COUNTY OF MILWAUKEE
Inter-Office Communication

Date: May 11, 2026

To: Marcelia Nicholson-Bovell, Chairwoman, Milwaukee County Board of Supervisors

From: Shakita LaGrant-McClain, Executive Director, DHHS

Subject: A report from the Executive Director, Department of Health and Human Services, requesting passive review of a purchase of service contract with Feeding America Eastern Wisconsin, Inc. for the Milwaukee Market Match Program

File Type: Passive Review Report

REQUEST

Report from the Executive Director, Department of Health and Human Services, requesting passive review of a purchase of service contract with Feeding America Eastern Wisconsin, Inc. for the Milwaukee Market Match Program.

POLICY

This report aligns to Wis. Stats. 59.52 (31) for Passive Review Contracts. A passive review report is required for contracts with a value of at least $100,000 but not more than $300,000. In addition, citations for prior resolutions approved by the County Board on this program are included below.

Wisconsin State Statutes:		59.52(31)
2026 Milwaukee County Budget		File 25-668

BACKGROUND

Milwaukee County allocated $988,400 in American Rescue Plan Act (ARPA) revenue to Feeding America to increase the purchase and consumption of locally grown fruits and vegetables by accepting SNAP/EBT (FoodShare) benefits at Milwaukee County farmers markets. The program doubles the value of customers' transactions at point of purchase, making Wisconsin-grown produce more affordable and increasing income for small family produce farmers, many of whom are Milwaukee County residents.

Wisconsin Act 201 established the Health Food Incentive Program in Milwaukee known as Milwaukee Market Match. Feeding America Eastern Wisconsin, Inc. was awarded the funding for this program and is implementing it in Milwaukee County. No other agency in Milwaukee County is running the Market Match program, and Feeding America is working with partner farmers markets

across the county to implement the program.

As part of the 2026 budget process, the County Board approved a $150,000 amendment to the DHHS budget to continue support for Market Match. Given the organization's experience administering the program, DHHS recommends a contract under passive review with Feeding America Eastern Wisconsin, Inc. to administer the $150,000 included in the 2026 DHHS Adopted Budget.

ALIGNMENT TO STRATEGIC PLAN

This action item aligns with strategic plan objectives 2A (Determine what, where, and how we deliver services to advance health equity and 3A (Invest "upstream to address root causes of health disparities).

FISCAL EFFECT

There is no fiscal effect for this contract as funding has been included in the 2026 budget.

TERMS

The contract is effective from June 1, 2026 through December 31, 2026.

VIRTUAL MEETING INVITES

Shakita LaGrant-McClain, DHHS Executive Director
Gaylyn Reske, Program Coordinator-Senior Dining-ADS-DHHS

PREPARED BY:

Gaylyn Reske, Program Coordinator-Senior Dining, Aging and Disability Services-DHHS

APPROVED BY:

Shakita LaGrant-McClain
Shakita LaGrant-McClain, Executive Director, Department of Health and Human Services

ATTACHMENTS:

None

cc: County Executive David Crowley
Sup. Steve F. Taylor, Chair, Finance Committee
Sup. Shawn Rolland, Chair, Health Equity, Human Needs, & Strategic Planning Committee
Liz Sumner, Comptroller, Office of the Comptroller

Mary Jo Meyers, Chief of Staff, County Executive's Office
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Nicholas Sinram, Director, Office of Strategy, Budget, and Performance
Steve Cady, Research and Policy Director, Office of the Comptroller
Madeline Fruehe, Budget and Management Analyst, SBP