



**NEVADA COUNTY  
HEALTH & HUMAN SERVICES  
AGENCY**

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**NEVADA COUNTY BOARD OF SUPERVISORS  
Board Agenda Memo**

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**MEETING DATE:** April 25, 2023  
**TO:** Board of Supervisors  
**FROM:** **Rachel Peña**  
**SUBJECT:** Resolution approving execution of a renewal Contract with Nevada-Sierra Connecting Point Public Authority to operate a Market Match Program at Farmers' Markets in Nevada County in the maximum amount of \$81,811 for the term of May 1, 2023 through February 28, 2024.

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**RECOMMENDATION:** Approve the attached Resolution.

**FUNDING:** Contract services will be funded by CalFresh Outreach dollars. Of the contract maximum, \$40,371 is set aside for the cost of program vouchers. There are no county general fund dollars required and contract services were planned in the department budget.

**BACKGROUND:** Under this Agreement, Nevada-Sierra Connecting Point Public Authority will operate a Market Match Program at an estimated four (4) farmers' markets; three (3) in Western County and one (1) in Eastern County (Truckee). The program, which was implemented in July 2014, provides a benefit match to CalFresh participants at participating farmers' markets to supplement the participants' 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 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 Sub-Contracted market managers to operate the Market Match Program.

The Contractor will train the market managers to conduct transactions with CalFresh participants who bring a voucher to the market. A \$15 purchase of tokens will be matched with fifteen (15) \$1 tokens at any farmers' market event to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors. The match amount is being increased by \$5 from

last year to support families that are no longer receiving pandemic emergency allotments during a time of inflation.

The Sub-contracted market managers provide outreach materials and are 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. Sub-contracted market managers will provide the matched tokens, distribute 2-1-1 and CalFresh marketing materials, and reimburse the farmers by check for the tokens they accepted from CalFresh participants.

It is recommended that the Board approve the attached contract as it will promote the consumption of healthy foods among CalFresh recipients, promote healthy eating habits, and support our local farmers and economy.

**Item Initiated and Approved by:** Rachel Pena, LCSW, Department of Social Services Director