



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:** June 16, 2020  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Department Daniel Nielson, Social Services Director  
Director(s) (805) 346-7101  
Contact Info: Heather Gardner, Social Services Operations Support and Special  
Projects Manager, (805) 346-8264  
**SUBJECT:** First Amendment to the Agreement with Community Action Commission of Santa  
Barbara County for 211 Helpline Service

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**County Counsel Concurrence:**

As to form: Yes

**Other Concurrence:** Risk Management

As to form: Yes

**Auditor-Controller Concurrence:**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute the First Amendment to the Agreement with Community Action Commission of Santa Barbara County, a local vendor, to provide the 211 Helpline Service for fiscal year 2020-2021 for a total contract amount not to exceed \$126,665 for the period from July 1, 2020 through June 30, 2021; and
- b) Determine that the activity is not a "Project" subject to California Environmental Quality Act (CEQA) review per CEQA Guideline Section 15378(b)(5), since the activity is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment.

**Summary Text:**

This item is on the agenda in order to approve the First Amendment to the Agreement with Community Action Commission of Santa Barbara County (CAC) for the 211 Helpline Service to renew for fiscal year (FY) 2020-2021. The 211 Helpline Service is a resource connecting individuals to critical health and human services resources. These services include, but are not limited to, counseling, food assistance, domestic violence services, health care, senior services, legal assistance, and housing. The 211 Helpline

Service also provides disaster response public information to the Santa Barbara County community at large. Since 2016, the 211 Helpline has supported every county disaster including fire and flood related evacuations. The 211 program operates as a free resource on behalf of all County residents 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 FCC 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 ruling 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, 96 percent of the state's population has access to 211. Nationally, 211 covers 85 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 percent 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 Service is available to every resident of Santa Barbara County allowing access to over 2,500 health and human services and programs countywide. It plays a critical role in providing information and support in times of disaster such as: evacuation, shelter, food, medical and recovery information, and provides public officials with feedback from callers about changing conditions.

Given the support expressed by the community, the County Executive Office worked with multiple stakeholders to sustain 211 Helpline Service.

On April 1, 2014, the Board of Supervisors directed staff to work with CAC for the ongoing role as the 211 local community host and to pursue additional grant and community funding for the 211 Program.

On November 4, 2014, the Board of Supervisors approved the original Agreement with CAC and the County for the 211 Helpline Service. CAC's administration of the 211 Helpline Service included the provision of resource database maintenance, reporting, community outreach and subcontracting with Interface Children and Family Services to provide the 24/7 211 Helpline Service. CAC launched the 211 Helpline Service in March 2015.

Since its launch, 211 Helpline Service has been at the forefront of providing timely, accurate, and trusted information to our communities about disasters in coordination with our local joint information center. Due to exceptional call volume, 211 Helpline is providing additional support to the County Office of Emergency Management during the COVID-19 pandemic, answering COVID-19 related inquiries. The County is billed separately for these calls.

This contract amount is for revenue sources flowing through the County of Santa Barbara in support of the entire 211 program which is based on an estimate of 9,500 presented calls and 2-way-texts expected by the 211 Helpline Service Program in Santa Barbara County during the term of this Agreement. Significant changes in call volume might lead to a review of this Agreement. County shall conduct quarterly reviews of presented calls. The results of this review might be used as the basis for any amendments to the Agreement, including, but not limited to, the Scope of Services, staffing levels and budget.

The following funding sources and amounts have been identified for the renewal of FY 2020-2021. The City of Carpinteria has been included in the County Revenue Column as this funding is appropriated through the County of Santa Barbara. The City of Santa Barbara has been included in the Outside Entity Revenue Column as the funding from this source goes directly to CAC from the City of Santa Barbara. The First Amendment before your Board is only for the amount of funding flowing through the County for the 211 Helpline Service in the amount of \$126,665 for the period of July 1, 2020 through June 30, 2021.

The FY 2020-2021 requested budget from CAC to run the 211 program is \$171,738. This budget of \$171,738 maintains operations at a minimal level supporting essential activities. The current secured contributions of \$144,877 will fund the 211 Helpline through mid-March 2021. At that time, funding will run out and the 211 Helpline will “go dark.” The 211 Helpline could go dark sooner if the call volume exceeds 790 calls per month. The revenue shortage is \$26,861 as noted below.

<b>Expenditures</b>			<b>FY 2020-2021 Annual Budget</b>
<b>Subtotal Program Expenses</b>			\$ 155,902.15
<b>Indirect Costs</b>			\$ 15,835.71
<b>Total 211 Helpline Cost:</b>			<b>\$ 171,737.86</b>
<b>Total Revenues</b>			
<b>Secured Contributions</b>	<b>County</b>	<b>Outside Entity</b>	
Housing & Community Development	\$15,000.00		
SB County Alcohol Drug & Mental Health Services	\$18,400.00		
SB County First 5	\$15,000.00		
SB County Social Services	\$15,000.00		
SB County Public Health	\$10,000.00		
County General Fund	\$49,700.00		
City of Carpinteria	\$3,565.00		
City of Santa Barbara-City Human Services Grant*		\$18,212.00	
<b>Total Secured Contributions</b>	<b>\$126,665.00</b>	<b>\$18,212.00</b>	<b>\$ 144,877.00</b>

<b>Revenue Shortfall</b>			<b>\$ 26,861.00</b>
<b>Total County Cost*</b>			<b>\$126,665.00</b>

\*City of Santa Barbara pays \$18,212 directly to CAC to help fund 211. As described in the chart above, there is a revenue shortfall of \$26,861. Therefore, total budget for CAC to run 211 Helpline is \$171,738 and the not to exceed total County cost is \$126,665.

**Performance Measure:**

Performance measures for FY 2020-2021:

- Maintain database information to be current, or less than one (1) year old.
- Maintain the uptime of 211 website at a minimum of 90 percent, in order to remain accessible and provide referrals.
- Increase the number of combined call volume and website sessions by at least 20 percent.
- Information and referral text messages shall be provided to at least 10 percent of callers.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

<b>Funding Sources</b>	<b>Current FY Cost:</b>	<b>Annualized On-going Cost:</b>	<b>Total One-Time Project Cost</b>
General Fund	\$ 49,700.00	\$ 49,700.00	
State	\$ 7,500.00	\$ 7,500.00	
Federal	\$ 7,500.00	\$ 7,500.00	
Other-Grants Private Agencies	\$ 3,565.00	\$ 3,565.00	
Operating Transfers	\$ 58,400.00	\$ 58,400.00	
Miscellaneous Revenue			
<b>Total</b>	<b>\$ 126,665.00</b>	<b>\$ 126,665.00</b>	<b>\$ -</b>

Narrative: Approval and execution of this contract will result total contract expenditures of no more than \$126,665. Appropriations and associated funding for FY 2020-21 are included in the Department of Social Services, Social Services fund. This contract will be primarily funded by 46% Operating Transfers from other County departments and 39.3% General Fund.

**Key Contract Risks:** The risk assessment worksheet has been completed and has determined that CAC is a medium risk vendor. The County has significant experience with CAC and is confident of its ability to continue providing 211 services.

**Staffing Impacts:**

**Legal Positions:**  
0

**FTEs:**  
0

**Special Instructions:**

Please scan, email and send one (1) duplicate original Amendment to the Agreement, and a copy of the minute order to:

DSS Contracts Unit  
C/O Nereida Zarate

2125 S. Centerpointe Parkway, 3<sup>rd</sup> Floor  
Santa Maria, CA 93455  
[n.zarate@sbcsocialserv.org](mailto:n.zarate@sbcsocialserv.org)

**Attachments:**

1. First Amendment – CAC - 211 Helpline Service

**Authored by:**

Nereida Zarate, Department Business Specialist/Contracts Coordinator  
Heather Gardner, Operations Support and Special Projects Manager