



COUNTY OF HUMBOLDT

Legislation Text

File #: 20-629, Version: 1

To: Board of Supervisors

From: DHHS: Social Services

Agenda Section: Consent

SUBJECT:

Professional Services Agreement with Redwood Community Action Agency Regarding the Provision of Community Outreach and Support Services Pertaining to the CalFresh Program

RECOMMENDATION(S):

That the Board of Supervisors:

1. Approve, and authorize the Chair of the Board to execute, the attached professional services agreement with Redwood Community Action Agency regarding the provision of community outreach and support services pertaining to the CalFresh program in an amount not to exceed \$177,955.03 for the period of June 1, 2020 through May 31, 2021;
2. Authorize the Department of Health and Human Services - Social Services Director, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with Redwood Community Action Agency after review and approval by County Counsel, Risk Management and the County Administrative Office; and
3. Direct the Clerk of the Board to return one fully executed original copy of the attached professional services agreement with Redwood Community Action Agency to the Department of Health and Human Services - Contract Unit for further processing.

SOURCE OF FUNDING:

Social Services Fund

DISCUSSION:

The California Department of Social Services (CDSS) administers all United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP) funds. Focusing on the important role SNAP plays in access to nutrition and the relation of nutrition to overall wellness, CDSS several years ago re-named 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 barriers to enrollment and retention. However, many low-income individuals and families continue to lack awareness of the program and do not apply for CalFresh benefits, and many others are not aware of program changes that can make it easier for them to receive CalFresh benefits.

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

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

Redwood Community Action Agency (RCAA) provides a wide range of services to low- and moderate-income residents in Humboldt County, with the long-term goal of empowering individuals to improve their own lives and become self-sufficient. RCAA has partnered with the Humboldt County Department of Health and Human Services (DHHS) - Social Services regarding the provision of CalFresh community outreach and support services over the past 8 years by integrating CalFresh outreach and application assistance into its services and client contacts through its various programs, including, without limitation, the North Coast Community Garden Collaborative, Adult and Family Services Division, Energy Services and the Youth Service Bureau.

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

The attached professional services agreement will allow RCAA to continue providing community outreach and support services that are designed to increase utilization of the CalFresh program by eligible households, raise awareness of the nutrition benefits of the CalFresh program, promote healthy food choices, reduce hunger amongst seniors and children and help dispel program myths and misperceptions about the program. It should be noted that the professional services agreement with RCAA comes to the Board after the start date thereof due to inadvertent delays that occurred during the contract development process.

Accordingly, DHHS - Social Services recommends that the Board approve, and authorize the Chair of the Board to execute, the attached professional services agreement with RCAA regarding the provision of community outreach and support services pertaining to the CalFresh program for the period of June 1, 2020 through May 31, 2021. It is also recommended that the Board authorize the DHHS - Social Services Director, or a designee thereof, to execute any and all subsequent amendments to the attached professional services agreement with RCAA, after review and approval by County Counsel, Risk Management and the County Administrative Office, in order to avoid any unnecessary delays in the provision of needed community outreach and support services.

FINANCIAL IMPACT:

The attached professional services agreement with RCAA has a maximum amount payable of \$177,955.03 for the period of June 1, 2020 through May 31, 2021. However, in the event local, state or federal funding is reduced or eliminated, the County of Humboldt may reduce the above-referenced maximum amount payable or terminate the attached professional services agreement with RCAA in its entirety.

Expenditure appropriations related to the attached professional services agreement with RCAA have been included in the approved fiscal year (FY) 2019-2020 and the proposed FY 2020-2021 budgets for DHHS - Social Services budget unit 1160-511. Funding for the attached professional services agreement with RCAA is available through CalFresh revenues received by DHHS - Social Services. As a result, approval of the attached professional services agreement with RCAA will not impact the Humboldt County General Fund.

STRATEGIC FRAMEWORK:

The recommended actions support the Board of Supervisors' Strategic Framework by protecting vulnerable populations, creating opportunities for improved safety and health, providing community-appropriate levels of service and facilitating public/private partnerships to solve problems.

OTHER AGENCY INVOLVEMENT:

USDA, CDSS, RCAA

ALTERNATIVES TO STAFF RECOMMENDATIONS:

The Board may choose not to approve the attached professional services agreement with RCAA regarding the provision of community outreach and support services pertaining to the CalFresh program. However, this alternative is not recommended since it will limit DHHS - Social Services' ability to increase CalFresh participation and thereby improve the health and economic stability of children, families and other individuals in Humboldt County.

ATTACHMENTS:

1. Professional Services Agreement with Redwood Community Action Agency Regarding the Provision of Community Outreach and Support Services Pertaining to the CalFresh Program

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-14; C-8; C-8; C-12; C-25

Meeting of: 11/12/13; 12/15/15; 02/14/17; 04/17/18; 05/07/19

File No.: 15-1354; 16-0775; 16-1241; 16-1487; 17-1309; 18-300; 19-507; 20-629