

WIC Operating Rules



Bonnie Belza

WIC EBT Offline States meeting

February 24, 2010

Dallas, TX

What we'll cover

- Where did the need for Operating Rules come from?
- Who is developing rules and specifications?
- How were issues defined?
- When will they be available?
- Who will use them?
- How do I get involved?

Where was the need?

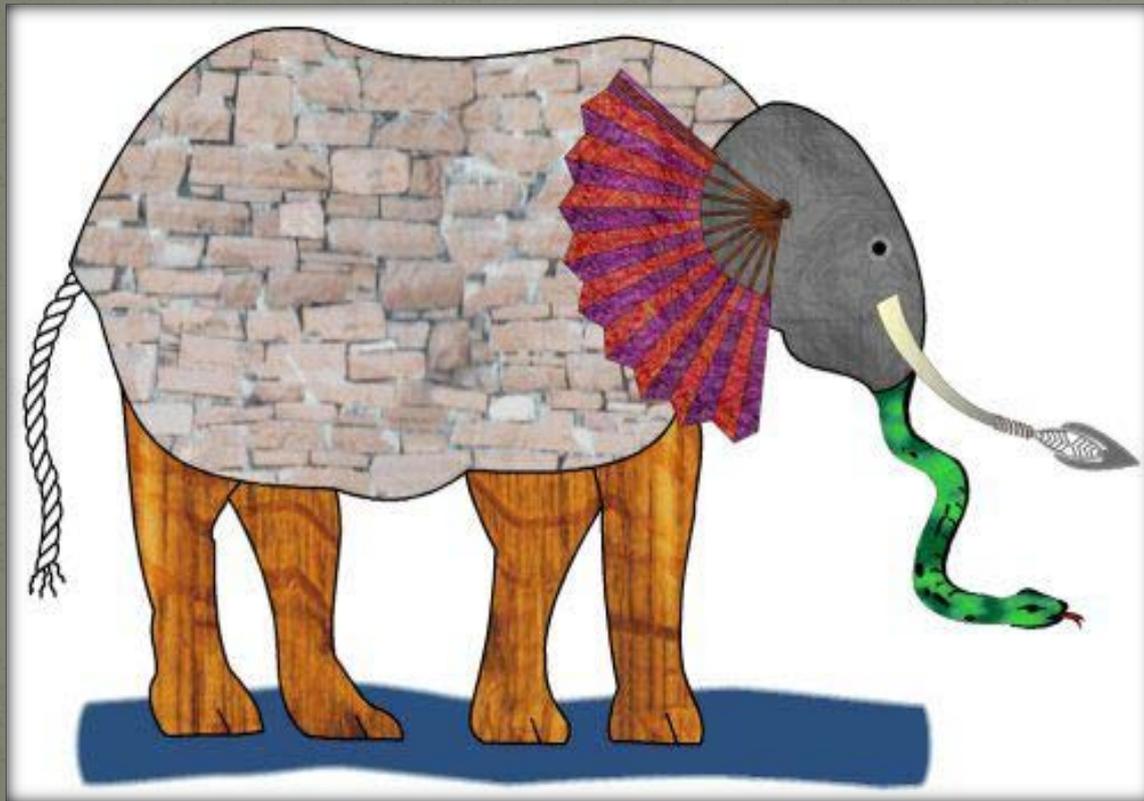
- States and Retailers frustrated with initial implementation of integrated systems and stand-alone options
- Differences in technical implementations and interpretation of policy
- Costs of developing, implementing and maintaining different systems

Who is developing rules and specifications?

- State Agencies/ITOs
- Retailers
- EBT Processors
- ECR/POS Vendors
- Third Party Processors
- FNS staff

Over 80 stakeholders participating since August
2009

How were the issues identified? Parable of the Elephant



Reality may
be viewed
differently
depending
upon one's
perspective

Stakeholders –Retailers and ECR/POS Vendors perspective



The “eyes and
ears” of WIC
EBT

- Customer experience
- Lane operations
- Food item
identification

Stakeholders – States, ITOs perspective



The “center” of
WIC EBT

- Ease of maintenance
- Standard reference for implementation
- Unique state needs
- Compliance with regulations

Stakeholders – EBT Card Issuer Processors perspective



The “data gatherer” for WIC EBT

- Common inputs and outputs
- Core set of requirements
- Consistency across states
- Allow for choice of processor

Stakeholders - FNS's perspective



The “support base”
for WIC EBT

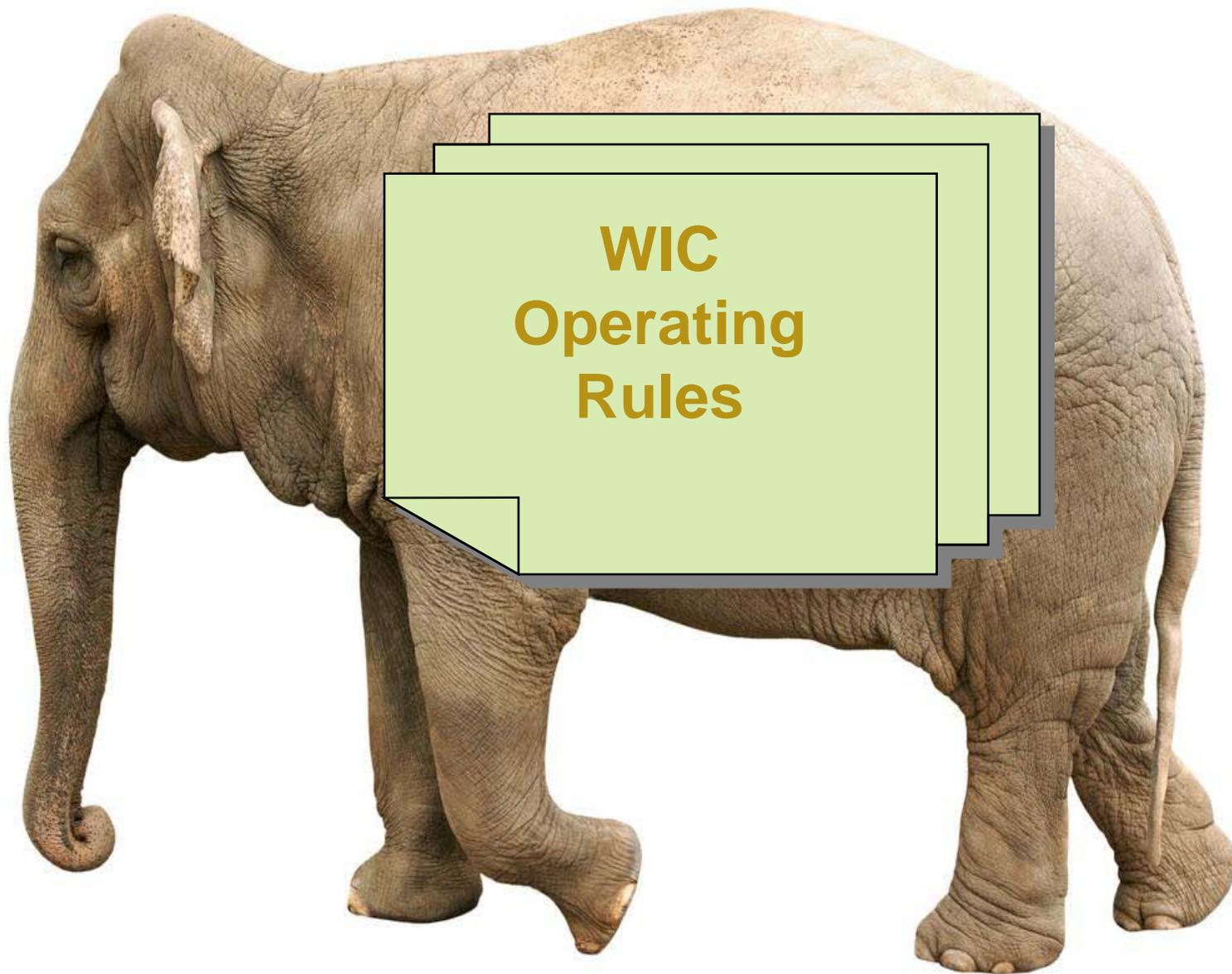
- Address online and offline
- Ensure a level playing field
- Simplify implementations
- Framework for future EBT services

Stakeholders – Third Party Processors



The “link” between
other stakeholders

- Integrate with retailers
commercial solutions
- Compatible with bankcard
applications



**WIC
Operating
Rules**

How are the Issues addressed in the Operating Rules?

Lane operations

- Terminology and Entities
- Merchant processing requirements
- Card appearance
- File handling
- Risk and Security Management
- Testing and Certification
- Authorized Product List
- Reporting

Numbering standards

PINs and Hot List

UPC/PLU coding

When will Document be available?

- Draft of WIC Operating Rules released for comment
- Comments received from 45 stakeholders including states, retailers, and processors
- Next draft due early March

Offline focus

- Standardize terminology
- Provide offline rules as well as online rules
- Document common elements in existing retail vendor agreements
- Reflect where offline wants to be

Who will use the Operating Rules?

- States and ITOs to plan, develop and implement WIC EBT
- Retailers to design POS and Cash register systems
- EBT Processors and Third Party Processors to provide WIC EBT services
- FNS to manage the implementation and ongoing administration of WIC EBT

How do I get involved?

- Review Operating Rules draft
- Participate in reviews and conference calls

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FNS WIC EBT Operating Rules Presentation and Q&A

Discussion Leader: Bonnie Belza

Overview:

The Food and Nutrition Service (FNS) of the USDA has drafted standardized rules to provide guidance to WIC Authorities that have and will be adopting an EBT system for WIC benefits. These rules are based on input from both on-line (magnetic stripe card) and off-line (Smart card) WIC authorities, retail vendors and processors. Bonnie Belza is leading the effort for FNS and will provide a brief overview of the purpose and process and address questions and concerns.

Notes:

1. Bonnie walked through her presentation (see attached).
2. Discussed having a revised draft of the WIC Operating Rules ready for review in early March. Draft is currently being reviewed by USDA.
3. Discussed USDA being technology neutral and allowing states to pick the technology that is the best fit for them.
4. Discussed the intent of the document which is to have standards that apply to both online and smart WIC EBT.
5. Discussed USDA's intent to review changes that could potentially impact a WIC implemented state to determine when the state will be required to comply with the standard if they do not once the standards are finalized.

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