



# COUNTY OF HUMBOLDT

For the meeting of: 3/26/2020

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File #: 20-352

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**To:** Board of Supervisors

**From:** DHHS: Social Services

**Agenda Section:** Consent

**SUBJECT:**

Agreement with North Coast Growers' Association to Assist with CalFresh Outreach and Support Activities

**RECOMMENDATION(S):**

That the Board of Supervisors:

1. Approve, and authorize the Chair of the Board to execute, the attached agreement with North Coast Growers' Association to assist the Department of Health and Human Services (DHHS) increase utilization of CalFresh benefits by eligible households in an amount not to exceed \$65,848.00; and
2. Direct the Clerk of the Board to route the fully executed Agreement to the DHHS-Contract Unit for further processing.

**SOURCE OF FUNDING:**

Social Services Fund 1160

**DISCUSSION:**

CalFresh benefits are utilized at many of our area farmers' markets which encourages the purchasing of local produce, supports our local farms and helps our local agricultural industry remain strong. Market Match is an incentive program offering bonuses to customers who use their CalFresh benefits at the farmers' markets. This valuable program helps increase food security for many at risk Humboldt county residents, including families and the elderly. As a partner in the statewide California Market Match Consortium (CMMC), The North Coast Growers' Association (NCGA) actively networks with over 80 other market operators offering Market Match at over 600 farmers' markets in California. NCGA farmers' markets have been accepting CalFresh benefits since 2005.

NCGA has successfully partnered with DHHS in providing CalFresh outreach services for the last 9 years. NCGA plans to continue the Market Match CalFresh incentive program into its 9th year with some significant growth in the scope and reach of their program. NCGA operates a "SSI Recipient CalFresh Enrollment" program where they assist all SSI recipients who have participated in their SSI Market Match program in enrolling in CalFresh. NCGA is uniquely situated to do this on-boarding as

they have a database of local SSI recipients with whom they have developed a close working relationship over the last 3 years. SSI recipients in California became eligible to receive CalFresh benefits in June 2019.

This last year saw lots of expansion for NCGA. NCGA merged with Southern Humboldt Farmers' Market Association, which increased their market as they officially took over management of that areas markets. NCGA now operates nine seasonal certified farmers' markets including three in Eureka, one in McKinleyville, one in Willow Creek, one in Fortuna, one in Garberville, one in Shelter Cove and one in Miranda; 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.

NCGA has over 100 local family farmer-members all located within Humboldt County. NCGA activities reach most of Humboldt County, including the inland regions of Willow Creek, Hoopa, and Orleans where a number of the farms are located, southern Humboldt through the Garberville market, and the Humboldt Bay regions.

The California Department of Social Services (CDSS) administers all United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP) funds. Focusing on the important role SNAP plays in access to nutrition and the relation of nutrition to overall wellness, CDSS renamed and re-branded food stamps as CalFresh in California. Beyond the name and image changes, CDSS also made significant program changes to increase CalFresh use by reducing enrollment and retention barriers. Many low-income individuals and families are not aware of and do not apply for CalFresh benefits, and many others are not aware of the program changes that could make it easier for them to receive and continue CalFresh benefits.

USDA and CDSS continue to encourage counties to work with community partners to help reach and inform community members who might be eligible for CalFresh benefits. Partnering with community-based organizations is not only consistent with DHHS's general approach and strategic plan; it is key to DHHS's goal of providing integrated, place-based, and holistic services.

DHHS recommends that the Board approves and authorizes the Chair to execute this agreement and directs the Clerk of the Board to return two executed originals of the agreement to the DHHS-Social Services Administration.

This item comes to the Board late due to administrative oversight.

#### FINANCIAL IMPACT:

The costs associated with this agreement have been budgeted in the approved fiscal year 2020-21 budget in fund 1160, Budget Unit 511 in the amount of \$21,949.32 and the remainder of \$43,898.68 will be included in the 2020-21 fiscal year county budget. CalFresh is funded through the Supplemental Nutrition Assistance Program - U.S. Department of Agriculture. There will be no impact to the General Fund.

#### STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by creating opportunities for improved safety and health , and protecting vulnerable populations.

**OTHER AGENCY INVOLVEMENT:**

None.

**ALTERNATIVES TO STAFF RECOMMENDATIONS:**

The Board can choose not to approve the agreement for CalFresh outreach and support activities with North Coast Growers' Association. However, DHHS does not recommend this alternative because this funding is important to the goal of increasing CalFresh participation and thereby improving the health and economic stability of children, families and other individuals in Humboldt County.

**ATTACHMENTS:**

1. CalFresh Outreach Agreement with North Coast Growers' Association and Exhibits

**PREVIOUS ACTION/REFERRAL:**

Board Order No.: C-17

Meeting of: 03/26/19

File No.: 19-371; 20-352