



# CITY OF LOMPOC

*Office of the Mayor*

RECEIVED MAY 30 2014

May 23, 2014

Chairman Steve Lavagnino  
Board of Supervisors  
County of Santa Barbara  
105 East Anapamu Street  
Santa Barbara, CA 93101

Dear Chairman Lavagnino,

In response to your April 16<sup>th</sup> letter requesting time at the Lompoc City Council meeting to make a presentation on the 211 program, I raised the question at our May 20<sup>th</sup> Council meeting, after forgetting to do so at the May 6<sup>th</sup> Council meeting. Only one council member voted to place the 211 presentation on a future agenda. Therefore, I am unable to provide time on the agenda for a 211 presentation.

In past discussions the Council has encouraged the non-profit providing 211 services to apply and compete for, City of Lompoc human services funds. Those funds are administered by the City of Lompoc Human Service Commission, which has in the past provided funds to the non-profit providing 211 services.

Sincerely,

A handwritten signature in blue ink, appearing to read "John H. Linn".

John H. Linn  
Mayor

Encl: 211 Helpline Services Letter dated April 16, 2014

cc: Lompoc City Council  
Patrick Wiemiller, City Administrator

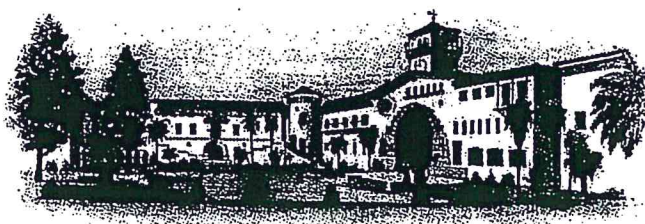
**SALUD CARBAJAL**  
First District

**JANET WOLF**  
Second District, Vice Chair

**DOREEN FARR**  
Third District

**PETER ADAM**  
Fourth District

**STEVE LAVAGNINO**  
Fifth District, Chair



## COUNTY OF SANTA BARBARA

**BOARD OF SUPERVISORS**  
County Administration Building  
105 East Anapamu Street  
Santa Barbara, CA 93101  
Telephone: (805) 568-2190  
[www.countyofsb.org](http://www.countyofsb.org)

April 16, 2014

Mayor John Linn  
City of Lompoc  
100 Civic Center Plaza  
Lompoc, CA 93436

Email: [j\\_linn@ci.lompoc.ca.us](mailto:j_linn@ci.lompoc.ca.us)

***Subject: 211 Helpline Services***

Dear Mayor Linn,

As you are aware, the continuation of the 211 program within Santa Barbara County has been a countywide topic of discussion for several years. The 211 Health and Human Services information referral services, coupled with the power of the emergency public information capabilities is broadly supported by many stakeholders. What is now needed is a comprehensive community investment in the program so that 211 not only survives, but thrives in our communities.

County staff and representatives of the First and Fourth District offices previously met with the mayors to discuss potential funding of 211. The mayors expressed several very valid concerns: 1) the quality of the current database and program; 2) the lack of a local community host or operator; 3) the belief that 211 is a county responsibility; and, 4) the cities inability to fund 211 given limited resources and multiple pressing issues.

To this end, I am happy to report that the Board of Supervisor took action on April 1, 2014. Specifically, the Board of Supervisors approved \$30,000 for the one database cleanup which will aid in assisting individuals seeking health and human services such as: food, clothing, and shelter. This cleanup maximizes the utility of the 211 web-based searches and will ultimately enhance the 211 helpline services 24/7 via the trained information referral specialist. The County now respectfully requests an opportunity to present this item for funding consideration to your full City Council at your earliest available meeting to present how concerns expressed were addressed and next steps.

In addition, the Community Action Commission (CAC) has agreed to serve as the local community operator, predicated on a community support, through sustained partnership funding. CAC will be responsible for the fiscal operations, marketing, oversight, outreach, administration, and future database maintenance. Finally, County staff has revised the earlier funding scenario and increased the County contribution to the overall program. The attached chart provides a revised estimate of funding for your

## **211 Helpline Services**

April 16, 2014

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consideration. Under this scenario, \$189,000 is needed to provide for a strong 211 program. Outside community partners provide 29%, the County contributes 38% and the cities collectively, based on the per capita calls, are asked to contribute 33% of the total programmatic cost. This strategy ensures that the community as a whole is engaged and funding is diversified. This partnership model among nonprofits and local governments has been proven successful in multiple communities throughout California.

Attached is a question-and-answer fact sheet providing additional information which may assist your offices in the decision-making process. We are looking forward to the opportunity to meet with your full Council and present this item for funding consideration at your earliest opportunity.

Sincerely,



Steve Lavagnino, Chair  
County of Santa Barbara Board of Supervisors

cc: Peter Wiemiller, City Manager

### **Attachments:**

Question and Answer Fact Sheet  
Funding Chart  
Budget Chart

# Question & Answer Fact Sheet

## 1. What are the benefits of 211?

Benefits of 211 include:

- Decreases calls to the 911 emergency line, lessening burden on public safety dispatch services.
- Provides immediate reliable program to provide assistance to health and human services referral needs such as: *food, clothing, shelter, employment, health services, and mental health needs.*
- Provides immediate outlet for service agencies to provide information about changes in programs eligibility and service availability.
- Provides officials with a trusted referral source for constituents in need of service.
- Provides immediate emergency public information both web based and via call center services. In the event of disaster, 211 provides sustained communications during incident and recovery process.
- Provides specialized reporting via 211, regarding constituent needs, assists local jurisdictions in program development, service delivery, and funding allocations.

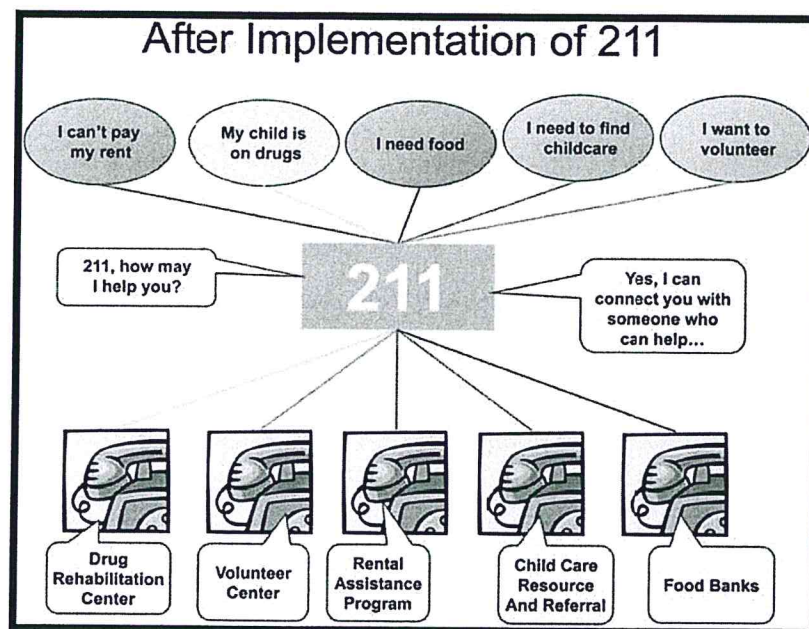
211 Santa Barbara County is available to every resident and visitor in the county, 24 hours a day, 7 days a week, 365 days a year.

## 2. How does 211 help communities in a disaster?

211 has extensive capabilities to facilitate accurate timely information to the public in the event of an emergency or disaster. Specifically, 211 call centers have been included within the Emergency Operation Center protocol and have a direct link to the County Emergency Public Information Officer. The same capabilities can be provided for each jurisdiction requiring city specific notifications and alerts. Given the statewide network of 211's, should a disaster strike southern California, northern California can handle calls seamlessly and communicate accurate information. As an example in San Diego County, calls increased from 5,000 calls at baseline to over 41,000 calls daily during 2007 firestorms. Agencies are typically able to receive reimbursement for additional costs associated with the influx of increased disaster calls via state and federal reimbursement mechanisms.

## 3. How does 211 work?

This chart speaks 1000 words . . . Simply the 211 call center information specialist has the ability to connect with callers in over 100 languages, ascertain their needs and provide a comprehensive lists of referrals in one phone call. Prior to 211 services, a minimum of eight calls were needed to obtain service.



**4. Why do we need a call center for service? Why not just search the Internet?**

Presently, 211 call center helpline service exists in 90% of California and 90% of the nation. 211 is continuing to expand. The database/internet search is available for basic search needs. The 211 information referral services is designed to have the call specialist establish rapport, diffuse emotional and cultural barriers, and determine needs through an in depth assessment. The call specialist searches the database for resources and provides information directly to the caller.

**5. How is 211 typically funded? How were the city contributions calculated?**

Based on research conducted by the County of Santa Barbara staff, as well as input from 211 California, there are a variety of models to fund 211 services within a given area. A prevalent model is a joint funding partnership among nonprofits and local governments. Multiple counties throughout California utilize this model to exhibit not only funding, but general support for the 211 services and those in need of assistance.

The funding model attached assumes a fixed level of outside agency funding of \$55,000. This is primarily provided by a grant through First Five of Santa Barbara County (\$30,000). Santa Barbara County in partnership with the Community Action Commission is committed to continuing the search for enhanced outside agency funding for 211 services. The remaining operational costs are distributed 53% County and the remaining 47%, on a per estimated annual call basis, among all cities. The call data is based on an individual's self-identification as a resident of a particular city or region of the county. For general reference, a calculation based on dividing the cost per population is included. In this instance, the County represents 32% of the total population and 32% of the costs with the cities representing 68% of the population and 68% of the costs. Call data is reviewed annually.

# SB211 Calls by City & Population Funding Options

| Regional Call Data | Current Contribution |           | Calls     |           | Total Calls | % of Total Calls | Proposed % | Amount                   |                           | Population (427,267) | % of pop | Proposed \$/ % pop |
|--------------------|----------------------|-----------|-----------|-----------|-------------|------------------|------------|--------------------------|---------------------------|----------------------|----------|--------------------|
|                    | Jan - Mar            | Apr - Sep | Jan - Mar | Apr - Sep |             |                  |            | 53%CNTY/47%City Proposed | Proposed                  |                      |          |                    |
| Buellton           | \$0                  | 11        | 11        | 11        | 22          | 1%               | 1%         |                          | \$633                     | 4,858                | 1%       | \$1,532            |
| Carpinteria        | \$0                  | 70        | 50        | 50        | 120         | 2%               | 2%         |                          | \$1,266                   | 13,076               | 3%       | \$4,122            |
| Goleta             | \$0                  | 101       | 92        | 92        | 193         | 3%               | 3%         |                          | \$1,899                   | 29,930               | 7%       | \$9,436            |
| Guadalupe          | \$0                  | 23        | 28        | 28        | 51          | 1%               | 1%         |                          | \$633                     | 7,097                | 2%       | \$2,237            |
| Lompoc             | \$2,000              | 329       | 348       | 348       | 677         | 11%              | 11%        |                          | \$6,964                   | 42,854               | 10%      | \$13,510           |
| Santa Barbara      | \$20,000             | 777       | 2358      | 2358      | 3135        | 53%              | 53%        |                          | \$33,554                  | 89,082               | 21%      | \$28,084           |
| Santa Maria        | \$0                  | 695       | 739       | 739       | 1434        | 24%              | 24%        |                          | \$15,194                  | 100,199              | 23%      | \$31,589           |
| Solvang            | \$0                  | 16        | 12        | 12        | 28          | 1%               | 1%         |                          | \$633                     | 5,281                | 1%       | \$1,665            |
| Cities Subtotal    | \$22,000             |           |           |           |             |                  |            |                          | \$63,309                  |                      |          | \$92,175           |
| SB County **       | \$65,000             | 136       | 39        | 39        | 175         | 3%               | --         |                          | \$71,391                  | 134,890              | 32%      | \$42,525           |
| Other              | \$55,000             | 0         | 90        | 90        | 90          | 0%               | --         |                          | \$55,000                  |                      |          | \$55,000           |
| Total              | \$142,000            | 2158      | 3767      | 3767      | 5925        | 100%             |            |                          | \$189,700                 | 427,267              | 100%     | \$189,700          |
|                    |                      |           |           |           |             |                  |            |                          |                           |                      | -        |                    |
|                    |                      |           |           |           |             |                  |            |                          |                           |                      | -        |                    |
|                    |                      |           |           |           |             |                  |            |                          | \$30,000 Database funding |                      |          | \$30,000           |

**2-1-1 Santa Barbara Program Budget  
FY 2013-14**

|                                                                                                                   |         |         |                    |
|-------------------------------------------------------------------------------------------------------------------|---------|---------|--------------------|
| <b>PERSONNEL EXPENSES</b>                                                                                         |         |         |                    |
| Salary: Resource Specialist                                                                                       | 1 FTE   | \$18/hr | \$ 35,412          |
| Salary: Director                                                                                                  | 0.4 FTE | \$36/hr | \$ 28,080          |
| Employee Benefits/Admin                                                                                           |         |         | \$ 16,566          |
| <b>TOTAL PERSONNEL</b>                                                                                            |         |         | <b>\$ 80,058</b>   |
| <b>PROGRAM EXPENSES</b>                                                                                           |         |         |                    |
| AIRS & 211 CA dues                                                                                                |         |         | \$ 2,947           |
| Program Supplies                                                                                                  |         |         | \$ 2,009           |
| Telephone - Five9                                                                                                 |         |         | \$ 12,700          |
| iCarol database                                                                                                   |         |         | \$ 4,100           |
| Mileage                                                                                                           |         |         | \$ 500             |
| Travel/Conf                                                                                                       |         |         | -                  |
| Interface Call Center**                                                                                           |         |         | \$ 82,400          |
| Database updates                                                                                                  |         |         | \$ 5,000           |
| <b>TOTAL PROGRAM EXPENSES</b>                                                                                     |         |         | <b>\$ 109,656</b>  |
| <b>TOTAL EXPENSES</b>                                                                                             |         |         | <b>\$ 189,714</b>  |
| <b>REVENUE*</b>                                                                                                   |         |         |                    |
| SB County Human Services                                                                                          |         |         | 31,958             |
| City of Santa Barbara***                                                                                          |         |         | 20,000             |
| SB County Alcohol & Drug Pgm                                                                                      |         |         | 13,440             |
| Info Line of San Diego County                                                                                     |         |         | 10,000             |
| United Way of Santa Barbara                                                                                       |         |         | 4600               |
| First 5 of SB County                                                                                              |         |         | 29,994             |
| Calfresh Grant                                                                                                    |         |         | 10,768             |
| City of Lompoc                                                                                                    |         |         | 2,000              |
| Additional SB County                                                                                              |         |         | 20,000             |
| <b>TOTAL REVENUE</b>                                                                                              |         |         | <b>142,760</b>     |
| <b>SURPLUS/(DEFICIT)</b>                                                                                          |         |         | <b>\$ (46,954)</b> |
| ** Assuming same call volume as FY 12/13                                                                          |         |         |                    |
| *** The only revenue source that isn't fairly certain for FY 13/14 in FSA's (\$30,000 one-time database clean-up) |         |         |                    |