



**State of West Virginia  
Department of Administration  
Purchasing Division**

**NOTICE**

Due to the size of this bid, it was impractical to scan every page for online viewing. We have made an attempt to scan and publish all pertinent bid information. However, it is important to note that some pages were necessarily omitted.

If you would like to review the bid in its entirety, please contact the buyer. Thank you.

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# WIC Electronic Benefits Transfer (EBT) System

West Virginia Department of Health and Human Resources,

Office of Finance – EBT/Facilities System

Administration Bureau of Public Health, Office of Nutrition

Services – Women, Infants, and Children (WIC)

RFQ HHR11079

Due February 10, 2011 1:30 p.m. ET

Submitted by:

ACS State & Local Solutions, Inc.

8260 Willow Oaks Corporate Drive, Suite 600

Fairfax, VA 22031

**RECEIVED**

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**PURCHASING DIVISION  
STATE OF WV**

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February 10, 2011

Ms. Roberta Wagner  
State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street, East  
Charleston, WV 25311

**Nancy Collins**  
*Senior Vice President and  
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RE: WIC Electronic Benefits Transfer (EBT) System – RFQ Number HHR11079

Dear Ms. Wagner:

ACS State and Local Solutions, Inc. (ACS) is pleased to submit our response to the West Virginia Department of Health and Human Resources (DHHR), Office of Finance and Bureau of Public Health (BPH) Request for Quotation (RFQ) No. HHR11079 to provide an Electronic Benefits Transfer (EBT) system for the delivery of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program food benefits. The e-WIC Program will replace the current manual paper-based delivery system.

Our solution not only ensures access, high quality, and accountability for critical WIC food benefits, but is also a fully scalable solution designed to assure a seamless interface with the Crossroads State Agency Model (SAM) for the implementation of e-WIC Program services in West Virginia. ACS demonstrates through our response that we are the ideal e-WIC Vendor to meet, and exceed, the State's needs. We were the first vendor to deliver a statewide online e-WIC solution and currently support the State of Michigan with the largest online e-WIC Program in the nation.

As the operator of more than 40 public sector electronic payment programs in the United States, ACS is the leader in supporting card benefit programs for state governments and their stakeholders. We are pleased to offer our experience and proven service delivery platform to the State of West Virginia.

ACS has the requisite experience and expertise to provide support for West Virginia WIC Program clients who depend on WIC food benefits to supplement their own and their families' nutritional needs. Using an electronic card to deliver benefits and payments to program participants is a core mission of ACS, and successfully supporting program payments and services is our ongoing pledge to the State.

ACS does not provide card services for non-governmental programs, nor do we combine our Electronic Payment Processing Information Control (EPPIC) platform with other commercial banking services—an important differentiator for the State to consider

when evaluating program and data security and program focus. Truly distinctive among our competitors, ACS blends the capabilities of an information technology company with strong financial institutional backing and a long and distinguished history of supporting state government customers in the delivery of critical human services. This combination ensures that DHHR receives the best possible technical support, a dynamic and easy-to-use system, and unmatched sensitivity to the importance of providing accurate e-WIC Program services to families in West Virginia.

We have proposed the most experienced and successful team in the industry today. Our project team is led by Project Manager Jerry Owens, who offers an extensive 15 years of IT project management and operations experience, with an unparalleled distinction of working for the past four years managing the Chickasaw Nation e-WIC implementation and interface to SPIRIT, the first WIC SAM system. In supporting Mr. Owens, our technical team is led by Technical Coordinator Ricky Aviles, who brings more than 15 years of experience implementing multiple WIC and EBT technical solutions. Mr. Aviles currently supports our Michigan WIC EBT Project, including launching the first Farmers' Market Nutrition Program (FMNP) with both Point-of-Sale (POS) terminal and iPhone applications for retailers. He was also instrumental in leading the integration activities at more than 450 stores, including such retailers as Kroger, Spartan, Wal-Mart, and Meijer, and their respective third party processors. Systems Test Manager Meena Dhanushkodi and Technical System Lead Frena Lan round out our technical team for the West Virginia e-WIC Program. Our proposed Retail Manager Ed Yorkavich brings his expertise and experience to bear in support of WIC-authorized retailers. In full support of our technical team, Product Manager Julie Alyea provides nine years of WIC-specific experience and Crossroads knowledge to the project team. All of our key personnel are backed by a team of WIC and EBT experts and systems support staff to ensure that the State receives the highest level of service and support possible throughout all phases of the project.

Because West Virginia's WIC Program clients rely on benefits to support not only themselves but their families, ACS believes it is important that they have convenient and easy access to their benefits and receive the highest quality service available. In addition to strong State and retailer support, we offer many services for cardholders, including toll-free customer service and access to account information through ACS information provided to the Crossroads Participant Portal. The State requires the implementation of the new e-WIC Program in conjunction with the Crossroads SAM Consortium initiative. To support this implementation, ACS brings proven project management resources and experienced WIC Management Information Systems (MIS) and EBT subject matter experts.



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To deliver the highest-quality, highest-value solution possible for the West Virginia e-WIC Program, ACS relies upon trusted subcontractors to provide specialized services to our clients. Our team for the State includes:

- Contact Solutions, Inc., providing Automated Response Unit (ARU) services
- Personix, providing card production services
- Comerica Bank, providing banking services
- Novo Dia Group, Inc., providing technical coordination services
- Media Riders, Inc., providing POS device installation services
- VeriFone, Inc., supplying POS devices

These business partners enhance our ability to satisfy the State's requirements and ensure the needs of West Virginia WIC Program clients are met.

ACS has reviewed and acknowledges all the RFQ requirements and is confident that we will meet or exceed the expectations of the State of West Virginia. As required by the RFQ, ACS is registered and in good standing with the West Virginia Secretary of State's Office (Vendor No. 003141732). We are submitting one signed original and one convenience copy of our response to the State and have signed and included the Addendum Acknowledgement within Response Section 12, Required Forms. Our response is valid for 120 days from submission and all assumptions are based on an estimated tentative contract start date of March 21, 2011.

Per RFQ Section 6.3, we understand that under West Virginia Code §29B primarily only trade secret materials in our response are exempt to public disclosure and that the State does not guarantee non-disclosure of any information. However, we have identified a few items throughout our response that we ask to be protected and have identified information by marking each section or item "Proprietary and Confidential."

The contact person assigned to this response is:

Bard Shollenberger, Vice President  
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As Senior Vice President and Managing Director, I personally assure you that ACS is fully dedicated to continue operating an innovative, low-risk, economical, and responsive e-WIC Program that offers the best value to the State of West Virginia and WIC Program clients. I am authorized to negotiate and legally bind and obligate ACS to the representations in our response. Should you have any questions regarding our proposal, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Nancy Collins".

Nancy Collins