



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

Department Name: CEO
Department No.: 012
For Agenda Of: June 2, 2015
Placement: Departmental
Estimated Tme: 20 minutes
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Mona Miyasato, County Executive Officer, (805) 568-3400
Director(s)
Contact Info: Terri Nisich, Assistant County Executive Officer (805) 568-3400
SUBJECT: **County Executive Office and Community Action Commission Joint Presentation
on the 211 Contract with Community Action Commission from November 1, 2014
through June 30, 2015**

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Other Concurrence:

As to form: N/A

Recommended Actions:

That the Board of Supervisors:

- a) Receive and file the County Executive Office and Community Action Commission joint presentation on the 211 Contract with Community Action Commission from November 1, 2014 through June 30, 2015.
- b) Determine pursuant to California Environmental Quality Act (CEQA) Guideline 15378(b)(5) that the above action is not a project subject to CEQA review because it is an administrative activity that will not result in direct or indirect physical changes in the environment.

Summary Text:

This item is on the agenda to provide information about the 211 activities conducted by the Community Action Commission from November 1, 2014 to date. The 211 Helpline Service is a resource that provides health and human services, and disaster response public information to the Santa Barbara County community at large. This program operates on behalf of all County residents as a free resource to all 24-hours-a-day, seven days a week, in over 150 languages.

Background:

Authority for the operation of 211 information and referral services using the three-digit dialing code was first enacted by the Federal Communication Commission (FCC) in 2000. The FCC found that there was a demonstration of sufficient public benefit to justify the use of scarce resources and assigned 211

to be used for access to community information and referral services. The Commission charged each state with the task of implementing the 211 program. The FCC's regulatory framework was based upon the set of national program and operational standards put forward by the United Way of America and the Alliance of Information and Referral Services, the two major national leaders in the 211 movement.

In California, the California Public Utilities Commission (CPUC) is responsible for the operation, oversight, regulation and authority for 211. The services are typically carried out by local organizations approved by the CPUC to use the 211 dialing code to serve specific counties. Information and referral centers seeking to utilize the 211 dialing code apply to the CPUC for rights to use the service. A CPUC decision states, "The use of the 211 dialing code has the potential to provide California with easy access to information concerning child care services, housing assistance, physical and mental health resources, aging and hospice services, educational and other programs. Such information is not currently available through the 911 emergency code or the 311 non-emergency code." Currently, 93 percent of the state's population has access to 211. Nationally, 211 covers 82 percent of the U.S. population.

211 was implemented in Santa Barbara County in 2005. Until June of 2013, the Family Services Agency (FSA) served as the local host organization for 211 Helpline services to the community. Since FSA would no longer serve as host effective June 2013, and funding from stakeholders remained in place, bridge transfer purchase orders between the County and Interface Children and Family Services (the provider of Ventura County 211 call center services) were executed to provide seamless transition and continuation of 211 services from July 1, 2013 thru November 30, 2014.

Recent Activities and Improvements

On April 1, 2014, the Board of Supervisors directed staff to work with the Community Action Commission of Santa Barbara County (CAC) with an ongoing role as the 211 local community host, and work with CAC to pursue additional grant and community funding for the 211 Program. During the budget development process, the Board also asked for participation by other jurisdictions toward the cost of the program. The Board funded \$30,000.00 in one-time funding for database improvements and \$49,700.00 in one-time funding for the program operations (see chart below).

On November 4, 2014, the Board of Supervisors approved execution of an Agreement for Services of Independent Contractor with CAC and the County for the 211 Helpline Service for a total contract not to exceed \$150,355.00 through June 30, 2015. CAC's administration of the 211 program included provision of resource database maintenance, reporting, community outreach and subcontracting with Interface Children and Family Services to provide a 24/7 Helpline. CAC's "soft launch" occurred in March 2015, and as indicated by performance measurement data collected since then, steady increase in service is noted even without major publicity. CAC is planning an official well-publicized launch of 211 Services to occur in July 2015 to coincide with the launch of an improved 211 Services website.

The following performance measures were stipulated in the FY14-15 contract.

1. Increase call volume by 10% over the base line through the eight month funding cycle.

CAC has reached a 6% increase as of March 2015 and is projecting to meet the 10% increase (3,271 calls) by the end of June 2015. The average seconds to answer a call is 0.26 seconds and the average length on a call is 5:23 minutes.

2. Increase the number of agency participation by 3%.

CAC has increased agency participation by 12%. The database had 231 agencies in October of 2014 and now has 258 agencies listed with 2,000 resources as many agencies have more than one program represented. This is an increase of 27 agencies.

3. Maintain database information current, or less than one (1) year old.

All database information is current. CAC followed up with over 100 agencies to update information in the database.

4. The Uptime of the 211 website must be a minimum of 90%, remaining accessible and providing referrals.

CAC has been able to maintain the Uptime of 100%.

The following improvements have been made by CAC during the FY14-15 contract.

1. Rebranding

CAC developed a new logo with a simple bilingual message to create a new look to visually indicate the service was revamped and also to use the 211 California logo to be consistent with the branding of other California counties.

2. Website Development

CAC is currently developing a new website that will be user friendly and simple. The icons that will be created are basic allowing those with differing literacy abilities and languages to use the site effectively. The site will be available in English and Spanish and will be mobile friendly.

3. 211 California Alignment Project

Santa Barbara has joined 18 other California counties to work with iCarol which is the data management system, to ensure that information is tracked in the same way and can report outcomes as a whole. This effort also serves as advocacy work to collectively provide feedback to iCarol.

4. Promotion

CAC has participated in several promotional activities at a variety of venues and estimate that over 4,000 individuals were reached. Additionally, CAC has distributed over 9,000 brochures to sites throughout the County. CAC is planning an official well-publicized launch of 211 Services to occur in July 2015 to coincide with the launch of an improved 211 Services website.

The funding listed in the chart has been secured for the current contract. The CEO and CAC have collaboratively applied for funding to outside agencies and the Department of Social Services is again requesting allocation from the General Fund of \$49,700 during the FY15/16 budget process while 211 continues to stabilize.

2014-2015	2-1-1 Budget	
2014-15 Budget	\$ 189,940.00	
GF Human Services Commission	\$ 30,000.00	
County General Fund	\$ 49,700.00	
Total County General Fund	\$ 79,700.00	42%
County ADMHS, no GFC	\$ 18,400.00	
County Public Health, no GFC	\$ 10,000.00	
County Social Services, no GFC	\$ 11,100.00	
County First 5, no GFC	\$ 28,440.00	
Total County no GFC	\$ 67,940.00	36%
Total County Funds	\$ 147,640.00	78%
City of Santa Barbara	\$ 20,000.00	
San Diego Hot Line	\$ 10,000.00	
United Way	\$ 4,600.00	
City of Carpinteria	\$ 1,200.00	
Emergency Public Information	\$ 6,500.00	
Other Funding Sources	\$ 42,300.00	22%
All Funding Sources	\$ 189,940.00	100%

The total budget for 211 is \$189,940. Presently, the County funds \$147,000 (78% of the total). Approximately, \$79,700 of County funding is General Fund. The remaining County funding is from special revenue provided by health and human services departments.

For the upcoming fiscal year, grant funding efforts have occurred. Recently, the following commitments have been made: City of Santa Barbara Health & Human Services funding (\$20,000), County Human Services Commission (\$30,000), and First 5 (\$28,440). Efforts to secure funding are continuing. As of this date, unlike 2014/2015, cities have not been approached for funding. \$22,700 is needed for the program next year. It is anticipated that the cities will again be approached for funding in January 2016 and once a full year of CAC oversight of 211 has occurred.

Fiscal Impacts

There are no fiscal impacts to receiving this report. A Budget Expansion request of \$49,700 has been submitted by the Department of Social Services for FY15-16 that will be considered with other requests at the hearings.

Attachments:

Attachment 1: 211 Presentation

Authored by:

Laura Mejia, Social Services Administrative Operations Manager

cc:

Daniel Nielson, Director, Department of Social Services