



COUNTY OF HUMBOLDT

For the meeting of: 5/7/2019

File #: 19-507

To: Board of Supervisors

From: DHHS: Social Services

Agenda Section: Consent

SUBJECT:

Agreement with Redwood Community Action Agency (RCAA) to Assist with CalFresh Outreach and Support Activities

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve, and authorize the Chair of the Board to execute, the agreement with Redwood Community Action Agency (RCAA) to assist the Department of Health and Human Services (DHHS) increased utilization of CalFresh benefits by eligible households in an amount not to exceed \$178,006.02; and
2. Direct the Clerk of the Board to route the executed agreement to the DHHS-Contract Unit for forwarding to DHHS-Social Services Administration.

SOURCE OF FUNDING:

Social Services Fund 1160

DISCUSSION:

Redwood Community Action Agency (RCAA) provides a wide range of services to low- and moderate-income residents in Humboldt County, with the long-term goal of empowering individuals to improve their own lives and become self-sufficient. RCAA has partnered with DHHS on CalFresh Outreach over the past 7 years by integrating CalFresh outreach and application assistance into its services and client contacts through its various programs including the North Coast Community Garden Collaborative, Adult and Family Services Division, Energy Services and the Youth Service Bureau.

RCAA serves the target audience that CalFresh seeks to reach. The agency's programs reach tens of thousands of residents as well as families who are provided personalized messages through outreach and education. Additional retention assistance efforts will help hundreds of families retain important nutrition assistance benefits for as long as they are needed. Implemented tools will continue to be used to assess whether messaging and activities are making a difference in their efforts to enroll and retain clients.

With the execution of this agreement, RCAA will assist DHHS in increasing CalFresh utilization by

eligible households as well as provide needed outreach and enrollment while raising the awareness of the nutrition benefits of the CalFresh program; promoting healthy food choices; reducing hunger in seniors and children; and helping to dispel program myths and misperceptions.

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 and continue 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. Partnering with community-based organizations is not only consistent with DHHS's general approach and strategic plan, it is key to DHHS' goal of providing integrated, place-based and holistic services. Continuing work through outreach partnerships with community-based organizations has led to a significant increase in CalFresh enrollment within the county and throughout the state and nation.

Therefore, DHHS recommends that the Board approve and authorize the Chair to execute this agreement and direct the Clerk of the Board to return two executed copies of the agreement to the DHHS-Social Services Administration. This agreement is effective May 1, 2019 through April 30, 2020.

FINANCIAL IMPACT:

The approval of the agreement with RCAA for CalFresh outreach services in the amount of \$178,006.02 for the period of May 1, 2019 through April 30, 2020 will reside in Fund 1160, Budget Unit 511. There is sufficient appropriation to cover the anticipated fiscal year (FY) 2018-19 expenses (estimated to be \$29,667.67); the remainder of \$148,338.35 will be included in the proposed FY 2019-20 budget. There will be no impact to the county's General Fund.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by providing community-appropriate levels of service.

OTHER AGENCY INVOLVEMENT:

None

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board can choose not to approve the agreement for the CalFresh Outreach and Support activities with Redwood Community Action Agency. This is not recommended as the Department of Health and Human Services asserts this funding is important to the goal of increasing CalFresh participation and thereby improving the health and economic stability of children, families and other individuals in

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Humboldt County.

ATTACHMENTS:

1. Agreement with Redwood Community Action Agency to Assist with CalFresh Outreach and Support Activities

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-14; C-8; C-8; C-12

Meeting of: 11/12/13; 12/15/15; 2/14/17; 4/17/18

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