



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: November 7, 2012

To: PUBLIC SAFETY, CIVIL RIGHTS & HEALTH COMMITTEE
Referral to: WAYS & MEANS/BUDGET COMMITTEE

Subject: AMEND AGREEMENT WITH BLUE CROSS AND BLUE SHIELD OF MINNESOTA TO ADD FUNDS

Recommendation:

Council authorization for the proper City officials to amend the Blue Cross and Blue Shield of Minnesota Consultant Master Agreement, contract #35462, Engagement Schedule 1, to add \$7,200 for a new contract total of \$79,800, for program services related to the Electronic Benefits Transfer (EBT) and Market Bucks programs at Minneapolis farmers markets, and increase both the revenue estimate in fund/department 01600-8600120 (revenue code 372001) and the 2012 appropriation in fund/department 01600-8600120 by \$7,200.

Previous Directives: February 10, 2012 Council approval of Consultant Master Agreement and Engagement Schedule 1 services.

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
Phone: x2884

Approved by: _____
Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval ____ Not Applicable X
Policy Review Group (PRG) Approval ____ Date of Approval ____ Not Applicable X

Presenters in Committee: Kristen Klingler, Project Specialist, Minneapolis Healthy Living initiative

Financial Impact (Check those that apply)

X Action requires an appropriation increase to the ____ Capital Budget or X Operating Budget.
X Action provides increased revenue for appropriation increase.

Background/Supporting Information Attached

The department is requesting to amend the contract with Blue Cross to receive additional funding in support of the Healthy Living initiatives in place at selected farmers markets. In 2010, MDHFS partnered with the Center for Prevention at Blue Cross Blue Shield of Minnesota to establish Electronic Benefit Transfer (EBT) systems and a Market Bucks incentive program at selected area farmers markets. With MDHFS and Blue Cross support, these markets continued EBT and Market Bucks for the 2011 and 2012 market seasons. These new funds cover costs associated with attendance of farmers market staff at two conferences required by Blue Cross and additional expenses, beyond original estimates, associated with the administration and maintenance of the EBT and Market Bucks systems at the markets.