



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: 08/25/15
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, Manager, Social Services (805) 346-7609

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

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 County, a local vendor, for the 211 Helpline Service for a total contract amount not to exceed \$157,640.00 for the period from July 1, 2015 through June 30, 2016 (the "Agreement")(Attachment 1); and
2. 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.

Auditor-Controller Concurrence

As to form: Yes

Summary Text:

This item is on the agenda in order to approve the Agreement with Community Action Commission of Santa Barbara County 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 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 a 211 number 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 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, 93 percent of the state's population has access to 211. Nationally, 211 covers 82 percent of the U.S. population.

In Santa Barbara County 211 was implemented in 2005. Until June of 2013, the Family Services Agency (FSA) served as the local host organization for 211 Helpline services to the community. Since FSA would no longer serve as host effective June 2013, and funding from stakeholders remained in place, a series of bridge contracts 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 June 30, 2014 in the amount of \$100,000 and July 1, 2014 thru November 30, 2014 in the amount of \$39,585.

On April 1, 2014, the Board of Supervisors directed staff to: (1) work with the Community Action Commission (CAC) to secure CAC's services as the 211 local community host; and (2) pursue additional grant and community funding.

On November 4, 2014, the Board of Supervisors approved execution of an Agreement with CAC and the County for the 211 Helpline Service from November 1, 2014 thru June 30, 2015 for a total contract amount not to exceed \$150,355. CAC's administration of the 211 program included the provision of resource database maintenance, reporting, community outreach and subcontracting with Interface

Children and Family Services to provide a 24/7 Helpline. CAC's "soft launch" occurred in March 2015, and as indicated by performance measurement data collected since then, steady increase in service is noted even without major publicity. CAC is planning an official well-publicized launch of 211 Services to occur in Fiscal Year 15-16 to coincide with the launch of an improved 211 Services website.

The following performance measures were stipulated in the FY14-15 contract.

- 1. Increase call volume by 10% over the base line through the eight month funding cycle.**
CAC has reached the 10% increase (3,271 calls) by the end of June 2015. The average time to answer a call is 0.26 seconds and the average length on a call is 5:23 minutes.
- 2. Increase the number of agency participation by 3%.**
CAC has increased agency participation by 12%. The database had 231 agencies in October of 2014 and now has 258 agencies listed with 2,000 resources as many agencies have more than one program represented. This is an increase of 27 agencies.
- 3. Maintain database information to be current, or less than one (1) year old.**
All database information is current. CAC followed up with over 100 agencies to update information in the database.
- 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 the FY14-15 contract.

- 1. Rebranding**
CAC developed a new logo with a simple bilingual message to create a new look to visually indicate the service was revamped and also to use the 211 California logo to be consistent with the branding of other California counties.
- 2. Website Development**
CAC is currently developing a new website that will be user friendly and simple. The icons that will be created are basic allowing those with differing literacy abilities and languages to use the site effectively. The site will be available in English and Spanish and will be mobile friendly.
- 3. 211 California Alignment Project**
Santa Barbara has joined 18 other California counties to work with iCarol which is the data management system, to ensure that information is tracked in the same way and can report outcomes as a whole.
- 4. Promotion**
CAC has participated in several promotional activities at a variety of venues and estimate that over 4,000 individuals were reached. Additionally, CAC has distributed over 9,000 brochures to sites throughout the County. CAC is planning an official well-publicized launch

of 211 Services to occur in Fiscal Year 15-16 to coincide with the launch of an improved 211 Services website.

Community Action Commission has prepared an operating budget of \$209,000.00 for the 211 program. This budget would provide CAC sufficient funding to run the 211 program and to include linkages to the local community, special program services, database upgrades, reporting, monitoring, and the call center. Since \$209,000.00 of funding has not been secured at this time, activities such as staff training, reproduction, and marketing will not be funded in this Agreement. However, efforts to secure funding are continuing. Once additional funding is secured by the County, the Department will prepare an amendment to the Agreement to add increased funding for reproduction, marketing, and staff training activities.

As of this date, \$157,640.00 has been allocated to flow through the County, via the Department of Social Services, to CAC and \$16,000.00 will be going directly from the City of Santa Barbara to CAC for a total program cost of \$173,640.00. The County Executive Office and CAC are in the process of trying to obtain the additional \$35,360.00 needed to fully fund this program for FY 15-16.

Expenses	
Personnel	\$64,908.00
Telephone/Communications	\$675.00
Office Supplies & Materials	\$900.00
Equipment Lease	\$1,500.00
Printing	\$200.00
Rent and Utilities	\$3,480.00
Insurance	\$180.00
AIRS & 211 Dues	\$1,743.00
Website Hosting	\$5,200.00
I-Carol Subscription	\$4,500.00
Interface	\$75,000.00
Indirect Costs	\$15,354.00
Total Program Expenses	\$173,640.00

The County Executive Office and CAC have identified the following funding sources and amounts. CAC will be receiving \$16,000.00 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 program in the amount of \$157,640.00.

Revenues		County	Outside Entity
SB County Human Services Commission (Community Services Agency)	\$30,000.00	\$30,000.00	
SB County Alcohol Drug & Mental Health Services	\$18,400.00	\$18,400.00	
SB County First 5	\$28,440.00	\$28,440.00	

SB County Social Services	\$11,100.00	\$11,100.00	
SB County Public Health	\$10,000.00	\$10,000.00	
Emergency Public Information	\$10,000.00	\$10,000.00	
County General Fund	\$49,700.00	\$49,700.00	
City of Santa Barbara	\$16,000.00		\$16,000.00
Total Revenue	\$173,640.00	\$157,640.00	\$16,000.00

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 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: Yes

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	\$ 79,700.00	\$ 79,700.00	
State	\$ 62,367.00	\$ 62,367.00	
Federal	\$ 5,573.00	\$ 5,573.00	
Fees			
Miscellaneous Revenue	\$ 10,000.00	\$ 10,000.00	
Total	\$ 157,640.00	\$ 157,640.00	\$ -

Narrative:

Approval and execution of this Agreement will result in total direct contract expenditures of no more than \$157,640.00. Payments by the City of Santa Barbara will be made directly to CAC. This Agreement will be funded with approximately 4% Federal funds, 40% State funds, 50% County General Funds, and 6% Miscellaneous Revenue. 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 their ability to continue providing 211 services.

Staffing Impacts: N/A

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

Authored by:

Laura Mejia, Social Services Administrative Operations Manager

cc: