



**NEVADA COUNTY
HEALTH & HUMAN SERVICES
AGENCY**

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

MEETING DATE: June 14, 2022

TO: Board of Supervisors

FROM: **Rachel Peña**

SUBJECT: Resolution approving execution of Amendment 1 to the Contract with Nevada-Sierra Connecting Point Public Authority to operate a Market Match Program at Farmers' Markets in Nevada County revise Exhibit "A", Schedule of Services to reflect a \$30 Market Voucher for Eastern County CalFresh Households in the maximum amount of \$81,811 for the term of May 1, 2022 through February 28, 2023.(Res 22-161)

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: On April 26, 2022, per Resolution 22-161, the Nevada County Board of Supervisors approved execution of the Professional Services Contract with Nevada-Sierra Connecting Point Public Authority to 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 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 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 \$10 purchase of tokens, will be matched with ten (10) \$1 tokens at any Western County farmers' market event to be used by the CalFresh participants to purchase fresh fruits and vegetables from the various market vendors. Eastern County CalFresh Households will receive a \$30 dollar Market Voucher redeemable at the participating Truckee Farmer's Market. We are unable to conduct the \$10 match process in Truckee because the Truckee Market is not an EBT vendor at this time.

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, voucher 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 Amendment 1 as it will promote the consumption of healthy foods among CalFresh recipients and promote healthy eating habits.

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