



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No. _____**

FROM: City Administrator

SUBJECT: A Proclamation designating May 2017 as "CalFresh Awareness Month"

MEETING DATE: May 16, 2017

RECOMMENDATION:

City Staff recommends that the City Council approve a Proclamation designating May 2017 as "CalFresh Awareness Month" in the City of Commerce.

ANALYSIS:

CalFresh is the new name for the federally-funded supplemental nutrition food benefit, formerly known in California as the "Food Stamps Program." One of the Los Angeles County's highest priorities is to reduce food insecurity and encourage healthy choices by increasing access and participation in the program. The program is administered by the Department of Public Social Services (DPSS). In California, the monthly CalFresh benefit is transferred to the participant's Electronic Benefit Transfer (EBT) card.

The purpose of the Cal Fresh Program is to promote and safeguard the health and well being of low-income households by raising their levels of nutrition and increasing their food purchasing power. The amount of CalFresh benefits depends on the household size and income. Households with less income will be eligible for more benefits. Those in need of assistance can apply on-line or in person at any DPSS District office or at contracted partner sites.

Local residents may still be financially impacted by the recent "Great Recession" and many in need of immediate food assistance may be unaware of the CalFresh Program. It is important to inform residents of this benefit.

The City Council is supportive of programs that benefit the health and well-being of the community. The City Council will join the DPSS and its 40 district offices as partners in this education and outreach effort by proclaiming the month of May as "CalFresh Awareness Month" in the City of Commerce.

ALTERNATIVES:

1. Proclaim CalFresh Awareness Month; or
2. Provide staff with further direction

FISCAL IMPACT:

This activity may be carried out without additional impact on the current operating budget.

RELATIONSHIP TO STRATEGIC GOALS:

This matter is applicable to the following 2012 Strategic Goal: "Protect and Enhance the Quality of Life in the City of Commerce."

ATTACHMENTS:

1. Proclamation

Recommended by: Matthew C. Rodriguez, Interim City Administrator

Approved as to Form: Eduardo Olivo, City Attorney

Respectfully submitted: Matthew C. Rodriguez, Interim City Administrator