



Finance Department Purchasing Services

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Non-Competitive Selection Request

Requisition Number

Fund
1100 GENERAL

Major
546** Consulting/Professional Services

Agency
Economic Development

Total Purchase Amount
\$ 85,000.00

Vendor Name
Community Action Coalition for South Central Wisconsin, Inc.

Product/Service Description
Community Action Coalition for South Central Wisconsin, Inc. (CACSCW) administers the Double Dollars Program, which increases the purchasing power of SNAP-EBT users at participating City and County farmers markets. CACSCW will coordinate with participating farmers' markets to help build capacity to increase access to fresh local produce through EBT and Double Dollars, they will support and coordinate fundraising for the Double Dollars program, and they will maintain regular office hours and at least a 1.0 FTE employee to administer the program and deliver program services.

Exception Criteria
7. A particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant.

Reason For Request
Historically, the Double Dollars Program has been contractually administered by Dane County Dept of Human Services via a larger contract focused on accepting and bolstering SNAP-EBT at farmer's markets. Community Action Coalition for South Central WI (CACSCW) has been the operator of this EBT contract for many years, since 2012 or 2013 - slightly preceding the City's entree into SNAP incentives work (Double Dollars) in 2014/2015.

In 2014, the City started contributing money to the program under the title "MadMarket Double Dollars Program" starting at ~\$15,000 and has now increased funding to \$75,000 as of the recently passed 2026 budget. Over the last 10-11 years, the City and County maintained funding parity with one another; in FY25 the City and the County each put in \$62,500 to support EBT and Double Dollars at participating farmers markets (there are 8 participating markets; 5 in the City and 3 in the County).

This year, because of the \$31m budget deficit that Dane County was facing, they cut their support from \$62,500 to \$10,000 and the City increased funding support from \$62,500 to \$75,000. With that large funding shift, the County has indicated that they no longer want to manage the EBT/Double Dollars contract and has asked the City to take over the contract. The City would then invoice Dane County for their \$10,000 portion -- for a total contract of \$85,000.

I believe there is a strong case for a non-competitive exemption under the following clause of the Madison General Ordinances:

MGO 4.26(4)(a)7 – EXCEPTIONS TO RFP PROCESS FOR SERVICES CONTRACT >\$75k
(4) Exceptions to RFP Process. The City may enter into negotiated contracts to purchase services without a competitive bidding process if the following are met:
(a) One or more of the following criteria are present as found by the Finance Director:
7. A particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant;

To-date – CACSCW has been the EBT/Double Dollars program operator for 12-13 years. In that time many RFPs (I believe 3) were issued by Dane County to administer the program and CACSCW was the only respondent every time. They have strong institutional knowledge of the program and the program has strong support among leadership and the org's board.

Additionally, because of the funding loss from Dane County for 2026, CAC is providing ~40-\$50k of their own organizational funding into the Double Dollars Program to fill the gap and make sure that the program operates at City and County markets at historic capacity re staffing and market assistance.

It is because of the reasons above that I believe a non-competitive selection request is warranted for the Double Dollars Program.

Requestor
Reistad, George C

Comments

The City of Madison has paid Community Action Coalition of South Central Wisconsin, Inc. (CAC) a total of \$47,462,940 since 2015. Of that amount, \$46,526,959 was through a contract begun in 2021 and amended multiple times "to help prevent evictions and promote housing stability for eligible households affected by the COVID-19 pandemic." Those funds were sourced from the federal Emergency Rental Assistance grant. Additionally, the remaining \$935,981 has been paid for a variety of grant programs, including Housing Assistance grants, Emergency Services Grants, the Farmers Market Double Dollars program, etc. All of the amounts paid to CAC were non-competitively selected.