

**PROFESSIONAL SERVICES AGREEMENT  
BY AND BETWEEN  
COUNTY OF HUMBOLDT  
AND  
NORTH COAST GROWERS' ASSOCIATION  
FOR FISCAL YEARS 2020-2021 THROUGH 2021-2022**

This Agreement, entered into this 9 day of March, 2021, by and between the County of Humboldt, a political subdivision of the State of California, hereinafter referred to as "COUNTY," and North Coast Growers' Association, a California nonprofit corporation, hereinafter referred to as "CONTRACTOR," is made upon the following considerations:

WHEREAS, COUNTY, by and through its Department of Health and Human Services – Social Services ("DHHS – Social Services"), desires to retain the services of a qualified professional organization to provide community outreach services designed to increase the utilization of the CalFresh program by eligible households in order to improve the health and economic stability of families and individuals in Humboldt County; and

WHEREAS, such work involves the performance of specialized professional services of a temporary and occasional character; and

WHEREAS, COUNTY has no employees available to perform such services and is unable to hire employees for the performance thereof for the temporary period; and

WHEREAS, CONTRACTOR represents that it is adequately trained, skilled, experienced and qualified to perform the community outreach services required by COUNTY.

NOW THEREFORE, the parties hereto mutually agree as follows:

1. OBLIGATIONS OF CONTRACTOR:

- A. Provision of Community Outreach Services. CONTRACTOR agrees to provide the community outreach services described in Exhibit A – Scope of Services and Exhibit B – CalFresh Outreach Proposal, which are attached hereto and incorporated herein by reference as if set forth in full. In providing such services, CONTRACTOR agrees to fully cooperate with the DHHS – Social Services Director, or a designee thereof, hereinafter referred to as "Director."
- B. Faith-Based Activities. CONTRACTOR shall not engage in inherently religious activities (including, without limitation, worship, religious instruction, and proselytization), or otherwise exert any religious influence whatsoever, as part of the services provided pursuant to the terms and conditions of this Agreement. If CONTRACTOR conducts any religious activities as part of its standard operations, such activities must be offered separately, in time and location, from the services provided hereunder, and participation must be voluntary with respect to any individuals who have been referred to CONTRACTOR by COUNTY pursuant to the terms and conditions of this Agreement.
- C. Use of Fixed Assets. Any and all fixed assets acquired by CONTRACTOR pursuant to the terms and conditions of this Agreement shall be used only for the purpose of providing the services required hereunder. Any and all changes in the utilization of a fixed asset acquired pursuant to the terms and conditions of this Agreement must be approved by COUNTY in writing.

////

2. TERM:

This Agreement shall begin on March 1, 2021 and shall remain in full force and effect until February 28, 2022, unless sooner terminated as provided herein.

3. TERMINATION:

- A. Termination for Cause. COUNTY may, in its sole discretion, immediately terminate this Agreement, if CONTRACTOR fails to adequately perform the services required hereunder, fails to comply with the terms or conditions set forth herein, or violates any local, state or federal law, regulation or standard applicable to its performance hereunder.
- B. Termination without Cause. COUNTY may terminate this Agreement without cause upon thirty (30) days advance written notice which states the effective date of the termination.
- C. Termination due to Insufficient Funding. COUNTY's obligations under this Agreement are contingent upon the availability of local, state and/or federal funds. In the event such funding is reduced or eliminated, COUNTY shall, at its sole discretion, determine whether this Agreement shall be terminated. COUNTY shall provide CONTRACTOR seven (7) days advance written notice of its intent to terminate this Agreement due to insufficient funding.
- D. Compensation upon Termination. In the event this Agreement is terminated, CONTRACTOR shall be entitled to compensation for uncompensated services provided hereunder through and including the effective date of such termination. However, this provision shall not limit or reduce any damages owed to COUNTY due to a breach of this Agreement by CONTRACTOR.

4. COMPENSATION:

- A. Maximum Amount Payable. The maximum amount payable by COUNTY for any and all services provided, and costs and expenses incurred, pursuant to the terms and conditions of this Agreement is Seventy-Six Thousand Five Hundred Thirty-Seven Dollars (\$76,537.00). CONTRACTOR agrees to perform all services required by this Agreement for an amount not to exceed such maximum dollar amount. However, if local, state or federal funding or allowance rates are reduced or eliminated, COUNTY may, by amendment, reduce the maximum amount payable hereunder or terminate this Agreement as provided herein.
- B. Schedule of Rates. The specific rates and costs applicable to this Agreement are set forth in Exhibit C – CalFresh Outreach Budget, which is attached hereto and incorporated herein by reference as if set forth in full. Any shifts in funds to or from the personnel category of the budget must be approved in writing by COUNTY. CONTRACTOR may shift up to twenty percent (20%) of the budgeted amounts between all other categories without COUNTY's prior written authorization. Indirect Costs are not allowed to exceed ten percent (10%) of the total modified costs per the federal Office of Management and Budget's Uniform Administrative Requirements.
- C. Additional Services. Any additional services not otherwise set forth herein shall not be provided by CONTRACTOR, or compensated by COUNTY, without COUNTY's prior written authorization. Any and all unauthorized costs and expenses incurred above the maximum payable amount set forth herein shall be the responsibility of CONTRACTOR. CONTRACTOR shall notify COUNTY, in writing, at least six (6) weeks prior to the date upon which CONTRACTOR estimates that the maximum dollar amount will be reached.

////



5. PAYMENT:

- A. Quarterly and Final Invoices. CONTRACTOR shall submit to COUNTY quarterly and final invoices itemizing all services provided, and costs and expenses incurred, pursuant to the terms and conditions of this Agreement during the applicable invoice period as set forth in Exhibit D – CalFresh Outreach Invoicing Guidelines, which is attached hereto and incorporated herein by reference as if set forth in full. Invoices submitted pursuant to the terms and conditions of this Agreement shall be prepared using Exhibit E – CalFresh Outreach Invoice Worksheet and Summary Form, which is attached hereto and incorporated herein by reference as if set forth in full.
- B. Quarterly and Final Invoice Summaries. CONTRACTOR shall submit to COUNTY quarterly and final invoice summaries itemizing the total costs incurred in each budget category during the applicable invoice period as set forth in Exhibit D – CalFresh Outreach Invoicing Guidelines. Invoice summaries submitted pursuant to the terms and conditions of this Agreement shall be prepared using Exhibit E – CalFresh Outreach Invoice Worksheet and Summary Form.
- C. Submission of Invoices and Invoice Summaries. Any and all quarterly and final invoices and invoice summaries submitted pursuant to the terms and conditions of this Agreement shall be sent to COUNTY at the following address:

COUNTY: Humboldt County DHHS – Social Services  
Attention: Financial Services  
507 F Street  
Eureka, California 95501

6. NOTICES:

Any and all notices required to be given pursuant to the terms and conditions of this Agreement shall be in writing and either served personally or sent by certified mail, return receipt requested, to the respective addresses set forth below. Notice shall be effective upon actual receipt or refusal as shown on the receipt obtained pursuant to the foregoing.

COUNTY: Humboldt County DHHS – Social Services  
Attention: Appolonia Coan, Staff Services Analyst  
929 Koster Street  
Eureka, California 95501

CONTRACTOR: North Coast Growers' Association  
Attention: Portia Bramble, Executive Director  
P.O. Box 4232  
Arcata, California 95521

7. REPORTS:

- A. General Reporting Requirements. CONTRACTOR agrees to provide COUNTY with any and all reports that may be required by any local, state and/or federal agencies for compliance with this Agreement. CONTRACTOR shall submit one (1) hard copy and one (1) electronic copy of any and all reports required hereunder in a format that complies with the Americans with Disabilities Act and any other applicable local, state, and federal accessibility laws, regulations and standards. Any and all reports required hereunder shall be submitted in accordance with any and all applicable timeframes using the format required by the State of California as appropriate.

- B. Quarterly and Final Project Reports. CONTRACTOR shall submit quarterly and final project reports as set forth in Exhibit F – CalFresh Outreach Reporting Guidelines, which is attached hereto and incorporated herein by reference as if set forth in full. Any and all quarterly and final project reports submitted pursuant to terms and conditions of this Agreement shall be prepared using Exhibit G – CalFresh Outreach Quarterly Project Report Form and Exhibit H – CalFresh Outreach Final Project Report Form, which are attached hereto and incorporated herein by reference as if set forth in full.
- C. Submission of Quarterly and Final Project Reports. Any and all quarterly and final project reports submitted pursuant to the terms and conditions of this Agreement shall be sent to COUNTY at the following address:

COUNTY: Humboldt County DHHS – Social Services  
Attention: Appolonia Coan, Staff Services Analyst  
929 Koster Street  
Eureka, California 95501

8. RECORD RETENTION AND INSPECTION:

- A. Maintenance and Preservation of Records. CONTRACTOR agrees to timely prepare accurate and complete financial, performance and payroll records, documents and other evidence relating to the services provided pursuant to the terms and conditions of this Agreement, and to maintain and preserve said records for at least five (5) years from the date of final payment hereunder, except that if any litigation, claim, negotiation, audit or other action is pending, the records shall be retained until completion and resolution of all issues arising therefrom. Such records shall be original entry books with a general ledger itemizing all debits and credits for the services provided pursuant to the terms and conditions of this Agreement.
- B. Inspection of Records. Pursuant to California Government Code Section 8546.7, all records, documents, conditions and activities of CONTRACTOR, and its subcontractors, related to the services provided pursuant to the terms and conditions of this Agreement, shall be subject to the examination and audit of the California State Auditor for a period of three (3) years after the date of final payment hereunder. CONTRACTOR hereby agrees to make all such records available during normal business hours to inspection, audit and reproduction by COUNTY and any other duly authorized local, state and/or federal agencies for a period of five (5) years after the date of final payment hereunder. CONTRACTOR further agrees to allow interviews of any of its employees who might reasonably have information related to such records by COUNTY and any other duly authorized local, state and/or federal agencies. All examinations and audits conducted hereunder shall be strictly confined to those matters connected with the performance of this Agreement, including, without limitation, the costs of administering this Agreement.
- C. Audit Costs. In the event of an audit exception or exceptions related to the services provided pursuant to the terms and conditions of this Agreement, the party responsible for not meeting the requirements set forth herein shall be responsible for the deficiency and for the cost of the audit. If the allowable expenditures cannot be determined because CONTRACTOR's documentation is nonexistent or inadequate, according to generally accepted accounting practices, the questionable cost shall be disallowed by COUNTY.

9. MONITORING:

CONTRACTOR agrees that COUNTY has the right to monitor all activities related to this Agreement, including, without limitation, the right to review and monitor CONTRACTOR's records, policies,



procedures and overall business operations, at any time, in order to ensure compliance with the terms and conditions of this Agreement. CONTRACTOR will cooperate with a corrective action plan, if deficiencies in CONTRACTOR's records, policies, procedures or business operations are identified by COUNTY. However, COUNTY is not responsible, and will not be held accountable, for overseeing or evaluating the adequacy of CONTRACTOR's performance hereunder.

10. CONFIDENTIAL INFORMATION:

- A. Disclosure of Confidential Information. In the performance of this Agreement, CONTRACTOR may receive information that is confidential under local, state or federal law. CONTRACTOR hereby agrees to protect all confidential information in conformance with any and all applicable local, state and federal laws, regulations, policies, procedures and standards, including, without limitation: Division 19 of the California Department of Social Services Manual of Policies and Procedures – Confidentiality of Information; California Welfare and Institutions Code Sections 827, 5328, 10850 and 14100.2; California Health and Safety Code Sections 1280.15 and 1280.18; the California Information Practices Act of 1977; the California Confidentiality of Medical Information Act (“CMIA”); the United States Health Information Technology for Economic and Clinical Health Act (“HITECH Act”); the United States Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and any current and future implementing regulations promulgated thereunder, including, without limitation, the Federal Privacy Regulations contained in Title 45 of the Code of Federal Regulations (“C.F.R.”) Parts 160 and 164, the Federal Security Standards contained in 45 C.F.R. Parts 160, 162 and 164 and the Federal Standards for Electronic Transactions contained in 45 C.F.R. Parts 160 and 162, all as may be amended from time to time.
- B. Continuing Compliance with Confidentiality Requirements. Each party hereby acknowledges that local, state and federal laws, regulations and standards pertaining to confidentiality, electronic data security and privacy are rapidly evolving and that amendment of this Agreement may be required to ensure compliance with such developments. Each party agrees to promptly enter into negotiations concerning an amendment to this Agreement embodying written assurances consistent with the requirements of HIPAA, the HITECH Act, the CMIA and any other applicable local, state and federal laws, regulations or standards.

11. NON-DISCRIMINATION COMPLIANCE:

- A. Nondiscriminatory Delivery of Social Services. In connection with the execution of this Agreement, CONTRACTOR, and its subcontractors, shall not unlawfully discriminate in the administration of public assistance and social services programs. CONTRACTOR hereby assures that no person shall be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity receiving local, state or federal financial assistance because of: race; religion or religious creed; color; age, over forty (40) years of age; sex, including, without limitation, gender identity and expression, pregnancy, childbirth and related medical conditions; sexual orientation, including, without limitation, heterosexuality, homosexuality and bisexuality; national origin; ancestry; marital status; medical condition, including, without limitation, cancer and genetic characteristics; mental or physical disability, including, without limitation, HIV status and AIDS; political affiliation; military service; denial of family care leave; or any other classifications protected by any and all applicable local, state or federal laws, regulations or standards, all as may be amended from time to time. COUNTY reserves the right to monitor the services provided hereunder in order to ensure compliance with the requirements of this provision.

////



- B. Professional Services and Employment. In connection with the execution of this Agreement, CONTRACTOR, and its subcontractors, shall not unlawfully discriminate in the provision of professional services or against any employee or applicant for employment because of: race; religion or religious creed; color; age, over forty (40) years of age; sex, including, without limitation, gender identity and expression, pregnancy, childbirth and related medical conditions; sexual orientation, including, without limitation, heterosexuality, homosexuality and bisexuality; national origin; ancestry; marital status; medical condition, including, without limitation, cancer and genetic characteristics; mental or physical disability, including, without limitation, HIV status and AIDS; political affiliation; military service; denial of family care leave; or any other classifications protected by any and all applicable local, state or federal laws, regulations or standards, all as may be amended from time to time. Nothing herein shall be construed to require the employment of unqualified persons.
- C. Compliance with Anti-Discrimination Laws. CONTRACTOR further assures that it, and its subcontractors, will abide by the applicable provisions of: Title VI and Title VII of the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973; the Age Discrimination Act of 1975; the Food Stamp Act of 1977; Title II of the Americans with Disabilities Act of 1990; the California Fair Employment and Housing Act; California Civil Code Sections 51, *et seq.*; California Government Code Sections 4450, *et seq.*; California Welfare and Institutions Code Section 10000; Division 21 of the California Department of Social Services Manual of Policies and Procedures; United States Executive Order 11246, as amended and supplemented by United States Executive Order 11375 and 41 C.F.R. Part 60; and any other applicable local, state or federal laws, regulations or standards, all as may be amended from time to time. The applicable regulations of the California Fair Employment and Housing Commission implementing California Government Code Section 12990, set forth in Sections 8101, *et seq.* of Title 2, of the California Code of Regulations are incorporated into this Agreement by reference and made a part hereof as if set forth in full.

12. NUCLEAR-FREE HUMBOLDT COUNTY ORDINANCE COMPLIANCE:

By executing this Agreement, CONTRACTOR certifies that it is not a Nuclear Weapons Contractor, in that CONTRACTOR is not knowingly or intentionally engaged in the research, development, production or testing of nuclear warheads, nuclear weapons systems or nuclear weapons components as defined by the Nuclear-Free Humboldt County Ordinance. CONTRACTOR agrees to notify COUNTY immediately if it becomes a Nuclear Weapons Contractor as defined above. COUNTY may immediately terminate this Agreement if it determines that the foregoing certification is false or if CONTRACTOR subsequently becomes a Nuclear Weapons Contractor.

13. DRUG-FREE WORKPLACE CERTIFICATION:

By executing this Agreement, CONTRACTOR certifies that it will provide a drug-free workplace in accordance with the requirements of the Drug-Free Workplace Act of 1990 (California Government Code Sections 8350, *et seq.*), by doing all of the following:

- A. Drug-Free Policy Statement. Publish, as required by California Government Code Section 8355(a)(1), a Drug-Free Policy Statement which notifies employees that the unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited, and specifies the actions to be taken against employees for violations.
- B. Drug-Free Awareness Program. Establish, as required by California Government Code Section 8355(a)(2), a Drug-Free Awareness Program which informs employees about:



1. The dangers of drug abuse in the workplace;
  2. CONTRACTOR's policy of maintaining a drug-free workplace;
  3. Any available counseling, rehabilitation and employee assistance programs; and
  4. Penalties that may be imposed upon employees for drug abuse violations.
- C. Drug-Free Employment Agreement. Ensure, as required by California Government Code Section 8355(a)(3), that every employee who provides services hereunder will:
1. Receive a copy of CONTRACTOR's Drug-Free Policy Statement; and
  2. Agree to abide by CONTRACTOR's Drug-Free Policy as a condition of employment.
- D. Effect of Noncompliance. Failure to comply with the requirements set forth herein may result in termination of this Agreement and/or ineligibility for award of future contracts.

14. INDEMNIFICATION:

- A. Hold Harmless, Defense and Indemnification. CONTRACTOR shall hold harmless, defend and indemnify COUNTY and its agents, officers, officials, employees and volunteers from and against any and all claims, demands, losses, damages, liabilities, expenses and costs of any kind or nature, including, without limitation, attorney's fees and other costs of litigation, arising out of, or in connection with, CONTRACTOR's negligent performance of, or failure to comply with, any of the duties and/or obligations contained herein, except such loss or damage which was caused by the sole negligence or willful misconduct of COUNTY.
- B. Effect of Insurance. Acceptance of the insurance required by this Agreement shall not relieve CONTRACTOR from liability under this provision. This provision shall apply to all claims for damages related to CONTRACTOR's performance hereunder, regardless of whether any insurance is applicable or not. The insurance policy limits set forth herein shall not act as a limitation upon the amount of indemnification or defense to be provided hereunder.

15. INSURANCE REQUIREMENTS:

This Agreement shall not be executed by COUNTY, and CONTRACTOR is not entitled to any rights hereunder, unless certificates of insurance, or other proof that the following provisions have been complied with, are filed with the Clerk of the Humboldt County Board of Supervisors.

- A. General Insurance Requirements. Without limiting CONTRACTOR's indemnification obligations set forth herein, CONTRACTOR, and its subcontractors hereunder, shall take out and maintain, throughout the entire term of this Agreement, and any extensions thereof, the following policies of insurance, placed with insurers authorized to do business in the State of California with a current A.M. Bests rating of no less than A: VII or its equivalent against personal injury, death and property damage which may arise from, or in connection with, the activities of CONTRACTOR or its agents, officers, directors, employees, licensees, invitees, assignees or subcontractors:
1. Comprehensive or Commercial General Liability Insurance at least as broad as Insurance Services Office Commercial General Liability Coverage (occurrence form CG 0001), in an amount of Two Million Dollars (\$2,000,000.00) per occurrence for any one (1) incident,

including, without limitation, personal injury, death and property damage. If a general aggregate limit is used, such limit shall apply separately hereto or shall be twice the required occurrence limit.

2. Automobile/Motor Liability Insurance with a limit of liability not less than One Million Dollars (\$1,000,000.00) combined single limit coverage. Such insurance shall include coverage of all owned, hired and non-owned vehicles, and be at least as broad as Insurance Service Offices Form Code 1 (any auto).
3. Workers' Compensation Insurance, as required by the California Labor Code, with statutory limits, and Employers Liability Insurance with a limit of no less than One Million Dollars (\$1,000,000.00) per accident for bodily injury or disease. Said policy shall contain, or be endorsed to contain, a waiver of subrogation against COUNTY and its agents, officers, officials, employees and volunteers.

B. Special Insurance Requirements. Said policies shall, unless otherwise specified herein, be endorsed with the following provisions:

1. The Comprehensive or Commercial General Liability Policy shall provide that COUNTY, and its agents, officers, officials, employees and volunteers, are covered as additional insured for liability arising out of the operations performed by, or on behalf of, CONTRACTOR. The coverage shall contain no special limitations on the scope of protection afforded to COUNTY or its agents, officers, officials, employees and volunteers. Said policy shall also contain a provision stating that such coverage:
  - a. Includes contractual liability.
  - b. Does not contain exclusions as to property damage caused by explosion or collapse of structures or underground damage, commonly referred to as "XCU Hazards."
  - c. Is the primary insurance with regard to COUNTY.
  - d. Does not contain a pro-rata, excess only and/or escape clause.
  - e. Contains a cross liability, severability of interest or separation of insureds clause.
2. The above-referenced policies shall not be canceled, non-renewed or materially reduced in coverage without thirty (30) days prior written notice being provided to COUNTY in accordance with the notice requirements set forth herein. It is further understood that CONTRACTOR shall not terminate such coverage until COUNTY receives adequate proof that equal or better insurance has been secured.
3. The inclusion of more than one (1) insured shall not operate to impair the rights of one (1) insured against another insured, and the coverage afforded shall apply as though separate policies had been issued to each insured, but the inclusion of more than one (1) insured shall not operate to increase the limits of the insurer's liability.
4. For claims related to this Agreement, CONTRACTOR's insurance is the primary coverage to COUNTY, and any insurance or self-insurance programs maintained thereby are excess to CONTRACTOR's insurance and will not be used to contribute therewith.

////



5. Any failure to comply with the terms and conditions of this Agreement shall not affect the coverage provided to COUNTY or its agents, officers, officials, employees and volunteers.
  6. CONTRACTOR shall furnish COUNTY with certificates and original endorsements effecting the required coverage prior to execution of this Agreement. The endorsements shall be on forms approved by the Humboldt County Risk Manager. Any deductible or self-insured retention over One Hundred Thousand Dollars (\$100,000.00) shall be disclosed to, and approved by, COUNTY. If CONTRACTOR does not keep all required policies in full force and effect, COUNTY may, in addition to any other available remedies, take out the necessary insurance and deduct the cost of said insurance from the monies owed to CONTRACTOR under this Agreement.
  7. COUNTY is to be notified immediately if twenty-five percent (25%) or more of any required insurance aggregate limit is encumbered, and CONTRACTOR shall be required to purchase additional coverage to meet the above-referenced aggregate limits.
- C. Insurance Notices. Any and all insurance notices required to be given pursuant to the terms and conditions of this Agreement shall be sent to the addresses set forth below in accordance with the notice requirements contained herein.

COUNTY: County of Humboldt  
 Attention: Risk Management  
 825 Fifth Street, Room 131  
 Eureka, California 95501

CONTRACTOR: North Coast Growers' Association  
 Attention: Portia Bramble, Executive Director  
 P.O. Box 4232  
 Arcata, California 95521

16. RELATIONSHIP OF PARTIES:

It is understood that this Agreement is by and between two (2) independent entities and is not intended to, and shall not be construed to, create the relationship of agent, servant, employee, partnership, joint venture or any other similar association. Both parties further agree that CONTRACTOR shall not be entitled to any benefits to which COUNTY employees are entitled, including, without limitation, overtime, retirement, leave or workers' compensation benefits. CONTRACTOR shall be solely responsible for the acts and omissions of its agents, officers, employees, assignees and subcontractors.

17. COMPLIANCE WITH APPLICABLE LAWS, REGULATIONS AND STANDARDS:

- A. General Legal Requirements. CONTRACTOR agrees to comply with any and all local, state and federal laws, regulations, policies, procedures and standards applicable to the services provided pursuant to the terms and conditions of this Agreement.
- B. Licensure Requirements. CONTRACTOR agrees to comply with any and all local, state and federal licensure, certification and accreditation standards applicable to the services provided pursuant to the terms and conditions of this Agreement.
- C. Accessibility Requirements. CONTRACTOR agrees to comply with any and all applicable accessibility requirements set forth in the Americans with Disabilities Act, Section 508 of the Rehabilitation Act of 1973, as amended, California Government Code Section 1135 and any

current and future implementing regulations, policies, procedures and standards promulgated thereunder, including, without limitation, the federal accessibility standards set forth in 36 C.F.R. Section 1194.1, all as may be amended from time to time.

- D. Conflict of Interest Requirements. CONTRACTOR agrees to comply with any and all applicable conflict of interest requirements set forth in the California Political Reform Act and any current and future implementing regulations, policies, procedures and standards promulgated thereunder, including, without limitation, COUNTY's Conflict of Interest Code, all as may be amended from time to time.

18. PROVISIONS REQUIRED BY LAW:

This Agreement is subject to any additional local, state and federal restrictions, limitations or conditions that may affect the terms, conditions or funding of this Agreement. This Agreement shall be read and enforced as though all legally required provisions are included herein, and if for any reason any such provision is not included, or is not correctly stated, the parties agree to amend the pertinent section to make such insertion or correction.

19. REFERENCE TO LAWS, REGULATIONS AND STANDARDS:

In the event any law, regulation or standard referred to in this herein is amended during the term of this Agreement, the parties agree to comply with the amended provision as of the effective of such amendment.

20. PROTOCOLS:

Both parties agree that the inclusion of additional protocols may be required to make this Agreement specific. All such protocols shall be negotiated, determined and agreed upon by both parties hereto.

21. SEVERABILITY:

If any provision of this Agreement, or any portion thereof, is found by any court of competent jurisdiction to be unenforceable or invalid for any reason, such provision shall be severable and shall not in any way impair the enforceability of any other provision of this Agreement.

22. ASSIGNMENT:

Neither party shall delegate its duties nor assign its rights hereunder, either in whole or in part, without the other party's prior written consent. Any assignment by CONTRACTOR in violation of this provision shall be void, and shall be cause for immediate termination of this Agreement. This provision shall not be applicable to service agreements or other arrangements usually or customarily entered into by either party to obtain supplies, technical support or professional services.

23. AGREEMENT SHALL BIND SUCCESSORS:

All provisions of this Agreement shall be fully binding upon, and inure to the benefit of, the parties and to each of their heirs, executors, administrators, successors and permitted assigns.

24. WAIVER OF DEFAULT:

The waiver by either party of any breach of this Agreement shall not be deemed to be a waiver of any such breach in the future, or of the breach of any other requirement of this Agreement. In no event



shall any payment by COUNTY constitute a waiver of any breach of this Agreement which may then exist on the part of CONTRACTOR. Nor shall such payment impair or prejudice any remedy available to COUNTY with respect to any breach or default. COUNTY shall have the right to demand repayment of, and CONTRACTOR shall promptly refund, any funds which COUNTY determines were not expended in accordance with the terms and conditions of this Agreement.

25. NON-LIABILITY OF COUNTY OFFICIALS AND EMPLOYEES:

No official or employee of COUNTY shall be personally liable for any default or liability under this Agreement.

26. AMENDMENT:

This Agreement may be amended at any time upon the mutual consent of both parties. No alteration of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto.

27. STANDARD OF PRACTICE:

CONTRACTOR warrants that it has the degree of learning and skill ordinarily possessed by reputable professionals practicing in similar localities in the same profession and under similar circumstances. CONTRACTOR's duty is to exercise such care, skill and diligence as professionals engaged in the same profession ordinarily exercise under like circumstances.

28. TITLE TO INFORMATION AND DOCUMENTS:

It is understood that any and all documents, information and reports concerning the subject matter of this Agreement prepared and/or submitted by CONTRACTOR shall become the property of COUNTY. However, CONTRACTOR may retain copies of such documents, information and reports for its records. In the event this Agreement is terminated, CONTRACTOR shall promptly turn over all such documents, information and reports to COUNTY without exception or reservation.

29. JURISDICTION AND VENUE:

This Agreement shall be construed in accordance with the laws of the State of California. Any dispute relating hereto shall be litigated in the State of California and venue shall lie in the County of Humboldt unless transferred by court order pursuant to California Code of Civil Procedure Sections 394 or 395.

30. ADVERTISING AND MEDIA RELEASE:

Any and all informational material related to this Agreement shall receive approval from COUNTY prior to being used as advertising or released to the media, including, without limitation, television, radio, newspapers and internet. CONTRACTOR shall inform COUNTY of any and all requests for interviews by the media related to this Agreement before such interviews take place; and COUNTY shall be entitled to have a representative present at such interviews. Any and all notices required by this provision shall be given to Director in accordance with the notice requirements set forth herein.

31. SUBCONTRACTS:

CONTRACTOR shall obtain prior written approval from COUNTY before subcontracting any of the services to be provided pursuant to the terms and conditions of this Agreement. Any and all subcontracts shall be subject to all applicable terms and conditions of this Agreement, including, without limitation, the licensing, certification, privacy, security and confidentiality requirements set

forth herein. CONTRACTOR shall remain legally responsible for the performance of all terms and conditions of this Agreement, including, without limitation, any and all services provided by third parties under subcontracts, whether approved by COUNTY or not.

32. ATTORNEYS' FEES:

If either party shall commence any legal action, including, without limitation, an action for declaratory relief, against the other by reason of the alleged failure of the other to perform any of its obligations hereunder, the party prevailing in said action shall be entitled to recover court costs and reasonable attorneys' fees, including, but not limited to, the reasonable value of services rendered by the Humboldt County Counsel's Office, to be fixed by the court, and such recovery shall include court costs and attorneys' fees on appeal, if applicable. As used herein, "prevailing party" means the party who dismisses an action in exchange for payment of substantially all sums allegedly due, performance of provisions allegedly breached, or other considerations substantially equal to the relief sought by said party, as well as the party in whose favor final judgment is rendered.

33. SURVIVAL OF PROVISIONS:

The duties and obligations of the parties set forth in Section 1(C) – Use of Fixed Assets, Section 3(D) – Compensation upon Termination, Section 8 – Record Retention and Inspection, Section 10– Confidential Information and Section 14 – Indemnification shall survive the expiration or termination of this Agreement.

34. CONFLICTING TERMS OR CONDITIONS:

In the event of any conflict in the terms or conditions set forth in any other agreements in place between the parties hereto and the terms and conditions set forth in this Agreement, the terms and conditions set forth herein shall have priority.

35. INTERPRETATION:

This Agreement, as well as its individual provisions, shall be deemed to have been prepared equally by both of the parties hereto, and shall not be construed or interpreted more favorably for one (1) party on the basis that the other party prepared it.

36. INDEPENDENT CONSTRUCTION:

The titles of the sections and subsections set forth herein are inserted for convenience of reference only and shall be disregarded in construing or interpreting any of the provisions of this Agreement.

37. FORCE MAJEURE:

Neither party hereto shall be liable or responsible for delays or failures in performance resulting from events beyond the reasonable control, and without the fault or negligence, of such party. Such events shall include, without limitation, acts of God, strikes, lockouts, riots, acts of war, epidemics, pandemics, acts of government, fire, power failures, nuclear accidents, earthquakes, unusually severe weather, acts of terrorism or other disasters, whether or not similar to the foregoing.

38. ENTIRE AGREEMENT:

This Agreement contains all of the terms and conditions agreed upon by the parties hereto and no other agreements, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist



or to bind either of the parties hereto. In addition, this Agreement shall supersede in their entirety any and all prior agreements, promises, representations, understandings and negotiations of the parties, whether oral or written, concerning the same subject matter. Any and all acts which may have already been consummated pursuant to the terms and conditions of this Agreement are hereby ratified.

39. COUNTERPART EXECUTION:

This Agreement, and any amendments hereto, may be executed in one (1) or more counterparts, each of which shall be deemed to be an original and all of which, when taken together, shall be deemed to be one (1) and the same agreement. This Agreement, and any amendments hereto, may be signed by manual or electronic signatures in accordance with any and all applicable local, state and federal laws, regulations and standards, and such signatures shall constitute original signatures for all purposes. A signed copy of this Agreement, and any amendments hereto, transmitted by email or by other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of this Agreement and any amendments hereto.

40. AUTHORITY TO EXECUTE:

Each person executing this Agreement represents and warrants that he or she is duly authorized and has legal authority to execute and deliver this Agreement. Each party represents and warrants to the other that the execution and delivery of this Agreement and the performance of such party's obligations hereunder have been duly authorized.

[Signatures on the Following page]


1202/9/8

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the date first written above.

TWO SIGNATURES ARE REQUIRED FOR CORPORATIONS:

- (1) CHAIRPERSON OF THE BOARD, PRESIDENT, OR VICE PRESIDENT; AND
- (2) SECRETARY, CHIEF FINANCIAL OFFICER OR TREASURER.

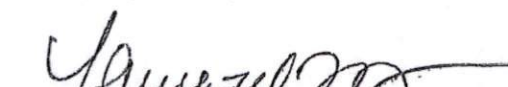
**NORTH COAST GROWERS' ASSOCIATION:**

By: 

Date: 1-29-21

Name: Portia Bramble

Title: Executive Director


By: 

Date: 2-5-21

Name: Director of Market Operations

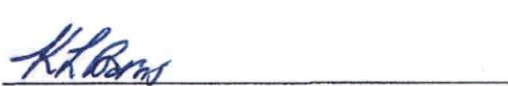
Title: Janna Hughes

**COUNTY OF HUMBOLDT:**

By:   
Virginia Bass, Chair  
Humboldt County Board of Supervisors

Date: 3/9/2021

**INSURANCE AND INDEMNIFICATION REQUIREMENTS APPROVED:**

By:   
Risk Management

Date: 02/18/2021

**LIST OF EXHIBITS:**

- Exhibit A – Scope of Services
- Exhibit B – CalFresh Outreach Proposal
- Exhibit C – CalFresh Outreach Budget
- Exhibit D – CalFresh Outreach Invoicing Guidelines
- Exhibit E – CalFresh Outreach Invoice Worksheet and Summary Form
- Exhibit F – CalFresh Outreach Reporting Guidelines
- Exhibit G – CalFresh Outreach Quarterly Project Report Form
- Exhibit H – CalFresh Outreach Final Project Report Form



**EXHIBIT A**  
**SCOPE OF SERVICES**  
North Coast Growers' Association  
For Fiscal Years 2020-2021 through 2021-2022

CONTRACTOR shall provide community outreach services designed to increase participation in the CalFresh program by eligible households in order to improve the health and economic stability of families and individuals in Humboldt County.

1. SERVICES:

A. Community Outreach Services. CONTRACTOR shall Provide the CalFresh community outreach services set forth in Exhibit B – CalFresh Outreach Proposal regarding utilization of the CalFresh Program. The CalFresh community outreach services provided pursuant to the terms and conditions of this Agreement shall include, without limitation, all of the following:

1. Assistance with the preparation and submission of CalFresh applications.
2. Assistance with the CalFresh intake and enrollment processes.
3. Assistance with CalFresh retention.
4. Development and implementation of a service provision plan in order to ensure that specialized community outreach services are provided to populations with low CalFresh participation rates.
5. Promotion of healthy eating and exercise practices throughout Humboldt County with informational events and activities designed to reduce the stigma associated with the CalFresh program, link CalFresh to healthy food choices, and encourage utilization thereof.

B. Coordination Services. CONTRACTOR shall designate a contact liaison to communicate, and coordinate the provision of the community outreach services set forth in Exhibit B – CalFresh Outreach Proposal, with the CalFresh program.

2. PLACE OF PERFORMANCE:

CONTRACTOR will provide the community outreach services set forth Exhibit B – CalFresh Outreach Proposal at various locations throughout Humboldt County.

**EXHIBIT B**  
**CALFRESH OUTREACH PROPOSAL**  
North Coast Growers' Association  
For Fiscal Years 2020-2021 through 2021-2022



## **CalFresh Outreach Partnership Proposal Guidelines for Fiscal Year 2020-21**

Federal and State funding for CalFresh Outreach has created an opportunity for community-based organizations and the Humboldt County Department of Health & Human Services (DHHS) to partner in improving the overarching goal of the CalFresh program to improve the health and well-being of families and individuals. DHHS will consider a partnership request at any time during the fiscal year and the activity time frames for requests can span fiscal years.

### **The objectives of the outreach program and this funding for 2020-2021 are to:**

Increase our retention outreach in the community. Retention assists those on benefits by keeping them in receipt as long as they are eligible without ever having a gap in these benefits due to not providing required documents or interviews. We are looking to partner with agencies who are able to help beyond the application as we turn our attention to maintaining benefits for eligible households as our primary focus.

- Assist eligible CalFresh recipients in maintaining benefits without a break in aid
- Reduce barriers to CalFresh enrollment and retention
- Increase awareness of and enrollment in CalFresh to low participation populations

**DHHS would like to partner with community-based organizations that can help with the following efforts, with the highest priorities being retention activities, application assistance and direct enrollment support.**

- Support enrollment and retention processes with information, direct application and enrollment and retention assistance
- Reach populations with low CalFresh participation rates (such as working families, SSI/SSP recipients, seniors, students, persons in recovery and persons with limited literacy or ability to speak/read English)
- Educate community members about CalFresh and program changes
- Reduce barriers to enrollment, including stigma, fear, language/literacy, and others. This could be by linking CalFresh to healthy nutritious food and providing CalFresh-related nutrition information and guidance, including how to shop for and cook nutritious food on a budget.

Interested? A complete partnership request includes a completed FY 2020-21 Partnership Request Form, Outreach Estimates Form, Partnership Request Budget Form and narrative as outlined on the request form.

Please read the contractor guidelines below and complete and return the attached CalFresh Outreach Partnership Request Form, with attachments, electronically to [CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us) or paper copies to CalFresh Outreach DHHS 929 Koster St., Eureka, CA 95501.

Application process and outreach partner program questions can be answered by the CalFresh Outreach Analyst at 707-476-4760 or by emailing [CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us).



\*If your agency has a previous contract for CalFresh Outreach, please be aware that we cannot guarantee that your new contract will start at the termination of your last agreement. In the event we cannot have a contract executed prior to the start date of the agreement, the start date will be moved. This could cause a gap in funding.

**CalFresh Outreach Contractor Guidelines**

In order to receive funding for CalFresh Outreach activities, the organization applying must agree to collaborate with the Department of Health & Human Services in the following ways:

- **Provide a contact liaison** to coordinate with the CalFresh program
- **Attend CalFresh Outreach training** and keep staff up to date on CalFresh program
- **Submit all CalFresh related media for review** (including advertisements, newsletters, press releases, brochures, etc.) to DHHS Media before publication. CalFresh funds cannot be used for TV, radio or billboard advertising.
- **Report on all activities** conducted with CalFresh funding, including the number of individuals reached and/or served by completing Quarterly Reports (if funded at an amount over \$15,000) and a Final Summary Report at the end of your contract term.
- **Submit financial invoices** to DHHS and retain financial records for five years.
- **Provide proof of insurance** coverage listing the County as an additional insured (see below).
- **Contract with DHHS and commit** to implementing the funded activities outlined in the organization's Partnership Request proposal.

Here are the steps to a successful CalFresh Outreach contract with DHHS:

	Process	Timing
Step 1	Organization submits a Partnership Request Form, project description, Outreach Estimates Form, and Partnership Request Budget Form to DHHS.	Any time
Step 2	DHHS reviews all requests. Organizations may be contacted with questions or suggested revisions. A meeting or site visit may be requested.	Two to four weeks
Step 3	Once approved contracts are developed and emailed to partner organizations. The organization prints a copy for signatures or, requests a paper copy via mail.	Two to three weeks
Step 4	The contract is signed by the partner and returned to DHHS with proof of insurance (see insurance guidelines below).	Varies
Step 5	For contracts of \$48,000 or less, DHHS signs the contract and returns one copy of the signed contract to the partner.	One to two weeks
Contract Complete	Total time for contracts of \$48,000 or less.	Three to four months
Other	Total time for contracts more than \$48,000 require strict timeline adherence and must be executed prior to the month of the contract start date. Many of these contracts are approved by the Board of Supervisors (BOS). Partners are requested to attend the BOS meeting when their contract is reviewed.	Four to five months minimum

All CalFresh Outreach partners will be required to submit proof of insurance coverage in order to complete a contract with the County. All insurance requirements are clarified in the contract that will be mailed to successful applicants. Applicant organizations must show proof of and maintain the following insurance, with the County certificated as an additionally insured:

- General Liability: \$2,000,000 per occurrence, if a general aggregate limit is used, such limit shall apply separately hereto or shall be twice the required occurrence limit (\$4,000,000)
- Automobile/Motor: \$1,000,000 combined single limit, any auto (If applicable)
- Workers Compensation and Employers Liability: \$1,000,000 per accident. This is required even for all-volunteer organizations.



Proposals may include insurance costs directly related to the proposed partnership project. Most contracts will be paid on a reimbursement basis.



## Humboldt County CalFresh Outreach FY 2020-21 Partnership Request Form

**Organization Name:** North Coast Growers' Association

**Contact Name and Job Title:** Portia Bramble, Executive Director

**Address:** PO Box 4232 Arcata CA 95521

**Email:** portia@northcoastgrowersassociation.org

**Phone:** 7076012878

**Project Title:** North Coast Growers' Association CalFresh Outreach Program

**Expected start date:** 3-1-2021 **and end date:** 2-28-2022

A complete application includes this form, a completed Partnership Budget Form, Outreach Estimates Form and an attached narrative. Answer the following questions.

### A. Project Description Narrative (please attach a maximum of 6 pages)

1. Please describe the activities and events that will be completed specifically with CalFresh Outreach funding. Include the total number of people you will serve or reach and if your program will focus on a particular group or geographic area. Be sure to focus on how staff will assist customers in applying for benefits and in retaining the benefits they are already receiving to show how your agency will support the primary goal of the partnership.

The North Coast Growers' Association (NCGA) is requesting CalFresh Outreach funds for the time period of March 1, 2021 through February 28, 2022. NCGA plans to continue the Market Match CalFresh incentive program into its 10th year. 2020 brought unique challenges and unprecedented hardships, globally and locally. NCGA has had to adopt numerous major shifts in our operations to respond to Covid, and as a result of Covid our CalFresh Outreach program grew significantly, by at least 30% in terms of volume of dollars passing through the farmers' markets, number of customers served, and staff time associated with running the programs. We are requesting an increase in the CalFresh Outreach Personnel budget of 20% to account for this significant increase in the scope of work of the program. The total budget for this contract period application is 13% larger than the previous contract period.

New in 2020, NCGA created the Harvest Box program as a response to Covid-19 and the concerns we heard from our high risk customers who still wanted to access our members' produce but didn't want to expose themselves to the public by attending markets. Harvest Box is a multi-farm CSA style box program that is available at 2 of our farmers' markets through a contact-free curbside pickup system. Funding from Humboldt Area Foundation covered the majority of staff time for this program. Harvest Box was launched in June of 2020 and has served over 700 unique households through December, most of whom are low-income and/or CalFresh recipients. NCGA is able to offer a Market Match for CalFresh customers, giving them a 50% discount on their box purchase. In addition to the individual sales offered through the farmers' markets, NCGA has partnered with several local organizations to give the communities they serve access to the boxes, including Open Door Community Health Clinics through their Rx for Farmers' Markets program, St. Joseph Health through their Paso a Paso program for new Latinx mothers, the Humboldt Network of Family Resource Centers through 6 of their locations throughout the county, and Food for People thanks to funding through the California Senior Farmers' Market Nutrition Program for low income seniors. Harvest



Box customers are given information on CalFresh, including resources on how to apply and how their benefits can easily be used to purchase a box. Each box is accompanied with a list of the produce and what farm each item is sourced from as well as an educational recipe card. Depending on the contents, there are often extra educational materials about the proper storage or preservation of foods to prevent food waste and give the recipients the ability to stock their freezer and cabinets for the winter.

In 2020 NCGA merged with the Southern Humboldt Farmers' Market Association, officially taking over management of Garberville, Shelter Cove and Miranda markets, taking on the role of operator of all Humboldt County's certified farmers' markets and greatly expanded the geographic reach of its programs by bringing EBT/CalFresh access and Market Match incentives to outlying regions. We also began a partnership in 2019 with United Indian Health Services to bring Market Match to the Potawot Community Food Garden weekly farmers' markets. This expansion has helped reach additional CalFresh shoppers, providing additional access points for EBT usage and Market Match healthy food incentives, and also gives more opportunities to reach and enroll new CalFresh participants. NCGA is a 501 c 3 non-profit, tax exempt organization. Our primary mission is to promote Humboldt County agriculture and support direct-marketing opportunities for local farmers and purchasing opportunities for customers through certified farmers' markets.

NCGA played a significant role in assisting SSI recipients in Humboldt County in enrolling into the CalFresh program, when the opportunity became available in June 2019. NCGA has been uniquely situated to provide assistance to clients in this on-boarding as we have a database of local SSI recipients with whom we have developed a close working relationship over the last 4 years through the SSI Market Match Voucher program (primarily funded through St. Joseph Health) which provided monthly \$20 packets of market vouchers for the purchase of fresh fruits and vegetables to over 226 individual SSI recipients in 2019. In 2020 we faced a huge challenge in how to support SSI recipients while respecting Covid safety guidelines and limiting direct contact, and protecting these high risk (elderly and ill) individuals. NCGA suspended the SSI Market Match Voucher distribution in 2020 and focused on offering CalFresh eligibility screening and offered our basic CalFresh Outreach Vouchers to this population to help ease the loss of our SSI program.

NCGA operates ten seasonal Certified farmers' markets- 3 in Eureka (in 2020 the Friday Night Market did not operate due to Covid Safety concerns), and 1 market each in McKinleyville, Willow Creek, Fortuna, Garberville, Shelter Cove and Miranda as well as Saturday Arcata Plaza farmers' market, which runs year-round. NCGA provides direct support for the UIHS Potawot Community Food Garden for the Market Match program. NCGA has over 150 local family farmer-members all located within Humboldt County. Our activities reach most of Humboldt County, including the inland regions of Willow Creek, Hoopa, and Orleans where a number of our farms are located, southern Humboldt, and the Humboldt Bay regions.

CalFresh Outreach funding will be used to support 3 key NCGA staff positions- Director of Programs, Director of Market Operations and Harvest Box Coordinator/Market Manager in our outreach efforts under the direct oversight of NCGA Executive Director Portia Bramble, who brings 12 years of experience and has successfully managed this program for the last 9 years. Additionally, a portion of our farmers' market managers' staff time (6 people) is used for CalFresh program outreach: to attend farmers' markets to conduct CalFresh and Market Match transactions, provide redemptions for farmers, recruit new CalFresh customers, provide CalFresh application assistance and community outreach activities for all Humboldt County farmers' markets. Staff collaborate on community outreach event planning, conduct a media campaign, and attend various networking meetings such as the CalFresh Task Force, County Nutrition Action Partners (CNAP), and others. The budget proposal also includes funding for an advertising campaign, outreach materials such as fliers and brochures, gardening guides and nutrition guides, as well as a share of the cost of operating our mobile tablets which are used for tracking CalFresh outreach data and CalFresh usage at markets. NCGA is requesting funding to support the administrative costs of our CalFresh Outreach/Market Match program from DHHS, specifically personnel costs, media, travel, and promotional materials.

The total personnel budget is 20% larger than the previous contract period, which adds necessary staff time hours to keep up with the significant increase in the scope of work and number of customers served, which



has increased by at least 30%. We have added one additional FTE and one additional assistant position at the largest of our farmers' market. Arcata Plaza.

As a partner in the statewide California Market Match Consortium (CMMC), NCGA actively networks with over 80 other market operators offering Market Match at over 300 farmers' markets in California. Market Match is an incentive program offering bonuses to customers who use their CalFresh benefits at the farmers' markets. NCGA farmers' markets have been accepting electronic CalFresh benefits since 2005, and have accepted what we now call CalFresh benefits since the early 1980s.

The federal Gus Schumacher Nutrition Incentive program (GusNIP, previously called the Food Insecurity Nutrition Incentive program or FINI) and California Nutrition Incentive Program (CNIP) are currently supporting our Market Match program through a major grant to the CA Market Match Consortium (CMMC). A 3-year, \$7 Million grant to CNIP was awarded in November 2019 by the National Institute of Food and Agriculture GusNIP.

Through the CMMC, our GusNIP/CNIP grant provides all of the funding for the bonus Market Match incentive tokens given as the "match" to customers who spend their CalFresh benefits at the farmers' markets. The amount approved specifically for Market Match incentive tokens was \$74,980 in 2019. This covers all 10 NCGA farmers' markets. GusNIP/CNIP also provides a small amount of administrative support used for personnel, supplies and promotions for the program. NCGA provides private funds, earned income sourced through farmers' annual and daily market fees, to support the Market Match program. These NCGA private funds are used as the required "match" for the federal GusNIP funding. No DHHS CalFresh outreach funding is used to match the federal GusNIP funding. NCGA carefully tracks all funding sources to ensure only NCGA private funds are used to match GusNIP federal funds, and to ensure that DHHS CalFresh outreach funds are used exclusively for allowable expenses. NCGA calculates the total costs of the program on-site at the farmers' markets using a developed system based on the number of CalFresh/Market Match customer and vendor transactions. This total cost is then shared between the 3 different funding sources (NCGA, CNIP/GusNIP and DHHS). The other program expenses include staff time in the office, materials, supplies, etc. which are carefully tracked. We ensure that NCGA is in compliance with all federal funding guidelines for the GusNIP grant and CalFresh Outreach contract. While complex, NCGA's data and financial tracking systems are well developed and have been used for years as learning tools and templates for new and developing Market Match program operators across the state.

CalFresh users are able to utilize their benefits at the farmers' markets by visiting the market managers' booth where a member of our staff swipes the customer's EBT card using a point-of-sale device specifically for this purpose. The customer receives wooden tokens in the amount of their choosing, which can be spent with any of the farmers for any eligible products. Market Match incentives are offered to all customers who spend CalFresh benefits at the farmers' markets as a dollar-for-dollar match up to \$10.

In close partnership with Food for People (FFP) NCGA has provided "*CalFresh Outreach Vouchers*" to WIC program participants, FFP's senior program participants and partners, and individuals who participate in CalFresh eligibility pre-screening with NCGA or FFP staff. This tremendously valuable program has been a joint effort with FFP, with the funding previously coming out of the FFP CalFresh Outreach Contract with DHHS (2019 and earlier). In an effort to improve efficiency and reduce the time and cost of running this program, in our current contract NCGA requested that those funds be included in the NCGA DHHS contract from this period forward. This request was granted and has eliminated the need for monthly invoicing from NCGA to FFP for reimbursement for the vouchers spent with our farmers at the markets. FFP staff has continued to assist with distribution of the Market Match Outreach Vouchers at their free produce markets, pantry sites and senior food distribution programs, and NCGA staff continues to distribute a portion directly to customers on-site at markets (to those who participate in CalFresh enrollment clinics and complete CalFresh applications with NCGA staff) as well as through local WIC offices. The CalFresh Voucher program did not change significantly, as the funds were shifted from the FFP contract and included in the NCGA contract with DHHS for 2019/2020. NCGA is once again requesting \$10,000 within our contract to be allocated to CalFresh Outreach Vouchers.



CalFresh Vouchers have been an effective way to support behavior change as clients are introduced to local markets and see the direct benefits of enrolling in CalFresh. This engagement opportunity is used to educate potential CalFresh recipients on the ability to use benefits at farmers' markets and demonstrate how the process works. In this way, potential customers are welcomed and made to feel comfortable using CalFresh at the markets. Returning customers have said that receiving vouchers convinced them to apply for CalFresh at market and they eagerly reported their application status to staff until they received their benefits. Now they look forward to coming to the markets and utilizing CalFresh every week -- something they didn't do previously. Others have shared that the CalFresh vouchers got them to the markets in the first place, but they keep coming back because of the relationships they have built with the farmers and staff, and have learned how to use more fresh produce in their kitchens because of it. Providing customers with the opportunity to connect directly with farmers' market staff weekly provides an extremely valuable opportunity for direct education.

NCGA will develop and provide vouchers as an educational and introductory tool for prospective CalFresh applicants. NCGA will develop a complete information packet for voucher recipients about applying for CalFresh in order to spend CalFresh dollars at local farmers' markets which will be based on the successful model developed by FFP. Vouchers encourage enrollment and educate clients on the use of benefits at markets by distributing vouchers to market customers interested in applying for CalFresh, and through Food for People's CalFresh enrollment clinics at their pantries and senior food distributions, in addition to County WIC office for distribution to WIC participants countywide. NCGA will distribute and track all vouchers and work with FFP to develop and implement a CalFresh enrollment clinic schedule for promoting CalFresh alongside the Market Match program throughout the community at events, social services offices, community centers and at farmers' markets.

NCGA's voucher program for SSI recipients, funded through St. Joseph Health - Humboldt County, Care for the Poor Community Grant, was suspended in 2020 due to Covid.

Market Match vouchers for all NCGA programs are exclusively for the purchase of fresh fruits, vegetables, herbs, nuts, and seeds and plants that produce food. All of these programs combined have financial and health benefits that have made significant impacts in our community and support the effectiveness of our CalFresh outreach efforts due to the unique opportunities for access at farmers' markets. This year, many recipients of these vouchers have told market staff that the additional funding for fresh food after applying for CalFresh benefits has been critical to their households as they navigate the uncertainty of C-19.

In partnership with the Open Door Community Health Centers (ODCHC), NCGA has established a "Rx for farmers' markets" voucher program. Health care providers at ODCHC clinic sites determine when clients are in need of food assistance (based on CalFresh eligibility requirements and the clients' stated needs) and vouchers are distributed to the clients. These vouchers can be spent on any fresh fruits, vegetables, herbs, nuts, and seeds and plants that produce food at NCGA farmers' markets, increasing clients' access to healthy fruits and vegetables thereby improving health outcomes. The collaboration between NCGA and ODCHC highlights the important linkage between the nutritional value of locally grown, seasonal fresh foods and health.

We have a well developed program which incorporates targeted outreach to individuals who are potentially eligible to receive CalFresh benefits through eleven farmers' markets; field trips for youth and seniors to visit farmers' markets, farms, and community gardens; visits to schools, family resource centers, and health centers; farm tours open to the general public; and participation in various health fairs and other community events. We provide nutrition information, taste tests, gardening guides, healthy recipes, information about local agriculture and the intersections between healthy food and farming, shopping at the farmers' market on a budget, seasonal foods available locally, youth activities, information on fitness and healthy lifestyle choices, and more. While most activities remain active, some activities have been altered, postponed or moved online in response to C-19.

Our *Know Your Farmer* nutrition education program includes in-class education prior to and/or after youth field trip to a farmers' market, a local farm and a community garden. We utilize the "My-Plate" model of



nutrition education to aide in the development of our printed materials and hands-on field trip work stations. We work in collaboration with Open Door Health Centers to support our educational activities and in partnership with Humboldt County Office of Education on a variety of projects. We receive a small grant from both the North Coast Regional Land Trust and Humboldt Sponsors to assist with materials, busses and stipends for farmers and volunteers, which has helped to expand this program. The Know Your Farmer program in 2020 was altered in response to C-19 restrictions. In place of field trips NCGA and our partners at Open Door and Humboldt Sponsors designed and produced educational activity kits in 2020 that benefitted approximately 250 low-income kids. Depending on continued C-19 restrictions on in-person learning in 2021 NCGA is planning to provide a series of video field trips that can be available to educators across the County free of cost to utilize in their digital curriculum. If executed, this video format for our field trips could greatly expand the reach of the program.

Demonstrations and “educational activities/involvement programs” occur at each farmers’ market, ranging from cooking demonstrations and gardening advice to physical activities such as walking, dancing, and hula hooping. We actively promote the “Grow Your Garden with EBT” campaign to improve awareness around using CalFresh dollars to purchase food-plant starts for home gardening, expanding consumer access to healthy foods grown at home. Additionally, we provide nutrition education/Choose My Plate/healthy food choices and active living/fitness with nutrition materials to youth who participate in field trips to farmers’ markets. Our communications and mass media campaigns include a targeted social media campaign, website promotions, print media, and strategic placement of posters and fliers throughout the community. Each farmers’ market community features its own Facebook and Instagram page, which targets audiences in different communities throughout the county. This includes a robust Internet campaign featuring a professional 4 minute promotional video featuring the Market Match program, CalFresh enrollment and healthy eating.

We have thoroughly reviewed the DHHS Media Release guidelines and have participated in numerous CalFresh forums and trainings where media requirements have been discussed and explained. We understand that all press and informational materials related to CalFresh outreach efforts must be approved by the county prior to release to the media. We understand that there can be no reference to CalFresh made on television, radio and billboard advertisements. We look forward to working closely with DHHS to develop allowable and appropriate media and informational materials as we have done successfully for the past 10 years.

The “food distributed” section refers to the CalFresh dollars and Market Match incentive dollars spent at our farmers’ markets. Each year we see significant growth in the number of new CalFresh recipients shopping at farmers’ markets and the total CalFresh benefit usage at markets, but the increase due to Covid, the additional EBT benefits issued monthly and the P-EBT program, the number of customers we are seeing at markets has risen more in the last 9 months than any period since the first 2 years Market Match was offered.

Each NCGA staff person is trained to be able to assist customers with both paper applications and the C-4-Yourself web- based CalFresh application. All NCGA staff have received a minimum of CalFresh 101 training through DHHS, and some staff have received additional training. This provides ten additional locations each week where community members can receive assistance with applying and preparing for follow-up visits, as well as assistance with providing paperwork required. NCGA staff engage customers at the farmers’ markets and special events we attend and offer application assistance. We explain the application process, the required follow-up necessary and the various options for applying. Staff works with the customers to determine whether a paper application is the right process for them, or whether they would prefer to use the C-4 Yourself web-based application. Staff have access to a laptop computer as well as mobile tablets on-site at all farmers’ markets. NCGA has at least one dedicated staff person attending each of the ten farmers’ markets to conduct CalFresh and Market Match transactions with customers. This gives the customers very personalized attention and helps grow their relationship with our staff person. Staff members conduct CalFresh outreach through application assistance, processing EBT transactions with customers and vendors, and providing nutrition education.



Key NCGA staff members have been with the organization for many years, working closely as a team to develop our programs and ensure that our work supports the mission of NCGA; this invaluable hands-on experience in CalFresh outreach contributes to an exceptional client experience and valuable leadership in our industry. Through this process, our staff assists DHHS with increasing enrollment and retention in the CalFresh program. Customers come back again and again to update us on the status of their applications, thanking staff for helping get them benefits, and sharing how important it is to them to be able to spend their benefits at the markets, where they previously felt they couldn't afford it because they didn't access these benefits. We also provide follow-up phone calls, assistance with clients' ability to provide necessary documentation, and better promotion of our services, when applicable. The website and/or physical address for DHHS are provided to all who receive our outreach and educational materials, as well as to all who view the numerous banners and signs we have displayed at all of our markets. Because the farmers' markets are outdoor, and we follow strict procedures for Covid safety and social distancing, many customers feel more comfortable shopping at farmers' markets when compared to a traditional indoor grocery store. Our CalFresh services have increased significantly compared to 2019.

NCGA staff keep a detailed record of each potentially CalFresh eligible customer they speak with at the farmers' markets, noting whether the customer received written outreach materials, one-on-one direct paper application assistance, if they assisted the customer in filling out a paper application which the customer took to submit, or if they used a laptop computer on-site to assist with the C-4 Yourself website application process. Estimates for the number of C-4 Yourself and paper applications we anticipate assisting with during this proposed project period are based on the actual number of applications assisted with during the 2020 farmers' market season. We assume that almost all youth who visit the markets are accompanied by a parent or guardian and do not currently track specific age groups (other than for youth field trips). However, we do participate in a national survey effort to survey customers who use CalFresh benefits and receive incentives at farmers' markets. These surveys indicate that a majority of customers who use their CalFresh benefits at our markets live in a household with children.

Our CalFresh Outreach efforts have been extremely successful over the last 10 years. Each day we have new CalFresh participants who are using their benefits at the farmers' market for the first time, asking for healthy shopping and cooking tips, and expressing their gratitude for the availability of CalFresh access at the farmers' markets. All participants report that they highly value the experience of using their benefits at the farmers' markets and over 95% of customers surveyed reported the Market Match incentive program was "highly" or "moderately" important to their decision to shop at the farmers' market. Covid has significantly increased the number of CalFresh shoppers at local farmers' markets, by approximately 35% compared to 2019.

<b>Total \$ Amount</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>"CalFresh EBT" Benefits Distributed</b>	78,559	\$83,864	\$100,370	\$124,996.25
<b>"GusNIP/CNIP Market Match" (CalFresh Match) Distributed</b>	57,101	\$61,189	\$76,380	\$82,760.25
<b>"CalFresh Vouchers" Distributed</b>	5,104	\$8,000	\$8,000	\$8,760
<b>"SSI Market Match Vouchers"</b>	11,050	\$20,460	\$9,980	\$0



<b>Distributed</b>				
<b>“Open Door Vouchers” Redeemed</b>	8,793	\$8,990	\$5,098	\$1,530
<b>All other Benefits spent at markets (WIC &amp; Senior FMNP, WIC FVC)</b>	7,178	\$8,888	\$7,956	\$11,297
<b>CDSS Coronavirus Relief Funds (via Food for People) distributed for food purchases for low-income customers</b>				\$6855
<b>Harvest Box- Weekly CSA style, multi-farm produce box</b>				\$30,560

2. Describe staff abilities to complete outreach duties with other work being completed for your agency. Include how many people will be conducting CalFresh Outreach, staff turnover for your agency and ability to keep staff trained on our program and outreach activities. This is a good place to include how much work will be specifically related to contracted CalFresh Outreach activities.

This question has new meaning now that we are working through a health crisis. NCGA staff at farmers’ markets are front line, essential workers. This includes 10 individuals who are market managers and assistant managers. These individuals have all worked for NCGA since before Covid and have worked closely with our farmers’ market industry partners and public health officials to institute state mandated Covid safety procedures and best practices for each unique market location. Our Director of Market Operations and Arcata Plaza on-site manager, Laura Hughes, has been with NCGA for over 10 years now and has the highest level of CalFresh Outreach experience we could hope for. She provides training for on-site staff and oversees CalFresh Outreach efforts at the markets including CalFresh/Market Match customer service, application assistance, token and voucher distribution and data tracking. She works with market staff to develop at-market best practices for outreach efforts, and is the main point of contact for our market vendors. She also handles our bookkeeping and financial tracking. Her ability to manage the rest of the staff and oversee the markets during normal times is exceptional, and her adaptation to the new challenges of Covid has been extraordinary. Our Director of Programs, Ivy North, has been with NCGA for approximately 8 years. Ivy manages program operations mostly from the office (mostly home office thanks to Covid) but also has a presence at the markets coordinating outreach and education materials, infrastructure, token and voucher systems, keeps track of all CalFresh and Market Match data in a well-developed database, and coordinates all social media for NCGA. Megan Kenney serves as market manager for Fortuna and McKinleyville and assistant manager at Arcata Plaza, as well as has coordinated the new Harvest Box program. Megan has been with NCGA for 3 years as a manager and 2 years previously as an independent vendor at farmers’ markets. Through her years interacting directly with CalFresh customers at markets, she has cultivated strong relationships with them and has solidified their trust both in the farmers’ market and the CalFresh and Market Match programs, creating a safe space and welcoming environment for those customers. Megan provides exceptional customer service and has instituted significant improvements in our merchandise inventory and online store thanks to her innovative design of the Harvest Box program and



associated technological needs. She has also been able to coordinate community donations to provide Harvest Box snack packs for fire evacuees and Holiday Harvest Boxes for low income families. In order to create and run a new program of this scope, she has taken on numerous skills this year from website creation and design to bulk purchasing and produce aggregation, and has presented her experiences to farmers and market operators across the country through the Nutrition Incentive Hub.

The additional 5 market managers and 3 assistant managers range in experience from 15 years (David MacCuish, Eureka manager) to just 1 year (Brian Dykstra, Willow Creek), but all NCGA employees receive in-depth CalFresh Outreach training administered by Laura Hughes and Executive Director, Portia Bramble. Portia has served as ED for NCGA since 2008 and was instrumental in developing the concept of Market Match Healthy foods incentives and created NCGA's CalFresh Outreach program in collaboration with community partners at Food for People and the CalFresh Task Force. Portia has continued to serve in her role as leader in the statewide farmers' market industry through serving on the California Alliance of Farmers' Markets and the California Department of Food and Agriculture Certified Farmers' Market Advisory Committee. Portia has conducted numerous webinar trainings for farmers' market managers detailing Covid safety procedures and best practices in 2020. Each year Portia leads training for market managers across the state.

Covid has presented the same challenges to NCGA staff as employees everywhere. Portia has been isolating, working exclusively from home with a newborn. Ivy worked mostly from home for the safety of her young child. Our staff follow all distancing and masking best practices when at farmers' markets and working separately in the office spaces. Through all of this experience and the unprecedented challenges of 2020, our staff have always maintained the highest level of commitment and diligence in our approach to CalFresh Outreach. Seeing the customers each week at farmers' markets benefitting so significantly from the opportunity to spend CalFresh at market on the freshest and healthiest local food, and the uniquely wonderful benefit of receiving bonus Market Match dollars each week, gives NCGA staff members a special connection to the value of these programs. Hearing the thanks and appreciation from customers, in person each week at the markets, gives tremendous value to the work we do and that translates into a deep commitment to the highest level of professionalism and accountability. Our partnership with DHHS and the annual outreach contract make this valuable work possible, and it is a pleasure to carry out the work to meet our goals.

The significant increase in the number of CalFresh recipients, and P-EBT recipients, as well as the significantly higher spending at farmers' markets has resulted in a significant increase in the workload for our staff at market and in the office managing the high value of tokens funneling through the CalFresh and Market Match programs and the associated data collection and tracking. We have increased the number of staff hours and people at our larger markets and added additional bookkeeping time. In 2019 we employed a new bookkeeping service and overhauled our accounting system, making tremendous improvements and that has served us well in a high level of accuracy and efficiency in our accounting systems, therefore coping with the increase in volume of money passing through these programs and our accounts has been manageable. Thankfully our staff members are all so experienced and capable, making the transition to coping with Covid and increased workload reasonably achievable.

**3. What difference will increased CalFresh enrollment make in your community or neighborhood for the population you are serving? How will the proposed activities fit into or relate to other programs in your organization and community?**

CalFresh funding support for the NCGA has had tremendous benefits for CalFresh recipients and our farmers every year, but especially during the challenges of 2020. Never before have we witnessed so many people feeling such a high level of food insecurity, or experienced real food shortages as we did at the beginning of the national shut down. Our outreach efforts and marketing campaign have translated into more individuals using their CalFresh benefits at the farmers markets (showing an increase in fresh fruit and vegetable consumption), better awareness of how CalFresh can be used at farmers' markets, and a significant number of new enrollments in the CalFresh program. We saw over 35% increase in the number of customers using CalFresh benefits at the farmers' markets in 2020, proving we are reaching new customers year after



year with our outreach efforts. Research in California has shown that over 70% of CalFresh dollars spent at farmers' markets are spent on fresh fruits and vegetables; 100% of Market Match dollars are spent on fresh fruits and vegetables. NCGA survey data has shown that CalFresh customers significantly value the NCGA CalFresh Outreach and Market Match programs, and shows the direct correlation between the incentive program and an increase in fresh fruit and vegetable consumption. Potentially eligible customers highly value the application assistance NCGA staff provides, and how knowledgeable staff is about the application and retention process. This positive customer experience translates into customers receiving more information and education about the CalFresh program, and leads to more potentially eligible individuals applying for benefits.

Farmers continue to report very high satisfaction with and appreciation for the program. CalFresh and Market Match have increased farmers' sales by over \$1M since we started the program in 2012. The farmers value the program because they see the significant increase in access to healthy foods for more community members, and the overall positive impact it has had on the NCGA as an organization. The experience customers have when buying direct from the farmers who grew the food is extremely valuable. Not only are they able to ask questions about the produce such as how and where it was grown, but they also form a deeper appreciation for the quality and freshness of the produce. This translates in the long-term to a lifelong commitment to healthy eating and fresh foods. While many dedicated local community partners have created very successful CalFresh Outreach programs that complement ours and expand our outreach efforts and awareness of the Market Match program, no other local organizations can offer the consistent supply of high quality fresh fruits and vegetables that local farmers can. Expanding access for low-income community members to the farmers' markets is truly invaluable. Fresh fruits and vegetables that have not been stored, or transported long distances, have higher nutrient content, leading to improved flavor, and a longer shelf life when brought home.

Our experience over the past 10 years of our strategic CalFresh outreach plan has shown that an increased number of eligible individuals learn about the CalFresh program and enroll as a direct result of our efforts. Specifically, the fact that people can use their CalFresh benefits at the farmers' market serves as an incentive for them to apply, entices folks who might otherwise be uninterested in enrolling because of the stigmas associated with the program, and that the markets can provide a neutral and comfortable space for potentially eligible individuals to start the application process. We expect to continue to increase the amount of CalFresh dollars being spent at the farmers' markets, directly benefiting our farmers and in turn our organization. Outcomes also include a large number of youth, seniors, young families, single parents, and other community members receiving nutrition information and other resources, as well as more access to fresh healthy foods through Market Match, which will enhance their health and wellness in a number of ways. The Eureka Friday Night Market has helped NCGA reach more Eureka working families, a demographic known for low CalFresh participation rates in Humboldt County, by providing farmers' market and CalFresh outreach opportunities outside of traditional business hours. The additional expansion of CalFresh and Market Match to the Southern Humboldt markets and the Potawot Community Food Garden means that CalFresh and Market Match are now available at all Humboldt County Certified Farmers' Markets. NCGA is proud to be the organizer of this county-wide program.

CalFresh outreach and the specific programs and activities described above perfectly align with our organization's mission to support local agriculture. Since our markets began accepting CalFresh benefits in 2005, our staff has been processing EBT transactions and gaining experience in talking about CalFresh eligibility requirements and fielding questions; the addition of providing outreach and educational materials focused on CalFresh enrollments and nutrition education was easily incorporated into our market managers' daily responsibilities. The Market Match program and a focus on CalFresh outreach funding has actually enhanced and improved the staff job experience.

We understand that it is easy for a family with sufficient resources to shop for high quality local produce at our farmers' markets, and that it is much more difficult for families who are struggling financially. So many local families found themselves suddenly facing unemployment and financial uncertainty this year, making CalFresh even more significantly valuable than ever before. We appreciate the value of the Market Match



incentive program and of making it easy for customers to use their CalFresh benefits at the market. It is extremely rewarding to be part of a program that helps families in need access the highest quality fresh and local produce. Our entire staff and all of our farmer members share these sentiments. Our farmers are dedicated to providing the highest quality, fresh and seasonal produce to our community. Our organization's focus on supporting the farmers' efforts and creating successful markets for them to sell their products directly to the community requires that we continue to focus on outreach to new customers and increase the number of community members who shop at the farmers' markets. CalFresh recipients and potentially CalFresh eligible individuals are a target population that we want to reach out to. CalFresh Outreach funding gives us that opportunity.

For more details on impacts of the California Market Match Consortium, please read our 2018 Market Match Impact Report available: [https://marketmatch.org/wp-content/uploads/2018/09/Market-Match-Impact-Report-2018\\_web.pdf](https://marketmatch.org/wp-content/uploads/2018/09/Market-Match-Impact-Report-2018_web.pdf)

**4.** Please describe your organization's capacity to succeed with the proposed project and your plans, if any, for continuing the work after the proposed project is complete.

Our capacity to succeed with these proposed projects is exemplified in the success of our outreach efforts during the last 10 seasons. In 2019 we expanded our program to include all Southern Humboldt farmers' markets and Potawot Community Food Garden in Market Match, which was a huge success and a significant increase in the reach of our efforts. As mentioned, we have streamlined our staff and their work plans, which have significantly improved our efficiency and productivity. Our market management, data collection and accounting software and systems continue to benefit from technological improvements and better efficiency.

CalFresh dollars spent at our farmers' markets have increased significantly each year, and we continue to see higher numbers of new customers using CalFresh at the markets. In 2019 we had 713 new CalFresh shoppers at the markets, and in 2020 we served 680 new CalFresh shoppers. The number of CalFresh recipients shopping at farmers' markets continues to increase even though the programs have existed for so many years. We continue to increase community awareness and understanding of the CalFresh program through our efforts. We have developed a very detailed tracking mechanism that allows us to track CalFresh and Market Match daily totals, number of new and returning customers, as well as redemption rates for our various incentive voucher programs. This translates into useful data reports that are shared with the CMMC, county CalFresh Outreach partners, and with larger data collection efforts nationwide. We have enhanced partnerships and collaboration with local schools, family resource centers, health networks, and other community-based organizations, translating into immeasurable benefits to our organization and the community. NCGA staff is extremely active in networking with other partner organizations through participation in the County Nutrition Action Plan, CalFresh Task Force, Humboldt Food Policy Council, as well as attending all related community meetings.

Our capacity to succeed with this program can also be demonstrated in the critical role NCGA staff have played in the California Market Match Consortium, participating in bi-annual statewide meetings and monthly conference calls in which partners learn best practices, and actively shape policy which will allow healthy foods incentives programs to grow and expand. The most measurable outcome of these efforts was the creation of CNIP and GusNIP, and the recent award of over \$7 million from GusNIP to CNIP to fund Market Match in California is the largest grant thus far. These federal and state programs continue to grow and receive tremendous support. NCGA staff worked closely with the CMMC over the years in an effort to influence decision-makers and urge the creation of such a fund and program. This is a huge success, and the beneficiaries will be the millions of families across the nation who will now also benefit from Market Match type programs. The GusNIP and CNIP Programs are specifically designed to offer incentives to SNAP recipients. NCGA has had great success in working with the GusNIP and CNIP programs, which directly complement the local CalFresh Outreach program we have designed through the support of DHHS in partnership with FFP and ODHC. Support from both GusNIP/CNIP and DHHS is critical to the success of the overall program, as the GusNIP/CNIP program requires a local match for any award given. NCGA satisfies this match requirement with our private, earned income.



We hope to continue our efforts with continued successes and growth in the coming year. CalFresh outreach funding is vital to our ability to support the staff time needed to manage these programs, engage in outreach efforts and field trips, as well as attending networking meetings and collaborating with other community-based organizations. Without CalFresh outreach funding, we plan to continue our efforts with the same goals, however our capacity to reach those goals would be greatly reduced. NCGA has developed a productive partnership with the Department of Health and Human Services, Social Services department and staff and we look forward to continuing to grow this relationship.

Farmers' markets exemplify many components key to maintaining a healthy and active lifestyle. Our CalFresh outreach program and partnership with DHHS provide a unique opportunity to collaborate on a project that addresses all of the CalFresh program goals. Our farmer members and staff members are passionate about the goals of our programs, and the healthy eating and healthy lifestyles goals DHHS promotes. Improving access to healthy, local fresh foods is part of the mission of NCGA and we appreciate the opportunity to work collaboratively to achieve success in this effort.

**B. Which of the CalFresh program goals will you pursue? Check all that apply;**

- ⇒ Assist with CalFresh retention
- ⇒ Assist and facilitate CalFresh applications
- ⇒ Assist and support CalFresh enrollment processes
- ⇒ Provide specialized services to reach populations with low CalFresh Participation Rates
- ⇒ Reduce the stigma associated with the CalFresh program.

**C. Other Funding Sources**

1. What other DHHS funding does your Organization receive, please include any current contracts as well as any pending applications?

NCGA has a current CalFresh Outreach contract with DHHS ending 2-28-2021.

2. What other funding outside of DHHS support the proposed activities?

**CNIP/GusNIP:** NCGA is a subcontractor under the Berkeley Ecology Center's grant for "California Market Match Program" funded through the CA Department of Food and Agriculture "California Nutrition Incentive Program" (CNIP) which also receives a matching federal grant from USDA Office of Farm to Fork "Gus Schumacher Nutrition Incentive Program" (GusNIP). This funding provides administrative support for NCGA's Market Match program as well as the incentive funding to support Market Match incentives, distributed as a match to CalFresh benefits spent at all Humboldt County farmers' markets. \$104,775 secured for 2021.

**Northcoast Regional Land Trust:** Know Your Farmer program received funding support from NCRLT to assist with the cost of supplies, bus transportation and stipends for farmer site hosts. \$2,384 expected for 2021.

**Humboldt Sponsors:** Know Your Farmer program receives funding support from Humboldt Sponsors. \$1000 expected for 2021.

**D. Partnership Request Budget Form and Outreach Estimates Form**

3. Please complete and attach Outreach Estimates using the form included in this packet.
4. A completed Partnership Request Budget Form must be submitted to complete the application.



## Frequently Asked Questions

### **What is a special population?**

A special population is an identified sector of the population that has low enrollment in the CalFresh program. This could be folks who live rurally, students, persons aged over 65, ESL customers or any number of other groups that have barriers to program access.

### **My agency does not have the ability to do application assistance or retention assistance. We do provide CalFresh brochures to our participants. Can we still get funding for our program?**

Everyone is welcome to apply. In order to ensure ongoing funding is properly used and continues to be available, priority will be given to agencies able to complete the identified focus. We provide outreach materials like flyers to any agency, even if they are not contracted to provide services.

### **If I assist someone in applying for CalFresh and give them educational materials about the program, can I count them in multiple categories on reports?**

Yes. They could count in the materials distributed category for the materials handed out and the application assisted category as well. The important thing to remember is that everyone tracks their numbers differently and may have different ideas about what counts in one area versus another when completing reports. Explain how you do it in the narrative and you will have ensured you properly reported.

### **Can I use this grant money to buy food for my program?**

Consumables are part of the potential items that can be included in your budget. This is not a grant, and the funds are paid through a reimbursement process for services contracted in a legally binding agreement between your agency and DHHS. Food purchases included in the contract budget and approved by DHHS are billable.

### **CalFresh Outreach funds are special funding for outreach separate from EBT benefits, right?**

CalFresh outreach funding is actually from the same fund as CalFresh benefits. CalFresh Food pays for the benefits on the customers EBT card, the staff that administers these benefits and the outreach contracts. These funds are not unlimited and the EBT benefits are the highest priority as far as the spending goes. After benefits, money is used to pay for the administration of the program. CalFresh Outreach funds are the last priority of this funding. It is an important priority of our agency to ensure we continue to contract for outreach and provide these funds to our partners. The outreach services partner agencies perform is very important in reducing food insecurity in our community.

### **My staff does some CalFresh activities, can I have their pay included on my contract budget?**

The personnel cost that is included in the budget for this agreement should be for the portion of work that is directly tied to CalFresh outreach activities contracted by DHHS to be completed by your agency. Example: Let's say a staff member's primary duties is to assist customers in finding housing. During a 40 hour work week they spend an hour everyday reviewing CalFresh with customers and helping them access or keep their benefits with DHHS. This would mean that 5 hours of work in the 40 hour work week could be covered by this contract. Clearly explaining the FTE for a position and backing up the amount you are requesting with information about the quantity of time spent on CalFresh outreach activities versus regular duties will help to ensure it can be included in the contract.

## Humboldt County CalFresh Outreach Outreach Estimates Form

To the extent possible, please provide estimates of the numbers you hope to reach with the CalFresh messages and activities outlined below. For example, if you plan to host a senior lunch and distribute CalFresh program material to 100 participants, you might enter 100 in the total column for number 7 and 8.

*Use this section to tell us the number of people that will participate in your activities.  
Number of participants or recipients of the following.*

<b>Enrollment and Retention Activities</b>	<b>Total</b>
1. Applications provided/handed out (i.e. physically handed customer an app, directed them to C4Yourself, GetCalFresh, directed them to Social Services Office, etc.).	15,000
2. Applications assisted (i.e. the number of applications a staff member assisted customers w/ completing, staff faxed in application, etc.).	1000
3. Retention assisted (examples of this could include assisting customers to complete their Semi-Annual Report (SAR7), their Annual Recertification (RE), interpreting their Notice of Action (NOA), assist with collecting necessary verifications etc.).	550
4. Retention referrals completed (examples of this type of assistance would be prompting customer already receiving CalFresh to contact Social Services and update county records for address changes, benefit questions etc.)	150
5. DHHS visits assisted. Discuss how your organization is able to help (i.e. staff drove them, a bus pass was provided, accompanied for interview, etc.).	NA
6. CalFresh educational materials distributed, benefits/requirements presented/ provided.	100,000
7. Specialized services to reach populations with low CalFresh participation rates. (Specialized populations are groups for which there are significant barriers to program participation, such as those who live in remote areas or have no transportation etc.)	450

*Please use this section to tell us the Media messages you plan to deliver.*

<b>Information Dissemination/Publications/Media</b>	<b>Total</b>
8. Number of possible readers of print media or articles.	100,000
9. Number of possible viewers/listeners of non-print broadcast media.*	100,000
10. Number of possible readers of newsletter articles, client mailers or fliers, or other agency publications.	100,000
11. Web content visits (specifically CalFresh).	50,000

\*Note: Currently no television, radio or billboard advertising is permitted with CalFresh funds. Please check with DHHS if you would like to propose mass media promotion of CalFresh.

*Use this section to describe each special population you will serve.*

<b>Special populations</b>	<b>Total</b>
We serve individuals who may not feel comfortable applying for CalFresh <sup>SEP</sup> , because of a distrust in government; those who lack transportation to get to a DHHS office; homeless individuals who have no telephone number; those who prioritize local foods in their diets; the Spanish speaking population; students and youth; seniors. Through our established SSI Market Match program NCGA has been uniquely suited to help bring SSI recipients into the CalFresh program. Farmers' Markets are open-air and follow strict Covid safety protocols making them a safer shopping experience for medically vulnerable and elderly individuals.	1500



# Humboldt County CalFresh Outreach Partnership Request Budget Form

Please use this form to submit a project budget. For major expenses be specific. For personnel, include a description of your salary calculation and a brief description of duties/tasks covered by this budget. Descriptions of each budget category are provided below.

*Descriptions here*

*Amounts Here*

<b>A. Personnel Costs</b>	
<b>Title: NCGA Director/Project Manager</b> <b>Salary Calculation: 1 staff person @ \$32/hr. x 3 hrs/week x 50 weeks</b> <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets and throughout the community; attending community events, and CalFresh outreach partner meetings; financial oversight, grant management, reporting and invoicing	\$ 4,800
<b>Title: NCGA Director of Market Operations</b> <b>Salary Calculation: 1 staff person @ \$28/hr. x 12 hrs./week x 50 weeks</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$ 16,800
<b>Title: NCGA Director of Programs</b> <b>Salary Calculation: 1 staff person, @ \$23/hour x 10 hours/week x 50 weeks</b> <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets and throughout the community; attending community events, and CalFresh outreach partnership, project oversight, data collection, reporting and invoicing	\$11,500
<b>Title: Market Manager/Outreach and Harvest Box Coordinator</b> <b>Fortuna and McKinleyville (June-October) and Arcata Plaza Markets, (year-round)</b> <b>\$19/hr. 12 hours per week x 50 weeks</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$11,400
<b>Title: Market Manager (Old Town, Friday Night and Henderson Center Farmers' Markets, June-October)</b> <b>\$17.50/hr. 3 hrs./market x 66 seasonal markets</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$3,465
<b>Title: Market Manager (Garberville Market, May-November)</b> <b>\$16/hr. 3 hrs./market x 28 seasonal markets</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$1,344
<b>Title: Market Manager (Willow Creek), June-September</b> <b>\$16/hr. 3 hrs./market x 18 seasonal markets</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$864
<b>Title: Market Manager (Shelter Cove), June-October</b> <b>\$15/hr. 2 hrs./market x 22 seasonal markets</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$660
<b>Title: Market Manager (Miranda), June-October</b> <b>\$15/hr. 2 hrs./market x 22 seasonal markets</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$660
<b>Title: Assistant Market Manager 3 positions (Arcata Plaza Farmers' Market, April-November)</b> <b>\$16/hr. 4 hrs./market x 32 markets x 3 positions</b> <b>Duties:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	\$ 6,144
	<b>\$ 57,637</b>
<b>B. Operational Costs</b>	

<b>Title:</b> Facilities <b>Description:</b> 10% of Rent (\$500/month)- \$50/month x 12 months= \$600	\$ 600
<b>Title:</b> Mobile Tablets <b>Description:</b> Monthly charge for maintaining 7 mobile tablets used for CalFresh data tracking, 50% of annual total \$2600= \$1300	\$ 1300
<b>Total Operational Costs:</b>	<b>\$ 1900</b>
<b>C. Consumables/Supplies</b>	
<b>Title:</b> Outreach and Promotional Materials <b>Description:</b> Brochures, fliers, mailers, posters, signs, print media, outreach supplies \$5000	\$ 5000
<b>Title:</b> CalFresh Tokens <b>Description:</b> Tokens used as CalFresh benefits at farmers' markets	\$2000
<b>Title:</b> CalFresh Outreach Vouchers <b>Description:</b> For customers pre-screening & applying for CalFresh at farmers' markets	\$ 10,000
<b>Title:</b> <b>Description:</b>	\$
<b>Total Consumable/Supplies:</b>	<b>\$ 17,000</b>
<b>D. Transportation/Travel</b>	
<b>Title:</b> <b>Description:</b>	\$
<b>Title:</b> <b>Description:</b>	\$
<b>Total Transportation/Travel:</b>	<b>\$</b>
<b>E. Other Costs</b>	
<b>Title:</b> <b>Description:</b>	\$
<b>Title:</b> <b>Description:</b>	\$
<b>Total Other Costs:</b>	<b>\$</b>
<b>Total :</b>	<b>\$ 76,537</b>

**Personnel:** Include all employee costs, but not independent contractors. List each employee type separately. Examples of calculations are: 15% of \$2,000/mo. X 6 months; 20 hrs X \$15/hr X 52 weeks + benefits.

**Operational:** Include all direct expenses for the project, except consumable supplies and travel. Include such things as rent, office supplies, postage, paper, communications, equipment, contract labor or services. Please list each type of cost separately.

**Consumables:** Includes items that will be used-up/consumed by participants or staff--food, meal or meeting supplies, etc.

**Transportation:** Vehicle purchase or rental costs, employee per-mile reimbursements and other travel-related expenses.

**Other:** Indirect expenses for the project such as overhead or administrative costs. Includes anything not already covered in the budget categories above. List each expense separately.

**Overhead and administrative costs** may not exceed 10% of the total modified total costs, per OMB Federal Guidance.



**EXHIBIT C**  
**CALFRESH OUTREACH BUDGET**  
North Coast Growers' Association  
For Fiscal Years 2020-2021 through 2021-2022

*Descriptions here*

*Amounts Here*

<b>A. Personnel Costs</b> (Note: due to low activity for 1 <sup>st</sup> half of grant FTE% does not track)	
<b>Title: Director/Project Manager</b> <b>Salary Calculation:</b> \$32/hr x 3 hrs/week x 50 wks <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets and throughout the community; attending community events, and CalFresh outreach partner meetings; financial oversight, grant management, reporting and invoicing	<b>\$4,800.00</b>
<b>Title: Director of Market Operations</b> <b>Salary Calculation:</b> \$28/hr x 12 hrs/wk x 50 wks <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting fieldtrips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$16,800.00</b>
<b>Title: Director of Programs</b> <b>Salary Calculation:</b> \$23/hr x 10 hrs/wk x 50 wks <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets and throughout the community; attending community events, and CalFresh outreach partnership, project oversight, data collection, reporting and invoicing	<b>\$11,500.00</b>
<b>Title: Market Manager/Outreach and Harvest Box Coordinator Fortuna and McKinleyville (June-October) and Arcata Plaza Markets (year round)</b> <b>Salary Calculation:</b> \$19/hr x 12 hrs/wk x 50 wks <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$11,400.00</b>
<b>Title: Market Manager (Old Town, Friday Night and Henderson Center Farmers' Markets, June – October)</b> <b>Salary Calculation:</b> \$17.50/hr x 3 hrs/wk x 66 seasonal markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$3,465.00</b>
<b>Title: Market Manager (Garberville Market May – November)</b> <b>Salary Calculation:</b> \$16/hr x 3 hrs/market x 28 seasonal markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$1,344.00</b>
<b>Title: Market Manager (Willow Creek, June – September)</b> <b>Salary Calculation:</b> \$16/hr x 3 hrs/market x 18 seasonal markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$864.00</b>
<b>Title: Market Manager (Shelter Cove, June – October)</b> <b>Salary Calculation:</b> \$15/hr x 2 hrs/market x 22 seasonal markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$660.00</b>
<b>Title: Market Manager (Miranda, June – October)</b> <b>Salary Calculation:</b> \$15/hr x 2 hrs/market x 22 seasonal markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$660.00</b>
<b>Title: Assistant Market Manager (Arcata Plaza Farmers' Market, April – November)</b> <b>Salary Calculation:</b> 3 staff @ \$16/hr x 4 hrs/market x 32 markets <b>Duties Description:</b> Outreach and promotions to potentially eligible CalFresh individuals, providing nutrition education, gardening, and physical fitness information to children, seniors, and the general population at farmers' markets; conducting field trips; conducting Market Match/CalFresh transactions with customers and redemptions with vendors at farmers' markets	<b>\$6,144.00</b>
<b>Total Personnel Costs:</b>	<b>\$57,637.00</b>
<b>B. Operational Costs</b>	

<b>Title: Facilities</b> <b>Description:</b> 10% of rent (\$500/month) - \$50/month x 12 months	<b>\$600.00</b>
<b>Title: Mobile Tablets</b> <b>Description:</b> Monthly charge for maintaining 7 mobile tablets used for CalFresh data tracking, 50% of annual total of \$2,600.	<b>\$1,300.00</b>
<b>Total Operational Costs:</b>	<b>\$1,900.00</b>
<b>C. Consumables/Supplies</b>	
<b>Title: Outreach and promotional materials</b> <b>Description:</b> Brochures, fliers, mailers, posters, signs, print media, outreach supplies	<b>\$5,000.00</b>
<b>Title: CalFresh Tokens</b> <b>Description:</b> Tokens used as CalFresh benefits at farmers' markets	<b>\$2,000.00</b>
<b>Title: CalFresh Outreach Vouchers</b> <b>Description:</b> For customers pre-screening and applying for CalFresh at farmers' markets	<b>\$10,000.00</b>
<b>Total Consumable/Supplies:</b>	<b>\$17,000.00</b>
<b>D. Transportation/Travel</b>	
<b>Title:</b> <b>Description:</b>	<b>\$0.00</b>
<b>Total Transportation/Travel:</b>	<b>\$0.00</b>
<b>E. Other Costs</b>	
<b>Title: Administrative Cost</b> <b>Description:</b> 10% of direct services	<b>\$0.00</b>
<b>Total Other Costs:</b>	<b>\$0.00</b>
<b>Total:</b>	<b>\$76,537.00</b>

**Personnel:** include all employee costs, but not independent contractors. List each employee type separately. Examples of calculations are: 15% of \$2,000/mo. X 6 months; 20 hrs X \$15/hr X 52 weeks + benefits.

**Operational:** include all direct and indirect expenses for the project, except consumable supplies and travel. Include such things as rent, office supplies, postage, paper, communications, equipment, contract labor or services, and overhead or administrative costs. Please list each type of cost separately.

**Consumables:** includes items that will be used-up/consumed by participants or staff - food, meal or meeting supplies, etc.

**Transportation:** vehicle purchase or rental costs, employee per-mile reimbursements, and other travel-related expenses.

**Other:** includes anything not already covered in the budget categories above. List each expense separately.

**Overhead and administrative costs** may not exceed 10% of the total modified total costs, per OMB Federal Guidance.

Any shift of funds to or from the personnel category must be approved in writing by County. Contractor may shift up to 20% of budgeted amounts between all other budget categories without prior written approval by County.



**EXHIBIT D**  
**CALFRESH OUTREACH INVOICING GUIDELINES**  
 North Coast Growers' Association  
 For Fiscal Years 2020-2021 through 2021-2022

CONTRACTOR shall prepare and submit all quarterly and final invoices and invoice summaries in accordance with the following invoicing guidelines in order to ensure compliance with any and all applicable local, state and federal laws, regulations and standards.

1. INVOICING SCHEDULE:

Quarterly invoices and invoice summaries are due within thirty (30) days after the expiration of each quarter in which this Agreement is active. Final invoices and invoice summaries are due within thirty (30) days following the expiration or termination date of this Agreement. The following table includes the expiration dates of each applicable quarter as well as the due dates for all quarterly and final invoices and invoice summaries submitted pursuant to the terms and conditions of this Agreement.

Quarter*	Dates Included	Date Invoices Due to DHHS
1	July 1 through September 30	October 31
2	October 1 through December 31	January 31
3	January 1 through March 31	April 30
4	April 1 through June 30	July 31
Final invoice	Entire Agreement term	Thirty (30) days after expiration or termination

\*Note: Contractors who are providing services pursuant to the terms and conditions of an agreement with a maximum amount payable of Fifteen Thousand Dollars (\$15,000.00) or less shall only be required to submit a final invoice and invoice summary.

2. BACKUP DOCUMENTATION:

Backup documentation, including, without limitation, payroll records, receipts, bills and invoices, are not required to be submitted with quarterly or final invoices or invoice summaries unless requested by COUNTY.

**EXHIBIT E**  
**CALFRESH OUTREACH INVOICE WORKSHEET AND SUMMARY FORM**  
 North Coast Growers' Association  
 For Fiscal Years 2020-2021 through 2021-2022

Exhibit E

CalFresh Outreach Itemized Invoice Worksheet

Invoice Date:   
 Invoice Type: \_\_\_\_\_

Contract Term: \_\_\_\_\_  
 Invoice Period:

Descriptions:	Invoice Amounts	Previous Invoice Totals	Approved Budget	Remaining Balance
<b>A. Personnel Costs</b>				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
Title:				
Salary Calculation:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
<b>Total Personnel:</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>B. Operational Costs (Rent, Utilities, Phones, etc)</b>				
Title:				
Description:	\$0.00	\$0.00	\$0.00	\$0.00
Title:				
Description:	\$0.00	\$0.00	\$0.00	\$0.00
Title:				
Description:	\$0.00	\$0.00	\$0.00	\$0.00
Title:				
Description:	\$0.00	\$0.00	\$0.00	\$0.00
Title:				
Description:	\$0.00	\$0.00	\$0.00	\$0.00
Duties Description:				
<b>Total Operating Costs:</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>C. Consumables/Supplies (Supplies and Consumables should be separate)</b>				
	Invoice Amounts	Previous Invoice Totals	Approved Budget	Remaining Balance





**EXHIBIT F**  
**CALFRESH OUTREACH REPORTING GUIDELINES**  
 North Coast Growers' Association  
 For Fiscal Years 2020-2021 through 2021-2022

CONTRACTOR shall prepare and submit all quarterly and final project reports in accordance with the following reporting guidelines in order to ensure compliance with any and all applicable local, state and federal laws, regulations and standards.

1. REPORTING SCHEDULE:

Quarterly project reports are due within thirty (30) days after the expiration of each quarter in which this Agreement is active. Final project reports are due within thirty (30) days following the expiration or termination date of this Agreement. The following table includes the expiration dates of each applicable quarter as well as the due dates for all quarterly and final project reports submitted pursuant to the terms and conditions of this Agreement.

Quarter*	Dates Included	Date Invoices Due to DHHS
1	July 1 through September 30	October 31
2	October 1 through December 31	January 31
3	January 1 through March 31	April 30
4	April 1 through June 30	July 31
Final invoice	Entire Agreement term	Thirty (30) days after expiration or termination

\*Note: Contractors who are providing services pursuant to the terms and conditions of an agreement with a maximum amount payable of Ten Thousand Dollars (\$10,000.00) or less shall only be required to submit a final project report.

2. QUARTERLY REPORT NARRATIVE:

Quarterly report narratives should include, at a minimum, all of the following:

- A detailed description of the community outreach services that were provided pursuant to the terms and conditions of this Agreement.
- A detailed description of how the community outreach services that were provided pursuant to the terms and conditions of this Agreement support the CalFresh program.
- A detailed description of how the figures listed in each section of the report were calculated.
- A detailed description of how the community outreach services that were provided pursuant to the terms and conditions of this Agreement reached the intended populations.
- A detailed description of how the recipients of the community outreach services that were provided pursuant to the terms and conditions of this Agreement were benefitted.
- A detailed description of how the community outreach services that were provided pursuant to the terms and conditions of this Agreement produced the intended results.
- A detailed description of any unintended outcomes that resulted from the community outreach services that were provided pursuant to the terms and conditions of this Agreement.

////



- A detailed description of the value of the outcomes that resulted from of the community outreach services that were provided pursuant to the terms and conditions of this Agreement.

2. FINAL REPORT NARRATIVE:

Final report narratives should include, at a minimum, all of the following:

- Process Evaluation:
  - A detailed description of whether the community outreach services provided pursuant to the terms and conditions of this Agreement were of the right quality and content to support the CalFresh program.
  - A detailed description of how many people received the community outreach services provided pursuant to the terms and conditions of this Agreement.
  - A detailed description of how many people received CalFresh benefits as a result of the community outreach services provided pursuant to the terms and conditions of this Agreement.
  - A detailed description of how the community outreach services that were provided pursuant to the terms and conditions of this Agreement reached the intended populations.
  - A detailed description of how the recipients of the community outreach services that were provided pursuant to the terms and conditions of this Agreement were benefitted.
- Outcome Evaluation:
  - A detailed description of how the community outreach services that were provided pursuant to the terms and conditions of this Agreement produced the intended results.
  - A detailed description of any unintended outcomes that resulted from the community outreach services that were provided pursuant to the terms and conditions of this Agreement.
  - A detailed description of any and all short term, intermediate and long term benefits that resulted from the community outreach services that were provided pursuant to the terms and conditions of this Agreement.
  - A detailed description of the effectiveness and efficiency of the community outreach services that were provided pursuant to the terms and conditions of this Agreement.
  - A detailed description of how the outcomes that resulted from the community outreach services that were provided pursuant to the terms and conditions of this Agreement were worth the resources invested in the program.
  - A detailed description of what your organization could have done differently to support the CalFresh program and how you organization is prepared to make such changes, if applicable.

**EXHIBIT G**  
**CALFRESH OUTREACH QUARTERLY PROJECT REPORT FORM**  
 North Coast Growers' Association  
 For Fiscal Years 2020-2021 through 2021-2022



**Outreach Contract Quarterly Report Form  
 2020-21**

CalFresh Outreach partnership contracts are an opportunity for community-based organizations and the Humboldt County Department of Health & Human Services (DHHS) to work together to improve the health of our community. As part of the contract agreement, reports must be completed and submitted to track progress and activities.

**Due dates: Quarterly reports are based on DHHS fiscal year quarters, regardless of when an agency's contract begins or ends.** The table below shows each fiscal year quarter and the report due dates. If the total agreement amount is \$15,000 or less you are only required to submit a Final Summary Report.

Quarter	Dates Included	Date Report Due to DHHS
1	July 1 through September 30	October 31
2	October 1 through December 31	January 31
3	January 1 through March 31	April 30
4	April 1 through June 30	July 31
Final Summary Report	Based on contract term	One month after term end

**Submission of reports:**

All reports are sent to **both** CalFresh Outreach and the DHHS Contract Unit at the following addresses:

[CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us)  
[DHHS-ContractUnit@co.humboldt.ca.us](mailto:DHHS-ContractUnit@co.humboldt.ca.us)

Or by mail to: Humboldt County DHHS – Social Services  
 Attention: Apollonia Coan, Staff Services Analyst  
 929 Koster St.  
 Eureka, CA 95501

**Report Narrative:**

Use the narrative section to explain the Outreach Activities your organization completed or participated in. Remember to talk about both processes and outcomes whenever possible.

**Some questions to consider when completing the narrative sections of the report:**

- How did the programs/services support CalFresh Outreach?
- How did you track or calculate the number of individuals your organization is reported to have reached? There is no one way to accomplish this and each agency is different.
- Did the programs/services reach the populations it was intended to reach, and were the participants satisfied?
- What were the program results, and did the program produce the intended changes? Unintended changes?
- Was the value of the outcomes achieved worth the resources invested in the program?

////



**Need help?**

Please email [CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us) or call Appolonia Coan at 707-476-4760 if you need any assistance.



# Humboldt County CalFresh Outreach Partnership Quarterly Report Form

Organization Name: \_\_\_\_\_

Please Check Applicable Report Cycle (please do not edit cycle information):

- Quarter 1 (July 1-Sept. 30) Due October 31
- Quarter 2 (Oct. 1- Dec. 31) Due January 31
- Quarter 3 (Jan. 1 – March 31) Due April 30
- Quarter 4 (April 1- June 30) Due July 31

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Instructions:** Enter the numbers of people you reached or served in the tables below, being careful not to duplicate counts.

**A. Enrollment Activities and Support:**

Use this section to tell us the number of people who participated in your enrollment activities.

Number of participants:	Total
1. <b>Applications provided/handed out.</b> Provide details in the Narrative Section below. *i.e. the number of applications physically handed to customers, number of households that were directed to GetCalFresh/C4Yourself.	
2. <b>Applications assisted.</b> Provide details in the Narrative Section below. *i.e. Staff member assisted customer w/ completing application, staff faxed in application, etc. Count the number of applications assisted.	
<b>Retention referrals.</b> Assisted or referred a customer who already receives CalFresh benefits in contacting Social Services to ensure their benefits continue.	
3. <b>Retention assisted.</b> Provide details in the Narrative Section below. *Examples: assisting customer to complete their Semi-Annual Report (SAR7), Annual Re-Certification (RE), interpreting their Notice of Action (NOA), assist with collecting verifications, prompting they contact the county about household changes, etc.	
4. <b>DHHS visit assisted.</b> Discuss how your organization was able to help in the Narrative Section below. *i.e. Staff drove them, a bus pass was provided, etc.	
5. <b>Specialized services</b> to reach populations with low CalFresh participation rates discuss these services in the Narrative Section below. *This could be focused efforts to enroll people who are rurally located, experiencing homelessness, under employed, tribe members, disabled, seniors, students or other specific population.	

**Enrollment Activities and Support Narrative:** Please use this space to provide specifics of the Enrollment Activities and Support that your organization has completed over the last quarter.

**B. Positive Messaging of CalFresh:**

Use this section to tell us the number of people who participated in your CalFresh-linked projects intended to destigmatize benefits.

Number of participants or recipients of the following:	Total
7. Educational materials distributed or provided: Provide details in the Narrative Section below.	
8. Educational activities, involvement, or demonstrations (gardening/ exercise/ cooking) provided: Provide details in the Narrative Section below	

**Positive Messaging of CalFresh Narrative:** Please use this space to provide specifics of how your organization used positive messaging and activities to link benefits to a healthy lifestyle and destigmatize CalFresh over the last quarter. Make sure you explain how these activities engage participants and connect them to opportunities to enroll in CalFresh or receive assistance maintaining enrollment in CalFresh.

**C. Media:**

Use this section to identify the number of CalFresh linked messages you delivered through media, including newsletters, websites and posters. Please remember all content must be reviewed by DHHS Media prior to being issued.

Number of messages delivered through media:	Total
9. Number of possible readers of print media or articles: Provide details in the Narrative Section below.	
10. Number of possible viewers/listeners of non-print broadcast media: Provide details in the Narrative Section below.	
11. Number of possible readers of newsletter articles, client mailers or flyers, or other agency publications: Provide details in the Narrative Section below.	
12. Web content visits (specifically CalFresh): Provide details in the Narrative Section below.	

**Media Narrative:** Please use this space to provide specifics of the messaging delivered through media that your organization has completed over the last quarter.

**D. Closing Narrative:**

Provide a story or comment specifically related to your organization/project’s CalFresh Outreach activities over the past quarter. This can include, but is not limited to, success stories or your customers overcoming obstacles to maintain their benefits and access CalFresh; challenges you or your organization have overcome to better provide CalFresh Outreach or events that highlighted your agency’s strength as a DHHS partner.

**Frequently Asked Questions**

**My agency’s contract start and end dates do not align with the fiscal year. How do I know what quarterly report I am on and when the report is due?**

The quarterly report cycle for CalFresh Outreach contracts is set by the DHHS fiscal year regardless of when a contract begins or terminates. If you had an active contract during any of the months listed on the cycle information at the top of this form, then you complete the applicable report. Example: if your agency had one contract stop in February and a new contract start in March, your Quarter 3 report would be due April 30<sup>th</sup> and would include data from the first contract for January through February as well as data from the new contract for March. See Exhibit F – CalFresh Outreach Reporting Guidelines in your executed contract for more information.

**What is a special population?**

A special population is an identified sector of the population that has low enrollment in the CalFresh program. This could be folks who live rurally, students, persons aged over 65, ESL customers or any number of other groups that have barriers to program access.



**How do I make sure I am not duplicating counts?**

Many times people will receive multiple handouts from your agency, or you will assist multiple people in a household. If you explain how you count in the narrative section, you will be making sure your data is clear and will not need to worry about duplicating counts in error. Here is an example: if you provided an application to a family of five, this would be entered as "1" for applications provided not as "5" for each person in the home. This is because you provided one application to the household.

**If I assist someone in applying for CalFresh and give them educational materials, can I count them in multiple categories on reports?**

Yes. They could count in the materials distributed category and the application assisted category. The important thing to remember is that everyone tracks their numbers differently and may have different ideas about what counts in one area versus another when completing reports. Explain how your agency does it in the narrative and you will have ensured you properly reported.

**Where do I put how many meals or food bags were distributed?**

This section has been removed from our report tracking to align with the current focus for these agreements. You can include any important information about food distribution performed by your agency in the narrative for Section B. Positive Messaging.

**My agency is reusing print media developed previously that DHHS Media already approved. Does DHHS Media need to review it again?**

Please send it through again. Anything that will be distributed with CalFresh messaging needs to go through DHHS Media for approval. If it was approved in the past there might be something that needs to be updated. CalFresh recently rebranded and it is important that we use current logos and information.

**My report might be late due to circumstances outside my control. What do I do?**

Please email [CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us) with the reason for the delay and the expected date the report will be submitted. This allows for a record of why the delay occurred if it is ever questioned.

**EXHIBIT H  
CALFRESH OUTREACH FINAL PROJECT REPORT FORM**

North Coast Growers' Association  
For Fiscal Years 2020-2021 through 2021-2022



**Outreach Contract Final Report Form  
2020-21**

Use the attached Final Summary Report Form to tell DHHS about your project and to share your ideas for improvement. **Need help?** If you are unsure about when your reports are due, please refer to item 2 (Term) in your contract. If you are still unsure or you would like help with anything else, please call Appolonia Coan at 707-476-4760.

**Due date:**

**The Final Summary Report is due one month after completion of the contract term.** This report is required even if you are required to submit a quarterly report on the same date. Agreements for \$15,000 or less are only required to submit a Final Summary Report.

Report	Dates Included	Date Report Due to DHHS
Final Summary Report	Entire contract term	One month after term end

**Submission of Report:**

The Final Report should be sent to **both** CalFresh Outreach and the DHHS Contract Unit at the following addresses:

[CalFreshOutreach@co.humboldt.ca.us](mailto:CalFreshOutreach@co.humboldt.ca.us)  
[DHHS-ContractUnit@co.humboldt.ca.us](mailto:DHHS-ContractUnit@co.humboldt.ca.us)

Or by mail to: Humboldt County DHHS – Social Services  
Attention: Appolonia Coan, Staff Services Analyst  
929 Koster St.  
Eureka, CA 95501

**Report:**

In your narrative, please remember to talk about both processes and outcomes when possible.

Process evaluation attempts to answer these types of questions:

- Were the programs/services of the right quality and content to support CalFresh Outreach?
- How many individuals did you help either receive or maintain CalFresh benefits?
- Did the program reach the population that it was intended to reach? Participant count in total?
- Are those who participated satisfied with the program?

Outcome evaluation focuses on answers to these types of questions:

- What were the program results and did the program produce the intended changes? Unintended changes?
- At what level were changes sought and accomplished—short term, intermediate or long term?
- How did the programs results compare in terms of effectiveness and efficiency, and was the outcome achieved worth the resources invested in the program?



- As your contract comes to an end, discuss what your organization could have done differently to better support CalFresh Outreach? If you are planning on continuing this program, how has your organization prepared to make these changes?

## Humboldt County CalFresh Outreach Partnership Final Summary Report Form



Due one month after term end

Organization Name: \_\_\_\_\_ Report Due Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please attach a narrative report (a maximum of four pages, exclusive of attachments) addressing the items outlined in the sections below. If you also have a Quarterly Report due it will need to be submitted as well for the months it covered, even if you are including those months in this final report. You may attach any other relevant materials or reports. *If you have evaluation materials that document outcomes and impacts of your work, feel free to attach them in lieu of answering any question they would address.*

### A. Results/Outcomes

1. Describe the grant activities and events completed to provide application assistance and referrals, as well as benefit retention assistance. What were some successes? Were there barriers?
2. What difference did this grant make for the area and population you are serving? Please discuss evidence of effect (e.g., satisfaction survey results, pre- and post-test results, community indicators, outcomes, etc.). Please define the unique area and population you serve, and any interagency work you do with other organizations.
3. Discuss any activities you completed to reduce stigma and encourage the use of CalFresh benefits. This may include events and activities, such as cooking demonstrations and community garden programs, to educate participants. Clearly include how you linked CalFresh to these projects.
4. Describe any unanticipated results, positive and negative, not already described above.

### B. Lessons Learned

5. Describe what you learned based on the results/outcomes you reported in Section A above and what, if any, programmatic or organizational changes you will make based on your results/outcomes.
6. Describe the materials, messages, or tools you used, if and how you modified them to fit your audience, and how you would improve them further. Are there other tools you need?

### C. Future Plans

7. If you will be continuing this program, what are your plans for sustaining or expanding the program?
8. If you have identified areas where increased collaboration between organizations or sectors would lead to increased positive outcomes for your constituents, briefly describe your ideas.

### D. Other Comments

9. Please share with us any other comments or recommendations you would like to make regarding the relationship between DHHS CalFresh Outreach and your organization.

10. Please share anything else relating to your CalFresh Outreach efforts that you would like us to know about.

### **Frequently Asked Questions**

#### **My agency's contract end date aligns with one of the quarterly report end dates. Do I need to submit both?**

Yes. The Final Report is tied to the end date of the specific contract and must be provided. The Quarterly reports cover the months specified on that form and are due regardless of when a contract begins or ends for all months an agency had an active contract for an amount over \$15,000. This means both reports may be required at the same time if the contract termination date happens to align with quarterly reporting timeframes.

#### **Do we need to include pictures or other documentation of our program?**

It is not required that you provide additional items regarding your program. You can provide them if you would like to. Items like surveys or program pictures can be included if you wish. If you are looking to include something like program or event surveys, please summarize the information in them instead of submitting participant originals.

#### **My agency had a small contract for \$15,000 or less, do we submit a final report?**

Yes. All agencies must submit a final report summarizing their program's experience over the course of their agreement regardless of contract amount.