



COUNTY OF HUMBOLDT

Legislation Details (With Text)

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

Sponsors:

Indexes:

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Attachments: 1. Staff Report, 2. Agreement with North Coast Growers' Association and Exhibits, 3. NCGA COI

Date	Ver.	Action By	Action	Result
3/26/2019	1	Board of Supervisors	approved	Pass

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 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 \$60,849; and
2. Direct the Clerk of the Board to route two fully executed originals of the agreement to the DHHS-Contract Unit for forwarding to DHHS- Social Services Administration.

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 7 years. NCGA plans to continue the Market Match CalFresh incentive program into its 8th year with some significant growth in the scope and reach of their program. NCGA plans to expand their efforts to include all farmers' markets in Humboldt County, and to launch a "Supplemental Security Income (SSI) Recipient CalFresh Enrollment" program where they will 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 will be eligible to receive CalFresh benefits starting in June 2019.

NCGA operates six seasonal certified farmers' markets including three in Eureka, one in McKinleyville, one in Willow Creek and one in Fortuna; as well as the Saturday Arcata Plaza farmers' market, which runs year-round. NCGA provides direct support for the Garberville farmers' market's 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. 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 (FY) 2018-19 budget in fund 1160, Budget Unit 511 in the amount of \$20,283 and the remainder of \$40,566 will be included in the FY 2019-2020 budget. There will be no impact to the county 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:

North Coast Grower's Association

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Your Board may 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. Agreement with North Coast Growers' Association and Exhibits

PREVIOUS ACTION/REFERRAL:

Board Order No.: N/A

Meeting of: N/A

File No.: 19-371