



**BOARD OF SUPERVISORS AGENDA ITEM REPORT
CONTRACTS / AWARDS / GRANTS**

Award Contract Grant

Requested Board Meeting Date: July 6, 2021

or Procurement Director Award

* = Mandatory, information must be provided

***Contractor/Vendor Name/Grantor (DBA):**

The Johns Hopkins University

***Project Title/Description:**

Enhancing Women, Infants and Children (WIC) Services: Utilizing Innovation Technology to Maximize Participation and Retention

***Purpose:**

This grant award through the Hopkins Participant Research Innovation Laboratory (HPRIL) will allow the PCHD WIC to develop and implement WICBuzz. WICBuzz is an innovating drip marketing text message campaign that will send culturally appropriate messaging to families on a monthly basis. The messages will provide families with resources and tips for improving their nutrition, resulting in increased utilization of eligible benefits, and timely recertification.

Due to delays in program implementation resulting from the COVID-19 Pandemic, PCHD requested an extension to the term and a slight increase in funds. Amendment #2 extends the grant to July 31, 2022 and adds \$5,000.

***Procurement Method:**

This Grant Agreement is a non-Procurement Agreement and not subject to Procurement rules.

***Program Goals/Predicted Outcomes:**

Through its participation in HPRIL, the goal of PCHD WIC is to design and test an innovative and replicable interactive tool, WICBuzz, to improve WIC program retention of children ages 1-4. Additionally, PCHD WIC will document the planning strategies and activities of the tool development for use by WIC clinics and agencies beyond Pima County.

***Public Benefit:**

Currently in Pima County, 44% of eligible infants do not recertify in WIC after their first birthday and the annual recertification rates tend to decrease as WIC-eligible children age. This means that many WIC-eligible children are not receiving the full nutrition benefit of the program. The goal of WICBuzz is to add value to the WIC Program experience by sharing age and culturally appropriate messaging, including key messages about program requirements and benefits. Participants will be encouraged to maximize WIC food benefits for their children ages 1-5 and receive the full nutritional benefit of program participation.

***Metrics Available to Measure Performance:**

Completion of project work and evaluation plans, including detailed data analysis of food redemption and program retention rates before and after implementation of the WICBuzz tool. Completion of documentation of planning strategies and activities of the tool development for use by WIC clinics and agencies to replicate the tool, if proven successful.

***Retroactive:**

Yes. Prior to this amendment, the JHU grant was scheduled to end June 30, 2021. The first available Board of Supervisors meeting is July 6, 2021, a week later.

GM approved 6/29/21 ds

Contract / Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e.,15-123): _____

Commencement Date: _____ Termination Date: _____ Prior Contract Number (Synergen/CMS): _____

Expense Amount: \$* _____ Revenue Amount: \$ _____

***Funding Source(s) required:**

Funding from General Fund? Yes No If Yes \$ _____ % _____

Contract is fully or partially funded with Federal Funds? Yes No

If Yes, is the Contract to a vendor or subrecipient?

Were insurance or indemnity clauses modified? Yes No

If Yes, attach Risk's approval.

Vendor is using a Social Security Number? Yes No

If Yes, attach the required form per Administrative Procedure 22-10.

Amendment / Revised Award Information

Document Type: _____ Department Code: _____ Contract Number (i.e.,15-123): _____

Amendment No.: _____ AMS Version No.: _____

Commencement Date: _____ New Termination Date: _____

Prior Contract No. (Synergen/CMS): _____

Expense or Revenue Increase Decrease Amount This Amendment: \$ _____

Is there revenue included? Yes No If Yes \$ _____

***Funding Source(s) required:**

Funding from General Fund? Yes No If Yes \$ _____ % _____

Grant/Amendment Information (for grants acceptance and awards) Award Amendment

Document Type: GTAM Department Code: HD Grant Number (i.e.,15-123): 21-109

Commencement Date: _____ Termination Date: 07/31/2022 Amendment Number: 02

Match Amount: \$ _____ Revenue Amount: \$ 5,000.00

***All Funding Source(s) required:** U.S. Department of Agriculture (USDA).

***Match funding from General Fund?** Yes No If Yes \$ _____ % _____

***Match funding from other sources?** Yes No If Yes \$ _____ % _____

***Funding Source:** _____

***If Federal funds are received, is funding coming directly from the Federal government or passed through other organization(s)?**

USDA funds via Johns Hopkins University

Contact: Sharon Grant

Department: Health Telephone: 724-7842

Department Director Signature/Date: [Signature] 6/25/21

Deputy County Administrator Signature/Date: [Signature] 28 June 2021

County Administrator Signature/Date: [Signature] 6/29/21

(Required for Board Agenda/Addendum Items)

FDP Subaward Amendment

Amendment No Subaward No

Pass-Through Entity (PTE)

Subrecipient

Entity Name Contact Email Principal Investigator Project Title PTE/Prime Award No. Awarding Agency

Cumulative Budget Period(s)

Amount Funded This Action

Total Amount of Funds Obligated to Date

(Agreement Start Date)

(End Date of Latest Budget Period)

Start Date: End Date: Subrecipient Cost Share Subject to FFATA Subrecipient UEI (Unique Entity Identifier - May leave blank if unchanged from prior Agreement)

Amendment(s) to Original Terms and Conditions

This Amendment revises the above-referenced Subaward Agreement as follows:

 Additional Budget PeriodAdditional budget period - is hereby added to this Subaward. **No Cost Extension** **Additional Funding**Additional funding in the amount of is hereby obligated to this Subaward. **Deobligation**Carryover is **Carryover Authorized** **Detailed Budget/Scope of Work/Notice of Award Attached** (Specify if the Budget and Scope of Work are "New", "Revised", or "Supplemental" in dropdown or "Other") is incorporated by attachment to this Amendment. **Other (See Below)***For clarity: all amounts stated in this amendment are in United States Dollars.***All other terms and conditions of this Subaward Agreement remain in full force and effect.**

By an Authorized Official of PTE:

Date

By an Authorized Official of Subrecipient:

Date

Name Name Title Title

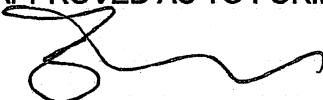
PIMA COUNTY ADDITIONAL SIGNATURES

ATTEST

Clerk of the Board

Date

APPROVED AS TO FORM



Deputy County Attorney

6/24/21
Date

APPROVED AS TO CONTENT



Department Representative

06/25/21
Date

Statement of Work - PIMA

Plan, implement, and evaluate a culturally-tailored text message-based drip marketing campaign with the goal of improving WIC client experience and child retention in the WIC Program.

Updated: 5/4/2021

PIMA COUNTY WIC HPRIL PAYMENT SCHEDULE: MAY 2021-JULY 2022

Disbursement Number	Payment Amount	Date	Deliverables
1 and 2	\$106,848	Paid to Date	Q4 2019 and Q1 2020 technical and financial reports
3	90% of \$25,856 = \$23,270.00	On or before 5/31/2021	Q2 and Q3 2020 technical and financial reports
4	10% of \$25,856 + \$2,500 = \$5,086.00	On or before 6/30/2021	Q4 2020, Q1 and Q2 2021 technical and financial reports (remainder of third disbursement), execution of extension contract (half of extension funds)
5	\$2,500	On or before 7/31/2022	Q3 and Q4 2021, Q1 and Q2 2022 technical and financial reports, acceptable baseline and implementation MIS datasets, acceptable final report
Total:	\$137,704		