

Agenda Report

TO: CITY COUNCIL

DATE: SEPTEMBER 18, 2000

FROM: CYNTHIA J. KURTZ, CITY MANAGER

SUBJECT: APPROVAL OF AMENDMENTS TO FEDERAL FISCAL YEAR (FFY) 2000 WOMEN, INFANTS, AND CHILDREN (WIC) SUPPLEMENTAL FOOD PROGRAM AGREEMENT WITH THE STATE DEPARTMENT OF HEALTH SERVICES IN THE TOTAL AMOUNT OF \$45,091

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the City Manager to execute two amendments to the FFY 2000 Women, Infants, and Children (WIC) Program Agreement with the State Department of Health Services (SDHS) in the total amount of \$45,091 for the period of October 1, 1999 through September 30, 2000; and,
2. Approve a journal voucher increasing the estimated FY 2001 revenues and appropriations in the WIC operating budget account #564200 by \$45,091 from \$739,378 to \$784,469.

BACKGROUND:

The Women, Infants, and Children (WIC) Program is a federally funded, state-administered public health services program which provides nutritional counseling, education, and supplemental food vouchers for pregnant women and lactating women and their children up to five years old. WIC serves an average monthly caseload of 6,500 participants. The program is medically supervised, and its services are provided within strict medical and nutritional guidelines. One of the major goals of this effort is to ensure that program participants receive high quality counseling and information contributing toward their maintenance of good physical health and/or altering detrimental nutritional patterns.

This year, the California Department of Health Services made two amendments to the annual WIC program budget. One amendment includes an additional \$42,050 to implement expanded outreach efforts. The amendment has enhanced Pasadena's capacity to increase program enrollment by providing the resources to hire two temporary staff to participate in additional outreach activities and pay overtime to existing staff to work in the clinic on Saturdays. Remaining funds have been used to purchase incentives for new WIC clients.

The second budget amendment in the amount of \$3,041 will supplement the administration of the Farmer's Market Nutrition Program. This new program assures that WIC clients have access to fresh fruits and vegetables from farmers' markets by providing them with local farmer's market coupons. The funding amendment will offset the administrative costs associated with the implementation of the "Ask a Dietitian" Program, a supplemental education component of the WIC program, operated at the Villa Parke Farmer's Market. Once a month, a bilingual dietitian hired by Los Angeles County will attend the farmer's market to provide information about food safety, food sanitation and seasonal recipes and to answer general dietary questions. Funding will be used to purchase necessary pamphlets and equipment (i.e., tents, tables, chairs), and will help pay travel expenses for the dietitian.

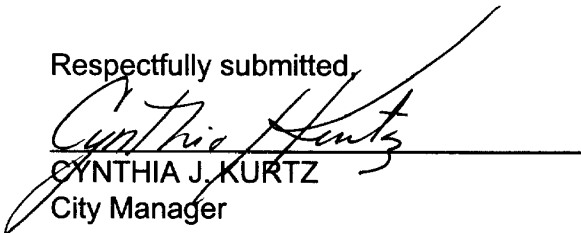
Since the WIC Program is Federally funded, the term of this Agreement is consistent with the Federal Fiscal Year (FFY) calendar which runs from October 1, 1999 through September 30, 2000 (FFY 2000), overlapping two City fiscal calendars, FY 2000 and FY2001. Although the increased revenues of \$45,091 will be included in the adjusted FY 2001 budget for the Public Health Department, the entire allocation must be spent by September 30, 2000. At that time the Health Department will return to City Council to approve the contract for FFY 2001.

This contract is exempt from the Affirmative Action in Contracting Ordinance pursuant to Section 4.09.060 (A), exempting contracts with other governmental entities for labor, material, supplies or services.

FISCAL IMPACT:

This action by City Council will increase the estimated revenues and appropriations in the Public Health Department's FY 2000 Women, Infants and Children adopted budget account #564200 by \$45,091 from \$739,378 to \$784,469.

Respectfully submitted,

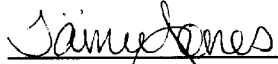


CYNTHIA J. KURTZ

City Manager

CITY COUNCIL
Amend FFY 2000 Women, Infants, and Children Program (WIC) Agreement with SDHS
September 18, 2000

Prepared by:



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Program Coordinator, Administration

Reviewed by:



for Jane Lewis
WIC Program Manager

Approved by:



Wilma J. Allen
Director of Public Health