



# Monterey County Funeral And Burial Assistance Program

DEPARTMENT OF EMERGENCY MANAGEMENT



# AGENDA

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- Program Overview
- Eligible Expenses
- Program Eligibility
- Outreach & Communications
- Community Use
- Recommendation





# PROGRAM OVERVIEW

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- The program commenced in May of 2021 from a Board of Supervisors referral to support eligible low income families during the COVID-19 Pandemic.
- The allocation for the program was \$350,000 and offered up to \$9,000 in financial aid for funeral expenses directly linked to COVID-19.
- The program provides aid to Monterey County residents who incurred expenses associated with deceased individuals and who do not qualify for FEMA assistance.
- The Monterey County COVID-19 Funeral and Burial Assistance Program application period began November 17, 2022, and ended October 1, 2023.
- On April 21, 2023, the Board of Supervisors reallocated \$250,000 of the unencumbered funds to aid in the recovery of the Pajaro and San Ardo communities following the 2023 winter storms.
- \$100,000 remained to extend the COVID-19 Funeral Assistance Program until October 1, 2023.



# ELIGIBLE EXPENSES

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UNDER THIS PROGRAM, THE FOLLOWING EXPENSES ARE COVERED:

- Funeral Services
- Cremation
- Transportation
- Remain Transfers
- Burial Plot/Cremation Plot
- Headstone
- Religious Service
- Funeral Ceremony
- Funeral Home Equipment
- Death Certificate Costs
- Additional Expenses by local law



# PROGRAM ELIGIBILITY

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TO QUALIFY FOR THE MCFBAP AN APPLICANT MUST:

1. Provide a death Certificate Attributing the cause of death to COVID-19 in Monterey County
2. Ineligible for FEMA Assistance
3. Provide proof of applicant's residence in Monterey County
4. Provide proof of Income/Low Income Qualifying Documents (Cal-Fresh/Disability/paystub/ITIN)
5. Provide original receipts detailing services, naming you as responsible for the costs, and naming the decedent.



# COMMUNITY OUTREACH

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Extensive community outreach was conducted from October 2022- October 2023, including a \$5,000 media ad buy:

- **1** bilingual webpage
- **1** dedicated hotline
- **3** Referrals received by 2-1-1
- **2** articles published in Monterey County Weekly and the Monterey County Herald.
- **6** Interviews broadcasted on Radio Bilingue/Comunidad Alerta.
- **12** Television interviews and media coverage on Telemundo, Univision, KSBW, and KION.
- **90+** Social media posts on Facebook, Twitter, and Instagram shared with 114 media outlets, 135 CBO's and District Offices. Totaling over **2,980** online interactions.
- **261** Public Service Announcement Spots in English and Spanish on CO2 Media and Entravision Group Radio Stations.
- Engagement at "Día del Trabajador Agricola" community event in King City.
- The VIDA Community Health Worker Program door-to-door outreach @ churches, bakeries, laundromats and foodbank distributions in San Ardo, San Lucas, King City, Greenfield, Soledad, Salinas, Castroville, Las Lomas, and Pajaro.

# COMMUNITY USE

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1

Eligible Applicant  
(Non-Responsive)

18

Ineligible Applicants

19

Total Applications



# PARTNERS

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Throughout the duration of the program, DEM Staff worked directly with the following agencies and community partners:

- Monterey County Sheriff's Office
- Monterey County Counsel
- KHDC Radio Bilingue
- Entravision
- KION/Telemundo
- KSBW
- Monterey County Weekly
- The Herald
- United Way / 2-1-1, County Communications
- Santa Cruz Community Ventures





# RECOMMENDATION

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- Direct the Department of Emergency Management to close the application period for the Monterey County COVID-19 Funeral and Burial Assistance Program on October 1, 2023.
- Authorize the Auditor-Controller's Office to increase appropriations for the Department of Emergency Management (001-1040-DEM001-8589) FY 2023-24 Adopted Budget by \$100,000 to cover expenses incurred for staffing the Pajaro Disaster Recovery Manager, offset by a corresponding increase in County Administrative Office non-program revenue (001-1050-CAO019-8041), financed by reallocated prior year American Rescue Plan Act funding.  
(4/5ths vote required)



# Thank You

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# MCFBAP PROCESS

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