



COUNTY OF HUMBOLDT

For the meeting of: 6/29/2021

File #: 21-787

To: Board of Supervisors

From: DHHS: Social Services

Agenda Section: Consent

SUBJECT:

Signature Authorization for Professional Services Agreements with Various Community-Based Organizations Regarding the Provision of Community Outreach and Support Services Related to the CalFresh Program

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve the attached professional services agreement template regarding the provision of community outreach and support services related to the CalFresh Program;
2. Authorize the Department of Health and Human Services - Social Services Director, or a designee thereof, to execute individual agreements with various community-based organizations regarding the provision of community outreach and support services related to the CalFresh program that are substantially similar to the attached professional services agreement template, and any and all subsequent amendments thereto, after review and approval by County Counsel, Risk Management and the County Administrative Office; and
3. Direct the Clerk of the Board to return one fully executed certified copy of the board order related to this item to the Department of Health and Human Services - Contract Unit.

SOURCE OF FUNDING:

Social Services Fund (1160)

DISCUSSION:

The California Department of Social Services (CDSS) administers all United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP) funds. Focusing on the important role SNAP plays in access to nutrition and the relation of nutrition to overall wellness, CDSS renamed and re-branded food stamps as CalFresh in California. Beyond the name and image changes, CDSS also made significant program changes to increase CalFresh use by reducing enrollment and retention barriers.

USDA and CDSS continue to encourage counties to work with community partners to help reach and inform community members who might be eligible for CalFresh benefits. Many low-income individuals and families continue to lack awareness of the program and do not apply for CalFresh

benefits. Many others are not aware of program changes that can make it easier for them to receive CalFresh benefits.

In addition to outreach, CDSS has also focused on enrollment assistance and retention in order to achieve program success. Approximately half of all CalFresh applications are denied each month, largely due to missed interviews and missing verification documents. Similarly, each month a number of beneficiaries fall off the program and do not resolve the discontinuance despite still needing assistance feeding their family and being within the income limits for CalFresh.

As part of its CalFresh outreach and retention program, the Humboldt County Department of Health and Human Services - Social Services (DHHS - Social Services) partners with local community-based organizations in order to expand CalFresh outreach, enrollment assistance and retention activities. DHHS - Social Services currently engages with approximately 20 to thirty 30 local community-based organizations to assist with these activities each fiscal year.

The attached professional services agreement template will allow DHHS - Social Services to continue working with various community-based organizations regarding the provision of community outreach and support services that are designed to increase the utilization of the CalFresh program by eligible households, raise awareness of the nutrition benefits of the CalFresh program, promote healthy food choices, reduce hunger amongst vulnerable populations within Humboldt County and help dispel program myths and misperceptions.

Accordingly, DHHS - Social Services recommends that the Board approve the attached professional services agreement template regarding the provision of community outreach and support services related to the CalFresh program. It is also recommended that the Board authorize the DHHS - Social Services Director, or a designee thereof, to execute individual agreements with various community-based organizations regarding the provision of community outreach and support services related to the CalFresh program that are substantially similar to the attached professional services agreement template, and any and all subsequent amendments thereto, after review and approval by County Counsel, Risk Management and the County Administrative Office, in order to avoid any unnecessary delays in the provision of needed community outreach and support services.

FINANCIAL IMPACT:

Expenditure appropriations regarding the provision of community outreach and support services related to the Cal-Fresh program have been included in the proposed fiscal year 2021-2022 budget for DHHS - Social Services budget unit 1160-511. Funding for the provision of such community outreach and support services is available through CalFresh revenues received by DHHS - Social Services. As a result, approval of the recommended actions will not impact the Humboldt County General Fund.

STRATEGIC FRAMEWORK:

The recommended actions support the Board of Supervisors' Strategic Framework by protecting vulnerable populations, creating opportunities for improved safety and health, providing community-appropriate levels of services and facilitating public/private partnerships to avoid problems.

OTHER AGENCY INVOLVEMENT:

None

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board may choose not to approve the attached professional services agreement template regarding the provision of community outreach and support services related to the CalFresh program. However, this alternative is not recommended since it will limit DHHS - Social Services' ability to increase CalFresh participation and thereby improve the health and economic stability of children, families and other individuals in Humboldt County.

ATTACHMENTS:

1. Professional Services Agreement Template Regarding the Provision of Community Outreach and Support Services Related to the CalFresh Program

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-31; C-22; C-14; C-24; C-18; C-40; C-21

Meeting of: 06/24/14; 06/23/15; 04/05/16; 06/27/17; 06/19/18; 06/25/19; 06/23/20

File No.: 14-0471; 15-693; 16-1194; 16-1619; 16-3068; 17-1943; 18-577; 19-903; 20-692