Advance Notice of Intent to Waive Competition

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<tr>
<th>FORM ID:</th>
<th>PHD-SOL-02/07/2020</th>
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<tr>
<td>DEPARTMENT NAME:</td>
<td>Public Health Dept. (PHD)</td>
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<tr>
<td>PROJECT NAME:</td>
<td>To provide Nutrition Incentives for produce purchases at grocery stores</td>
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<tr>
<td>PROCUREMENT DEPARTMENT CONTACT:</td>
<td>Sagar Dholakia – <a href="mailto:sagar.dholakia@prc.sccgov.org">sagar.dholakia@prc.sccgov.org</a></td>
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<td>TYPE:</td>
<td>Professional Services</td>
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OBJECTIVE:
The County of Santa Clara intends to enter into a non-competitive agreement with a contractor/vendor that has an ability to provide Nutrition Incentives for produce purchases at grocery stores to PHD.

SCOPE OF WORK:

I. Increase participation of Supplemental Nutrition Assistance Program Beneficiaries in the Double Up Food Bucks program at five retail stores who currently implementing the Double Up Food Bucks program

Task 1: Maintain Double Up Food Bucks acceptance at 5 retail stores
a. Meet with existing retailers who are implementing the Double Up Food Bucks program to offer technical assistance on program implementation. Technical Assistance is offered to 5 retailers (Arteaga’s Gilroy; Arteaga’s Willow; Arteaga’s Lincoln; Lucky 7 McKee; Santa Fe Market)

b. Work with current community partners to identify additional community organizations for outreach. Work completed with community partners and other organizations to determine language and other barriers in each neighborhood

c. Maintain Double Up Food Bucks Advisory Committee that will provide oversight on the project. Lead monthly meetings with committee and update members on project activities. Committee is developed and meets on a monthly basis

Task #2: Implement promotional strategies to increase awareness of the Double Up Food Bucks program at partner retailers
a. Develop and design flyers or postcards for promotion of the Double Up Food Bucks program in three languages. Promotional flyers or postcards are designed and developed, designed in English, Spanish & Vietnamese

b. Provide community partners with promotional flyers that include information on the Double Up Food Bucks program and locations of retailers in Santa Clara County. Community partners are provided with promotional flyers that include information on how the program works and the locations of the retailers who participate in the program in Santa Clara County

c. Based upon recommendations from Advisory Committee promote Double Up Food Bucks program at 10 community meetings and events (health fairs, school events, community group meetings) through partner collaborations. Promotion occurred at 10 community meetings/events

d. Assess current in-store signage promoting DUFB program and produce. As needed, increase signage or provide signage in preferred language of customers. Signage assessment completed. Signage increased or provided in language of customers

e. Develop promotional messaging for DUFB program that can be used for social media, newsletters or electronic promotion. Messaging that can be used for social media or newsletters is developed

II. Increase the number of retail stores implementing the Double Up Food Bucks Program that matches purchase of produce utilizing Supplemental Nutrition Assistance Program Benefits from 5 stores to 6 stores by September 2022

Task #3: Recruit at least one additional store to join the DUFB program.

a. Research potential stores that have high CalFresh utilization to become a DUFB partner. List of stores that have high CalFresh redemption is compiled

b. Meet with potential stores to present DUFB program and benefits of program participation. At least one meeting is completed with potential DUFB stores
c. Secure one store to participate in the DUFB program and execute a Memorandum of Understanding (MOU) with them. One store is secured, and MOU is executed.

d. Set up point-of-sale system at retailer to produce DUFB coupons and train store staff to implement the program. Point of sale system is set up to produce DUFB coupons and staff are trained on program implementation.

III. Evaluate the impacts of the DUFB program

Task #4 Evaluate utilization of DUFB and CalFresh at participating retailers.

a. Track redemption of Double Up Food Bucks coupons through collaboration with retailers and their point-of-sale (register) system. Redemption of coupons is tracked.

b. Conduct surveys with Supplemental Nutrition Assistance Program beneficiaries (who are retail customers) on the impact the program has on purchasing habits. Surveys are conducted with retail customers who receive SNAP.

c. Analyze data collected annually including number of unduplicated shoppers, value of coupons redeemed, demographic data from surveys, and impact on shoppers. Analysis conducted.

d. Write evaluation report documenting data analyzed and findings on Double Up Food Bucks program including comparing redemption data to previous years. Data report is produced annually including a comparison to previous years.

e. Present evaluation results to the Double Up Food Bucks Advisory Committee and the Public Health Department.

IV. Meet program reporting requirements

Task #5 Report on progress and submit invoices.

a. Develop quarterly progress reports and submit to Public Health Department to update on progress.

b. Submit quarterly invoices based on approved budget.