

STATE OF NEVADA

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
HEALTH DIVISION
PUBLIC HEALTH AND CLINICAL SERVICES
Women, Infants and Children Program (WIC)

4126 Technology Way, Suite 102
Carson City, Nevada 89706
775-684-5942 office 775-684-4246 fax

MEMORANDUM

DATE: February 18, 2011
TO: Nevada Retail Grocery Chains and Independent Grocers
FROM: The State of Nevada, Women, Infants and Children Program (WIC)
SUBJECT: Request for Letters of Interest for Retail Integration

ACTION IS REQUIRED NOT LATER THAN 5PM ON MARCH 1, 2011

The purpose of the Nevada WIC Program EBT Retailer Integration Project is to provide interested WIC-Approved Retailers with a migration path to implement fully integrated, online electronic cash register systems. Integration will benefit over 73,000 participants each month, who redeem over \$43 million in WIC food benefits each year through Nevada's 212 WIC-Approved Retailers.

In a fully integrated online environment, retailers and participants will realize a number of improvements, such as:

1. A streamlined WIC transaction process eliminating the current requirement of duplicate item scanning, which will significantly increase customer pass through and allow retail vendors to process more transactions in the same amount of time;
2. The removal of the existing "stand-beside" WIC point of sale devices in favor of the standard credit card terminals currently in use for automated transactions, which will preserve in-lane space;
3. Electronic Cash Register Point of Sale Systems utilize network connections, which allows for the streamlining transaction activity within the existing integrated vendor environment;
4. Improved customer service by reducing the amount of time necessary to process a WIC transaction;
5. Eliminate the stigma associated with an easily identifiable WIC purchase. Integration will enhance the dignity with which WIC participants receive their food prescription, while improving the in-lane-flow for the retailer, thus resulting in a positive and efficient in-lane experience for both the participant and the retailer.

As many of you know, Nevada WIC's program applied for and received funding under the auspices of Public Law 115-5, the American Recovery and Reinvestment Act of 2009 (ARRA) administered by the United States Department of Agriculture, Food and Nutrition Service. An integral component of the ARRA grant award provides funding to participating Nevada WIC retail grocery chains and independent grocers who apply and are approved to migrate to a fully integrated online cash register system.

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Nevada WIC's goal is to achieve 100% statewide integration. To move forward with this project, Nevada WIC is seeking Letters of Interest from all Authorized Retailers. The Non-Binding Letter of Interest should include:

- Confirmation of Retailer's desire to Integrate
- If the Retailer will request available grant funding
- Whether Integration is contingent on grant funding
- Earliest date the Retailer will be available for Integration
- System Details and Associated Parties
 - ECR/POS/VAR
 - TPP
 - Retailers involved, including specific sites and any other retailers participating under the lead retailer

Authorized Retailers who fail to submit the Letter of Interest by 5:00pm, March 1, 2011 will not be given priority consideration to participate in this initial phase of integration.

Upon receipt and review of all Letters of Interest, Nevada WIC will devise a project schedule, beginning with a request to the interested retailers to submit at Project Proposal to receive final approval to integrate. Retailers wishing to begin working on the Project Proposal may obtain APL files and certification scripts by contacting Erin Hegarty for more information.

The amount of funds awarded will depend on the number of requests received, and the viability of the Retailer's Project Proposal. Availability and duration of grant funding is limited. Retailers who fail to express interest in this phase of the project may not have the opportunity to receive funding later on.

Please submit completed Letters of Interest to:

State of Nevada
Women, Infants and Children Program (WIC)
c/o Erin Hegarty
4126 Technology Way, Suite 102
Carson City, NV 89706
Phone: 775-684-3206
ehgart@health.nv.gov

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