



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 22, 2021
FROM: Robert Oldham, MD, MHSA, Director of Health and Human Services
SUBJECT: Umbrella Contract for Human Services Outreach

ACTIONS REQUESTED

1. Authorize an umbrella agreement to provide individual needs assessments, education, enrollment and/or retention assistance for eligible Placer County residents from July 1, 2021 through June 30, 2022, in a maximum aggregate amount not to exceed \$280,000, approve the provider list, and authorize the Director of Health and Human Services, to sign provider agreements with Risk Management and County Counsel concurrence.
2. Authorize the Director of Health and Human Services, or Designee, to amend the list of providers as long as any amendments are reflected in the FY 2022-23 list.

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 2020-2021.

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, housing, 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 Medi-Cal, CalFresh and any program changes, reduce stigma associated with use, and encourage all program applications.
- Provide webinar event education.
- Participate in small community (2-15 individuals) and/or organizational meetings, an annual CalFresh Regional Workshop, and cooking demonstrations to educate participants.
- Participate in medium community events (16-49 individuals).
- Participate in large community events (50+ individuals) This may include events and activities, such as the Farmers Markets, Veterans Stand Down, Back to School Nights.
- Attend monthly CBO meetings provided by the COUNTY.
- Perform required individual needs assessments.
- Provide intake prescreening, application, and enrollment assistance to customers potentially eligible to Human Services programs, which may include additional referrals to WIC, Housing, Veteran's, and Volunteer Income Tax Credit.
- Assist and support Human Services customers with completion of renewals and semi-annual reports.
- Provide specialized services to reach populations with low utilization rates.
- Engage customers in approved activities and events to promote healthy eating, exercise, and other identified COUNTY goals.
- Distribute approved program information, i.e., flyers, posters, brochures at community events, local offices, and designated locations, including information about healthy eating and exercise.

- 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 County General Funds are required to draw down state and federal funds. These expenditures are included in the Department's FY 2021-22 Budget.

ATTACHMENT

Attachment A - Community Based Partners Providing Services

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

Attachment A

Community Based Partners Providing Services

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

