



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 4/28/2020

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Human Services & Health Services

Staff Name and Phone Number: Felisa Pinson, 707-565-2198

Vote Requirement: Majority

Supervisory District(s): Countywide

Recommended Action:

Adopt a resolution declaring May 2020 as CalFresh Awareness Month in Sonoma County.

Executive Summary:

The designation of May 2020 as CalFresh Awareness Month is a collaborative effort across Sonoma County to highlight the benefits of the federal Supplemental Nutrition Assistance Program (SNAP) to increase access and participation in food assistance, to reduce hunger, and to promote good nutrition and physical activity. The California Department of Social Services, as well as counties throughout the State, traditionally celebrate CalFresh Awareness month in May each year.

Discussion:

In Sonoma County, there are three components of Supplemental Nutrition Assistance Program (SNAP): CalFresh benefits, SNAP education (SNAP-Ed), and CalFresh vendors. While CalFresh vendor enrollment and oversight is coordinated by the State of California, various County and non-profit organizations coordinate CalFresh benefits and/or SNAP-Ed efforts in Sonoma County, including the Human Services Department, the Department of Health Services, Catholic Charities of the Diocese of Santa Rosa, Petaluma Bounty, Redwood Community Healthcare Coalition, Redwood Empire Food Bank, Area Agency on Aging, the Northern Center for Well-Being, Disability Services and Legal Center, and The United Way of Wine Country. Among other efforts, these partnerships seek to raise awareness and improve utilization of CalFresh benefits and healthy nutrition practices in Sonoma county.

CalFresh benefits are critical to healthy nutrition for many county residents. CalFresh benefits supplement household food budgets, allowing families to put healthy and nutritious food on the table. In Sonoma County 26,876 people receive CalFresh benefits. Of these beneficiaries:

- 45% are children under 18
- 15% are seniors age 60 and above
- 12% are homeless
- 5% are lawful immigrants

CalFresh generates \$1.79 of economic activity for every \$1.00 of benefits spent. Over \$6 million dollars annually are entered into Sonoma County's local economy, while increasing access to nutritious food for our most vulnerable residents. The CalFresh program and economic benefit also supports local farmers markets, and helps community supported agriculture and local grocers sustain jobs in our community.

The Human Services Department and the Department of Health Services partner with community organizations and agencies to provide outreach, education and enrollment services throughout Sonoma County. Collaboration is central to reaching our residents and engaging the community where the need is greatest.

The following activities will take place during CalFresh Awareness Month:

- April 28th: Kick Off event will be held at the Human Services office at 2550 Paulin Dr, Santa Rosa, starting at 9am. There will be a food distribution, enrollment assistance, community resources and healthy living tips. This event is a collaboration between Human Services, Redwood Empire Food Bank, Catholic Charities and The United Way of Wine Country.
- May 12th from 9-11am: Additional collaborative event at our HSD South County Center, 5350 Old Redwood Hwy N, Petaluma.
- May 14th from 9-11am: Additional collaborative event at 2550 Paulin Dr, Santa Rosa.
- Farmers Market L.I.F.E (Local Incentive for Food and Economy) market match program for CalFresh customers increased to a maximum of \$20 at all participating Farmers Markets for the month of May.

Increasing accessibility and access to healthy food options for residents aligns with the mission of CalFresh, our community-based organizations and the vision for Sonoma County.

Prior Board Actions:

May 14, 2019: Adopted a resolution recognizing CalFresh Awareness Month

FISCAL SUMMARY

| Expenditures | FY 19-20 Adopted | FY20-21 Projected | FY 21-22 Projected |
|------------------------------------|-----------------------------|------------------------------|-------------------------------|
| Budgeted Expenses | | | |
| Additional Appropriation Requested | | | |
| Total Expenditures | 0 | 0 | 0 |
| Funding Sources | | | |
| General Fund/WA GF | | | |
| State/Federal | | | |
| Fees/Other | | | |
| Use of Fund Balance | | | |
| Contingencies | | | |
| Total Sources | 0 | 0 | 0 |

Narrative Explanation of Fiscal Impacts:

N/A

Staffing Impacts:

Agenda Date: 4/28/2020

| Position Title (Payroll Classification) | Monthly Salary Range (A-I Step) | Additions (Number) | Deletions (Number) |
|--|--|-------------------------------|-------------------------------|
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Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Resolution

Related Items “On File” with the Clerk of the Board:

None