



COUNTY OF HUMBOLDT

For the meeting of: 3/9/2021

File #: 21-234

To: Board of Supervisors

From: DHHS: Social Services

Agenda Section: Consent

SUBJECT:

Professional Services Agreement with the North Coast Growers' Association Regarding the Provision of Community Outreach and Support Services Related to the CalFresh Program

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve, and authorize the Chair of the Board to execute, the attached professional services agreement with the North Coast Growers' Association regarding the provision of community outreach and support services related to the CalFresh program in an amount not to exceed \$76,537 for the period of March 1, 2021 through Feb. 28, 2022;
2. Authorize the Department of Health and Human Services - Social Services Director, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with the North Coast Growers' Association, 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 original copy of the attached professional services agreement with the North Coast Growers' Association to the Department of Health and Human Services - Contract Unit for further processing.

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. 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.

USDA and CDSS have encouraged counties to work with community partners to help reach and

inform community members who might be eligible for CalFresh benefits. Continuing work through outreach partnerships with community-based organizations has led to a significant increase in CalFresh enrollment within Humboldt County and throughout the state.

The North Coast Growers' Association currently operates nine seasonal certified farmers' markets throughout Humboldt County. CalFresh benefits are utilized at many local farmers' markets which encourages the purchasing of local produce, supports our local farms and helps our local agricultural industry remain strong. Market Match is an incentive program offering bonuses to customers who use their CalFresh benefits at the farmers' markets. This valuable program helps increase food security for many at risk Humboldt county residents. As a partner in the statewide California Market Match Consortium, the North Coast Growers' Association actively networks with over 80 other market operators offering Market Match at over 600 farmers' markets in California.

The North Coast Growers' Association has successfully partnered with the Humboldt County Department of Health and Human Services - Social Services (DHHS - Social Services) regarding the provision of CalFresh community outreach and support services over the past 10 years. The CalFresh community outreach and support services provided by the North Coast Growers' Association reach hundreds of vulnerable individuals throughout Humboldt County and are vital to increasing the health and wellbeing of our communities.

The attached professional services agreement will allow the North Coast Growers' Association to continue providing community outreach and support services that are designed to increase 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 seniors and children and help to dispel program myths and misconceptions. It should be noted that the attached professional services agreement with the North Coast Growers' Association comes to the Board after the start date thereof due to inadvertent delays that occurred during the contract development process.

Accordingly, DHHS - Social Services recommends that the Board approve, and authorize the Chair of the Board to execute, the attached professional services agreement with the North Coast Growers' Association regarding the provision of community outreach and support services related to the CalFresh program for the period of March 1, 2021 through Feb. 28, 2022. Staff also recommends that the Board authorize the DHHS - Social Services Director, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with the North Coast Growers' Association, 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:

The attached professional services agreement with the North Coast Growers' Association has a maximum amount payable of \$76,537 for the period of March 1, 2021 through Feb. 28, 2022. However, in the event local, state or federal funding is reduced or eliminated, the County of Humboldt may reduce the above-referenced maximum amount payable or terminate the attached professional services agreement with the North Coast Growers' Association in its entirety.

Expenditure appropriations related to the attached professional services agreement with the North Coast Growers' Association have been included in the approved fiscal year 2020-2021 budget for DHHS - Social Services budget unit 1160-511. Funding for the attached professional services agreement with the North Coast Growers' Association is available through CalFresh revenues received by DHHS - Social Services. As a result, approval of the attached professional services agreement with the North Coast Growers' Association 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 service and facilitating public/private partnerships to solve problems.

OTHER AGENCY INVOLVEMENT:

None

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board may choose not to approve the attached professional services agreement with the North Coast Growers' Association 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 with the North Coast Growers' Association Regarding the Provision of Community Outreach and Support Services Related to the CalFresh Program

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-25; C-17; C-14

Meeting of: 02/26/13; 03/26/19; 03/26/20

File No.: 16-1711; 19-371; 20-352; 21-234