generally accepted accounting principles. The total charged to WIC grant funds must not be greater than the total contract amount.

Continued on next page

3.09 Budget Category B: Contracted Providers, Continued

Contracts with individuals (continued)

Step	Action
9	Verify that the total contract amount and the total cost of the contract charged to WIC grant funds have correctly totaled. <u>Note:</u> The Excel spreadsheet will automatically calculate the total cost of the contract charged to WIC columns. The total cost of contracted providers charged to the WIC grant will be automatically linked to the WIC Budget Summary.
10	Enter the 2012 assigned monthly participation for the proposal service delivery area. <u>Notes:</u> • The minimum required nutrition FTE per assigned monthly participation and the total FTEs from Categories A and B will automatically calculate. • The FFY 2012 assigned participation for each county is found in Section 2.05 of the RFP.
11	Are the total FTEs for licensed dietitians greater than or equal to the minimum required FTEs per assigned monthly participation? • If yes, then enter “yes” in this field. • If no, the applicant is not in compliance and must re-evaluate current staffing patterns and adjust FTEs for licensed dietitians to meet the minimum FTE requirements.
12	If no contracted providers are arranged, then include a statement to that effect on the form.

Example

If a licensed dietitian works 16 hours per week for WIC for 52 weeks/year the total FTE charged to WIC would be .40 FTE. (16 hours per week/40 hours per week = .40 FTE). The total amount of the contract is (\$17.50/hour x 16 hours/week) x 52 weeks/year = \$14,560.

Continued on next page

3.09 Budget Category B: Contracted Providers, Continued

**Contracts with
an agency**

If the applicant has a subcontract >\$2000, arranged with an **agency**, complete the following steps.

Step	Action
1	Enter the name of the applicant.
2	List the contracted agency's name, scope of work to be performed and qualifications.
3	If the contract is arranged with an agency, type Yes in the third column.
4	For each agency subcontract, enter the total amount of the subcontract.
5	Include the total FTEs of the subcontract to be charged to WIC grant funds.
6	Include the total nutrition FTEs for all licensed dietitians covered by the subcontract. This is for licensed dietitians only.
7	For each subcontract, enter the total amount of the subcontract charged to WIC grant funds.
8	For each agency subcontract, complete the Contracted Provider Budget Justification workbook using the budget category instructions in this section of the RFP. The Microsoft Excel file is available as a .zip file and includes: • Budget Category A: FFY2012 Employee Salaries/Fringe for Contracted Provider, • Budget Category D: FFY2012 Other for Contracted Provider, • Budget Category E: FFY2012 Indirect Costs of Contracted Provider, and • Contracted Provider Budget Summary. <u>Note:</u> Budget Category B shall not be completed as the subcontractor is prohibited from any further subcontracting. Budget Category C shall not be completed as the subcontractor may not purchase equipment.

Continued on next page

3.09 Budget Category B: Contracted Providers, Continued

**Contracts with
an agency
(continued)**

Step	Action
9	Enter the 2012 assigned monthly participation for the proposed services area. <u>Notes:</u> • The minimum required nutrition FTE per assigned monthly participation and the total FTEs from Categories A and B will automatically calculate. • The FFY2012 assigned participation for each county is found in Section 2.05 of this RFP.
10	Are the total FTEs for licensed dietitians greater than or equal to the minimum required FTEs per assigned monthly participation? • If yes, then enter “yes” in this field. • If no, the applicant is not in compliance and must re-evaluate current staffing patterns and adjust FTEs for licensed dietitians to meet the minimum FTE requirements.
11	If no subcontracts are arranged, then include a statement to that effect on the form.
12	Include draft subcontract agreements >\$2000 for FFY2012 in this application.

Example

A contract is arranged with an agency to provide blood work, anthropometrics and health assessments at two WIC clinics a week (18 hours/week). The total contract amount is \$42,675 to cover salaries, benefits and travel costs for three registered nurses for the fiscal year. The total FTEs for staff time charged to WIC grant funds is (18 hours/week divided by 40 hours per week for a full-time equivalent x 3 staff) = 1.35 FTE. The total cost of the contract charged to WIC grant funds is \$42,675. Applicants must complete the Contracted Provider Budget Justification forms for the contracted provider.

Continued on next page

3.09 Budget Category B: Contracted Providers, Continued

Example Use the Example budget below as a guide for completing Budget Category B:

Enter the contracted provider's name, scope of work and qualifications		Is the contract arranged with an agency? Yes/No	Total contract amount	Enter total FTE's for staff time charged to WIC grant funds	Include nutrition FTE's for licensed dietitians only	Total cost of contract charged to WIC grant funds
Contracted Provider Name	Betsy Kline, RD LD	No	\$14,560	.40	.40	\$14,560
Scope of work	To function as a WIC CPA					
Qualifications	Licensed dietitian					
Contracted Provider Name	Fox Valley County Public Health	Yes	\$42,675	1.35	0.00	\$42,675
Scope of work	Collect health assessments, anthropometrics, and blood work					
Qualifications	Registered nurses (3) Susan Smith, Carol Jones, Jill James					

3.10 Budget Category C: Equipment

Overview Equipment is defined as any item with a cost or value of \$5,000 or more and with an anticipated useful life of one year or more. Requests for any item in excess of \$5,000 require prior written approval by IDPH prior to the purchase.

Instructions Complete the following steps:

Step	Action
1	Enter the name of the applicant.
2	For each piece of equipment with a cost or value of \$5,000 or more, list the equipment detail.
3	For each piece of equipment, enter the total cost per item.
4	For each piece of equipment, enter the total cost of the equipment charged to the WIC grant. <u>Notes:</u> • If equipment is shared with other programs, the cost of the equipment must be allocated between programs using a consistent and reasonable cost allocation plan based on generally accepted accounting principles. • Subcontractors are not allowed to purchase equipment.
5	Verify that the total cost per item and the total cost charged to the WIC grant columns have correctly totaled. <u>Note:</u> The Excel spreadsheet will automatically calculate the total cost of the contract charged to WIC columns. The total cost of equipment charged to the WIC grant will be automatically linked to the WIC Budget Summary.
6	If no equipment will be purchased, include a statement to that effect on the form.

3.11 Budget Category D: Other

Overview This budget category includes office management, training and travel budgets. Each line item must have a cost whether or not WIC funds are used.

Line item expenses Expenses in this budget category include:

- **Outside Services** – At a minimum this line item must include the cost of auditing and insurance whether or not WIC funds are used. If items such as auditing and insurance are included in the indirect please identify this on the form. Other examples include non-contractual services purchased outside of the agency such as accounting and bookkeeping;
- **Office Supplies** – Educational materials, office supplies, printing, medical supplies, subscriptions, publicity, recruitment, maintenance, purchase of work processing software, and repair of equipment;
- **Communication** – Postage, telephone, and electronic communication services (i.e., modem and high-speed Internet service provider);
- **Rent and Utilities** – Clinic, satellite office and central office rent, including utilities. If these items are included in the indirect please identify this on the form;
- **Travel** – Leased vehicles, clinic travel, advisory committees, per diem, and lodging;
- **Training** – Workshops, conferences, registration, lodging, per diem, vehicle expense, and airfare.

Note: If expenses listed above are incorporated in the federally-approved Indirect Cost Rate Agreement or administrative costs as defined on page 53, they cannot be claimed as line item expenses.

Meetings and trainings Meeting and trainings to consider when budgeting for FFY2012 include:

- Required WIC Contractors' meetings (two per year, one day each),
- WIC standing committee meetings,
- WIC new employee training course (required for all new personnel),
- WIC Core Nutrition Workshops (required for personnel functioning as a Competent Professional Authority),
- WIC data system training.

Continued on next page

3.11 Budget Category D: Other, Continued

Travel reimbursement

The IDPH will not reimburse travel amounts in excess of limits established by the State Accounting Enterprise of the Department of Administrative Services.

- In-state maximum allowable amounts for food are \$8.00/breakfast, \$12.00/lunch and \$23.00/dinner; lodging is a maximum of \$75 plus taxes per night and mileage is a maximum of \$.39 per mile.
 - Out-of-state maximum allowable amounts for meals are available upon request. There is no restriction on airfare or lodging but the incurred expenditures are to be reasonable.
-

Instructions

Complete the following steps:

Step	Action
1	Enter the name of the applicant.
2	Provide a description of the expenses for each budget line item.
3	List the total cost per budget category line item.
4	For each line item, enter the total cost of the line item charged to the WIC grant. <u>Note:</u> If line items are shared with other programs, the cost of the line item must be allocated between programs using a consistent and reasonable cost allocation plan based on generally accepted accounting principles.
5	Verify that the total cost per item and the total cost charged to the WIC grant columns have correctly totaled. <u>Note:</u> The Excel spreadsheet will automatically calculate the total cost of the contract charged to WIC columns. The total cost of Budget Category D charged to the WIC grant will be automatically linked to the WIC Budget Summary.

Laptop computers

Purchase of laptop computers for WIC data system (IWIN) use is not allowed. Laptop computers for IWIN use shall be provided by the state WIC office.

3.12 Budget Category E: Indirect and Administrative Costs

Instructions

Complete the following steps:

Step	Action	
1	Enter the name of the applicant.	
2	If ...	Then ...
	Federally-approved indirect costs are being charged	• Enter the amount in the Indirect Costs category line on the WIC Budget Summary, and • Provide a copy of the current federally-approved indirect cost rate agreement, including the signature page with this application.
	Administrative costs are being charged not supported by a federally-approved indirect cost rate agreement	Answer the question to determine the next step. • Are you charging the costs directly to the appropriate budget category? – If <u>yes</u>, enter a “\$0” in the Indirect Costs category line on the WIC Budget Summary. – If <u>no</u>, enter the amount in the Indirect Costs category line on the WIC Budget Summary <u>and</u> provide current documentation detailing how administrative costs were determined. Detail must show specific methodology of how administrative costs were determined.

3.13 WIC Budget Summary

Overview To comply with federal reporting categories, WIC applicants must report all expenditures as nutrition education, breastfeeding promotion and support, client services, or administration.

Requirement Applicants must expend a minimum of three percent of the total WIC grant on breastfeeding promotion and support activities and no more than 80 percent on client services and administration expenses.

Instructions Complete the following steps.

Step	Action
1	Enter the name of the applicant.
2	Verify that the total costs charged to WIC grants funds from Budget Categories A, B, C and D have been transferred correctly to the total cost charged to WIC column of the WIC Budget Summary worksheet.
3	Verify that the total cost of Budget Category E has been correctly entered.
4	For each budget category, allocate the requested grant funds for administration, client services, nutrition education and breastfeeding promotion and support cost categories. Use Policy 315.40 for additional guidance on allowable WIC expenses. <u>Note:</u> The Excel spreadsheet will automatically calculate the total amounts and percentages for each column.
5	Verify that the percentages allocated for breastfeeding promotion and support ($\geq 3\%$ of total WIC grant) and administration/client services ($\leq 80\%$ of total WIC grant) meet the minimum requirements.
6	Verify that the total WIC grant amount does not exceed the total amount available for your service delivery area using the WIC funds table in Section 2.04 of this application.

3.14 Proposal Checklist

Checklist

Applicant is not required to submit a checklist with the proposal. Refer to the following table for the list of items which must be included in the proposal.

Item	Check ☐
Application cover page	
Minority impact statement	
WIC management narrative	
Subcontracts table	
Personnel services agreement table	
Service delivery narrative	
Service delivery tables	
Outreach strategies	
Breastfeeding action plan	
Nutrition education action plan	
Budget (All categories including summary)	
Business organization form or Statement	

3.15 Business Organization

Overview A Business Organization Form must be fully completed and up-to-date within the contractor's SharePoint Service Contract site.

Requirements If the applicant is **a current contractor** with IDPH and already has access to the IDPH Service Contract SharePoint system, then the applicant is responsible to verify the information included in the Business Organization form is **current and uploaded** in their respective Business Organization folder within their SharePoint Service contract site. If any updates are needed to the Business Organization form or supporting information, the applicant must complete these prior to proposal submission. **Applicant shall provide a statement in the proposal that the Business Organization form has been reviewed and is accurate and does not need to include the Business Organization Form as an Appendix if it is in their SharePoint Service Contract Site.**

If the Applicant is a new potential contractor with IDPH and does not currently have access to the IDPH Service Contract SharePoint system, then the Business Organization Form (Attachment H) and any supporting information required in this section shall be electronically attached in a PDF as a Business Organization Appendix to the proposal being submitted.

Instructions Follow these instructions to complete the Business Organization Form (Attachment H) as necessary:

Item	Field	Description
	Agency Name	Provide the name of the agency.
	Date	Provide the date the form is completed.
Structure		Identify and describe the legal structure of the applicant. (e.g. corporation, 50(c)3, county government).
	Evidence of authorization to do business in Iowa	Check the type of organization of the applicant agency. If the agency marks "Other"; then the applicant must be currently registered with the Iowa Secretary of State's office to do business in Iowa or agrees to register if applicant is awarded a contract.
Organization History	History	Provide a brief history of the agency.
	Mission Statement	Include the agency's mission statement.

Continued on next page

3.15 Business Organization, Continued

Instructions (continued)

Item	Field	Description
	Vision Statement	Include the agency's vision statement.
Table of Organization	Is there a <u>current</u> table of organization uploaded in the SharePoint Business Organization document library?	If "no", include a table of organization for the applicant agency as part of the proposal appendices.
Disclosure of Litigation	Is there any litigation, administrative, or regulatory proceedings pending or threatened against your agency or subcontractor?	Answer "no" or "yes" as to whether the applicant has any pending or threatened litigation, administrative or regulatory proceedings or similar matters which could affect the applicant's ability to perform required services. If "yes", list and summarize any pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the applicant's ability to perform required services.
Disclosure of Contract Default	Has your agency or a subcontractor defaulted on a contract?	Answer "no" or "yes" as to whether the applicant or any subcontractor identified within the proposal has defaulted on a contract within the preceding three years. If "yes", list all applicable contracts and subcontracts, including the name(s) of a contact person and phone number for the other party(s) holding the contract defaulted upon, and provide a brief description of the incident(s). Add rows if needed.

Continued on next page

3.15 Business Organization, Continued

Instructions (continued)

Item	Field	Description
Disclosure of Contract Termination	Has your agency or subcontractor terminated a contract?	Answer “no” or “yes” as to whether the applicant or any subcontractor identified within the proposal has terminated a contract with another party prior to its full term within the preceding three years. If “yes”, list all applicable contracts and subcontracts, the name(s) of a contact person and phone number for the other party(s) that terminated, and provide a brief description of the incident. Add rows if needed.
	Has your agency or a subcontractor had a contract terminated?	Answer “no” or “yes” as to whether the applicant or any subcontractor identified within the proposal has had a contract terminated by another party prior to its full term within the preceding three years. If “yes”, list all applicable contracts and subcontracts, the name(s) of contact person and phone number for the other party(s) that terminated the contract, and provide a brief description of the incident. Add rows if needed.

Continued on next page

3.15 Business Organization, Continued

Instructions (continued)

Item	Field	Description
Audited financial statement	1. Does the agency currently hold a contract with IDPH?	Check “yes” or “no” regarding whether the applicant agency currently holds a contract with IDPH. If “yes”, go to #2. If “no”, go to #3.
	2. Has the agency submitted audit reports (or operating statement if non-profit organization) to IDPH for the preceding three year period?	Check “yes” or “no” regarding whether they applicant agency has previously submitted audit reports (or operating statement if applicant is nonprofit corporation) for the preceding three year period. If “yes”, no additional information is needed. Any applicant agency that currently holds a contract with the department and has previously submitted a current audit report need not submit a copy with this proposal. If “no”, go to #3.
	3. Does the agency need to submit an audited financial statement with this proposal?	If the agency responds “no” to either #1 or #2, then yes, the agency must provide an audited financial statement for the preceding three year period within the proposal appendices. Nonprofit corporations whose previous funding level has not required an audited financial statement must submit a year-end operating statement and balance sheet for the preceding three year period and a current operating statement in lieu thereof.

3.16 Litigation or Investigation

**Summary of
pending or
threatened**

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

Section 4 – Proposal Review Process and Criteria

Overview

Introduction This section of the RFP outlines the procedure for reviewing proposals and the instructions that prescribe the technical format of this proposal. Failure to adhere to the technical requirements may result in disqualification of the proposal. Any proposal will be rejected outright and not evaluated if the applicant fails to submit the proposal by the required date and time and in accordance with the required submission process.

Contents This section contains the following topics:

Topic	See Page
4.01 Review Process	73
4.02 Scoring of Proposals	75
4.03 Review Tool Draft	77

4.01 Review Process

Review Process	Review/evaluation of proposals submitted under this RFP will be conducted in three phases.
Phase I – Technical review	The first phase will involve a preliminary review by the IDPH staff of an applicant’s compliance with the mandatory requirements, including technical requirements (section 3.01) and proposal content (section 3.02), for submitted proposals. Proposals which fail to satisfy technical requirements or proposal content may be eliminated from the proposal review. These proposals may be rejected and will not be returned to the applicant. IDPH will notify the applicant of a rejection that occurs during Phase I of the review process. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.
Phase II – Review committee	Proposals determined to be compliant with technical requirements and proposal content will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the IDPH. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate proposals in accordance with a point system. Each committee member will independently review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criteria. If an applicant is requested to make an oral presentation of the proposal pursuant to RFP Section 1.03, the committee members may consider the oral presentation of the applicant in determining the points awarded.
Scoring	The total score awarded by each committee member will be averaged to arrive at the final score (rounded to the nearest whole number) for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IDPH staff may solicit additional input and recommendations from the review committee(s).
Tie scores	The IDPH will consider a ten (10) point differential between two competitive proposals to constitute a tie score under this section. In this event two division directors and the respective bureau chief administering the program may conduct a second review.

Continued on next page

4.01 Review Process, Continued

Phase III – IDPH Review and award

The third phase will be a final review. The IDPH will consider the submitted proposals and the review committee's scores and recommendations.

The IDPH may also consider geographical distribution, budget information, and any information received pursuant to Section 3 of the RFP, and any other information received pursuant to the procurement process. IDPH reserves the right not to award the contract to the applicant with the highest point average.

4.02 Scoring of Proposals

Overview The review panel shall evaluate proposals in accordance with a point system. Each reviewer will review the proposals using the evaluation tool and assign a point total for each component.

Evaluation criteria A maximum of 185 points may be awarded to each proposal. A minimum average score of 129 or greater is required for the proposal to be considered for funding. Proposals scoring less than the minimum average score will be rejected.

Accepted proposals will be evaluated based on the following criteria:

- All parts of each section are included and addressed.
 - Descriptions and detail are clear, organized and understandable.
 - Descriptions are responsive to the intent of the RFP objectives.
 - The overall ability of the applicant, as judged by the review committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as budget, project management plan and availability of staff.
-

Points Points will be assigned for each item listed as follows:

Points	Description
5	Exceptional • Greatly exceeds minimum requirements • Provides strong and convincing evidence to support plan
4	Above Average • Slightly exceeds minimum requirements • Provides some additional evidence to support plan
3	Satisfactory • Meets minimum requirements
2	Weak or Incomplete • One (1) or more section of component weak or incomplete or, • Inconsistencies between components or, • Concerns with service delivery plan and ability to meet caseload assignment with proposed staffing schedule
1	Unacceptable • Entire proposal component missing or, • Does not provide sufficient evidence that the agency can comply with WIC policy and procedure or, • Unrealistic service delivery plans to meet caseload needs

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4.02 Scoring of Proposals, Continued

Maximum points The maximum points to be awarded for each proposal section are as follows:

Proposal Component	Maximum Score	Weight	Average Weighted Score	Potential Maximum Weighted Score
Technical requirements	--	--	Required	Required
Cover page	--	--	Required	Required
Minority impact statement	--	--	Required	Required
WIC management narrative	5	6	18	30
WIC management tables	3	1	3	3
WIC service delivery narrative	5	5	15	25
WIC service delivery tables	3	2	6	6
WIC outreach plan	5	5	15	25
Breastfeeding action plan	5	6	18	30
Nutrition education action plan	5	6	18	30
Budget A, B, C	3	6	18	18
Budget D	3	2	6	6
Budget E	3	2	6	6
Budget Summary	3	2	6	6
Business organization form or Statement	--	--	Required	Required
Litigation or investigation disclosure	--	--	Required	Required
			129 (minimum average score accepted)	185 (Maximum Total Points)

4.03 Review Tool

Review tool

Each proposal will be reviewed using the review tool within the RFP. The review tool can be found in Section 6; **Appendix III**.

Section 5 - Contract

Overview

Introduction This section of the RFP outlines contract conditions and terms for contracts awarded by the IDPH. A sample draft contract can be found in Appendix IV.

Contents This section contains the following topics:

Topic	See Page
5.01 Conditions	79

5.01 Conditions

IDPH General Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective October 1, 2009 as posted on the IDPH web page www.idph.state.ia.us under *Funding Opportunities* link. Refer to **Appendix IV** for the Draft Contract Template. The Draft Contract Template included is for reference only and is subject to change at the sole discretion of IDPH. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$500,000, or if the contract together with other contracts awarded to the Contractor by the IDPH exceed \$500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa code chapter 8F.

Local board of health

IDPH requires Contractors to link with the local board of health when providing services supported by IDPH funding. In particular, Contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
 - Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
 - Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the contractor and the board of health or by attending regular meetings of the board of health.
 - Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
 - Be active in the Community Health Needs Assessment and Health Improvement Plan process.
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Continued on next page

5.01 Conditions, Continued

Local board of health
(continued)

- Provide the board of health expert input on the services provided and how those services relate to; the health priorities of the community and health improvement plans to address those priorities.

The contractor is expected to provide documentation of linkage efforts if requested by IDPH.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

Incorporation of documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

Order of priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

Contractual payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one month's value of the contractual amount may be provided by the IDPH. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 7th, 8th, and 9th months of service.

Section 6 - Appendices

Overview

Introduction	Appendices are posted in a separate file on the IDPH web page under <i>Funding Opportunities</i> : www.idph.state.ia.us .
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Appendices	• Appendix I – WIC staff roles • Appendix II – Sample action plan • Appendix III – Review tool • Appendix IV – Sample draft contract
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Section 7 - Attachments

Overview

Introduction Attachments are posted in a separate file on the IDPH web page under *Funding Opportunities*: www.idph.state.ia.us. Applicants must download these forms and include them in the proposal as outlined in Section 3 of this RFP.

Attachments

- Attachment A - Cover Page
- Attachment B – Minority Impact Statement
- Attachment C – Letter of Intent
- Attachment D – Agency Personnel Tables
- Attachment E – Service Delivery Table and Calendar
- Attachment F – WIC Action Plans
- Attachment G – Budget
 - Category A, B, C, D, E and Budget Summary
- Attachment H – Business Organization Form
