



Lori A. Cox  
Agency Director

Thomas L. Berkley Square  
2000 San Pablo Avenue, Fourth Floor  
Oakland, California 94612  
510-271-9100 / Fax: 510-271-9108  
[ssadirector@acgov.org](mailto:ssadirector@acgov.org)  
<http://alamedasocialservices.org>

May 18, 2012

Honorable Board of Supervisors  
Administration Building  
Oakland, CA 94612

Dear Board Members:

**SUBJECT:** Approval of FFY 2012 and 2013 SNAP-ED Grant and Related Service Contracts

**RECOMMENDATIONS:**

To implement the new FFY 2012 and 2013 Supplemental Nutrition Assistance Grant Program- Education (SNAP-Ed) Innovative Pilot Project in Alameda County, it is recommended that your Board:

1. Accept a grant from the California Department of Social Services (CDSS) and the Food and Nutrition Services (FNS) for the amount of \$1,001,518 to implement a SNAP-Ed Innovative Pilot Project in Alameda County for FFY 2012 and 2013 targeting CalFresh populations in Alameda County;
2. Approve a new services agreement (PC #7585) with the Alameda County Community Food Bank (ACCFB) (Principal: Suzan Bateson; Location: Oakland, CA), under CBO Master Contract #900147, for the period of June 1, 2012 through September 30, 2012 with a funding award of \$80,000 through June 30, 2012 with an additional \$242,340 for the period of July 1, 2012 through September 30, 2012 for a combined maximum award of \$322,340 for delivery of SNAP-Ed services to targeted CalFresh populations in Alameda County, and delegate authority to the Agency director, or designee, to execute the contract under the Master contracting process; and
3. Approve a new services agreement (PC #7584) with the Alameda County Office of Education (ACOE), (Principal: Sheila Jordon; Location: Hayward, CA), under CBO Master Contract #900275, for the period of June 1, 2012 through September 30, 2012 with a funding award of \$40,000 through June 30, 2012 with an additional \$114,439 for the period of July 1, 2012 through September 30, 2012 for a combined maximum award of \$154,439 for delivery of SNAP-Ed services to targeted CalFresh populations in Alameda County and delegate authority to the Agency director, or designee, to execute the contract under the Master contracting process;
4. Approve-in-principle a new CBO Master Contract with the Regents of California, ANR Office of Contracts and Grants, (Principal: Bernadine Smith; Location : Davis CA) in an amount not to exceed \$87,777 for the period of June 1 2012 through September 30, 2012 for the for delivery of SNAP-Ed services to targeted CalFresh populations in Alameda County;
5. Authorize an additional appropriation of \$207,777 completely offset by additional revenue, as detailed in the attached financial recommendation.

**SUMMARY/DISCUSSION:**

This letter requests action by your board to accept a grant from the CDSS and the FNS in the amount of \$1,001,518 to implement a SNAP-Ed Innovative Pilot Project in Alameda County for FFY 2012 and 2013 targeting CalFresh populations in the County. On April 18, 2012 Alameda County Social Services Agency (SSA) received notification from CDSS that the Agency had been approved for participation in the SNAP-ED pilot project. The County grant entitled “*Get Fresh, Stay Healthy!*” is one of 16 innovative projects funded statewide aimed at improving the likelihood that SNAP participants will make healthy food choices within a limited budget and choose physically active lifestyles. The overall purpose of this project is to provide county Welfare Departments the opportunity and funding to partner with other organizations to provide nutrition education services to the CalFresh participants. The project includes nutrition education promotion activities, mass media and other contacts, nutrition education reinforcement, nutrition education classes and evaluation of behavior change.

SSA in partnership with Alameda County Public Health and five other non-profit partners including Alameda County Community Food Bank, Alameda County Office of Education, U.C Davis Co-Operative Extension (in Alameda County), the Pacific Coast Farmers Market and the Ecology Center has targeted four specific service areas, with three focused population segments for CalFresh households. Segments are 1) youth (14-22 years of age), 2) general CalFresh recipients (between 23 and 59 years of age), and 3) seniors (age greater than 60 years) targeted due to a lack of services. The areas of residence are:

1. East Oakland with 18,867 households.
2. West Oakland with 11,133 households.
3. South Alameda County with 17,000 households in Hayward (includes unincorporated Cherryland and Ashland), Newark, San Lorenzo, Union City and Fremont.
4. East Alameda County with 2,100 households in Dublin, Pleasanton and Livermore.

SSA has arranged for the ACCFB to subcontract with both Pacific Coast Farmers Market and the Ecology Center, while SSA and the Public Health Department will work directly with the UC Co-Operative Extension via additional contracting to be brought forth to your Board for approval later in June 2012.

SSA is requesting your Board’s approval for acceptance of the grant and authority for related contracts to implement this pilot project for the grant period through September 30, 2012.


**SELECTION CRITERIA/PROCESS**

*The selection of contracts with AACFB and ACOE is based on the submitted and approved funding application to CDCSS and FNS, which included Public Health and the other sited community partners.*

**FINANCING:**

Funding for the new contracts with ACCFB (\$80,000: FY 2011- 2012 and \$242,340: FY 2012-2013) and ACOE (\$40,000: FY 2011-2012 and \$114,439 FY 2012-2013) and UC (\$87,777: FY 2011-2012) are one hundred percent funded through the CDSS SNAP-Ed grant. There are no net County costs.

Sincerely

A handwritten signature in black ink, appearing to be 'Lori A. Cox', with a long horizontal line extending to the right.

Lori A. Cox  
Agency Director

ATT: Financial Recommendation

c: County Auditor-Controller  
County Administrator  
County Counsel

**FINANCIAL RECOMMENDATION**

**AGENDA DATE:**

6/5/2012

**Subject of Board Letter:**

Approval of FFY 2012 & 2013 SNAP-Ed grant and related service contracts.

**BY:** 2011/2012

**FUND:** 22409

The use of Designations, as follows:

NAME OF DESIGNATION	ORG	AMOUNT

The increase (decrease) in anticipated revenue, as follows:

*Informational*

ORG	ACCT	PROG	PROJ/GR	AMOUNT
320900	45610	00000	SSGSNAPEDIPI213	\$207,777

**ORG TOTAL** \$207,777

*Informational*

ORG	ACCT	PROG	PROJ/GR	AMOUNT

**ORG TOTAL** \$0

**GRAND TOTAL ANTICIPATED REVENUE** \$207,777

The increase (decrease) in appropriations, as follows:

*Informational*

ORG	ACCT	PROG	PROJ/GR	AMOUNT
320900	610000	00000	SSGSNAPEDIPI213	\$207,777

**ORG TOTAL** \$207,777

*Informational*

ORG	ACCT	PROG	PROJ/GR	AMOUNT

**ORG TOTAL** \$0

**GRAND TOTAL APPROPRIATION** \$207,777