



**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Submitted on:
(COB Stamp)

Department Name: Social Services
Department No.: 044
Agenda Date: July 1, 2025
Placement: Administrative Agenda
Estimated Time:
Continued Item: No
If Yes, date from:
Vote Required: 4/5

TO: Board of Supervisors
FROM: Department Director: Daniel Nielson, Social Services Director
Contact: Luis F. Servin, WDB Executive Director
SUBJECT: **Acceptance of a \$60,000 cash donation to the Department of Social Services from CenCal Health for the Farmworker Resource Center**

County Counsel Concurrence

As to form: Yes

Other Concurrence:

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Social Services Director to accept a \$60,000 cash donation from CenCal Health for the Farmworker Resource Center; and
- b) Determine that the activity is not a "Project" subject to California Environmental Quality Act (CEQA) review per CEQA Guideline Section 15378(b)(5), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

Summary Text:

This item is on the Agenda for the Board to authorize the Social Services Director to accept an unanticipated and generous donation of \$60,000 from CenCal Health through their Community Benefits funding to support the work and services provided by the Farmworker Resource Center.

Discussion:

The Department of Social Services recommends that the Board accept the \$60,000 donation from CenCal Health. The donation is intended to support the work performed by the Farmworker Resource Center (FWRC) staff including helping agricultural workers access a range of in-person, culturally

competent services, including enrollment assistance for safety net programs like Medi-Cal, CalFresh, and cash aid, referrals to other programs and public agencies that assist low-income community members, employment assistance and advocacy, legal support referrals and more. **Deliverables:**

- FWRC: provide in-office services for healthcare navigation, workforce support, and social service referrals.
- FWRC Mobile Outreach: deliver services directly to agricultural employers, farm sites, and community events throughout Santa Barbara County.
- Events and Workshops: provide services at community and employer events, connecting farmworkers to vital resources.
- Virtual Support: assist farmworkers via phone, email, and online consultations to ensure accessibility.

Performance Measures:

- Serve 3,600 individuals annually with equitable access to critical resources, workforce development opportunities, healthcare services, and social support systems.
- Host or participate in four (4) resource fairs during grant period.
- Host two (2) Mexican Consulate events to provide valuable information to the farmworker community.

Background:

Established in July 2023, the FWRC or *Proyecto Campesino* (in Spanish) is a grant-based program that supports Santa Barbara County's agricultural workforce, facilitating farm laborers' access to healthcare and other essential services. Managed by the Santa Barbara County Workforce Development Board (WDB), the FWRC, in collaboration with key agricultural employers, offers a range of in-person, culturally competent services, including enrollment assistance for safety net programs like Medi-Cal, CalFresh, and cash aid, referrals to other programs and public agencies that assist low-income community members, employment assistance and advocacy, legal support referrals and more.

CenCal Health would like to continue to support the FWRC in providing community members resources to address determinants of health, outreach and education, and more. This funding will help to support staffing and direct service costs, such as the cost dedicated to outreach events, printing, and production of outreach materials during Fiscal Year 2025-26.

Examples of activities:

- Referrals to community resources, such as healthcare, food assistance, housing support, and education.
- Outreach and employer engagement events.
- Connect CenCal members to health benefits.
- Educational workshops covering topics like health insurance, health benefits, and financial literacy.

On June 25, 2024, the Board of Supervisors approved Social Services Director to accept an initial donation of \$60,000 utilized to support program services during Fiscal Year 2024-2025.

Fiscal and Facilities Impacts:

None.

Fiscal Analysis:

Accepting the unanticipated gift in the amount of \$60,000 does not impact mandates, service levels, or general fund contribution. This gift is fully incorporated in the Department's FY 2025-26 WIOA-WDB Fund budget. These funds will supplement the Farmworker Advancement Program and Covered California Navigator Program funds in supporting the continuation of the Farmworker Resource Center program.

Special Instructions:

Please scan, email and send one (1) Minute Order to:

DSS Procurement and Contracts Unit

C/O Tricia Beebe

2125 S. Centerpointe Parkway, 3rd Floor

Santa Maria, CA 93455

Email: tbeebe@countyofsb.org

Attachments:

Attachment A – WDB CenCal Community Investment Grant Award Letter - Statement of Work

Contact Information:

Tricia Beebe

Procurement and Contracts Supervisor

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