

**PROFESSIONAL SERVICES AGREEMENT  
BY AND BETWEEN  
COUNTY OF HUMBOLDT  
AND  
NORTH COAST GROWERS' ASSOCIATION**

This Agreement, entered into this 26 day of March, 2019, 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 not for profit association, 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 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 such services.

NOW THEREFORE, the parties hereto mutually agree as follows:

1. DESCRIPTION OF SERVICES:

CONTRACTOR agrees to furnish the services described in Exhibit A – Scope of Services and Exhibit B – CalFresh Outreach Proposal, which is attached hereto and incorporated herein by reference. In providing such services, CONTRACTOR agrees to fully cooperate with the DHHS – Social Services Director or designee thereof, hereinafter referred to as "Director."

2. TERM:

This Agreement shall begin on March 1, 2019 and shall remain in full force and effect until February 29, 2020 unless sooner terminated as provided herein.

3. TERMINATION:

A. Breach of Contract. If, in the opinion of COUNTY, CONTRACTOR fails to adequately perform the services required hereunder within the time limits specified herein, or otherwise fails to comply with the terms of this Agreement, or violates any ordinance, regulation or other law applicable to its performance herein, COUNTY may terminate this Agreement immediately, upon notice.

- B. Without Cause. COUNTY may terminate this Agreement without cause upon thirty (30) days advance written notice to CONTRACTOR. Such notice shall state the effective date of the termination.
- C. 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 of any termination of this Agreement, CONTRACTOR shall be entitled to compensation for uncompensated services rendered hereunder through and including the effective date of such termination. However, this provision shall not limit or reduce any damages owing to COUNTY resulting from a breach of this Agreement by CONTRACTOR.

#### 4. COMPENSATION:

- A. Maximum Amount Payable. The maximum amount payable by COUNTY for services rendered, and costs and expenses incurred, pursuant to the terms and conditions of this Agreement is Sixty Thousand Eight Hundred Forty-Nine Dollars (\$60,849.00). 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 for services provided hereunder, or terminate this Agreement as provided herein. Under no circumstances shall the maximum compensation cap exceed the amount of Sixty Thousand Eight Hundred Forty-Nine Dollars (\$60,849.00).
- 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. 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 written authorization from COUNTY. 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 provided for herein shall not be provided by CONTRACTOR, or compensated by COUNTY, without written authorization by COUNTY. All unauthorized costs and expenses incurred above the maximum dollar 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:

Quarterly and Final Invoices. CONTRACTOR shall submit to COUNTY quarterly and final invoices, itemizing all services rendered, 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. Invoices submitted pursuant to the terms and conditions of this Agreement shall be prepared using the COUNTY's standard

CalFresh invoice form, which is attached hereto as Exhibit E – CalFresh Outreach Invoice Worksheet and Summary Form and incorporated herein by reference.

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 COUNTY’s standard CalFresh invoice summary form, which is attached hereto as Exhibit E – CalFresh Outreach Invoice Worksheet and Summary Form and incorporated herein by reference.

- A. Submission of Quarterly and Final Invoices and Invoice Summaries. All quarterly and final invoices and invoice summaries submitted by CONTRACTOR shall be sent to COUNTY at the following address:

COUNTY: Humboldt County DHHS – Social Services  
Attention: Fiscal  
507 F St.  
Eureka, Ca 95501

6. NOTICES:

Any and all notices required to be given pursuant to the terms 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 St.  
Eureka, California 95501

CONTRACTOR: North Coast Growers’ Association  
Attention: Portia Bramble, Executive Director  
PO Box 4232  
Arcata, California 95518

7. REPORTS:

- A. General reporting Requirements. CONTRACTOR agrees to provide COUNTY with any and all reports that may be required by local, state and/or federal agencies for compliance with this Agreement. Reports shall be submitted no later than fifteen (15) days after the end of each calendar quarter 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. Any and all quarterly and final project reports submitted pursuant to terms and conditions of this Agreement shall be prepared using COUNTY’s standard CalFresh quarterly and final report forms, which are attached hereto as Exhibit G – CalFresh Outreach Quarterly Project Report Form and Exhibit H – CalFresh Final Project Report Form and incorporated herein by reference.
- C. Submission of Quarterly and Final Project Reports. All Quarterly and final project reports submitted by CONTRACTOR 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 and any other duly authorized agents of the State of California for a period of three (3) years after the date of final payment thereunder. 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. CONTRACTOR further agrees to allow interviews of any of its employees who might reasonably have information related to such records by COUNTY and any 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, programs or procedures, at any time, as well as the overall operation of CONTRACTOR's programs, 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, programs or procedures are identified by COUNTY. However, COUNTY is not responsible, and will not be held accountable, for overseeing or evaluating the adequacy of the CONTRACTOR's.

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, but not limited to: 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 Laws. The parties acknowledge 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 standards and 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 gender identity and expression, pregnancy, childbirth and related medical conditions), sexual orientation (including heterosexuality, homosexuality and bisexuality), national origin, ancestry, marital status, medical condition (including cancer and genetic characteristics), mental or physical disability (including HIV status and AIDS), political affiliation, military service or any other classifications protected by local, state or federal laws or regulations. 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 gender identity and expression, pregnancy, childbirth and related medical conditions), sexual orientation (including heterosexuality, homosexuality and bisexuality), national origin, ancestry, marital status, medical condition (including cancer and genetic characteristics), mental or physical disability (including HIV status and AIDS), political affiliation, military

service, denial of family care leave or any other classifications protected by local, state or federal laws or regulations. 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 and/or federal laws and regulations, 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 the California Code of Regulations are incorporated into this 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:

By executing this Agreement, CONTRACTOR certifies that it will comply with the requirements of the Drug-Free Workplace Act of 1990 (California Government Code Sections 8350, et seq.) and will provide a drug-free workplace 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 the following:
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 pursuant to the terms and conditions of this Agreement 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 above-referenced requirements may result in suspension of payments under this Agreement and/or termination thereof, and CONTRACTOR may be ineligible for award of future contracts if COUNTY determines that the foregoing certification is false or if CONTRACTOR violates the certification by failing to carry out the above-referenced requirements.

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 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 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 sufficient 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 provided for herein, CONTRACTOR shall, and shall require that all subcontractors hereunder, take out and maintain, throughout the entire period of this Agreement, and any extended term thereof, the following policies of insurance, placed with insurers authorized to do business in the State of California with a current A.M. Best's 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 and 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, but not limited to, 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. Said coverage shall be at least as broad as Insurance Service Offices Form Code 1 (any auto).
3. Workers' Compensation Insurance, as required by the Labor Code of the State of California, 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 and 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 loss or damage to property caused by explosion or resulting from collapse of buildings or structures or damage to property underground, 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 insured's 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 provisions 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 provisions of this Agreement shall not affect 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 or County Counsel. 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 other available remedies under this Agreement, take out the necessary insurance, and CONTRACTOR agrees to pay the cost thereof. COUNTY is also hereby authorized with the discretion to 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 of this Agreement shall be sent to the addresses set forth below in accordance with the notice provisions described 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  
PO Box 4232  
Arcata, California 95518

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, but not limited to, overtime, retirement benefits, leave benefits or workers' compensation. CONTRACTOR shall be solely responsible for the acts or omissions of its agents, officers, employees, assignees and subcontractors.

17. COMPLIANCE WITH APPLICABLE LAWS AND LICENSURE REQUIREMENTS:

CONTRACTOR agrees to comply with any and all local, state and federal laws, regulations, policies and procedures applicable to the services provided pursuant to the terms and conditions of this Agreement. CONTRACTOR further agrees to comply with any and all applicable local, state and federal licensure and certification requirements.

18. PROVISIONS REQUIRED BY LAW:

This Agreement is subject to any additional local, state and federal restrictions, limitations, or conditions that may affect the provisions, terms 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 AND RULES:

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

20. PROTOCOLS:

Both parties recognize 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 Director and CONTRACTOR.

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 or violation of any requirement 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 or any default 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 disbursed to CONTRACTOR which, COUNTY determines were not expended in accordance with the terms 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 during the term of this Agreement upon the mutual consent of both parties. No addition to, or 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 and information for its records. In the event this Agreement is terminated, for any reason whatsoever, CONTRACTOR shall promptly turn over all information, writings and documents pertaining to the services provided hereunder 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 arising hereunder, or 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:

All informational material related to this Agreement shall receive approval from COUNTY prior to being used as advertising or released to the media, including, but not limited to, television, radio, newspapers and internet. CONTRACTOR shall inform COUNTY of 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. All notices required by this provision shall be given to Director.

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 work performed by third parties under subcontracts, whether approved by COUNTY or not.

32. ATTORNEYS' FEES:

If either party shall commence any legal action or proceeding, including an action for declaratory relief, against the other by reason of the alleged failure of the other to perform or keep any provision of this Agreement to be performed or kept, the party prevailing in said action or proceeding shall be entitled to recover court costs and reasonable attorneys' fees, including 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 or proceeding 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:

The duties and obligations of the parties set forth in 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, subsections and paragraphs set forth in this Agreement 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 of such party and without fault or negligence of such party. Such events shall include, without limitation, acts of God, strikes, lockouts, riots, acts of war, epidemics, 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. This Agreement may be executed in one 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 and the same agreement. A signed copy of this Agreement 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 for all purposes.

39. 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.

40. MEANINGFUL USE REGARDING FIXED ASSETS:

All Grantors who acquire fixed assets pursuant to the terms of a DHHS agreement are responsible to ensure that the asset is used for a purpose consistent with the grant. DHHS must approve any changes in utilization of the asset. This term survives termination of the agreement.

41. COUNTERPARTS CLAUSE:

This Agreement may be executed in one 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 and the same agreement. A signed copy of this Agreement 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 for all purposes.


[Signatures on Following Page]

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, ASSISTANT SECRETARY, CHIEF FINANCIAL OFFICER OR TREASURER.

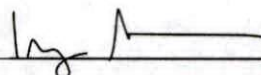
**CONTRACTOR:**

By:  \_\_\_\_\_

Date: 3/7/19

Name: Portia Bramble

Title: Executive Director

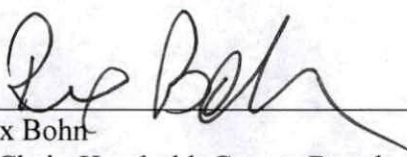
By:  \_\_\_\_\_

Date: 3/7/19

Name: Ivy North


Title: Director of Programs

**COUNTY OF HUMBOLDT:**

By:  \_\_\_\_\_  
Rex Bohm  
Chair, Humboldt County Board of Supervisors

Date: 3/26/19

**INSURANCE AND INDEMNIFICATION REQUIREMENTS APPROVED:**

By:  \_\_\_\_\_  
Risk Analyst

Date: 03/07/2019

**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**

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 Program 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. Provision of informational events and activities, including, without limitation, cooking demonstrations and community garden programs, that are designed to reduce the stigma associated with the CalFresh program and encourage utilization thereof.
5. Provision of healthy foods and guidance on healthy eating, including, without limitation, providing nutritional information and CalFresh outreach materials, to participants in local food and meal programs.
6. 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.
7. Promotion of healthy eating and exercise practices throughout Humboldt County.

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 Program Outreach Proposal, with the CalFresh program.

2. PLACE OF PERFORMANCE:

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



## EXHIBIT B

### CALFRESH OUTREACH PROPOSAL

#### NORTH COAST GROWERS' ASSOCIATION



### CalFresh Outreach Guidelines for Fiscal Year 2018-19

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 health of our community. Funding is available again this year to community-based organizations for outreach, education and application assistance.

The overarching goal of the CalFresh program is to improve the health and well-being of families and individuals in Humboldt County. Reliable access to nutritious food is essential for overall health and is important in the prevention of chronic diseases. The objectives of the outreach program and this funding are to:

- increase awareness of and enrollment in CalFresh,
- reduce barriers to CalFresh enrollment and retention, and
- increase awareness and adoption of healthy food and life choices that improve wellness and prevent chronic disease.

There are still many potentially eligible residents who have not applied for CalFresh benefits and there are many CalFresh participants who do not maintain enrollment. DHHS is focused on increasing CalFresh enrollment and retention and is interested in partnering with community-based organizations willing to join the effort.

DHHS would like to partner with community-based organizations that can help with the following efforts.

- Support enrollment and retention processes with information, pre-screening, direct application and enrollment assistance, and retention assistance.
- Educate community members about CalFresh and program changes.
- Reduce barriers to enrollment, including stigma, fear, language/literacy, and others.
- Reach populations with low CalFresh Participation Rates (such as working families, seniors, persons in recovery, persons with limited literacy or ability to speak/read English, transitional aged foster youth, and the homeless).
- Link CalFresh to access to nutritious food and provide CalFresh-related nutrition information and guidance, including how to shop for and cook with nutritious foods on a budget.

DHHS will consider a partnership request at any time during the fiscal year and the activity time frames for requests do not have to fall completely within the fiscal year. Requests can span fiscal years.

**Application assistance and direct enrollment support is DHHS's highest priority. Priority will be given to proposals that focus on application assistance, intake and enrollment support and retention support.**

A complete partnership request includes a completed FY 2018-19 Partnership Request Form, Outreach Estimates Form, Partnership Request Budget Form, and narrative as outlined on the request form.

Interested? 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 application 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).

## CalFresh Outreach Contractor Guidelines

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 two copies for signatures or, requests two copies via mail. Three copies are necessary if the amount is over \$48,000.	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	For contracts of \$48,000 or less.	Three months
Other	Contracts for more than \$48,000 do not follow this process and require approval by the Board of Supervisors (BOS). Partners are requested to attend the BOS meeting when their contract is reviewed.	Contact the Outreach Coordinator

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.
- Participate in CalFresh Outreach training events.
- Submit all funded media (including advertisements, newsletters, press releases, brochures, etc.) for review 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 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 space and other assistance for the presentation of educational and nutritional events at your facility. These events may be conducted by DHHS or other community partners.
- 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.

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. In general, applicant organizations should be prepared to 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.
- 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.

Administrative indirect and overhead expenses included in project budgets cannot exceed 10% of the total modified total costs, per OMB Federal Guidance.  
Most contracts will be paid on a reimbursement basis.



## Humboldt County CalFresh Outreach FY 2018-19 Partnership Request Form



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

**Contact Name:** Portia Bramble, Executive Director

**Address:** PO Box 4232, Arcata CA 95518

**Phone:** 707-601-2878

**Email:** director@humfarm.org

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

**Expected start date:** 3-1-2019 **and end date:** 2-29-2020

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

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

*1. Please describe the activities and events that will be completed 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 include how you will encourage and assist applications and retention.***

The North Coast Growers' Association (NCGA) is requesting CalFresh Outreach funds for the time period of March 1, 2019 through February 29, 2020. NCGA plans to continue the Market Match CalFresh incentive program into its 8th year with some significant growth in the scope and reach of our program. We plan to expand our efforts to include all farmers' markets in Humboldt County, and to launch our "SSI Recipient CalFresh Enrollment" program where we will assist all SSI recipients who have participated in our SSI Market Match program in enrolling in CalFresh. NCGA is uniquely situated to do this on-boarding as we have a database of local SSI recipients with whom we have developed a close working relationship over the last 3 years. SSI recipients in California will be eligible to receive CalFresh benefits starting in August 2019.

NCGA operates six seasonal Certified farmers' markets- 3 in Eureka, 1 in McKinleyville, 1 in Willow Creek and 1 in Fortuna as well as the Saturday Arcata Plaza farmers' market, which runs year-round. NCGA provides direct support for the Garberville farmers' markets CalFresh and Market Match program through media promotions, development and distribution of outreach materials, as well as training and support for the market manager on basic market operations. In 2018, NCGA assisted with CalFresh training for the Miranda and Shelter Cove farmers' markets, which will hopefully be able to accept CalFresh and offer Market Match in 2019. This expansion would give NCGA direct oversight of the CalFresh programs at all Humboldt County farmers' markets.

NCGA has over 100 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 through the Garberville market, and the Humboldt Bay regions.

CalFresh Outreach funding will be used to support key NCGA staff (Director of Programs and Director of Market Operations, 2 positions) in our outreach efforts under the direct oversight of NCGA Executive Director Portia Bramble, who brings 10 years of experience and has

successfully managed this program for the last 7. 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, redemptions with farmers, recruiting new customers, 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.

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 600 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 CalFresh benefits since 2005. 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.

The federal Food Insecurity Nutrition Incentive program (FINI) and California Nutrition Incentive Program (CNIP) are currently supporting our CalFresh Outreach/Market Match program through a major grant to the CA Market Market Consortium (CMMC). Through the CMMC, our FINI/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 (July 1, 2018- June 30-2019). This covers all NCGA markets as well as Garberville farmers' markets. FINI/CNIP also provides a small amount of administrative support used for personnel for the program. NCGA provides private funds, 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 FINI funding. No DHHS CalFresh outreach funding is used to match the federal FINI funding. NCGA carefully tracks all funding sources to ensure only NCGA private funds are used to match FINI 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 system developed, 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/FINI 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 FINI grant and CalFresh Outreach funding.

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; this maximum was raised from \$5 to \$10 in 2015.

In close partnership with Food for People (FFP) NCGA has provided “*CalFresh Outreach Vouchers*” to WIC program participants, FFP’s senior program participants, and individuals who participate in CF eligibility pre-screening with NCGA or FFP staff. This tremendously valuable program has been a joint effort with FFP, and that partnership will continue with the same structure and funding already included in the current FFP contract which will provide vouchers for the 2019 market season. It is our hope that in our next application, for the 2020 season, we will shift funding for the CalFresh Outreach Vouchers from the FFP contract to the NCGA contract to reduce backend tracking and invoicing and improve efficiency.

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 and will be used to educate potential CalFresh recipients on the ability to use benefits at farmers’ markets. 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 participants countywide. NCGA and FFP will continue to distribute and track all vouchers and 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 is funded through St. Joseph Health - Humboldt County, Care for the Poor Community Grants, the McLean Foundation and a few private donors. 2018 was the third year for the SSI Market Match program, and the total amount of funds sourced for the program has increased from \$12,000 in 2017 to \$18,340 in 2018. Given the new and exciting CalFresh eligibility reform, SSI recipients will be able to receive CalFresh benefits as early as June of 2019. The NCGA plans to apply for funding through St. Joseph Health to offer the SSI Market Match incentives from April-July, or August depending when benefits are made available. We will use this incentive as a recruitment tool to assist these individuals in applying for CalFresh. We will use DHHS funding to cover the staff time involved in this on-boarding and application assistance. Our staff already have a close relationship with, and database of over 475 SSI recipients who have been a part of our program over the last 3 years, giving us a unique advantage in reaching and enrolling this vulnerable and underserved population in CalFresh.

The bonus Market Match tokens and 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.

In partnership with the Open Door Community Health Centers (ODCHC), NCGA has established a “prescription voucher for farmers’ markets.” 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. 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 our seven 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.

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 work stations. We work in collaboration Open Door Health Centers to support our educational activities and in partnership with HCOE on a variety of projects. We receive a small grant from the North Coast Regional Land Trust to assist with materials, busses and stipends for farmers and volunteers, which has helped to expand this program. The Know Your Farmer program benefits approximately 200 students each year through about 9 field trips and classroom visits.

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. 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. 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 7 years.

Total \$ Amount	2016	2017	2018* (*January 1 through 10/24/18)
<b>"CalFresh EBT" Benefits Distributed</b>	70,689	78,559	69,549
<b>"FINI/CNIP Market Match" (CalFresh Match) Distributed</b>	48,462	57,101	51,114
<b>"CalFresh Vouchers" Distributed</b>	4,982	5,104	4,579
<b>"SSI Market Match Vouchers" Distributed</b>	16,281	11,050	18,000

<b>“Open Door Vouchers” Distributed</b>	4,412	8,793	7,400
<b>All other Benefits spent at markets (WIC &amp; Senior FMNP, WIC FVC)</b>	4,690	7,178	7,305

The “food distributed” section refers to the CalFresh dollars and Market Match incentive dollars spent at our farmers’ markets. Current usage (\$120,663) is very consistent with 2017 figures, so we can estimate a modest 10% growth in the 2019 market season. Based on the increases we have seen over the last few years, we believe this to be a reasonable expectation for growth in the amount of CalFresh dollars spent at our farmers’ markets.

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. NCGA staff have received a minimum of CalFresh 101 training through DHHS, and some staff have received additional trainings. This provides seven 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 all seven 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. A dedicated CalFresh Outreach Coordinator will attend markets weekly in Arcata, Eureka, McKinleyville and Fortuna to conduct CalFresh outreach through application assistance, processing EBT transactions with customers and vendors, and providing nutrition education. This staff person will also conduct regular visits and trainings with the other farmers’ market staff at all Humboldt County markets. 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. 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.

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 2017 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 7 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.

*2. What are your expected outcomes? What difference will CalFresh funding make in your community or neighborhood and 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. 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 50% increase in the number of customers using CalFresh benefits at the farmers' markets in 2016, proving we are reaching new customers 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 also report very high satisfaction with and appreciation for the program. CalFresh and Market Match have increased farmers' sales by over \$750,000 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 longer shelf life when brought home.

Our experience over the past 7 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 new Eureka Friday Night Market opened in June 2018 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. This market exceeded expectations and will continue and grow in 2019.

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. 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)

*3. 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 successes of our outreach efforts during the last 7 seasons. In 2015 we expanded our program to include the Fortuna and Garberville farmers' markets Market Match programs, which was a huge success and a significant increase in the reach of our efforts. In 2018 the Fortuna market merged fully with our other farmers' markets and is operated under our non-profit management. The Fortuna market experienced significant growth, much higher sales and a significant increase in the number of CalFresh shoppers participating under our management in 2018. The Willow Creek market continues to reach a whole new community and demographic in the food desert inland region.



The Eureka Friday Night Market had a very successful first season and reached a new demographic through a unique evening time slot. Expanding our reach to include Shelter Cove and Miranda markets will give us oversight of CalFresh and Market Match at all Humboldt County Certified Farmers' Markets, which is a great marketing opportunity. 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. 2017 saw a record high number of 744 new CalFresh shoppers at the markets. To date, through September 2018 we have already seen over 580 new CalFresh shoppers this year. 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/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 County Nutrition Action Plan, CalFresh Task Force, Humboldt Food Policy Council, and attend 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 is the creation of the Federal Food Insecurity Nutrition Incentive Program (FINI) in the 2013 Farm Bill and the California Nutrition Incentive Program (CNIP) created in 2015, which was renewed and expanded in 2017. NCGA staff worked closely with the CMMC over the last 7 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 FINI and CNIP Programs are specifically designed to offer incentives to SNAP recipients. NCGA has had great success in working with the FINI and CNIP programs, which directly complement the local CalFresh Outreach program we have designed through the support of DHHS. Support from both FINI/CNIP and DHHS is critical to the success of the overall program, as the FINI/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, field trips, attending networking meeting and collaborate 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 and facilitate CalFresh applications
- ☐ ☒ Assist and support CalFresh intake and enrollment processes.
- ☐ ☒ Assist with CalFresh retention.
- ☐ ☒ Reduce stigma and misconceptions associated with benefit use and educate potentially eligible community members about the CalFresh program and program changes. This may include events and activities such as cooking demonstrations and community garden programs to educate participants.
- ☐ ☒ Provide specialized services to reach populations with low CalFresh Participation Rates.
- ☐ ☒ Provide healthy foods to participants in food and meal programs with nutrition information and guidance on healthy eating, accompanied by CalFresh outreach materials and enrollment support.
- ☐ ☒ Encourage clients to engage in healthy eating and exercise, and assist all clients wishing to apply for CalFresh with enrollment information.

**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 2-28-2019.

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

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 "Food Insecurity Nutrition Assistance" (FINI) Program. 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 8 Humboldt County farmers' markets. NCGA has been a recipient of a grant from St. Joseph Health - Humboldt County, Care for the Poor Community Grant program to support the "SSI Market Match" incentives, distributed to SSI recipients at farmers' markets for the purchase of fresh fruits and vegetables.

**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.

## Humboldt County CalFresh Outreach Outreach Estimates Form

DHHS would like to know the number of people you plan to reach with your proposed CalFresh Outreach partnership project. 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.*

Enrollment Activities and Support	Total
1. CalFresh educational materials distributed, benefits/requirements presented/ provided.	15,000
2. Applications provided/handed out (i.e. physically handed customer an app, directed them to C4Yourself, directed them to Social Services Office, etc.).	100,000
3. Applications assisted (i.e. staff member assisted customer w/ completing application, staff faxed in application, etc.).	1000
4. DHHS visits assisted. Discuss how your organization is able to help (i.e. staff drove them, a bus pass was provided, etc.).	NA
5. Retention assisted (examples of this could include, but are not limited to, assisting customers to complete their Semi-Annual Report (SAR7), their Annual Re-Certification (RE), interpreting their Notice of Action (NOA), assist with collecting necessary verifications, etc.).	450
6. Specialized services to reach populations with low CalFresh participation rates.	350

*Please use this section to tell us the CalFresh & Healthy Eating messages you plan to deliver.*

Healthy Eating linked to CalFresh Messages	Total
7. Educational materials distributed or provided (not counted above).	15,000
8. Educational activities, involvement, or demonstrations (gardening/ exercise/ cooking) provided.	15,000
9. Food distributed or meals provided.	\$180,000

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

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

*Use this section to tell us about special populations you will serve.*

Special populations	Total
We serve individuals who may not feel comfortable applying for CalFresh <sup>1</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 we will be in a uniquely suited position to help bring SSI recipients into the CalFresh program when benefits become available to SSI recipients in August 2019.	350



\*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.

## Humboldt County CalFresh Outreach Partnership Request Budget Form

Please use this form to submit a project budget. For major expenses, please be specific. For personnel, please 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 @ \$30/hr. x 4 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	\$ 6,000
<b>Title: NCGA Director of Market Operations</b> <b>Salary Calculation: 1 staff person @ \$21/hr. x 10 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	\$ 10,500
<b>Title: NCGA Director of Programs</b> <b>Salary Calculation: 1 staff person, @ \$21/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	\$ 10,500
<b>Title: NCGA Outreach Assistant</b> <b>Salary Calculation: 1 Coordinator @ \$16/hr. 20 hrs./week x 32 weeks (April-November)</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 and throughout the community; attending community events and CalFresh outreach partner meetings; conducting field trips to farms, community gardens, and farmers' markets and school visits; conducting Market Match/CalFresh transactions with customers at markets, and redemptions with vendors at 5 NCGA markets. SSI program management, assist with the transition/CalFresh enrollment for SSI recipients.	\$ 10,240
<b>Title: Market Manager (Fortuna and McKinleyville Markets, June-October)</b> <b>\$17/hr. 3 hrs./market x 44 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	\$ 2,244
<b>Title: Market Manager (Old Town, Friday Night and Henderson Center Farmers' Markets, June-October)</b> <b>\$17.5/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, June-October)</b> <b>\$17/hr. 3 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	\$ 1,122
<b>Title: Market Manager (Willow Creek), June-October</b> <b>\$17/hr. 3 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	\$ 1,122

and redemptions with vendors at farmers' markets	
<b>Title: Assistant Market Manager 1 (Arcata Plaza Farmers' Market, April-November)</b> <b>\$17/hr. 4 hrs./market x 32 markets</b> Duties: 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	\$ 2,176
<b>Total Personnel Costs:</b>	<b>\$47,369</b>
<b>B. Operational Costs</b>	
<b>Title: Facilities</b> <b>Description:</b> 10% of Rent (\$500/month)- \$50/month x 12 months= \$600	\$ 600
<b>Title: Mobile Tablets</b> <b>Description:</b> Monthly charge for maintaining 7 mobile tablets used for CalFresh data tracking, 50% of annual total \$1400= \$700	\$ 700
<b>Total Operational Costs:</b>	<b>\$1,300</b>
<b>C. Consumables/Supplies</b>	
<b>Title: Outreach and Promotional Materials</b> <b>Description:</b> Brochures, fliers, mailers, posters, signs, print media ~ \$3000 CalFresh Decals: \$40 x 12 = \$480 CalFresh table cloths: 2 x \$150= \$300 Office Supplies (desk, computer accessories) \$500 2 Computers for CalFresh application assistance at markets and for data tracking: \$3000 Protective Cases for Mobile Tablets: \$50 x 2= \$100	\$7,380
<b>Title: CalFresh Tokens</b> <b>Description:</b> Tokens used as CalFresh benefits at farmers' markets	\$ 1,800
<b>Total Consumable/Supplies:</b>	<b>\$9,180</b>
<b>D. Transportation/Travel</b>	
<b>Title: Staff Travel</b> <b>Description:</b> Staff to attend farmers' markets, field trips, farm tours, community events, tabling, conferences Willow Creek market site visit, 80 miles round trip x 2 trips x \$.54 = \$86.40 Fortuna market site visit, 52 miles round trip x 2 trips x \$.54 = \$56.16 Miranda market site visit, 132 miles round trip x 2 trips x \$.54 = \$142.56 Shelter Cove market site visit, 190 miles round trip x 2 trips x \$.54= \$205.2 Various trips to Eureka and other outlying areas for CalFresh Outreach activities, conferences, meetings, field trips, training	\$ 2,000
<b>Title: Market Manager Stipend</b> <b>Description:</b> A stipend for the volunteer managers of Miranda and Shelter Cove markets to cover time spent conducting CalFresh transactions with farmers' and customers, enrollment assistance. 2 volunteers x \$500= \$1000	\$ 1000
<b>Total Transportation/Travel:</b>	<b>\$ 3,000</b>
<b>E. Other Costs</b>	
<b>Title:</b> <b>Description:</b> NA	\$ 0
<b>Total Other Costs:</b>	<b>\$ 0</b>
<b>Total :</b>	<b>\$60,849.00</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 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.

**EXHIBIT C**  
**CALFRESH OUTREACH BUDGET**  
**NORTH COAST GROWERS' ASSOCIATION**

**Descriptions here**

**Amounts Here**

<b>A. Personnel Costs (Note: due to low activity for 1<sup>st</sup> half of grant FTE% does not track)</b>	
<b>Title: NCGA Director/Project Manager</b> <b>Salary Calculation: 1 staff person @ \$30/hr. x 4 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.	<b>\$6,000.00</b>
<b>Title: NCGA Director of Market Operations</b> <b>Salary Calculation: 1 staff person @ \$21/hr. x 10 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	<b>\$10,500.00</b>
<b>Title: NCGA Director of Programs</b> <b>Salary Calculation: 1 staff person, @ \$21/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	<b>\$10,500.00</b>
<b>Title: NCGA Outreach Assistant</b> <b>Salary Calculation: 1 Coordinator @ \$16/hr. 20 hrs./week x 32 weeks (April-November)</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 and throughout the community; attending community events and CalFresh outreach partner meetings; conducting field trips to farms, community gardens, and farmers' markets and school visits; conducting Market Match/CalFresh transactions with customers at markets, and redemptions with vendors at 5 NCGA markets. SSI program management, assist with the transition/CalFresh enrollment for SSI recipients.	<b>\$10,240.00</b>
<b>Title: Market Manager (Fortuna and McKinleyville Markets, June-October)</b> <b>\$17/hr. 3 hrs./market x 44 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	<b>\$2,244.00</b>
<b>Title: Market Manager (Old Town, Friday Night and Henderson Center Farmers' Markets, June-October)</b> <b>\$17.5/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	<b>\$3,465.00</b>
<b>Title: Market Manager (Garberville Market, June-October)</b> <b>\$17/hr. 3 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 and redemptions with vendors at farmers' markets	<b>\$1,122.00</b>
<b>Title: Market Manager (Garberville Market, June-October)</b> <b>\$17/hr. 3 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 and redemptions with vendors at farmers' markets	<b>\$1,122.00</b>
<b>Title: Assistant Market Manager 1 (Arcata Plaza Farmers' Market, April-November)</b> <b>\$17/hr. 4 hrs./market x 32 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	<b>\$2,176.00</b>

transactions with customers and redemptions with vendors at farmers' markets	
<b>Total Personnel Costs:</b>	<b>\$47,369.00</b>
<b>B. Operational Costs</b>	
<b>Title:</b> Facilities <b>Description:</b> 10% of Rent (\$500/month)- \$50/month x 12 months= \$600	<b>\$600.00</b>
<b>Title:</b> Mobile Tablets <b>Description:</b> Monthly charge for maintaining 7 mobile tablets used for CalFresh data tracking, 50% of annual total \$1400= \$700	<b>\$700.00</b>
<b>Total Operational Costs:</b>	<b>\$1,300.00</b>
<b>C. Consumables/Supplies</b>	
<b>Title:</b> Outreach and Promotional Materials <b>Description:</b> Brochures, fliers, mailers, posters, signs, print media ~ \$3000 CalFresh Decals: \$40 x 12 = \$480 CalFresh table cloths: 2 x \$150= \$300 Office Supplies (desk, computer accessories)'\$500 2 Computers for CalFresh application assistance at markets and for data tracking: \$3000 Protective Cases for Mobile Tablets: \$50 x 2= \$100	<b>\$7,380.00</b>
<b>Title:</b> CalFresh Tokens <b>Description:</b> Tokens used as CalFresh benefits at farmers' markets	<b>\$1,800.00</b>
<b>Total Consumable/Supplies:</b>	<b>\$9,180.00</b>
<b>D. Transportation/Travel</b>	
<b>Title:</b> Staff Travel <b>Description:</b> Staff to attend farmers' markets, field trips, farm tours, community events, tabling, conferences Willow Creek market site visit, 80 miles round trip x 2 trips x \$.54 = \$86.40 Fortuna market site visit, 52 miles round trip x 2 trips x \$.54 = \$56.16 Miranda market site visit, 132 miles round trip x 2 trips x \$.54 = \$142.56 Shelter Cove market site visit, 190 miles round trip x 2 trips x \$.54= \$205.2 Various trips to Eureka and other outlying areas for CalFresh Outreach activities, conferences, meetings, field trips, training	<b>\$2,000.00</b>
<b>Title:</b> Market Manager Stipend <b>Description:</b> A stipend for the volunteer managers of Miranda and Shelter Cove markets to cover time spent conducting CalFresh transactions with farmers' and customers, enrollment assistance. 2 volunteers x \$500=\$1000	<b>\$1,000.00</b>
<b>Total Transportation/Travel:</b>	<b>\$3,000.00</b>
<b>E. Other Costs</b>	
<b>Title:</b> Administrative Cost <b>Description:</b> 10% of direct services	<b>\$0.00</b>
<b>Total Other Costs:</b>	<b>\$0.00</b>
<b>Total :</b>	<b>\$60,849.00.00</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.

**EXHIBIT D**  
**CALFRESH OUTREACH INVOICING GUIDELINES**  
**NORTH COAST GROWERS' ASSOCIATION**

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 01 through September 30	October 31
2	October 01 through December 31	January 31
3	January 01 through March 31	April 30
4	April 01 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**

## **Exhibit E**

### **CalFresh Outreach Itemized Invoice Worksheet**

Invoice Date:                     

Contract Term:                     

Invoice Type:                     

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
<b>Total Operating Costs:</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>C. Consumables/Supplies (Supplies and Consumables should be separate)</b>				



## Exhibit E

## CalFresh Outreach Invoice Summary

Contractor Name  
Coordinator/Contact  
Address  
Phone

Invoice Date: 1/0/1900

Contract Term: 1/0/1900

Invoice Type: 0

Invoice Period: 0

Description	Totals
Personnel Costs (Wages and benefits)	\$0.00
Operational Costs (Rent, Utilities, Phones, etc.)	\$0.00
Consumables/Supplies (Supplies and Consumables should be separate)	\$0.00
Transportation/Travel (Local and out of county should be separate)	\$0.00
Other (Indirect Costs, Contracts, etc)	\$0.00

Total Amount Due: \$0.00

I certify that the information provided above is, to the best of my knowledge, complete and accurate; the expenditures are in accordance with the approved Agreement cited for services provided under the provision of that agreement. Full justification and backup records for the expenditures are maintained in our office at the address indicated.

Signature and Date:

Print Name and Title:

Send invoice to:

**COUNTY OF HUMBOLDT**  
DHHS, Financial Service Division  
507 F Street, CB Unit  
Eureka Ca 95501  
Attn: Social Services Finance  
(707) 441-5424 • Fax: (707) 441-5590



Program Coordinator

Date

Fiscal Coordinator

Date

Budget Unit/Line



**EXHIBIT F**  
**CALFRESH OUTREACH REPORTING GUIDELINES**  
**NORTH COAST GROWERS' ASSOCIATION**

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 01 through September 30	October 31
2	October 01 through December 31	January 31
3	January 01 through March 31	April 30
4	April 01 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**



**Outreach Contract Quarterly Report Form**  
**2018-19**

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. We would like to know more about your efforts and of course, we must report to our funders. Please use the attached Quarterly Report Form to tell DHHS about your project and to share your ideas for improvement.

**Due dates:**

Quarterly reports are due one month after the end of each quarter. Quarterly reports will be based on DHHS fiscal year quarters. The table below shows each fiscal year quarter and the report due dates. Contractors must submit a quarterly report for each quarter in which the contract is active. **If the total agreement amount is \$10,000 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 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: Department of Health and Human Services  
Attention: Contract Unit  
507 F St.  
Eureka, CA 95501

**Report Narrative:**

In your report narrative, please remember to talk about both processes and outcomes whenever possible. Please use the narrative section to explain in detail the Outreach Activities your organization completed or participated in also including how you calculated the number's you report in each section of the report (i.e. Enrollment Activities and Support, Healthy Eating linked to CalFresh Messages, Media).

Some questions you may want to ask yourself when completing the narrative sections of the report:



- How did the programs/services support CalFresh Outreach?
- How did you calculate the number of individuals your organization reached with CalFresh Outreach Activities (i.e. # of Application submitted, # of people that saw your CalFresh sign, etc.) Please be as specific as possible as each organization is different and we want to know how you quantified your CalFresh Outreach Efforts.
- 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?

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.

## Humboldt County CalFresh Outreach Partnership Quarterly Report Form



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

#### Please Check Applicable Report Cycle:

- |  |                |
|--|----------------|
| <input type="checkbox"/> Quarter 1 (July 1-Sept. 30)   | Due October 31 |
| <input type="checkbox"/> Quarter 2 (Oct. 1- Dec. 31)   | Due January 31 |
| <input type="checkbox"/> Quarter 3 (Jan. 1 – March 31) | Due April 30   |
| <input type="checkbox"/> Quarter 4 (April 1- June 30)  | Due July 31    |

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Instructions:** We would like to know the number of CalFresh Outreach related messages you delivered and the activities you completed. Please enter the numbers of people you reached or served in the tables below.

#### A. Enrollment Activities and Support:

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

**Note: Do not include anything in Section A that will be counted in any other sections.**

Number of participants:	Total
1. CalFresh educational materials distributed, benefits/requirements presented/ provided. Provide details in the Narrative Section below.	
2. Applications provided/handed out (i.e. physically handed customer an app, directed them to C4Yourself, directed them to Social Services Office, etc.). Provide details in the Narrative Section below.	

3. Applications assisted (i.e. staff member assisted customer w/ completing application, staff faxed in application, etc.). Provide details in the Narrative Section below.	
4. DHHS visit assisted. Discuss how your organization was able to help (i.e. staff drove them, a bus pass was provided, etc.) in the Narrative Section below.	
5. Retention assisted (examples of this could include, but are not limited to, assisting customer to complete his/her Semi-Annual Report (SAR7), Annual Re-Certification (RE), interpreting his/her Notice of Action (NOA), assist with collecting necessary verifications, etc.). Provide details in the Narrative Section below.	
6. Specialized services to reach populations with low CalFresh participation rates, please discuss these services in the Narrative Section below.	

**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. Healthy Eating linked to CalFresh Messages:**

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

**Note: Do not include anything in Section B that will be counted in any other section.**

<b>Number of participants or recipients of the following:</b>	<b>Total</b>
7. Educational materials distributed or provided- Please provide details in the Narrative Section below.	
8. Educational activities, involvement, or demonstrations (gardening/ exercise/ cooking) provided- Please provide details in the Narrative Section below	
9. Food distributed or meals provided- - Please provide details in the Narrative Section below.	

**Healthy Eating linked to CalFresh Messages Narrative:** (Please use this space to provide specifics of how your organization linked Healthy Eating messaging to CalFresh over the last quarter)

#### **C. Media:**

Use this section to identify the number of messages you delivered through media, including newsletters

websites and posters. **Note: Do not include anything in Section C that was counted in any other section.**



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

Please provide a story or comment specifically related to your organization/project's CalFresh Outreach activities over the past Quarter. (This could include, but is not limited to, Success Stories or your customers overcoming obstacles to access CalFresh; challenges you or your organization have overcome to better provide CalFresh Outreach; or any comments about your organization's relationship with DHHS CalFresh Outreach and what we could be doing to better support your organization's Outreach Efforts.)

**EXHIBIT H**  
**CALFRESH OUTREACH FINAL PROJECT REPORT FORM**  
**NORTH COAST GROWERS' ASSOCIATION**



**Outreach Contract Final Report Form**  
**2018-19**

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. We would like to know more about your efforts and of course, we must report to our funders. Please use the attached Final Summary Report Form to tell DHHS about your project and to share your ideas for improvement.

**Due date:**

The Final Summary Report is due one month after completion of the contract term. If the total agreement amount is \$10,000 or less you 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:                      Department of Health & Human Services  
   Attention: Contract Unit  
   507 F 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 participated in the program and how many did you help either receive or maintain CalFresh Benefits?
- Did the program reach the population that it was intended to reach?
- 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 and if you are planning on continuing this program how has your organization prepared to make these changes?



### 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.

## 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 4 pages, exclusive of attachments) addressing the items outlined in the sections below. If you also have a Quarterly Report due please include it with your Final Summary Report. Feel free to attach any other relevant materials or reports.

### A. Results/Outcomes

1. Please describe the grant activities and events completed.
2. What difference did this grant make in your community or neighborhood and for the population you are serving? Please discuss evidence of effect (e.g., satisfaction survey results, pre- and post-test results, community indicators, outcomes, etc.). *If you have evaluation materials that document outcomes and impacts of your work, feel free to attach them in lieu of answering this or other questions.*
3. Discuss any Activities you completed to reduce stigma and encourage use of CalFresh benefits. This may include events and activities, such as cooking demonstrations and community garden programs, to educate participants.
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 the 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.