AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Grant Proposal; CO Nutrition Incentive Program; Mo

Action Requested: Discussion

Parties to the Agreement: Mountain Roots, CSA, Livewell Colorado

Term Begins: 07/01/2019 **Term Ends:** **Grant Contract #:**

Summary:

Grant Proposal to bring locally grown food to WIC participants and low income seniors. Food boxes will be delivered weekly to selected participants.

Fiscal Impact:

Submitted by: elizabeth holena **Submitter's Email Address:** elizabeth.holena@state.co.us

Finance Review: (●) Required ( ) Not Required

Comments:
No financial component for these. DHHS staff will be referring clients for food deliveries. The revenue/expenditures will not flow through our books. No concerns. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 3/21/2019

County Attorney Review: (●) Required ( ) Not Required

Comments:
ok db 3/27/19

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 3/27/2019 Certificate of Insurance Required Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 3/27/2019

(●) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 0

Agenda Date: 4/2/2019

Revised April 2015

Colorado Nutrition Incentive Program

Older Americans Act Congregate Nutrition Program Opportunity

COVER PAGE

Agency/Organization Name: Gunnison County Dept. Of Health & Human Services

Gunnison County Senior Resource Office for Aging and Disability Resources of Colorado (ADRC)

Address: 220 North Spruce Street
Phone: 970.642.4665
Contact Name: Betsy Holena

Contact Phone: 970.642.4665
Contact Email: Elizabeth.holena@state.co.us
Program Name: Gunnison County Seniors CSA Incentive Program
Total Incentive Request: $6,404

Brief Program Summary (500 characters):

The Gunnison County Senior Service office, housed in the Dept. of Health & Human Services, will partner with Mountain Roots Food Project's Multi-Farmer CSA to offer a 16-week Senior CSA Incentive Fruit & Vegetable Share to 8 households. Shares will be distributed via home delivery through an established infrastructure. Participants will be surveyed to evaluate increase in access to and consumption of fresh fruits and vegetables, supported by home visits from the food security coordinator, and encouraged to participate in coordinated education effort such as Cooking Matters courses, community gardening programs, and/or food pantry demonstrations.

Colorado Nutrition Incentive Program - Seniors

Narrative

1. **Community Need: Please describe your community and how food insecurity impacts Seniors in your community. What are the barriers to fruit and vegetable consumption and healthy food access?** (suggested length: 2,000 characters)

Gunnison County is the fifth largest in Colorado. We have a rural "frontier" designation and also designation as a USDA Class 2 Food Desert. Our median incomes are lower than state average, our cost of living is higher. Here, 15.4% live in poverty, at least 12% of the county is food insecure, and over 452 households in the county are on SNAP benefits. Barriers to accessing fresh healthy food are physical (absence of producers/retailers), geographic, economic, and educational. These barriers are particularly pronounced (and poverty rates even higher) amongst our most underserved audiences: Latinos and Cora Indians (our largest non-Caucasian population), seniors, children, and low-income residents.

Gunnison County Senior Resource Office for Aging and Disability Resources of Colorado (ADRC) serves vulnerable adults age 65 and above. Many seniors in the community are on low fixed incomes, some as low as $700 a month. Seniors living in poverty are often unable to afford healthy nutritious diets due to a need to buy more affordable dried food. Malnutrition in older adults can lead to various health concerns, including a weak immune system(which increases the risk of infections), poor wound healing, muscle weakness and decreased bone mass(which can lead to falls and fractures), higher risk of hospitalization and an increased risk of death. In addition to this barrier, many seniors are home bound and limited to dried food box deliveries. The provision of food boxes will increase a household's ability to afford and access healthy local food.

2. **Proposed Program: Please describe the community that your agency serves, including particular barriers to healthy food access (e.g. built environment, lack of stores/farms, cultural/language- related barriers, transportation, etc.). Include how the provision of CSA boxes will help increase access to and consumption of healthy food and please describe any other assets, resources, or partners you have to help implement this program, such as collaborating with your Area Agency on Aging in this application, partnering with Cooking Matters or other nutrition education programs, or working with local food coalitions that can help coordinate this effort.** (suggested length: 3,000 characters)

Gunnison County ADRC works under the Area Agency on Aging through Montrose County and also collaborates closely with the Community Service Block Grant, co-located in the Gunnison County office along with the WIC office, managed by Kim Bemis, and the federal food assistance programs. Gunnison county ADRC also coordinates and collaborates with the local food pantry by providing outreach and referrals.

The ADRC office serves 1847clients annually. In the city center, we have two grocery stores, one health food / vitamin store, several convenience stores, and a disproportionately large number of fast food restaurants compared to our population. We have two farmers' markets – Saturday mornings in Gunnison and Sunday mornings in Crested Butte, which run for the 16-20 week growing season. The Gunnison Farmer's Market participates in the Double Up incentive program, and while numbers have been increasing it is clear that the program is still underutilized. Even though food pantry patrons have more than doubled in the past 18 months, the number of patrons utilizing this resource is still only 60% of those who are low-income and/or food insecure in our community. This disparity has puzzled our agency and our partners enough that a neighborhood needs assessment has been planned and funded, and will be conducted by the following collaborators in mid 2019: Mountain Roots Food Project, Gunnison Country Food Pantry, DHHS, and the Basic Needs Working Group.

From personal interactions with our Senior clients, we gather the two largest barriers to accessing fresh, healthy produce are cost and transportation. Our proposed program focuses on removing these barriers.

Over the past 8 years, Gunnison County DHHS has partnered with a local nonprofit, Mountain Roots Food Project, a food systems initiative working to improve social, economic, and environmental health in Gunnison Valley. We have partnered to provide Cooking Matters courses since 2015; the program maintains a gold-level standard and always has a waiting list. Mountain Roots runs community gardens, a community farm, and a home gardeners' network, which work together to stock the food pantry shelves with fresh local produce during the growing season, and to provide residents access to land and opportunities for education in nutrition, gardening, self-sufficiency, and healthy living. In addition, their Backyard Harvest program (a combination food rescue/food donation program) provides fresh food boxes via home delivery to families in need that have been referred to the program through approved channels. Mountain Roots operates a 16-week CSA serving Gunnison Valley residents.

The strength of this existing partnership, the infrastructure already in place, our small scale, and our personal relationship with our clients position our agency for success with the Colorado Nutrition Incentive CSA Program.

3. **Partnership coordination: Please include a description of how you will identify, coordinate with, and manage sign-ups with CSAs in your community, and where and how the CSA pick-up site will be managed** (including information on how to store the shares or what to do with unclaimed shares). Please also include a preliminary list of which CSAs you intend to work with (suggested length: 2,000 characters)

The Gunnison County DHHS will work solely with the Mountain Roots Multi-Farmer CSA, the only CSA based here in Gunnison County. 100% of the CSA is Colorado sourced, with the majority being from Gunnison County and Delta County producers.

Mountain Roots distributes their CSA at two locations in Gunnison and Crested Butte on Thursdays from 5-7 p.m., however, because the organization already has infrastructure in place from the Backyard Harvest program, and a refrigerated van on loan from the Gunnison County Food Pantry, Mountain Roots has offered to add our Senior CSA Incentive participant families to their weekly home delivery route. This ensures that no boxes are left unclaimed, and also provides a unique opportunity for home support from the Mountain Roots Food Security Coordinator. At each weekly drop off, the coordinator visits with the family, asks questions about how they're using the food, what food they're enjoying, what question they have, and provides supplemental information about upcoming cooking matters classes, food pantry demonstrations, community garden workshops, etc. We believe this will strengthen the success of the program.

4. Program Evaluation: **Please provide a brief description of how you will identify Senior participants to receive the CSA shares, track purchases of CSA shares, and monitor participation**. (suggested length: 1,000 characters)

In April 2019, ADRC Senior program manager Betsy Holena will identify households who would be the best candidates for the program and invite them to participate. Our target enrollment is 8 Senior households, who will be offered a 100% incentive to receive a Standard or Family Produce & Fruit Share. Two shares will also be offered to the Young at Heart Senior Meals program, a service providing meals for seniors three days per week. Participants will be provided with a discount code and supported as needed in subscribing to the Mountain Roots CSA via the on-line registration platform. We'll also keep a waiting list, so that if a household drops out, there is a pipeline in place for the next family on the list to join. The ADRC will be working in partnership with our WIC office, who will also target 8 households with qualifying Seniors to enroll. Registrations need to be completed by May 31, 2019.

When they register, households receiving the incentive will be asked to complete a short survey asking a few questions to establish the baseline of the families in the areas of (1) their experience of / perception of their own food security; (2) their current level of fruit and vegetable consumption; (3) how they view their access to community-based healthy foods; and (4) their top 3 barriers. The same survey will be given to WIC and Senior participants, and tracked on a combined spreadsheet. At the end of the program, participants will be asked to complete an exit survey to evaluate the change in access to and

consumption of fresh fruits and vegetables, and also to better understand how a program like this could benefit this audience in the future.

Betsy will submit monthly reports for the a Senior Incentive programs.

At the three-week mark, our coordinator will evaluate the level of use / level of waste / level of effectiveness. If we find that the food is underutilized, our coordinator will first offer interventions including participation in a cooking class, support with additional recipes, and, if possible, the CSA may be able to adjust the contents of the boxes to include more of the specific foods families are using and less of the ones they are not. In the case that a family elects to drop out of the program, their share will be delivered to the WIC office each week, and the WIC coordinator will use their discretion to make that box available to a different family each week who comes into the office for their WIC appointment and expresses need and/or interest.

The Mountain Roots CSA Manager, Ethan White, will track purchases and provide both agencies with a confirmed list of enrolled households. All WIC and Senior CSA Incentive participants will receive the same information that is sent to all CSA customers, which includes: a weekly email describing what's in the box this week, add-ons that are available for purchase (for example, extra eggs, fresh squeezed juices, etc.), storage tips, recipes specific to the produce they will find in their box that week, and opportunities for farm visits or education as they occur. The Mountain Roots Food Security Coordinator, Ashley Kumburis, will maintain a list of WIC and Senior CSA Incentive participants, and using the systems already in place for Backyard Harvest, a log sheet will be kept of home deliveries made and notes about her interactions with participants.

5. **Projected Incentive Distribution: Please project your anticipated season incentive total and how you came to this calculation. Note that this will likely require that you communicate with local CSAs in advance to document length and cost of their shares.** (suggested length: 1,000 characters)

Our requested Senior incentive distribution is $6,404.
Our target enrollment is 8 Senior households plus 2 shares going to the senior meal program.
Pricing is based on the Mountain Roots 2019 Multi-Farmer CSA.
8 x Standard Share, sized for two, produce ($350) + fruit ($192) = $442 per share. Eight shares = $4,336
2 x Family Share, sized for four, produce ($650) + 2 fruit (2x $192) = $1,034 per share. Two shares = $2,068

Mountain Roots has confirmed they have the ability to document purchases / enrollment and to invoice Livewell Colorado for incentive reimbursement.

Colorado Nutrition Incentive Program WIC Produce Box Opportunity

COVER PAGE

Agency/Organization Name: Gunnison County Dept. Of Health & Human Services

Address: 220 N Spruce St
Phone: 970-641-7911
Contact Name: Kim Bemis

Contact Phone: 970-641-7911
Contact Email: kbemis@gunnisoncounty.org
Program Name: Gunnison County WIC CSA Incentive Program
Total Incentive Request: $5,904

Brief Program Summary (500 characters):

The Gunnison County WIC office, housed in the Dept. of Health & Human Services, will partner with Mountain Roots Food Project's Multi-Farmer CSA to offer a 16-week WIC CSA Incentive Fruit & Vegetable Share to 8 households. Shares will be distributed via home delivery through an established infrastructure. Participants will be surveyed to evaluate increase in access to and consumption of fresh fruits and vegetables, supported by home visits from the food security coordinator, and encouraged to participate in coordinated education effort such as Cooking Matters courses, community gardening programs, and/or food pantry demonstrations.

Colorado Nutrition Incentive Program - WIC

Narrative

1. **Community Need: Please describe your community and how food insecurity impacts women and children in your community. What are the barriers to fruit and vegetable consumption and healthy food access?** (suggested length: 2,000 characters)

Gunnison County is the fifth largest in Colorado. We have a rural "frontier" designation and also designation as a USDA Class 2 Food Desert. Our median incomes are lower than state average, our cost of living is higher. Here, 15.4% live in poverty, at least 12% of the county is food insecure, and 452 households in the county are on SNAP benefits. Barriers to accessing fresh healthy food are physical (absence of producers/retailers), geographic, economic, and educational. These barriers are particularly pronounced (and poverty rates even higher) amongst our most underserved audiences: Latinos and Cora Indians (our largest non-Caucasian population), seniors, children, and low-income residents.

It has long been recognized that children from low-income families lag behind on a wide range of indicators of physical, mental, academic, and economic well-being.[4] Poor children are more likely to have health, behavioral, learning, and emotional problems, and are also more likely to be food insecure. Food insecurity in households with children is associated with inadequate intake of several important nutrients, deficits in cognitive development, behavioral problems, and poor health.[5] Very young children living in food-insecure families are more likely to have low academic scores and to exhibit problem behaviors when they enter kindergarten.[10]

Many of the WIC participants we work with have jobs in the tourist or fast food industry and earn minimum wage. Fruits and vegetables are expensive and WIC participants have voiced their frustration about the high cost of produce. Families have said, "I want to eat more fruits and vegetables, but our family can't afford them".

2. **Proposed Program: Please describe the community that your agency serves, including particular barriers to healthy food access (e.g. built environment, lack of stores/farms, cultural/language- related barriers, transportation, etc.). Include how the provision of CSA boxes will help increase access to and consumption of healthy food and please describe any other assets, resources, or partners you have to help implement this program, such as collaborating with your Area Agency on Aging in this application, partnering with Cooking Matters or other nutrition education programs, or working with local food coalitions that can help coordinate this effort.** (suggested length: 3,000 characters)

The Gunnison County Dept. of Health and Human Services (DHHS) houses the WIC office, managed by Kim Bemis, and the Senior Services office, managed by Elizabeth Holena. The WIC office serves 198 clients of which 128 are children annually. In the city center, we have two grocery stores, one health food / vitamin store, several convenience stores, and a disproportionately large number of fast food restaurants compared to our population. We have two farmers' markets – Saturday mornings in Gunnison and Sunday mornings in Crested Butte, which run for the 16-20 week growing season. The Gunnison Farmer's Market participates in the Double Up incentive program, and while numbers have been increasing it is clear that the program is still underutilized. Even though food pantry patrons have more than doubled in the past 18 months, the number of patrons utilizing this resource is still only 60% of those who are low-income and/or food insecure in our community. This disparity has puzzled our agency and our partners enough that a neighborhood needs assessment has been planned and funded, and will be conducted by the following collaborators in mid 2019: Mountain Roots Food Project, Gunnison Country Food Pantry, DHHS, and the Basic Needs Working Group.

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Kim Bemis will submit the monthly reports for the WIC program.

At the three-week mark, our coordinator will evaluate the level of use / level of waste / level of effectiveness. If we find that the food is underutilized, our coordinator will first offer interventions including participation in a cooking class, support with additional recipes, and, if possible, the CSA may be able to adjust the contents of the boxes to include more of the specific foods families are using and less of the ones they are not. In the case that a family elects to drop out of the program, their share will be delivered to the WIC office and the WIC coordinator will contact the families on the waiting list to see who is interested in participating.

The Mountain Roots CSA Manager, Ethan White, will track purchases and provide both agencies with a confirmed list of enrolled households. All WIC and Senior CSA Incentive participants will receive the same information that is sent to all CSA customers, which includes: a weekly email describing what's in the box this week, add-ons that are available for purchase (for example, extra eggs, fresh squeezed juices, etc.), storage tips, recipes specific to the produce they will find in their box that week, and opportunities for farm visits or education as they occur. The Mountain Roots Food Security Coordinator, Ashley Kumburis, will maintain a list of WIC and Senior CSA Incentive participants, and using the systems already in place for Backyard Harvest, a log sheet will be kept of home deliveries made and notes about her interactions with participants.

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