



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: May 21, 2019
Placement: Administrative
Estimated Tme:
Continued Item: No
If Yes, date from:
Vote Required: Majority

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

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 Agreement with Community Action Commission of Santa Barbara County, a local vendor, to provide the 211 Helpline Service for a total contract amount not to exceed \$143,100 for the period from July 1, 2019 through June 30, 2020; 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 Agreement with Community Action Commission of Santa Barbara County (CAC) for the 211 Helpline Service. 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. This 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 2,000 health and human services. 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. Based on performance measurement data collected, since its launch, there has been a steady increase in service even without major publicity.

The following funding sources and amounts have been identified for next Fiscal Year 2019/2020. CAC will be receiving \$22,697 directly from the City of Santa Barbara. The Agreement before your Board is only for the amount of funding flowing through the County for the 211 Helpline Service in the amount of \$143,100.

REVENUES		COUNTY	OUTSIDE ENTITY
SB County Human Services Commission	\$15,000.00	\$15,000.00	
SB County Alcohol Drug & Mental Health Services	\$18,400.00	\$18,400.00	
SB County First 5	\$30,000.00	\$30,000.00	
SB County Social Services	\$15,000.00	\$15,000.00	
SB County Public Health	\$10,000.00	\$10,000.00	
County General Fund	\$49,700.00	\$49,700.00	
County Executive Office	\$5,000.00	\$5,000.00	
City of Santa Barbara-City Human Services Grant*	\$22,697.00		\$22,697.00
CAC Agency Liability*	\$20,604.25		\$20,604.25
Total Revenue	\$186,401.25	\$143,100.00	\$43,301.25
*City of Santa Barbara pays directly to CAC to help fund 211. CAC has a remaining Agency Liability of \$20,604.25 to fully fund the 211 Program with additional revenue sources outside the County.			

Performance Measure:

Following are the performance measures for this Agreement:

- 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:

Funding Sources	Current FY Cost:	Annualized On-going Cost:	Total One-Time Project Cost
General Fund	\$ 50,735.00	\$ 50,735.00	
State	\$ 5,355.00	\$ 5,355.00	
Federal	\$ 8,610.00	\$ 8,610.00	
Fees			
Operating Transfers	\$ 78,400.00	\$ 78,400.00	
Miscellaneous Revenue			
Total	\$ 143,100.00	\$ 143,100.00	\$ -

Narrative:

Approval and execution of this Agreement will result in total direct contract expenditures of no more than \$143,100. Payments by the City of Santa Barbara and CAC Agency Liability will be made directly to CAC. This Agreement will be funded with approximately 6 percent federal funds, 4 percent state funds, 35 percent County General Funds, and 55% operating transfers. The Agreement contains a non-appropriation clause in the event funds are not appropriated.

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

Staffing Impacts: N/A

Legal Positions:
0

FTEs:
0

Special Instructions:

Please scan, email and send one (1) duplicate original Agreement, and a copy of the minute order to:
 DSS Contracts Unit
 C/O Emma Duncan
 2125 S. Centerpointe Parkway, 3rd Floor
 Santa Maria, CA 93455
e.duncan@sbcsocialserv.org

Attachments:

1. Agreement for Services of Independent Contractor – CAC for 211 Helpline

Authored by:

Emma Duncan, Department Business Specialist II/Contracts Coordinator
 Heather Gardner, Operations Support and Special Projects Manager