



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: Social Services
Department No.: 044
For Agenda Of: 11/4/14
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: 4/5

TO: Board of Supervisors

FROM: Department Daniel Nielson, Social Services Director
Director(s) (805) 346-7101
Contact Info: Terrie Concellos, Social Services Deputy Director
(805) 681-4620

SUBJECT: Agreement with Community Action Commission of Santa Barbara for 211
Helpline Service

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

1. Approve and authorize the Chair to execute the Agreement for Services of Independent Contractor with Community Action Commission of Santa Barbara, a local vendor, for the 211 Helpline Service for a total contract amount not to exceed \$150,355 effective upon Board of Supervisor approval through June 30, 2015 (the "Agreement") (Attachment 1);
2. Approve the attached Budget Revision Request (BJE No. 0003654) (Attachment 2) (4/5 vote required);and
3. Determine that the execution of the Agreement is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3), finding that the execution of the Agreement is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment, and where it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment, the activities are not subject to CEQA.

Summary Text:

The 211 Helpline Service is a critical 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 100 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. Over 16,000 calls annually were received in Santa Barbara County with FSA posting a 93% citizen satisfaction rating. The service provides multilingual (150 languages) access to health and human services 24 hours a day, seven days a week, at no cost to the caller. The 211 Helpline is available to every resident of Santa Barbara County allowing access to over 2,000 health and human services and disaster relief and public information countywide. The funds budgeted to support the 211 Helpline was \$142,000 in FY12-13. The available funding was determined to be inadequate by FSA, and, in order to keep the program viable, for several years FSA accessed its own reserves to address an annual \$40,000 operating deficit. Ultimately in early 2013, following numerous attempts to address the deficit and garner additional community funding support, the FSA board voted to suspend FSA's role as the local host of 211. Given the growing community concern regarding the potential elimination of 211 services in Santa Barbara County, in March of 2013, Supervisor Carbajal, Supervisor Adam and Assembly member Das Williams hosted a community wide stakeholder forum to ascertain the community's perspective on the service and needs.

Great support was expressed for the need for and the continuation of the 211 Helpline call center service. While this is not a County mandated program nor the direct responsibility of the County, given the support expressed by the community, the County Executive Office continued to work with multiple stakeholders to sustain 211 services. Since FSA would no longer serve as host, yet 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.

The County Executive Office in conjunction with Interface Children and Family Services has prepared an operating budget for the 211 program. This budget would provide a lead agency funding to run the 211 program to include linkages to the local community, special program services, outreach advertising, database upgrades, reporting, monitoring, and the call center. Comprehensively, these needs were not previously funded. The total recommended ongoing operating budget for the 211 program is:

Expenses	
Personnel	\$80,000.00
AIRS @ 211 CA dues	\$2,900.00
Program Supplies	\$2,000.00
Telephone - Five 9	\$12,000.00
iCarol database updates	\$4,100.00
Mileage	\$500.00
Travel/Conferences	\$1,040.00
Interface Children and Family Services Call Center	\$42,815.00
Database Updates	\$5,000.00
Interface Children and Family Services Bridge Purchase Order (7/1/14-11/30/14)	\$39,585.00
Total Program Expenses	\$189,940.00

The County Executive Office has identified the following funding:

Revenues	
SB County Human Services Commission (Community Svcs Agency)	\$30,000.00
SB County Alcohol & Drug Program	\$18,400.00
SB County First 5	\$28,440.00
SB County Social Services	\$11,100.00
SB County Public Health (ACA)	\$10,000.00
City of Santa Barbara	\$20,000.00
City of Carpinteria	\$1,200.00
San Diego Info Line	\$10,000.00
United Way	\$4,600.00
Emergency Public Information	\$6,500.00
County General Fund	\$49,700.00
Total Revenue	\$189,940.00

The County and Community Action Commission will work collaboratively to pursue future funding to sustain the 211 Helpline Service program.

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.

Performance Measure:

- Maintain database information to be current, or less than one (1) year old
- Maintain the Uptime of the 211 website at a minimum of 90%, in order to remain accessible and provide referrals.
- Increase the number of calls received by the 211 Helpline by at least 10%.
- Increase the number of referral agencies listed in the 211 database by at least 3%.

Fiscal and Facilities Impacts:

Budgeted: No

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund	\$ 10,115.00		
State	\$ 5,527.00		
Federal	\$ 5,573.00		
Fees			
Miscellaneous Revenue	\$ 42,300.00		
Operating Transfers	\$ 86,840.00		
Total	\$ 150,355.00	\$ -	\$ -

Narrative:

Approval and execution of this Agreement will result in total direct contract expenditures of no more than \$150,355. A bridge purchase order between the County and Interface Children and Family Services funded by \$39,585 of General Fund has been executed, which reduced the maximum amount available for this Agreement to \$150,355. This Agreement will be funded with approximately 4% Federal funds, 3% State funds, 7% County funds, 28% contributions from outside entities, and 58% Operating Transfers. The Agreement contains a non-appropriation clause in the event funds are not appropriated.

Key Contract Risks: This contract has been determined to be an overall medium risk contract based on subjective and actual criteria factors. The County has significant experience with CAC with no significant issues.

Staffing Impacts:

Legal Positions:

0

FTEs:

0

Special Instructions:

Please send one (1) duplicate original Agreement and one (1) copy of the Minute Order to:

Department of Social Services
Attn: Contracts Coordinator
2125 S. Centerpointe Parkway
Santa Maria, Ca 93455

Attachments:

Attachment 1: Agreement for Services of Independent Contractor
Attachment 2: BJE No. 0003654

Authored by:

Laura Mejia, Social Services Administrative Operations Manager

cc: