



NEVADA COUNTY HEALTH & HUMAN SERVICES AGENCY

Michael Heggarty, MFT
Interim Agency Director

Department of Social Services

Mike Dent, MPA
Department of Social Services
Director

950 Maidu Ave., PO Box 1210
10075 Levon Ave., Ste 202

Nevada City, CA 95959
Truckee, CA 96161

Telephone (530) 265-1340 FAX (530) 265-9860
Telephone (530) 582-7803 FAX (530) 582-7729

May 6, 2015

Honorable Board of Supervisors
Eric Rood Administrative Center
950 Maidu Avenue
Nevada City, CA 95959

DATE OF MEETING: May 26, 2015

SUBJECT: Resolution approving execution of a renewal Contract with Nevada Sierra Regional In-Home Supportive Services - Public Authority to operate a Market Match Program at Farmers Markets in Nevada County in the maximum amount of \$80,811 for the term of May 15, 2015 through October 31, 2015.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Contract services will be funded by CalFresh (formerly known as the Food Stamps Program) Outreach dollars in the amount of \$80,811. Of the contract maximum, \$56,000 is set aside for the cost of program vouchers. There are no county general fund dollars required in the Agreement and contract services were planned in the department budget.

BACKGROUND: Under this Agreement, the Nevada Sierra Regional In-Home Supportive Services- Public Authority will operate a Market Match Program at an estimated four (4) farmers markets in Nevada County. The program, a pilot program implemented last July 2014, will provide a one-time voucher to CalFresh participants to be redeemed at participating farmers markets to supplement the participant's consumption of fresh fruits and vegetables and encourage spending of CalFresh benefits on seasonal fresh fruits and vegetables.

The CalFresh program offers qualifying low income individuals financial assistance in purchasing food for themselves and their families. The goal of this project is to increase access to and consumption of fresh fruits and vegetables for residents within their limited budgets.

The Contractor's Market Match Coordinator will work to accomplish activities in support of the Market Match Program, selecting an estimated four (4) farmers markets to participate in the program and will coordinate directly with the market managers to gain access to the markets to implement the Market Match Program.

The Contractor's coordinator will attend participating farmers markets regularly to conduct transactions with CalFresh participants who bring a voucher to the market. Vouchers will be exchanged for (15) \$1 tokens to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors. The Coordinator will also match up to (10) \$1 tokens when provided with an EBT (Electronic Benefits Transfer) card.

The Contractor's coordinator will staff a table at each participating farmers market, conducting outreach activities and be available to answer questions from CalFresh participants and the public regarding how to purchase fresh produce at farmers markets with CalFresh benefits using the EBT card. The Coordinator will exchange CalFresh vouchers and EBT match receipts for tokens; distribute 2-1-1 (a Nevada County 24/7 confidential phone service and searchable online database that connects people with community, health and disaster services); distribute CalFresh marketing materials, and reimburse the farmers in cash for the tokens they accepted from CalFresh participants.

It is recommended that the Board approve the attached agreement as it will promote the consumption of healthy foods among CalFresh recipients and promote healthy eating habits.

Please contact me if any additional information is required.

Respectfully submitted,


Mike Dent, Director
Department of Social Services

MD/lw