



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

PAM SLATER-PRICE
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: October 9, 2012

##

TO: Board of Supervisors

SUBJECT: SNAP-ED REVENUE AND SERVICES (DISTRICT: All)

SUMMARY:

Overview

The Supplemental Nutrition Assistance Program Education (SNAP-Ed), also known as *Network for a Healthy California*, provides nutrition education and obesity prevention services to low-income families in the region that are potentially eligible for the federally funded CalFresh food assistance program. The County of San Diego was one of 22 counties selected to pilot the State of California's SNAP-Ed project, a collaborative effort between Public Health Services and CalFresh, during Fiscal Year 2011-12.

Today's action requests Board authority to accept and to establish appropriations for unanticipated SNAP-Ed grant funds from the State of California for the next four years, and to authorize the Director, Health and Human Services Agency, to execute the SNAP-Ed grant agreement. Additionally, today's action requests your Board to authorize the addition of four full time equivalent (FTE) positions to the Health and Human Services Agency budget to support the SNAP-Ed grant. Finally, today's action requests Board authority to enter into a contract with The Regents of the University of California, University of California, San Diego, in order to implement SNAP-Ed activities throughout San Diego County.

Today's action supports the County's *Live Well San Diego!* initiative by promoting healthy eating, healthy food choices, and physical activity among low-income populations.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

1. Authorize the acceptance of new Supplemental Nutrition Assistance Program Education/*Network for a Healthy California* (SNAP-Ed) grant funds from the State of California Department of Public Health in an amount not to exceed \$12,847,372 for the period of October 1, 2012 through September 30, 2016. Additionally, authorize the Director, Health and Human Services Agency, to execute, upon

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receipt, the SNAP-Ed grant agreement and related documents with the State of California Department of Public Health, and any amendments and extensions that do not materially alter the program.

2. Establish appropriations of \$1,142,084 in the Health and Human Services Agency for SNAP-Ed grant activities based on unanticipated SNAP-Ed grant revenue from the California Department of Public Health. **(4 VOTES)**
3. Authorize the addition of four full time equivalent (FTE) positions to the Health and Human Services Agency budget to support SNAP-Ed grant activities.
4. In accordance with Board Policy A-87, Competitive Procurement, authorize the Director, Department of Purchasing and Contracting, to negotiate a contract with the Regents of the University of California, University of California, San Diego, to conduct SNAP-Ed services, and, subject to successful negotiations and determination of a fair and reasonable price, award a one-year contract with three option years and up to an additional six months if necessary, and to amend the contract as needed to reflect changes to services and funding, subject to the approval of the Director, Health and Human Services Agency. Waive the advertising requirement of A-87.

Fiscal Impact

Funds for the SNAP-Ed grant agreement for Public Health Services are not included in the Fiscal Year 2012-14 Operational Plan for the Health and Human Services Agency. If approved, this request will result in annual costs and revenue of \$1,142,084 in Fiscal Year 2012-13, \$3,350,047 in Fiscal Year 2013-14, \$3,840,676 in Fiscal Year 2014-15 and \$3,623,499 in Fiscal Year 2015-16 and \$891,067 in Fiscal Year 2016-17. The funding source is SNAP-Ed grant funds from the State of California Department of Public Health. These grant funds will cover the costs for the 3.0 FTE positions to be added to Public Health Services. The costs for the 1.0 FTE position to be added to the Strategic Planning and Operational Support Division will be covered by separate SNAP-Ed grant funds from the California Department of Social Services.

Business Impact Statement

N/A

Advisory Board Statement

The Health Services Advisory Board reviewed this item at its September 20, 2012 meeting.

BACKGROUND:

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The Supplemental Nutrition Assistance Program (SNAP) is the cornerstone of the U.S. Department of Agriculture (USDA) nutrition assistance programs and plays a vital role in helping to improve nutrition in the nation, particularly among low-income children and adults. SNAP Education (SNAP-Ed) is a component of SNAP that allows SNAP agencies to provide nutrition education and physical activity promotion to eligible low-income populations. The primary goal of SNAP-Ed is to improve the likelihood that participants will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA food guidance.

The SNAP-Ed program was recently restructured based on the enactment of the Healthy, Hunger-Free Kids Act of 2010 and now focuses on obesity prevention in addition to nutrition education for SNAP eligible populations. The new emphasis on obesity prevention will make SNAP-Ed more effective in addressing the critical problem of obesity in San Diego County, particularly among low-income children and adults. SNAP-Ed plans include behaviorally focused, evidence-based nutrition education and obesity prevention interventions, projects and social marketing campaigns that are consistent with the mission of the USDA's Food and Nutrition Service.

On October 25, 2011 (8), the Board authorized the acceptance of \$350,000 in grant funds from the California Department of Public Health (CDPH) and \$350,000 from the California Department of Social Services (CDSS) for a total of \$700,000 for the SNAP-Ed pilot project through September 30, 2012. SNAP-Ed funding requires local health departments to collaborate with local welfare departments that administer CalFresh to provide nutrition education and obesity prevention services to eligible low-income families. The SNAP-Ed program is thereby locally administered via a collaborative effort between two divisions of the Health and Human Services Agency (HHS): Public Health Services and the Strategic Planning and Operational Support (SPOS) Division.

Board action is required to accept and appropriate new SNAP-Ed grant funds, to add four positions to the HHS budget to support the SNAP-Ed grant, and to approve a contracting procurement to achieve the goals of the SNAP-Ed program.

Recommendations 1 and 2: Acceptance and appropriation of SNAP-Ed grant funds for Public Health Services and authorization for the HHS Director to execute grant agreement

The CDPH notified the County that it is eligible for additional SNAP-Ed funds for the four-year period of October 1, 2012 through September 30, 2016.

Board authority is requested to accept and appropriate new SNAP-Ed grant funds from the CDPH, and to authorize the HHS Director to execute the new SNAP-Ed grant agreement and any required grant documents during this period. The total grant amount for the four-year period of October 1, 2012 through September 30, 2016 is \$12,847,372.

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Recommendation 3: Addition of 4.0 full time equivalent (FTE) positions to the HHS budget to support the SNAP-Ed grant

Board approval is requested for the addition of 4.0 FTE positions to the HHS budget to support project, fiscal and contract administration for the SNAP-Ed grant program.

Recommendation 4: SNAP-Ed contract with the Regents of the University of California, University of California, San Diego (UCSD)

The proposed SNAP-Ed contract with UCSD falls under Board Policy A-87, Competitive Procurement, Section 2, Categorical Exemptions from Competitive Procurement Policy. Per Section 2, goods, services and classes of procurements are categorically exempt from competitive procurement requirements if they meet certain conditions. One of the conditions is services acquired from other governmental agencies (Section 2, C). Additionally, State guidelines for the SNAP-Ed program authorize sole source procurements with state colleges and universities. UCSD, a public university, is a governmental agency.

HHS has determined that UCSD is uniquely positioned with the required staff, infrastructure, resources and experience necessary to provide the proposed contracted SNAP-Ed services. UCSD has received funding for the past ten years through a direct contract with the CDPH to implement the *Network for a Healthy California* program. Through that contract, UCSD is currently performing comprehensive nutrition education, physical activity and obesity prevention services that align with the proposed contract services. UCSD thereby has the capacity to immediately implement the comprehensive SNAP-Ed services required by HHS.

If approved, UCSD will provide nutrition education via social marketing campaigns and programs designed to increase fruit and vegetable consumption, physical activity levels and food security among low-income families who are SNAP-Ed participants or are SNAP-Ed eligible. These nutrition education campaigns and programs will address health inequities in San Diego County among low-income residents, their families and other community members. UCSD will also provide technical assistance to six community based organizations to implement Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) projects. CX3 is a program planning framework to identify areas influencing healthy eating and active living that may need improvement within neighborhoods, and to develop and implement community improvement plans in response.

The anticipated contract amounts are \$253,238 for the first year of the contract, \$1,657,075 for the second year, \$1,654,340 for the third year and \$1,637,914 for the fourth year.

Linkage to the County of San Diego Strategic Plan

This action will support the Healthy Families initiative of the County of San Diego's Fiscal Year 2012-17 Strategic Plan, as well as the *Live Well, San Diego!* initiative, by improving the health and well being of children and adults through healthy food choices and physical activity among low-income populations throughout San Diego County.

Respectfully submitted,

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WALTER F. EKARD
Chief Administrative Officer

ATTACHMENT(S)
N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

10/25/11 (8), authorized the acceptance of USDA funds for the CalFresh Community Nutrition Project, also known as SNAP-Ed, and SNAP Participation Grant.

BOARD POLICIES APPLICABLE:

Board Policy A-87: Competitive Procurement

BOARD POLICY STATEMENTS:

Board Policy A-87: Competitive Procurement. Section 7 of Board Policy A-87, Advertising Noncompetitive Procurements, stipulates that for Board-approved, noncompetitive procurements, the procuring department shall advertise the proposed procurement in an appropriate business newspaper, or post the proposed procurement as provided for by the Department of Purchasing and Contracting. The Health and Human Services Agency requests that the advertising requirement of Board Policy A-87 be waived.

Board Policy A-87 exempts other government entities from competitive procurement. The University of California, San Diego is a government entity and is therefore exempt from competitive procurement pursuant to Board Policy A-87.

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT: Health and Human Services Agency

OTHER CONCURRENCE(S): Purchasing and Contracting
 Department of Human Resources

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