



# WIC SPECIAL PROJECT INNOVATION GRANT

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WIC Special Project Innovation Grant  
Request for Applications  
June 15, 2020

Deadline to Apply: January 31, 2021

For questions or request for assistance regarding the RFA instructions, application criteria, and deadlines, please contact [WIC@csg.org](mailto:WIC@csg.org) or (859) 244-8224. Responses to questions sent before the application deadline will be posted on the project website at [web.csg.org/WIC](http://web.csg.org/WIC)

# REQUEST FOR APPLICATIONS

## Table of Contents

<b>Section 1: RFA Summary</b>	3
<b>Section 2: Introduction</b>	5
<b>Section 3: Award Details</b>	6
<i>Application and Project Timeline</i>	6
<i>Eligibility Information</i>	6
<b>Section 4: Background</b>	7
<i>Barriers to Participation</i>	7
<b>Section 5: WSPI Certification Enhancement Opportunities</b>	7
<i>Enhancement Opportunity 1: Adopt policies, practices, and/or technologies that enable participants to initiate and complete allowable portions of certification procedures online</i>	8
<i>Enhancement Opportunity 2: Enhance capacity to utilize digital technology for appointment reminders and notifications of incomplete certifications</i>	9
<i>Enhancement Opportunity 3: Develop and implement an online WIC referral portal for programs that establish adjunctive income eligibility for WIC</i>	10
<i>WIC agency led innovative strategies to improve the WIC certification process that are not captured by Enhancement Opportunities 1-3</i>	11
<b>Section 6: Evaluation Requirements</b>	11
<b>Section 7: Technical Assistance</b>	12
<i>Pre-Award Technical Assistance</i>	13
<i>Post-Award Technical Assistance</i>	13
<b>Section 8: Other Required Grantee Activities</b>	13
<b>Section 9: Application Instructions</b>	14
<b>Section 10: Application Review Criteria</b>	15
<b>Section 11: Letter of Intent</b>	17
<b>Section 12: Letters of Support</b>	17
<b>Section 13: Project Direction</b>	18

## Section 1: RFA Summary

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### *Purpose*

The U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) is partnering with The Council of State Governments (CSG) to administer and support grant awards to WIC State and local agencies.

The purpose of the WIC Special Project Innovation Grant (WSPI) is to fund projects led by State and/or local agencies that administer the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Projects will seek to develop, implement, and evaluate interventions that should aim to improve customer service in WIC clinics, and enhance the WIC certification process.

### *How does WSPI differ from past Special Project Grant opportunities?*

- Funds will be disbursed to grantees directly from The Council of State Governments.
- The Gretchen Swanson Center for Nutrition (GSCN) has been contracted by CSG to lead evaluation efforts for the project.
- Technical Assistance (TA) will be provided by CSG and GSCN to applicants and grantees during all phases of this funding opportunity including proposal development, project implementation, and project evaluation. The application window provided by CSG gives WIC State agencies ample time to access this TA during proposal development.

### *Funding*

- Up to \$6 million is available for Special Project Innovation Grant projects.
- WSPI applicants may request a maximum of \$2 million per project. There is no minimum award amount.
- WSPI intends to fund multiple projects.

### *Eligible Applicants*

- WSPI applicants must be either a WIC State agency, WIC local agency, or a consortium of WIC agencies. (Note: Consortia of agencies applying for this funding opportunity will need to include written agreements between all consortium members. In addition, interested local WIC agencies should acquire a letter of support from their WIC State agency.)

### *Certification Enhancement Opportunities*

To be eligible for WSPI funding, projects should seek to improve the WIC certification process by adopting one or more of the following certification enhancement opportunities:

1. Adopt policies, practices, and/or technologies that enable participants to initiate and complete allowable portions of certification procedures online.
2. Enhance capacity to utilize digital technology for appointment reminders and notifications of incomplete certifications.
3. Develop and implement an online WIC referral portal for programs that establish adjunctive income eligibility for WIC
4. WIC agency led innovative strategies to improve the WIC certification process that are not captured by Enhancement Opportunities 1-3.

### *Application Requirements*

1. Complete and submit fillable application form, including:
  - Propose a project with one or more of the certification enhancement opportunities outlined above, or one that tests other innovative ideas that aim to improve the certification process
  - Propose a project that has measurable results and fully transparent program operations so that successful project activities could be scaled or transferred to other WIC agencies
  - Articulate the project's goals, activities, and implementation strategy
  - Demonstrate compliance with [Federal Program regulations](#) for all proposed strategies and/or solutions
  - Agree to share project related data and work collaboratively with CSG and GSCN on an evaluation plan
  - Propose a plan for how the project will be properly managed and staffed.
  - Include a budget and budget narrative
2. Submit required attachments:
  - Project work plan
  - Budget form
  - Key staff resumes
  - A letter of support from the relevant WIC State agency (if submitted by a local agency)
  - Current written agreements, if applicable, to the proposed project
  - A letter of support between applicant consortium members, if applicable
  - A letter of support between applicant and key project partners

### *Select Deadlines/Milestones<sup>1</sup>*

- **Letter of Intent deadline:** November 30, 2020 (5:00 p.m. ET)
- **Application deadline:** January 31, 2021 (5:00 p.m. ET)
- **Grant awards announced:** March 1, 2021
- **End of project period:** June 31, 2022

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<sup>1</sup> Additional key dates (i.e., technical assistance, in-state meetings, and etc.) are provided in later sections of this RFA.

## Section 2: Introduction

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In September 2019, The Council of State Governments (CSG) entered into a cooperative agreement with the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) to administer the WIC Special Project Innovation Grant (WSPI). WSPI is a three-year cooperative agreement, during which CSG will work with FNS to solicit, review, and award grants to WIC state agencies, local WIC agencies, or a consortium of WIC agencies. CSG will manage WSPI projects and work directly with WIC agencies as they develop, implement, and evaluate their projects. CSG has contracted with the Gretchen Swanson Center for Nutrition (GSCN) to lead evaluation efforts for the project.

The WSPI award will fund and support multiple State and/or local WIC agencies to develop, implement, and evaluate innovative projects that aim to improve the WIC certification process. Proposed project ideas should include the adoption of new practices or technology that seek to improve the customer service experience and certification process.

The certification process is defined as the implementation of criteria and procedures to assess and document each applicant's eligibility for the program, as reflected in 7 CFR § 246.7.

### *Innovation*

Innovation, for the purpose of this grant, is defined as being at least one of the following:

- A project that is new to the WIC State agency, or a project that has never been funded by FNS;
- A project that has not yet been evaluated for impact on WIC certification and customer service measures; or
- A project that will substantially improve upon an existing strategy or adapt it for a WIC agency of differing size, demographic context, and clientele.

Innovative projects might include interactive tools and/or technology resources; the modernization or redesign of current certification processes; or the development of other innovative solutions and enhancements to the certification process.

Funded projects will be evaluated for their impact on outcomes related to improving the certification process, such as: reduced no-show rates, shortened certification appointments, shortened clinic wait time, increased participant satisfaction, reduced temporary or shortened certifications that are completed, and other customer service-related measures.

## Section 3: Award Details

The WIC Special Project Innovation Grant will award and support multiple WIC State and/or local agencies to develop, implement, and evaluate projects that aim to improve the WIC certification process.

The total funds available for this initiative are up to \$6,000,000, subject to the availability of funds. Multiple projects will be awarded funding on a competitive basis, and CSG encourages agencies with proposals of any size and scope to apply. State, regional, and local diversity will be considered when awarding funds. No more than \$2,000,000 will be awarded for a single application. The project period will be 16 months, which includes the planning, implementation, and evaluation phases.

### *Application and Project Timeline*

<b>June 15, 2020</b>	<b>Request for applications opens</b>
<b>July 15, 2020</b>	Webinar for interested applicants
<b>November 30, 2020</b>	Letter of Intent due (interested applicants may still apply without submitting a Letter of Intent)
<b>June 2020 – January 2021</b>	Ongoing proposal development technical assistance for applicants
<b>January 31, 2021</b>	Grant applications due to CSG
<b>March 1, 2021</b>	Grantees notified of award by CSG
<b>March 2021</b>	Kickoff meeting with FNS, CSG, and GSCN (meeting to take place at CSG’s Washington, DC offices)
<b>April 2021 – June 2022</b>	Grantee in-state meetings (as requested by grantee)
<b>April 2021 – June 2022</b>	Ongoing implementation, evaluation technical assistance for grantees
<b>June 30, 2022</b>	End of grant period of performance
<b>September 2022</b>	Closeout session at FNS headquarters

### *Eligibility Information*

- Applicants must be a WIC State agency, WIC local agency, or consortium of WIC agencies
- WIC local agencies must obtain a letter of support from their State agency to be eligible for funding
- Agencies must also meet all assurances outlined in Section 4: Project Management Plan on the application form, which can be accessed [here](#)
- Applicants should propose a project that contains one or more of the provided certification enhancement opportunities (see Section 5: WSPI Certification)

Enhancement Opportunities), or another innovative project that tests new and innovative ideas intend to improve the certification process

- The proposed project must have measurable results and fully transparent program operations so that successful project activities could be scaled or transferred to other WIC agencies

Successful project proposals will have the following features:

- A goal of improving customer service in the WIC certification process
- Be innovative (see Section 2: Introduction for a definition of innovation)
- A description of measurable results
- Contain fully transparent program operations so that successful project activities could be scaled or transferred to other WIC agencies

All proposed projects must operate within [existing WIC regulations](#). FNS cannot approve policy waivers for projects submitted in response to this solicitation.

## **Section 4: Background**

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The WIC Program provides low-income women, infants, and children individualized nutrition counseling, breastfeeding promotion and support, referrals, and food packages. WIC currently reaches over 6 million participants annually.

### *Barriers to Participation*

Multiple factors contribute to nonparticipation in WIC. The WIC Special Project Innovation Grant is focused on improving the certification process and the WIC participant experience. [In a review of recent reports and research](#), CSG identified several recurring themes that play a role in eligible families choosing not to participate in WIC. Some of the more common barriers related to the certification process include:

- Unfamiliarity with the program and eligibility criteria
- Lack of transportation to the clinic
- Length of WIC appointments (wait times)
- General lack of time and busy lifestyles
- Difficulty scheduling appointments

## **Section 5: WSPI Certification Enhancement Opportunities**

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Opportunities exist for innovative work to improve the WIC certification process, making it easier for eligible families to participate in the program while also freeing up staff time to focus more on core services and less on paperwork.

CSG has identified three WIC certification enhancement opportunities for these grants. Applicants may propose their own projects or select one, or a combination, of the opportunities outlined below.

***Enhancement Opportunity 1: Adopt policies, practices, and/or technologies that enable participants to initiate and complete allowable portions of certification procedures online.***

While [federal WIC regulations](#) require certification appointments to take place in-person, WIC State agencies can consider policies that allow for initiating the certification process online, prior to the in-person certification appointment. Some States have developed mechanisms to accept documents electronically, particularly in light of COVID-19 impacts. Such mechanisms could be used to simplify the certification process and shorten in-person appointments. For example, WIC State agencies can use technology and secure online tools that allow for electronic document submission. With the use of technology, documentation of income and residency could be submitted in advance and processed by WIC clinic staff prior to the appointment. Electronic documents can be utilized:

- As a part of a pre-screening process, to complete allowable portions of the certification process before the applicant's appointment
- As a way to provide documentation that was not available at an in-person appointment to complete a certification

Agencies interested in Enhancement Opportunity 1 are encouraged to consider the following when developing projects:

- Use of the [WIC Prescreening Tool](#). FNS has developed a prescreening tool that grant applicants are encouraged to integrate into new and/or existing certification processes
- How the data from electronic documents is entered into the agency's Management Information Systems (MIS)
- Development of digital tools for the submission of documents
- Internal agency processes to handle documents provided electronically, communicate with WIC applicants who provide electronic documents, and train staff on these processes
- The need for new technology contracts or updating existing contracts
- Modifications to existing technology systems
- Testing new systems prior to implementation
- Capacity of existing systems, including MIS, to handle any updates or additions needed for implementation
- How interventions might reduce burdens for staff and WIC applicants
- Data privacy and participant confidentiality concerns
- System maintenance and sustainability
- Participant access and familiarity with technology
- Any new staff required to implement the project
- Promotion of the new system to both new and existing program participants



## ***Enhancement Opportunity 2: Enhance capacity to utilize digital technology for appointment reminders and notifications of incomplete certifications***

Given that appointment reminders are increasingly common among WIC agencies, applications under this category should aim for customizable systems that personalize reminders to the applicant. WIC agencies should consider enhancing digital reminders by tailoring the reminder to reflect appointment date and time, the necessary documentation the WIC applicant must bring, directions to the clinic, and what to expect during the appointment. Digital reminders can take the form of text messages, notifications from WIC apps, or other digital communication strategies used by WIC clinics to communicate with program participants. In addition to reminders regarding scheduled appointments, reminders can also be used to assist those applicants who were provided with a provisional or temporary certification, to ensure they meet their certification requirements within 30 days.

Agencies interested in Enhancement Opportunity 2 are encouraged to consider the following when developing projects:

- How reminders can be tailored. For example, if a document is needed to verify 30 days' worth of income, reminders would include the range of eligible dates
- How reminders make it clear which eligibility requirements are outstanding (residency, identity, income) and which documents can be used to fulfill them (driver's license, pay stub, etc.)
- How participant data is utilized to construct personalized appointment reminders
- Length and frequency of reminders, including other existing outreach initiatives, as to not overwhelm recipients
- Options for information on alternative documents that can be provided (for example, if you do not have X document available to you, these are the other documents or steps you need to take to complete certification)
- Training for staff on the digital tools and any related updates to policies or practices
- How the agency will procure new communication technology systems or revise existing contracts, if needed
- Modifications to existing technology systems
- Testing new messages for clarity and effectiveness prior to implementation
- Capacity of existing systems, including WIC Management Information Systems (MIS), to handle any updates or additions needed for implementation
- How interventions might reduce burdens for staff and WIC applicants
- Data privacy and confidentiality concerns
- System maintenance and sustainability
- Participant access and familiarity with technology
- Any new staff required to implement the project
- Promotion of the new system to both new and existing program participants

***Enhancement Opportunity 3: Develop and implement an online WIC referral portal for programs that establish adjunctive income eligibility for WIC***

WIC agencies may explore the development of an online WIC referral portal that facilitates referrals to and from WIC by connecting staff to adjunctive eligibility programs (e.g. Medicaid, Supplemental Nutrition Assistance Program (SNAP), and Temporary Assistance for Needy Families (TANF)).

A referral portal is an integrated web tool that allows individual/participant data to be shared between WIC and other programs. WIC State agencies interested in a referral portal will likely need to establish data sharing agreements, a technology platform to send or receive confidential information, and policies and procedures for how to use and document this information in the certification process.

Establishing a referral process with adjunct eligibility programs to notify WIC agencies of likely eligible nonparticipants (and vice versa) will facilitate timely sharing of data needed for contacting the individuals and documenting WIC eligibility (such as name, birth date, address, and phone number). The primary goals of a portal would be to increase referrals into the WIC program and facilitate the referral of WIC participants to other programs.

Agencies interested in Enhancement Opportunity 3 are encouraged to consider the following when developing projects:

- What participant information the portal should collect
- Who will have access to the portal
- Existing data sharing agreements (e.g., Medicaid, SNAP, TANF) that may already be in place
- WIC staff processes and procedures to monitor referrals
- Written confidentiality agreements with the adjunctive programs to ensure the protection of referral data, if needed
- Methods to obtain client permissions to share WIC data
- Modifications to existing technology systems
- Testing new systems prior to implementation
- Staff training
- Capacity of existing systems, including WIC Management Information Systems (MIS), to handle any updates or additions needed for implementation
- How interventions might reduce burdens for staff and WIC applicants
- Data privacy and participant confidentiality requirements
- System maintenance and sustainability
- Memorandums of Understanding (MOUs), or written agreements, with the organizations the WIC agency would like to work with on their portal

- Any new staff required to implement the project
- Promotion of the new system to adjunctive programs
- How the referral data will be accessed by WIC staff and used for pre-screening and certification

***WIC agency led innovative strategies to improve the WIC certification process that are not captured by Enhancement Opportunities 1-3.***

WIC agencies may have ideas for innovative strategies or tools that do not fall into one of the previous categories. This RFA encourages innovative ideas, as long as applicants demonstrate how these might improve the WIC certification process and can be implemented under current federal requirements. Projects in this category should still follow the RFA guidelines and criteria below.

Agencies interested in proposing a new project are encouraged to consider the following when developing projects:

- How the project aims to improve customer service in the WIC certification process
- How the project meets the definition of innovation, which includes:
  - A project that is new to the WIC State agency or a project that has never been funded by FNS;
  - An existing project that has not yet been evaluated for impact on WIC certification and customer service measures; or
  - A project that will substantially improve upon an existing strategy or adapt it for a WIC agency of differing size, demographic context, and clientele).
- The proposed project has measurable results and fully transparent program operations so that successful project activities could be scaled or transferred to other WIC agencies

## **Section 6: Evaluation Requirements**

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As a recipient of WSPI funds, grantees will be expected to plan and execute an evaluation of their proposed project. Grantees should consider pragmatic evaluation approaches that take into consideration the context of the local, state, or consortium of WIC agencies that will implement and sustain the proposed project. Evaluation considerations should give equal weight to effectiveness (e.g., does the innovation improve the targeted outcome?) and implementation (e.g., what are the proposed strategies needed to implement the innovation and which strategies lead to successful implementation, improved outcomes, and are likely to be sustained?).

The Gretchen Swanson Center for Nutrition (GSCN), a research and evaluation firm, will provide technical assistance to each funded grantee to fully develop detailed evaluation plans. This includes support to identify measures or metrics specific to the

grantee project, creating data collection procedures, timelines and analytic support. Grantees will also participate in an overarching evaluation conducted by GSCN of the outcomes and lessons learned across agencies funded by this grant.

### *Institutional Review Board*

Any evaluation activities for your projects that involve human subjects (e.g., WIC participants and WIC staff), must adhere to regulations and policies that govern human subject research. For the protection of human subjects, all research and evaluation involving human subjects must be reviewed, approved, and overseen by an Institutional Review Board (IRB).

GSCN will facilitate the IRB approval process and will submit all relevant protocols to GSCN's IRB at the University of Nebraska Medical Center. If grantees have their own required IRBs and/or review processes, please share these details with GSCN and CSG in Section 3: Evaluation Requirements of the application form so that GSCN can work within these processes to ensure all review and approval processes are completed prior to the commencement of any evaluation activities.

## **Section 7: Technical Assistance**

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CSG and GSCN will provide interested WIC agencies with technical assistance (TA) opportunities to aid in application development, project implementation, and evaluation. For example, grant applicants can request assistance around application instructions, application attachment requirements, staff training, data collection and analysis, and other issues that arise throughout the course of the project. A tentative schedule is provided in the tables below.

To help ensure that TA provided to interested applicants is uniformly available to all, CSG will post a summary of all questions and answers provided on the project website at [web.csg.org/WIC](http://web.csg.org/WIC). All posted questions will remain anonymous. CSG aims to directly answer all RFA or project related questions, and post a response on the website for other interested applicants in less than 10 business days.

Upon award, CSG will host a kickoff meeting for all grantees in Washington, D.C.\* This kickoff meeting will serve as an opportunity to build relationships between grantees, CSG and GSCN, and further develop plans for project implementation and evaluation.

CSG will continue to provide support to grantees as they implement their projects. This includes individualized assistance to develop and strengthen implementation and evaluation plans, including data collection assistance. CSG will provide ongoing

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\* This trip will take place if travel is deemed to be safe per U.S. Centers for Disease Control and Prevention guidelines for COVID-19.

opportunities for grantees to interact and learn from one another through quarterly conference calls.

CSG is available to host meetings at grantees' offices, as requested and determined necessary. These meetings are an opportunity for CSG and GSCN to convene in-person with the grantees and additional project partners to deliver targeted technical assistance on the projects during implementation and evaluation.

Grantees will present project findings and a final report at a Closeout Session at FNS headquarters in Alexandria, Virginia. The final report written by grantees should include a section on transferability that clearly outlines detailed program operations and lessons learned, so that project activities can be scaled or transferred to other WIC agencies. CSG will present a collective presentation on the individual projects and corresponding lessons learned.

*Pre-Award Technical Assistance:*

<b>Date</b>	<b>TA Opportunity</b>	<b>Description</b>
<b>July 15, 2020</b>	RFA webinar	Live webinar providing an overview of the WSPI grant opportunity, grantee expectations, and application requirements; recording posted to project website.
<b>Ongoing</b>	Additional technical assistance	Additional technical assistance will be available upon request by potential applicants. Technical assistance requests can be made by emailing <a href="mailto:WIC@CSG.org">WIC@CSG.org</a> .

*Post-Award Technical Assistance:*

<b>Date</b>	<b>TA Opportunity</b>
<b>March 2021</b>	Project kickoff meeting for grantees
<b>March – April 2021</b>	Individualized implementation/evaluation plan support
<b>Quarterly</b>	Quarterly conference calls with CSG, GSCN, and other grantees

## **Section 8: Other Required Grantee Activities**

Over the duration of the project, WSPI grantees are required to:

- Attend a post-award project kickoff meeting with CSG, GSCN, and FNS;
- Participate in quarterly grantee conference calls;
- Complete quarterly progress and financial reports;

- Complete a final report within two months of the end of the project funding period; and
- Attend the closeout session at FNS headquarters in Alexandria, Virginia, to present final project outcomes.

CSG will coordinate reporting efforts with additional details and templates being provided to grantees at time of award and are also available to the grantees as requested. Progress reports must be sent to CSG within 20 days following the end of each quarterly period. These reports should cover the preceding quarterly period of activity. The reporting schedule for this project is as followed:

<b>Quarterly Report</b>	<b>Due Date</b>
<b>Y1Q2 Report<sup>2</sup></b>	April 20, 2021
<b>Y1Q3 Report</b>	July 20, 2021
<b>Y1 Q4 Report</b>	Oct. 20, 2021
<b>Y2 Q1 Report</b>	Jan. 20, 2022
<b>Y2 Q2 Report</b>	April 20, 2022
<b>Y2 Q3 Report</b>	July 20, 2022

## **Section 9: Application Instructions**

Interested applicants to this grant opportunity must download and complete the application form that can be accessed [here](#). All applications should be prepared in the format requested and submitted via email to [WIC@csg.org](mailto:WIC@csg.org) with the subject line, “WIC Special Project Innovation Application.” To be considered for review, applications must be submitted by 5:00 p.m. ET on Jan. 31, 2021. No late applications will be accepted. Incomplete applications will not be considered for review. Required components for the RFA are outlined within the application form.

The application form is divided into the following sections:

- Section 1: Summary
- Section 2: Project Plan
- Section 3: Evaluation Requirements
- Section 4: Project Management Plan
- Section 5: Budget Narrative
- Section 6: Attachments

For questions or to request assistance regarding the RFA instructions, application criteria, and deadlines, please contact Matt Shafer at [WIC@csg.org](mailto:WIC@csg.org) or (859) 244-8224. Responses to questions sent before the application deadline will be posted on the project website at [web.csg.org/WIC](http://web.csg.org/WIC).

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<sup>2</sup> Q2 2021 will be a condensed quarter due to awards being made on March 1, 2021. Grantee will submit report for the period of 3/1/21-3/31/21

### *Applicants Applying as a Consortium*

WIC agencies who are interested in jointly applying as a consortium need to include a written agreement between all consortium members. Please designate one staff member from your collective agencies to serve as a liaison between your consortium and CSG. The name of the liaison should be listed as the primary staff contact on the application form under “Agency Contact Information” in the application form.

## **Section 10: Application Review Criteria**

Applications will be reviewed and scored by a panel of reviewers. CSG will submit summaries of all submitted applications and discuss the top applications with FNS. FNS will make the final selection decisions. FNS reserves the right to accept the review panel’s recommendation or to select an awardee out of order to meet agency priorities, geographical representation, or project diversity. The sections and numbering below are congruent with the corresponding sections and questions in the fillable application form.

<b>Point Value (100 points total)</b>	<b>Corresponding Section from the Application Form</b>	<b>Description</b>
<b>60 Points</b>	Section 2: Project Plan	<i>Statement of Need</i> Q1. Clearly describes the agency context including populations served by your agency, certification appointment process, certification and customer service opportunities for improvement.(10 points) <i>Project Design</i> Q2. Clearly describes the project and includes how project will improve certification process (10 points) Q3. Clearly defines project goals and describes how goals will improve their WIC certification process. (10 points) Q4. Clearly describes the activities that will be performed to accomplish the project goals. (5 points) Q5. Clearly describes plan for project implementation. (10 points) <i>External Coordination and Partnerships</i> Q7. Lists all intended partnerships and describes plan for coordinating these partnerships. Describes all existing relationships with partners and describes how they will assist with project design and implementation (5 points)

- Provides existing MOUs or written agreements, if applicable, as support for partnerships documented in the fillable application form.

*Description of Innovation*

Q8. Clearly demonstrates how the project fits the definition of Innovative (see Section 2: Introduction for a definition of innovation) (5 points)

*Project Transferability*

Q10. Clearly outlines steps the applicant will take to ensure that they will be able to provide detailed program operations and lessons learned so that project activities can be scaled or transferred to other WIC agencies. (5 points)

<p><b>10 Points</b></p>	<p>Section 3: Evaluation Requirements</p>	<p><i>Data Collection and Analysis Capacity</i> Q1. Provides a description of agency capacity and/or experience with data collection and evaluation. (2 points)</p> <p><i>Outcome Measures</i> Q3. Clearly describes process and short-term outcomes. (2 points) Q4. Clearly describes implementation/intermediate outcomes. (2 points) Q5. Clearly describes impacts/long-term outcomes. (2 points)</p> <p><i>Institutional Review Board</i> Q7.-Q9. Indicates consideration of Institutional Review Board (IRB) requirements and clearly describes all applicable State Agency IRB processes. (2 points)</p>
<p><b>10 Points</b></p>	<p>Section 4: Program Management</p>	<p><i>Program Management</i> Q1. Articulates project management activities that will assist in the project being completed on time, within budget, and with desired outcomes. (10 points)</p>
<p><b>10 Points</b></p>	<p>Section 4: Staffing Needs</p>	<p><i>Staffing Needs</i> Q2. Identifies and outlines roles/responsibilities of key project personnel. Documents key personnel's qualifications and relevant experience to effectively carry out activities outlined in Section 2 of the fillable application form. (10 points)</p>



		<ul style="list-style-type: none"> <li>Provides professional resumes for all key project staff as support for expertise documented in the fillable application form</li> </ul>
<b>10 points</b>	Section 5: Budget Narrative	<p>Q1. – Q8. Clearly explains expenses required to achieve project goals and objectives. (5 points)</p> <p>Q1. – Q8. Demonstrates feasibility of budget within project scope and activities. (5 points)</p>

## Section 11: Letter of Intent

WSPI applicants are highly encouraged to submit a non-binding Letter of Intent to Submit an Application (LOI) before submission of a full application by 5:00 p.m. ET on Nov. 30, 2020. This document will not be considered in the review process, but it provides useful information to the CSG in preparing for providing technical assistance to WSPI applicants. WSPI applicants who do not submit a letter of intent by the specified deadline may still submit an application by the application due date of Jan. 31, 2021.

A letter of intent template is provided by CSG which you can access [here](#). This letter should be submitted via email to [WIC@CSG.org](mailto:WIC@CSG.org).

## Section 12: Letters of Support

### *State Agency Letter of Support*

For interested local WIC agencies, a letter of support from the appropriate WIC State agency stating their support for the submitted application is required for the proposal to be considered. When applicable, the letter should also include the State agency's agreement to provide any data needed for program implementation and/or evaluation. A sample State agency letter of support can be found [here](#).

### *State Agency Consortium Letter of Support*

Applicants applying jointly as a State agency consortium should obtain a letter of support from each agency participating in the consortium. The State agency consortium letter of support should outline their agency's role in the project plan and state commitment to collaborate with CSG as well as the other members of the consortium. A sample State agency consortium letter of support can be found [here](#).

### *Key Project Partner or Contractor Letter of Support*

If your project team includes external partners that are integral to the project's success, please obtain a letter of support from those respective organizations. The key project partner letter of support should detail the external organization's role in the project and

state commitment to work with applicant to achieve the WIC agency's project objectives. A sample letter of support can be found [here](#).

### **Section 13: Project Direction**

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Funding for this opportunity is provided by the U.S. Department of Agriculture's Food and Nutrition Service. Direction and technical support for this opportunity is provided by The Council of State Governments. Please direct all inquiries to:

Matt Shafer, MPA  
Project Manager, Center of Innovation  
The Council of State Governments  
(859) 244-8224  
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Please visit the WIC Special Project Innovation project website at [web.csg.org/WIC](http://web.csg.org/WIC) for background information and resources related to WIC certification, frequently asked questions related to this RFA, and general updates on the project.