



M E M O R A N D U M
HEALTH AND HUMAN SERVICES
HUMAN SERVICES
County of Placer

TO: Board of Supervisors DATE: June 23, 2020
FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services
SUBJECT: Umbrella Contract for Human Services Outreach

ACTIONS REQUESTED

Authorize the Auditor-Controller’s Office to establish a maximum payment authorization (“umbrella contract”) for FY 2020-2021 in an amount not to exceed \$280,000 to provide individual needs assessments, education, enrollment and/or retention assistance for eligible Placer County residents by an identified list of providers; approve the provider list and authorize the Director of Health and Human Services, or designee, to amend the list of providers as necessary so long as amendments are included in the following years’ list; and authorize the Director of Health and Human Services, or designee, to execute any needed provider agreements or other documents utilizing applicable County processes with Risk Management and County Counsel concurrence.

BACKGROUND

In 2015, Human Services successfully partnered with local community and faith-based organizations (CBOs) to conduct community education and application assistance to help eligible Placer County residents learn about, apply for, and retain nutrition assistance. These contracts have been maintained through FY 2019-2020, though in recent years they have transitioned to performance-based contracts where CBOs must hit targeted goals.

These CBOs assist Placer County in increasing utilization of CalFresh and Medi-Cal, and make referrals to other programs such as, CalWORKs, General Relief, WIC, healthcare, and Earned Income Tax Credit (EITC) benefits by eligible households and thereby improve the health and economic stability of families and individuals in Placer County. CBOs provide services such as:

- Educate community members about CalFresh and Medi-Cal program changes, reduce stigma associated with use, and encourage CalFresh and Medi-Cal applications. This may include events and activities, such as the small community meetings, an annual CalFresh Regional Workshop, and cooking demonstrations to educate participants.
- Assist with completing applications for CalFresh and Medi-Cal, which may include additional referrals to CalWORKs, and healthcare coverage.
- Assist and support CalFresh and Medi-Cal intake prescreening and enrollment processes.
- Provide specialized services to reach populations with low utilization rates.
- Encourage clients to engage in healthy eating and exercise.
- Distribute program information, i.e. flyers, posters, brochures at community events, local offices and designated locations.
- Comply with privacy and security standards described in federal regulation 45 CFR 155.260.

CBOs utilize interpersonal approaches to conduct education, assessment, application, enrollment and retention activities with an emphasis on personalized and one-on-one interactions. All activities are delivered in the preferred language of the target audience. CBOs partner with Placer County and attend quarterly collaborative meetings and/or trainings.

We are requesting your approval of an umbrella contract to perform the required individual needs assessments, education, application and retention assistance tasks, to help their eligible participants learn about, apply for, successfully enroll in, and retain benefits issued by Human Services.

FISCAL IMPACT

These agreements are funded with Federal and State funds, and no additional County General Funds are required beyond any match to draw down state and federal funds. These expenditures are included in the Department's FY 2020-21 Budget.

ATTACHMENT

Attachment A - Community Based Partners Providing Services Effective July 1, 2020

This template agreement is on file with the Clerk of the Board for review.

Attachment A

Community Based Partners Providing Services Effective July 1, 2020

1. Advocates for Mentally Ill Housing Inc.
2. Crisis Intervention Services, Inc. dba Sierra Community House
3. KidsFirst Child Abuse Prevention Council of Placer County
4. Lighthouse Counseling & Family Resource Center
5. Placer Food Bank
6. Stand Up Placer
7. The Gathering Inn

