



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: 8/29/2017
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: Laura Mejia, Administrative Operations Manager, Social Services
(805) 346-7609
SUBJECT: Third Amendment to 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

Recommended Actions:

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute the Third Amendment to the Agreement with Community Action Commission of Santa Barbara County to provide the 211 Helpline Service for a total contract amount not to exceed \$174,747 for the period from July 1, 2017, through June 30, 2018; and
- b) Determine that the above recommended actions are exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3), finding that the above recommended actions are 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.

Auditor-Controller Concurrence

As to form: Yes

Summary Text:

This item is on the agenda in order to approve the Third Amendment to the Agreement with Community Action Commission of Santa Barbara County (CAC) to provide the 211 Helpline Service for the period from July 1, 2017, through June 30, 2018. The 211 Helpline Service continues to be 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. Department of Social Services (DSS) recommends the approval of the Third Amendment.

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 a 211 number 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 of 211. These 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 must 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, 98 percent of the state's population has access to 211. Nationally, 211 covers 93 percent of the U.S. population.

On August 25, 2015, the Board of Supervisors approved execution of an Agreement with CAC for the 211 Helpline Service.

We are now seeking approval of the Third Amendment to renew our Agreement with CAC for Fiscal Year 2017-2018 to provide the 211 Helpline Service for the period from July 1, 2017, through June 30, 2018.

The total FY 2017-2018 approved budget for the 211 Helpline Service is:

Budget Category		FY 17/18 Annual Budget
Direct Program Costs		
Director(.05FTE @\$44.86/hr)		\$ 4,665.78
Resource Spec (1FTE @\$23.56/hr)		49,004.80
Fringe-36.5%		19,589.76
Total Salaries& Benefits		73,260.34
Technology Expenses		
Sub contract Interface call center		73,000.00
Icarol 211 database subscription		4,500.00
AIRS dues		200.00
211 CA dues		900.00
Mission web website management & updates		1,000.00
Total Technology Cost		79,600.00
General Expenses		
Communications		500.00
Mileage		2,500.00
Training and Conference		200.00
Database Updates		1,500.00
Office Supplies		500.00
Printing and Outreach		2,300.00
Postage/Mailing		50.00
Insurance		200.00
Equipment Lease		1,750.00
Rent & Utilities		2,650.00
Total General Operating		12,150.00
Sub total Program Expenses		\$165,010.34
Indirect Costs		9,736.66
Total Cost:		\$174,747.00

Revenue Sources	FY 17/18 Annual Budget
Human Services Commission	\$ 30,000.00
Behavioral Health	18,400.00
First 5	30,000.00
Social Services	11,100.00
Public Health	10,000.00
Ongoing General Fund	49,700.00
City of Carpinteria	1,547.00
City of Santa Barbara	24,000.00
Total Revenue Sources	\$174,747.00

Performance Measure:

For FY 2016-2017, CAC has satisfactorily met the performance standards set forth in the Agreement.

1. Increase call volume by 10% over the base line of 6,280.

CAC received a total of 13,897 inquiries via phone and website sessions combined from July 2016 thru June of 2017.

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

CAC has increased agencies in the database/participation by 148% over the base of 290. The database now has 480 new program services. CAC partnered with a 211 California project to add in statewide resources to the database along with adding additional local agencies.

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

Database updates are occurring on a rotating cycle to ensure agencies review and edit their information at a minimum annually. Efforts continue to educate agencies that it is their responsibility to provide accurate and comprehensive information about their organization. The CAC staff person serves to assist and answer any questions that may arise about the process.

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

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

The following improvements have been made by CAC during FY2016-2017.

1. Emergency Information

- Developed protocol for Office of Emergency during incidents/emergency/disaster to have direct access in the 211 database and disseminate information during any incident/emergency/disaster.
- Coordinated with the County and trained Office of Emergency Management staff to post updates to the 211 system.

- Provided public information on the Sherpa and Rey fires.

2. Community Assessment

- Worked with agencies providing perinatal and mood disorder services to strengthen on-line information.
- Partnered with care providers network to identify what is available for caregivers and enhanced on a resource guide for seniors.
- 211 data download provided all resources to Cottage Hospital for resource mapping.

3. Printable Directories

- Santa Maria Youth Services Directory was developed in response to youth violence.
- County-wide Mental Wellness Directory was developed based on community request.

4. Technical Enhancements

- Launched one-way texting.
- Linked 211 webpage with various partners' webpages for promotion.

5. Quick Response to Community Needs

- Identified source for Safe Surrender information in response to infant death.
- Expanded Earned Income Tax Credit information as changes were introduced.
- Enhanced information in partnership with Dignity Health.
- Enhancing access to information for caregivers (in progress) .
- Working to expand domestic violence service information.
- Supported the Farmworker Forum Community Meeting to help address community needs.
- Participated in the Immigration Community Leaders Forum to help disseminate immigration supportive services.

6. Regional Collaborations

- Santa Barbara County 211 Helpline Service initiated a coastal collaborations group with San Luis Obispo, Ventura, and Monterey counties.
- Worked with California 211 to advocate for various state-wide 211 legislation.
- Partnered in a national shared database to capture state-wide no-cost, low-cost services for Santa Barbara County residents.

7. Law Enforcement

- Presentation provided for Highway Patrol Coastal Division.
- Co-facilitated community presentations with police departments.
- Provided pocket 211 cards to police officers.

8. Targeting Outreach to Underserved Populations

- Presented to the following communities:
 - Re-entry community from the Lompoc Penitentiary to identify services upon inmate release;

- Agriculture workers;
- Employment Development Department;
- Teens;
- Faith Based Community;
- Veterans to include participation in the Veteran Stand down;
- Seniors; and
- Spanish and Mixteco speaking Community.

Following are the performance measures for FY 17/18:

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

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>FY2017/18 Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
Miscellaneous Revenue	\$ 25,547.00	\$ -	
General Fund	\$ 79,700.00	\$ -	
State	\$ 5,527.00	\$ -	
Federal	\$ 5,573.00	\$ -	
Other: Operating Transfers	\$ 58,400.00		
Other Revenue			
Total	\$ 174,747.00	\$ -	\$ -

Narrative:

Approval and execution of this contract will result in total direct expenditures of no more than \$174,747 in FY 2017-2018. Appropriations and associated funding for FY 2017-2018 are included in the DSS recommended budget. This contract will be funded by a previously approved ongoing General Fund Contribution of \$49,700, an additional one time General Fund (Human Services Commission) contribution of \$30,000, contributions from outside entities of \$25,547, State Funds of \$5,527, federal funds of \$5,573, and \$58,400 of operating transfers from County departments. The contract contains a non-appropriation clause in the event funds are not appropriated.

Key Contract Risks: The risk assessment worksheet has been completed, and DSS 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 Helpline Services.

Staffing Impacts: N/A

Legal Positions:
0

FTEs:
0

Special Instructions:

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

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

Attachments:

Attachment 1: Third Amendment to Agreement with Community Action Commission of Santa Barbara for 211 Helpline Service

Authored by:

Laura Mejia, Social Services Administrative Operations Manager
Ismelda Vazquez, Contracts Coordinator