

Subject: Contract

Item: Opening a New WIC Site

PURPOSE:

To provide comprehensive guidance and criteria for the application and approval of a WIC local agency's (LA) request to open a new WIC site in accordance with the federal and state laws and requirements.

POLICY:

- I. LA must meet the applicable federal and state laws and follow CDPH/WIC policies and procedures when requesting to open a new WIC site.
 - A. CDPH/WIC Affirmative Action Plan (AAP). LA must:
 1. Compare the unmet need in the area of the proposed site location against the estimated number of potentially eligible persons on the "Priority Tiers and County Rankings" chart of [CDPH/WIC Affirmative Action Plan](#). Applications serving the neediest one third of targeted populations in Priority Tier 1 will be prioritized.
 2. Identify the gap in WIC services or unmet need by participant category in the county or region in which they plan to provide services.
 3. Ensure that the plan to open a new WIC site supports CDPH/WIC statewide targeted outreach efforts to retain, re-engage, and recruit low-income families and WIC-eligible non-participants.
 - B. New WIC Site Application Process and Requirements. LA must:
 1. Follow the procedures in this policy and Job Aid 1000-06-A for requesting a new WIC site.
 2. Receive written approval from CDPH/WIC before opening a new WIC site or signing a lease. Opening a new site or signing a lease without written approval from CDPH/WIC is considered a violation of the LA Contract.
 - C. Consult with your LA Contract Manager (CM) and request for the Site Changes/Relocation Request form, as needed.
 - D. CDPH/WIC Scoring and Evaluation Criteria
 1. Applications are evaluated based on the demonstrated unmet need, Priority Tier level (as described in I.A.1 above) and CDPH/WIC requirements.
 2. Applications are scored and ranked based on the standards, selection criteria, and scoring methodology developed by CDPH/WIC. Selection criteria are weighted based on their relative importance to CDPH/WIC strategic and outreach goals. Refer to Job Aid 1000-06-A.

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3. Applications receiving a minimum weighted score of 75 out of 100 percent will be recommended for approval by CDPH/WIC evaluation committee and those scored below 75 percent will be recommended for denial.
 4. In a competitive situation, the application with the highest overall weighted score, above the minimum requirements, will be recommended for approval.
 5. In an opposition situation, issues of concern will be evaluated and may be included in the final decision.
- II. LA must comply with all the terms and conditions specified in the *Scope of Work of the Local Agency Contract in Exhibit A, such as item 2. Service Location, 3. Service Hours, 11. WIC Site Changes, and 19. Motor Vehicles and Vehicle Maintenance*, where applicable.
- III. WIC Mobile Site Requirements, if applicable
- A. A WIC mobile site is a vehicle that travels to pre-approved locations to provide all required WIC services. LAs applying to operate a WIC mobile site in underserved or unserved areas must comply with the following additional CDPH/WIC requirements.
 1. Vehicle/Vehicle Use
 - a. LAs must use the New Site Application process and receive prior written approval from CDPH/WIC for a vehicle to be used as a WIC mobile site, regardless of its funding source (CDPH/WIC or non-CDPH/WIC).
 - b. All WIC services including, but not limited to, screening, certification or recertification, nutrition education, benefit issuance, and breastfeeding support for participants of all abilities must be provided in or near the vehicle.
 - c. Vehicle designated for use as a mobile site, if purchased with CDPH/WIC funds, must only be used for WIC purposes.
 - d. Any driver of a WIC mobile site vehicle must hold the appropriate valid California Driver License (CDL) and follow applicable vehicle operator laws for the type of vehicle.
 2. Locations and Parking
 - a. LA must obtain written permission from sites or business owners to park on the premises prior to submitting the New Site Application to CDPH/WIC.
 - b. All locations to be frequented by a WIC mobile site must be pre-approved by CDPH/WIC.

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- c. LA must ensure that the site location(s), address(es), and schedule(s) are shared with the public.
 - d. Ensure that the location(s) and hours are maintained as approved.
 - e. Any changes to locations are to be requested through the Site Changes/Relocation Request form that can be obtained from the CM.
3. Equipment and Wireless Internet Connections
- a. LA staff must have access to:
 - i. Functioning anthropometric measurement equipment for measuring weight and height (including recumbent measuring board) and anemia screening devices for obtaining bloodwork or anemia screening results.
 - ii. Essential hardware, equipment, or devices critical to the delivery of WIC services, such as a computer, laptop, or mobile devices.
 - iii. Reliable and secure wireless network connectivity ensuring access to WIC WISE and the LA's network. In circumstances where wireless internet connectivity will be an issue, LA must discuss with the CM, who will then conduct an evaluation on a case-by-case basis.
 - iv. Printed downtime forms available in the event the site temporarily loses power or connectivity. Refer to the Downtime Process.
4. Local and Community Partnerships
- a. Local agencies must:
 - i. Engage and collaborate with local and community partners, organizations, and businesses in promoting and expanding WIC program and services.
 - ii. Enter into a written agreement, such as a Memorandum of Understanding (MOU), with a community partner or business documenting the agreed upon terms and conditions, as needed. This may include agreement for cross-referrals, parking, outreach, education, and other partnership opportunities.

PROCEDURES:

- I. Requesting a New Site - Local Agency Responsibilities
 - A. Contact the CM to discuss interest in expanding WIC services and opening a new WIC site.

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- B. Request the *New WIC Site Application Package* that includes the following documents:
 - 1. *New WIC Site Application Form*
 - 2. *Site Costs Spreadsheet*
 - 3. *Notice of Intent for Opening a New WIC Site*
- C. Follow the steps and procedures as described in *Job Aid 1000-06-A (Application Evaluation and Scoring Criteria)* prior to applying for a new WIC site. This includes conducting a needs assessment, contacting nearby LAs, and identifying WIC-authorized vendors within the specified proximity to the proposed site.
- D. Submit the completed application and all required documentation to the CM for review.
- E. If applicable, competing LAs must:
 - 1. Contact the CM within seven calendar days of receiving the *Notice of Intent* from the initiating LA for a *New Site Application Package*.
 - 2. Submit a completed application to CDPH/WIC within 30 calendar days from the date of notification from the initiating LA.

II. Evaluation and Scoring Criteria

- A. All submitted applications will be evaluated and scored based on a weighted scoring system.
 - 1. The maximum points that may be earned for each section on the application questionnaire are shown below:

Section	No. of Questions	Max. Allowable Points	Weight
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%

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2. Final score will be determined and adjusted for weight (in percentage) according to the CDPH/WIC evaluation criteria. Application receiving a minimum final score of 75 out of 100 percent will be recommended for approval by CDPH/WIC evaluation committee.
3. In the event of competition where more than one LA is applying for the same service area(s), the LA with the highest overall weighted score above the minimum requirement will be recommended for approval.
4. In a tie situation where two or more applications receive the same score (in percentage) above the minimum score of 75 percent, competing LAs may be required to further justify their proposal to CDPH/WIC.

B. Approval or Denial of Application

1. LA will receive notification from CDPH/WIC regarding the approval or denial of applications within 45 to 60 business days from the date of submission.
2. The letter of denial will state the reason for denial.

C. Once written approval is received from CDPH/WIC, LA must conduct annual assessments to determine the cost-effectiveness of the site and sustainability in reaching the targeted populations or unmet need in the proposed service area.**III. Appeal Process**

- A. LAs have the right to submit a written appeal of the decision to CDPH/WIC within 30 calendar days of the receipt of the notice of denial. See Exhibit D in the Local Agency Contract for the Dispute Resolution Process.

IV. CDPH/WIC Responsibilities

- A. Make the application process and evaluation criteria clear and transparent to LAs.
- B. Prioritize applications according to the proposed site location's ranking on "*Priority Tiers and County Rankings*" of the CDPH/WIC Affirmative Action Plan.
- C. Offer technical assistance to LAs with general application questions.
- D. Verify that the submitted application is complete and all required documents are attached.
- E. Review and score the application in a fair, consistent, and objective manner based on the established standards and scoring criteria.
- F. Provide notification of the decision of CDPH/WIC to LA within the timeframe mentioned in this policy.
- G. Notify all involved local agencies if the site is approved.

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AUTHORITY:

[7 CFR §246.5](#)

[7 CFR §246.6](#)

[7 CFR §246.7](#)

[7 CFR §246.18](#)

22 CCR §40769

22 CCR §40783

[California Health and Safety Code §123290](#)

CROSS-REFERENCES:

WIC Eligibility and Program Reach Report (Local Agency SharePoint Site)

CDPH/WIC Affirmative Action Plan (Local Agency SharePoint Site)

Job Aid 1000-06-A New Site Application and Evaluation Criteria

Local Agency Contract Exhibit A (Local Agency SharePoint Site)

Local Agency Contract Exhibit B (Local Agency SharePoint Site)

Downtime Process (Local Agency SharePoint Site)