

**New WIC Site Application Evaluation & Scoring Criteria**

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Local agencies (LA) interested in opening a new WIC site must comply with the requirements in WPPM 1000-06.

**Application Process and Procedures**

Before opening a new WIC site, LA must:

1. Contact the LA Contract Manager (CM) to discuss interest in expanding WIC services and opening a new WIC site.
2. Request the *New WIC Site Application Package* that includes the following documents:
  - a. *New WIC Site Application Form*.
  - b. *Site Cost Per Participant Spreadsheet*.
  - c. *Notice of Intent to Open a New WIC site*.
3. Review the *New WIC Site Application Package* materials and discuss any questions or concerns with the CM and request technical assistance, as needed.
4. Perform the following research and assessments to determine the feasibility of opening a new WIC site in the proposed area prior to applying.
  - a. Determine the unmet need and gaps in WIC services to WIC-eligible participants and non-participants in the area of the proposed site. Refer to CDPH/WIC Affirmative Action Plan.
  - b. Determine the number of current and prospective WIC-authorized vendors within two (2) miles of the proposed site in an urban area and 20 miles in a rural area.
  - c. Complete the *Notice of Intent form*. Notify any WIC LA that has a site within five (5) miles of the proposed new WIC site in an urban area, or within twenty (20) miles of the proposed new site in a rural area.
  - d. Allow neighboring LAs up to 30 calendar days to respond from the date of notice to the initiating LA. Objection received after the 30 calendar days will be denied.
    - i. Issues of concern will be evaluated and may be included in the final decision. The LA may have an opportunity to adjust the details in the *New WIC Site Application Package* to address objecting LA concerns.
  - e. Calculate the site cost per participant using the *Site Cost Per Participant* worksheet provided in the *New WIC Site Application Package*.
5. Complete the *New Site Application* form and gather all required supporting documents.

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6. Submit the completed application and all required supporting documents to the CM for review.
7. Applications will be thoroughly reviewed by CDPH/WIC evaluation committee according to the Application Review process and scoring criteria.

**Evaluation & Scoring Criteria**

Applications are reviewed and evaluated using the following standardized methodology developed by CDPH/WIC to ensure consistency and transparency of the selection and approval or denial.

1. A total of 26 questions on the New Site Application. Questions are categorized into five main Sections (Justification, Unmet Need, Current Participation/LA Information, Site Cost per Participant, and Site Appropriateness) as shown in Table 1.
2. Each Section is weighted differently and all questions must be answered. Each question will be scored individually and has a maximum value of five points. The number of questions in each Section determines the maximum allowable points for that Section. See Table 1.

Table 1.

<b>Section</b>	<b>No. of Questions</b>	<b>Max. Allowable Points</b>	<b>Weight</b>
1. Justification	5	25 pts	25%
2. Unmet Need	4	20 pts	30%
3. Current Participation / Local Agency Information	5	25 pts	15%
4. Site Cost Per Participant	3	15 pts	20%
5. Site Appropriateness	9	45 pts	10%
Total	26	130 pts	100%

3. Points for each question will be assigned based on the degree to which the LA adequately and clearly explains their responses to the questions on the application using the scale referenced in Table 2.

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Table 2.

	<b>Description</b>	<b>Scale</b>
Not Demonstrated	Does not address any of the listed components.	0
Minimally Demonstrated	Does not address all listed components and provides vague information.	1
Somewhat Demonstrated	Does not address all listed components but does provide significant detail.	2
Demonstrated	Addresses all listed components but provides limited details	3
More Demonstrated	Addresses all listed components and provides moderate details.	4
Highly Demonstrated	Addresses all listed components and gives a detailed and comprehensive response.	5

4. Individual scores will be totaled and weighted by Section. CDPH/WIC uses a weighted system to calculate the score for each Section based on their relative importance to the strategic and outreach goals of CDPH/WIC. The weighted scores for the Sections will then be added up to provide the final weighted score (as a percentage) for the application.
5. Each LA’s application will be ranked according to their final weighted score. Only those that meet the minimum final score of 75 percent or above will be recommended for approval.
6. If a LA competes for the location of the proposed site, interested competing LA(s) must contact their CM within seven (7) calendar days of receiving the *Notice of Intent* from the initiating LA for a New Site Application Package.
  - a. Competing LAs will have 30 calendar days from the date of receipt of application from the CM to submit a completed application to CDPH/WIC.
  - b. Competing applications will be scored and ranked using the established evaluation standards and criteria as all other LAs.
  - c. The LA with the highest overall final score, above the minimum requirements, will be recommended for approval. See examples in Table 3.

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- d. In a tie situation, where two or more applications receive the same score above the minimum weighted score (at or above 75 percent), competing LAs may be required to further justify their proposal to CDPH/WIC.

Table 3.

<b>Section</b>	<b>Application A Points</b>	<b>Application A Weighted Score</b>	<b>Application B Points</b>	<b>Application B Weighted Score</b>
1. Justification	23	23%	5	5%
2. Unmet Need	20	30%	10	15%
3. Current Participation / Local Agency Information	20	12%	25	15%
4. Site Cost Per Participant	7	9.3%	15	20%
5. Site Appropriateness	10	2.2%	40	9%
<b>Total</b>	<b>80</b>	<b>76.5%</b>	<b>95</b>	<b>64%</b>

In the examples given above, Application A has a higher final weighted score of 76.5 percent compared to Application B at 64 percent even though Application A earned fewer total points (80 points) than Application B (95 points). The evaluation committee at CDPH/WIC will therefore recommend Application A to CDPH/WIC management for approval, while Application B will be denied based on the scoring and selection criteria. For details on the calculations, contact your CM for assistance.

**Application Questionnaire**

All questions on the application form must be answered.

**A. Justification. This section will be weighted 25%. 25 points**

1. Why does the LA want to establish a new site? For mobile sites, describe why you want to establish a mobile site instead of a brick-and-mortar site.
  - a. Give a clear and concise summary of necessity.
  - b. Substantiate why the proposed site is requested.

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2. What are the potential benefits to the WIC-eligible population and the WIC Program?
  - a. Explain the ways in which the area population will be better served.
  - b. List the LA's outreach goals and describe how LA would meet them.
3. What is the anticipated number of participants to be served at the proposed site? Describe how the numbers were calculated and provide documentation that supports those estimates.
  - a. Provide an estimate of anticipated participation at the site.
  - b. Provide a clear explanation of how the numbers were calculated.
  - c. Document clear and appropriate source information.
4. How will the proposed site meet the federal priority level described in federal regulations [7 C.F.R. §246.5\(d\)\(1\)](#)? The regulations are based on the relative availability of non-WIC health and administrative services at the proposed site, taking into account the following:
  - a. Five points will be given to the agency that will provide ongoing, routine pediatric and obstetric care and administrative services.
  - b. Four points will be given to the agency that will enter into a written agreement with another agency for either ongoing, routine pediatric and obstetric care or administrative services.
  - c. Three points will be given to the agency that will enter into a written agreement with private physicians in order to provide ongoing, routine pediatric and obstetric care to a specific category of participants (women, infants, or children).
  - d. Two points will be given to the agency that will enter into a written agreement with private physicians to provide ongoing, routine pediatric and obstetric care.
  - e. One point will be given to the agency that will provide ongoing, routine pediatric and obstetric care through referral to a health provider.
5. Will the proposed site be co-located with or be located in close proximity to other community services locations, such as CalFresh, CalWORKs, Medi-Cal, Head Start and other programs? Describe co-locations and/or the approximate distances involved. If a mobile site, describe non-WIC services provided near each mobile location.

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**B. Unmet Need. This section will be weighted 30%.****20 Points**

1. Using the WIC Eligibility and Program Reach Report and the Medi-Cal Eligible Non-Participant (ENP) Report in WRAD, provide the total estimate of WIC-eligible non-participants by category in the applicable county or region. Compare the data to the statewide averages. If mobile site, include applicable data if locations extend beyond the home county of the LA.
  - a. Provide estimated numbers by participant category.
  - b. Provide a clear explanation of how the non-participation rates compare to the statewide average and provide rationale if the rate is below, including any surveys or needs assessment results that you may have gathered.
  - c. List source documentation.
2. Identify which priority tier the proposed site meets as described in the CDPH/WIC Affirmative Action Plan. If mobile site, include applicable data if locations that extend beyond the home county of your LA.
  - a. Categorize the unmet need identified at the proposed site and the applicable priority tier.
  - b. Describe how opening a new WIC site in the proposed area would help meet WIC goals.
3. Describe, in detail, the LA's strategies for the recruitment of all categories where the LA's home county or region coverage rate falls below the statewide average.
  - a. Clearly describe recruitment strategies for categories that fall below the statewide average, if appropriate.
  - b. Describe recruitment strategies for children up to age 5 and early enrollment of pregnant eligible non-participants.
  - c. If coverage rate is high, but the relevant area still has a high number of WIC-eligible non-participants, describe recruitment strategies for these categories.
  - d. For the strategies described above, describe why each strategy was selected (i.e., based on research, best practices, experience, etc.).
4. To what extent is the proposed site or mobile site location likely to serve any of the following populations: African American, American Indian, Asian American, Latino/a/x, Pacific Islander, immigrant, migrant farm worker, LGBTQ+, refugee, military, and/or homeless populations. Describe the recruitment and retention strategies for the above populations.
  - a. Identify applicable population(s) for this area.
  - b. List data source documentation.

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- c. Describe appropriate recruitment and retention strategies.
- d. For the strategies described above, clearly describe why each strategy was selected (i.e., based on research, best practices, experience, etc.)

**C. Current Participation/Local Agency Performance****This section will be weighted 15%.****25 Points**

1. Provide the number of WIC participants currently being served annually by the LA in each of the following categories: Infant; Pregnant; Postpartum (including Breastfeeding, Partially Breastfeeding, and Non-Breastfeeding); and Children.
  - a. Provide most current certification and participation numbers.
  - b. List source documentation for information submitted.
2. Describe the LA's current ability to meet assigned caseload numbers as described in the contract with CDPH/WIC, including internal and external factors (as appropriate), along with source documentation.
  - a. Provide caseload numbers.
  - b. Clearly and concisely explain factors that impact LA's ability to meet caseload numbers.
3. Describe the strategies the LA takes to retain participants within the WIC Program for the duration of their eligibility.
  - a. Provide detailed examples of retention strategies.
  - b. Describe how effective the strategies have been, or why the strategies are likely to be effective.
4. Describe the strategies the LA takes for completing the annual Nutrition Services Plan (NSP) goals, including planning, staff training, and participant services.
  - a. Provide detailed examples of strategies to complete the NSP goals.
  - b. Describe how effective the strategies have been, or why the strategies are likely to be effective.
5. Consider the most recent Program Monitoring Visit and describe any/all progress made to implement the corrective action plan (CAP), if applicable. Please attach additional documentation, as needed.
  - a. Report any Areas for Required Action.
  - b. Clearly describe the progress and result(s) of implementing the corrective action plan.
  - c. Describe repeat findings from previous PMVs and compliance with CAP.

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**D. Site Cost per Participant****This section will be weighted 20%.****15 Points**

1. Using the “Current Site Costs” tab of Appendix 1000-06-A2, provide both the average cost of all sites per month (row 3, column O), and the average Monthly Cost Per Participant (MCP) for all sites (row 3, column P). Provide detailed source information for this data incorporated in these totals.
  - a. Report findings. Five points awarded if completed.
2. Using the “Proposed Site Costs” tab of Appendix 1000-06-A2, provide the average cost of the proposed site(s) per month (row 3, column O) and the average Monthly Cost Per Participant for the proposed site(s) (row 3, column P). Explain how you developed this data.
  - a. Report findings. Five points awarded if completed.
3. Compare the proposed site(s) MCP with that of the current site MCP. Explain, in detail, the reasons for any differences.
  - a. Provide a clear explanation for any differences found. Include explanation if the cost of new site exceeds the average Current Site Costs.

**E. Site Appropriateness.****This section will be weighted as 10%.****45 Points**

1. Provide the anticipated schedule (days and hours) that the proposed site will be open for business. If a mobile site, list schedule for each location. Explain how the anticipated hours specifically address the needs of working families.
  - a. Clearly state the purpose for the schedule.
  - b. Clearly state correlation between hours and serving families.
2. Describe how the plan for staffing complies with the minimum requirements for personnel per WPPM 130-00. Additionally, describe how the plan for staffing will:
  - a. Ensure that all educational requirements for staff meet the minimums detailed in WPPM 130-00.
  - b. Ensure that the professional composition of the staff appropriately addresses both the needs of high-risk participants and those who require breastfeeding assistance.
  - c. Ensure that the staffing level meets the needs of the quantity of anticipated participants.



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3. Describe the strategies to maintain participant confidentiality.
  - a. Ensure that the proposed layout allows WIC participants to have privacy when communicating face-to-face with WIC employees and when reviewing documents and/or computer screens.
4. Indicate the availability of a diaper changing area in the restroom(s). Are the restrooms Americans with Disabilities Act (ADA) compliant? Is there access to running water? If mobile, describe the availability of restrooms and diaper changing areas nearby.
  - a. Ensure that the restroom(s) is/are ADA compliant.
  - b. Indicate whether or not there is/are a diaper changing area(s) in the restroom(s).
  - c. Confirm that there are sufficient number of restroom(s) for the anticipated caseload. And that there is access to running water.
  - d. Submit written documentation of partnership with business to allow use of restrooms and diaper changing, if mobile.
5. Describe the private lactation area for breastfeeding. If this area will serve any purpose other than for lactation, explain.
  - a. Clearly and concisely describe the space reserved for lactation accommodation and if it will be used for other purposes.
6. Describe the ADA accessibility requirement features of the proposed site and the areas immediately adjacent, including, but not limited to, entry access.
  - a. Describe the pertinent features.
  - b. Detail the entry and exit areas. Describe how they are compliant with the ADA.
7. What type of parking is available (e.g., street or parking lot) at the site? If a mobile site, describe the parking at each site location.
  - a. State the number of dedicated or undedicated parking spaces and handicap spaces available.
  - b. State the distance from the proposed site to the parking lot, if a parking lot is available.
  - c. Describe the distances for other parking options.
8. Describe the signage opportunities at the proposed site. Describe any visibility barriers that might prevent a visitor from finding and accessing the proposed site.
  - a. Describe how signage could be displayed at the proposed site to inform the public that it is a WIC site.

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- b. Describe if the number identifying the address of the proposed site is clearly visible from the street.
  - c. Describe any visibility barriers that might prevent a participant from finding and accessing the proposed site.
9. For mobile sites only, describe the plan for providing service to participants. What is the flow process? Will participants have a confidential area for their appointment?

**Required Supporting Documentation**

The following documents are required and must be submitted with the application:

1. *Site Cost Per Participant Spreadsheet.*
2. *Notice of Intent to Open a New WIC site* and any responses received.
3. A map showing both, the proposed site and all other LAs and sites (with addresses) within 5 miles of the proposed site if in an urban area, and 20 miles of the proposed site if in a rural area. Include the distance between each of the other LA sites and the proposed new site.
4. A map of mobile site locations and copies of agreements and/or MOUs with the partner organizations for use of the parking space, if applicable.
5. A map of nearby public transportation stops.
6. A copy of the proposed lease, if applicable.
7. The date by which the new site will be move-in ready. If the anticipated start date at the new site is different from the move-in ready date, please explain.
8. Photos of the interior and the exterior of the proposed facility or vehicle.
9. A detailed floor plan (with square footage) identifying specific work areas.
10. List of IT needs.