



**NEVADA COUNTY
HEALTH & HUMAN SERVICES
AGENCY**

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

MEETING DATE: April 24, 2018

TO: Board of Supervisors

FROM: **Mike Dent**

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, 2018 through February 28, 2019.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Contract services will be funded by CalFresh Outreach dollars. Of the contract maximum, \$47,657 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 three (3) farmers' markets in Nevada County. The program, which was implemented in July 2014, provides a 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 will work to accomplish activities in support of the Market Match Program, selecting an estimated three (3) farmers' markets to participate in the program and will coordinate directly with the market managers to gain access to the markets for the Market Match Program.

The Contractor will attend participating farmers' markets regularly to conduct transactions with CalFresh participants who bring a voucher to the market. Vouchers will be exchanged for a match of ten (10) \$1 tokens at any farmers' market event (unlimited) to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors.

The Contractor staffs a table at each participating farmer's market, conducting outreach activities and is 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. Contractor 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) 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 agreement as it will promote the consumption of healthy foods among CalFresh recipients and promote healthy eating habits.

Item Initiated and Approved by: Mike Dent, Department of Social Services Director