

A G E N D A



Recommendation for Council Action

Austin City Council		Item ID	37708	Agenda Number	45.
Meeting Date:	11/20/2014		Department:	Health and Human Services	
Subject					
Approve negotiation and execution of a contract with SUSTAINABLE FOOD CENTER to support farmer's market's electronic benefits transfer technology and farmer's market's produce purchase incentives, for a ten-month term beginning on December 1, 2014 and ending on September 30, 2015, in an amount not to exceed \$75,000, for a total contract amount not to exceed \$75,000.					
Amount and Source of Funding					
Funding in the amount of \$75,000 is included in the Fiscal Year 2014-2015 Operating Budget of the Health and Human Services Department.					
Fiscal Note					
A fiscal note is not required.					
Purchasing Language:					
Prior Council Action:	On August 2, 2012, Council approved a Resolution (Resolution No. 20120802-029) supporting participation in the Federal 1115 Medicaid Waiver Program.				
For More Information:	Stephanie Hayden, Asst. Director for Community Services, 512-972-5017; Robert Kingham, Manager Community Based Resources, 512-972-5026; Elena Shemilina, Agenda Coordinator, 512-972-5010.				
Boards and Commission Action:					
MBE / WBE:					
Related Items:					

Additional Backup Information

On May 12, 2014, the Austin/Travis County Sustainable Food Policy Board approved Recommendation No. 20140512-7D, SNAP Outreach and Enrollment, Improving Farmers Market and Farm Stand Access for Low-Income Residents.

Eighteen percent of Travis County residents and 25.5 percent of Travis County children live in a food insecure household, tied directly to poverty, and results in increased health care costs, lower educational success, and decreased workforce productivity. Many food insecure residents have limited access to highly nutritious foods, including fresh fruits and vegetables, and are thus at greater risk of chronic diseases such as diabetes, heart disease, and cancer. The Supplemental Nutrition Assistance Program, or SNAP, has proven to be a federal nutrition program that effectively lifts many persons out of poverty and throughout the U.S.; farmers' market incentive programs have successfully generated increased purchases of fresh produce by SNAP recipients.

SUSTAINABLE FOOD CENTER (SFC) is an Austin, Texas based nonprofit organization that cultivates a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC operates the Double Dollar Incentive Program (DDIP) which allows families and individuals who receive SNAP, Women, Infants, and Children (WIC) EBT fruit and vegetable benefits, and/or Farmers' Market Nutrition Program (FMNP) vouchers to double the dollar amount that they can spend on fruits and vegetables at SFC farmers' markets. Eligible shoppers are matched dollar for dollar up to a certain level each week, per program. DDIP is valid only for the purchase of fruits and vegetables.

PERFORMANCE MEASURES, as well as contract exhibits, will be negotiated with the SUSTAINABLE FOOD CENTER staff.

RELATED DEPARTMENTAL GOAL: Provision: Social Services – Promote a healthy community by addressing the needs of vulnerable households.