# AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

**Agenda Item:** Grant Proposals (2); Nutrition Incentive Program

**Action Requested:** Discussion

**Parties to the Agreement:** LiveWell Colorado

**Term Begins:** 06/01/2020 **Term Ends:** 11/1/2020 **Grant Contract #:**

**Summary:**

This grant provides fresh produce boxes to 27 families in the community

**Fiscal Impact:** $22450.00

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

**Finance Review:** (●) Required ( ) Not Required

Comments:
No concerns. We provide eligibility services and reporting function, but Gunnison County isn't the grantee and these revenues/expenditures do not impact our 2020 adpopted budget. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 2/25/2020

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

Comments:
ok db 2/27/20

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 2/27/2020 Certificate of Insurance Required Yes ( ) No (●)

**County Manager Review:**

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 2/28/2020

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

Agenda Date: 3/3/2020

*Revised April 2015*

**REQUEST FOR PROPOSALS**

**SECOND-YEAR APPLICANTS**
**Colorado Nutrition Incentive Program**
**Older Americans Act Congregate Nutrition Program Produce Box Opportunity**

**COVER PAGE**

**Agency/Organization Name: Gunnison County Department of Health and Human Services**

**Address: 220 North Spruce Street, Gunnison CO 81230**

**Phone: 970-642-4665**

**Contact Name: Elizabeth Holena**

**Contact Phone:970-642-4665**

**Contact Email:Elizabeth. holena@state.co.us**

**Program Name: Senior Resources CSA Incentive Program**

**Total Incentive Request: $12,850**

**Request for Proposals**

Please address the following narrative questions (not to exceed 3 pages), and in each response highlight how your program will be the same or will differ from the first year, and what changes you are putting in place to address any challenges in year one. Feel free to re-use language from 2019 that is still relevant, and make clear what is new or different for 2020.

1. **Proposed Program: Please describe the community that your agency serves, including particular barriers to 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 WIC agency on this application, partnering with Cooking Matters or other nutrition education programs, or working with local food coalitions that can help coordinate this effort.**

The Gunnison County Senior Resource Office for Aging and Disability Resources of Colorado (ADRC) housed in the Dept. of Health & Human Services, will partner with Mountain Roots Food Project's Multi-Farmer CSA (same as 2019) to offer a 16-week CSA Incentive Fruit & Vegetable Share to 15 households (an increase from 8 households in 2019, due to increased demand). 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. It is anticipated that the program process will remain similar to last year as there were not any issues and the program ran very efficiently and customers were very happy.

Gunnison County Department of Health and Human services service the Valley of Gunnison County, the fifth largest county in Colorado. Gunnison County has a rural "frontier" designation and also is designated as a USDA Class 2 Food Desert. Median incomes are lower than state average and the cost of living is higher. Here, 15.4% live in poverty, at least 12% of the county is food insecure, and approximately 823 individuals 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. 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.

The ADRC office serves 2000 clients 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 continues to be conducted with Mountain Roots Food Project, Gunnison Country Food Pantry, DHHS, and the Basic Needs Working Group.

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. Gunnison County has 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. Gunnison County also chairs the Basic Needs Subcommittee, a collaborative effort which includes our food security partners to assure that basic needs are being met across the valley.

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.

2. **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. Include information on the plan for storing the shares and plans for unclaimed shares. Please also include a preliminary list of the 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. We had a successful partnership with Mountain Roots in 2019 for this program. 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. During the interaction between the deliverer and consumer information on additional public benefits and resources related to food security and other basic needs assistance in the community. Most of the consumers had several contacts a month with staff at DHHS who were informed that the program was bringing added nutritional value to their diets and reducing food insecurities.

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

In April 2020, the ADRC Senior Resource Team will identify households who would be the best candidates for the program and invite them to participate. In 2019, we offered 8 senior shares and had 2 senior shares purchases. It is important to note that we identified at least 15 households that would benefit from the food assistance and we saw that request rise by 5 during the grant season. In 2020, our target enrollment is 15 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. Use of the on-line subscription platform ensures that accurate records are kept of participants and purchases. A roster report can be generated at any time. We will 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 target 10 households with qualifying WIC households to enroll. Registrations need to be completed by May 31, 2020. ADRC staff will track purchases and monitor participation monthly in collaboration with Mountain Roots.

4. **Projected Incentive Distribution: Please project your anticipated season incentive total and how you came to this calculation. Note that this will likely require you to 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 $12,850.
Our target enrollment is 15 Senior households plus 2 shares going to the senior meal program.
Pricing is based on the Mountain Roots 2020 CSA
10 x Standard Share, sized for two, produce ($350) + fruit ($200) = $550 per share. Ten shares = $5,500
5 x Family Share, sized for four, produce ($650) + fruit ($400) = $1050 per share. Five shares = $5,250
Plus
2 x Family Share, sized for four, produce ($650) + 2 fruit ($400) = $1,050 per share. Two shares = $2,100

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

Changes from last year:
Prices for produce shares are the same as 2019, fruit shares have increased from $192 to $200.
We have increased our request from 8 shares in 2019 to 15 shares in 2020, to meet higher demand.

**Evaluation (optional): LiveWell Colorado will collect monthly reporting of CSA participation from each county and will also develop, supply, collect, and analyze surveys of county agencies, Older Adult participants, and CSA partners, along with additional focus groups and interviews as needed to assess the program. If your county intends to conduct any *additional* data collection or program evaluation efforts, please describe them here** (suggested length: 1,000 characters).

The following system was in place in 2019 and worked well last year, so we will continue:

Gunnison ADRC staff will collect and monitor data monthly. 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 Holena will submit monthly reports for the Senior Incentive CSA 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 Senior Resource office each week, and the Senior Resource Office coordinator will use their discretion to make that box available to a different family each week who and expresses need and/or interest.

The Mountain Roots CSA Manager, Anne Eldridge, 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, Kaelyn Schultz, 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.

**Required Documents**

- Cover Page
- Completed Narrative (3 pages total)

**Colorado Nutrition Incentive Program:**
**WIC Produce Box Opportunity**

**REQUEST FOR PROPOSALS**
**SECOND-YEAR APPLICANTS**
**Colorado Nutrition Incentive Program**
**WIC Produce Box Opportunity**

**COVER PAGE**

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

**Address:** 220 North Spruce Street Gunnison, CO 81230

**Phone:** 970-642-4665

**Contact Name:** Kim Bemis

**Contact Phone:** 970-642-4665

**Contact Email:** KBemis@gunnisoncounty.org

**Program Name:** Gunnison County WIC CSA Incentive Program

**Total Incentive Request:** $9,600

**Request for Proposals**
Please address the following narrative questions (not to exceed 3 pages), and in each response highlight how your program will be the same or will differ from the first year, and what changes you are putting in place to address any challenges in year one. Feel free to re-use language from 2019 that is still relevant, and make clear what is new or different for 2020.

1. **Proposed Program: Please describe the community that your agency serves, including particular barriers to 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: 4,000 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 (same as 2019) to offer a 16-week WIC CSA Incentive Fruit & Vegetable Share to 12 households (an increase from 8 in 2019 due to increased demand). 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.

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 823 individuals 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]

The WIC Office serves 100 clients annually. 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".

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 continues to be conducted with Mountain Roots Food Project, Gunnison Country Food Pantry, DHHS, and the Basic Needs Working Group.
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Over the past 8 years, Gunnison County DHHS has partnered with Mountain Roots Food Project, a local non profit food systems initiative working to improve social, economic, and environmental health in Gunnison Valley. Gunnison County has 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. Gunnison County also chairs the Basic Needs Subcommittee, a collaborative effort which includes our food security partners to assure that basic needs are being met across the valley. One notable success of the grant was further coordination between WIC and TANF, who often share common families in need.

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.

2. **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. Include information on the plan for storing the shares and plans for unclaimed shares. Please also include a preliminary list of the 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. We had a successful partnership with Mountain Roots in 2019 for this program. 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 questions 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. The WIC Office received positive feedback from families throughout the grant duration.

3. **Program Engagement: Please provide a brief description of how you will identify WIC participants to receive the CSA shares, track purchases of CSA shares, and monitor participation.**

In April 2020, WIC Officer Kim Bemis will identify households who would be the best candidates for the program and invite them to participate. In 2019, we had 8 shares available and 8 shares were purchased. Kim will monitor the demand throughout the year and saw an increased request and demand for shares. In 2020, our target enrollment is 12 WIC households, who will be offered a 100% incentive to receive a Standard or Family Produce & Fruit Share. 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. Use of the on-line subscription platform ensures that accurate records are kept of participants and purchases. A roster report can be generated at any time. 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 WIC office will be working in partnership with our Senior Resource office (ADRC), who will target 15 households with qualifying Seniors to enroll. Registrations need to be completed by May 31, 2020. ADRC and WIC staff will track purchases and monitor participation monthly in collaboration with Mountain Roots.

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

Our requested WIC incentive distribution is $9,600.
Our target enrollment is 12 WIC households.
Pricing is based on the Mountain Roots 2020 Multi-Farmer CSA.
6 x Standard Share, sized for two, produce ($350) + fruit ($200) = $550 per share. Six shares = $3,300
6 x Family Share, sized for four, produce ($650) + 2 fruit ($400) = $1,050 per share. Six shares = $6,300

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

Changes from last year:
Prices for produce shares are the same as 2019, fruit shares have increased from $192 to $200.
We have increased our request from 8 households in 2019 to 12 shares in 2020, to meet higher demand.

5. **Evaluation (optional): LiveWell Colorado will collect monthly reporting of CSA participation from each county and will also develop, supply, collect, and analyze surveys of county agencies, WIC participants, and CSA partners, along with additional focus groups and interviews as needed to assess the program. If your county intends to conduct any *additional* data collection or program evaluation efforts, please describe them here** (suggested length: 1,000 characters).

The following system was in place in 2019 and worked well last year, so we will continue:

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.

Kim Bemis will submit the monthly reports for the WIC CSA Incentive 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, Anne Eldridge, 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, Kaelyn Schultz, will maintain a list of WIC and Senior CSA Incentive participants, and using the systems

already in place for the Mountain Roots Backyard Harvest program, a log sheet will be kept of home deliveries made and notes about her interactions with participants.

**Required Documents**

- Cover Page
- Completed Narrative (3 pages total)