



**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:** 1/16/2007  
**Placement:** Administrative  
**Estimate Time:** n/a  
**Continued Item:** NO  
**If Yes, date from:**  
**Vote Required:** Majority

**TO:** Board of Supervisors  
**FROM:** Department Director(s) Kathy Gallagher, 346-7171  
Contact Info: Katharina Zulliger, 346-8222  
**SUBJECT: Contract with Santa Barbara County Education Office for Medi-Cal and Healthy Families Outreach, Enrollment, Retention and Utilization activities**

**County Counsel Concurrence:**

As to form:  Yes  No  N/A

**Auditor-Controller Concurrence:**

As to form:  Yes  No  N/A

**Other Concurrence:** N/A

As to form:  Yes  No  N/A

**Recommended Action(s):**

That the Board of Supervisors:

- A. Approve and authorize the Chair to execute a sole source contract with the Santa Barbara County Education Office Health Linkages Program to provide Medi-Cal and Healthy Families Outreach, Enrollment, Retention and Utilization activities. The contract is from January 1, 2007 to June 30, 2009 in the amount of \$916,742.

**Summary:**

On November 21, 2006 your Board approved the 3-year Plan and Budget required by the California Department of Health Services (CDHS) and submitted by the KIDS Network on behalf of the Department of Social Services to access the Medi-Cal and Healthy Families Outreach, Enrollment Retention and Utilization (OERU) allocation for Santa Barbara County. The plan, which was developed through a collaborative process, including a community stakeholders meeting, builds upon existing Children's Health Initiative efforts and leverages existing partnerships. Specifically, the OERU allocation will utilize the infrastructure developed by Health Linkages with its community-based partners, including family resource centers, the Centro bi-nacional para el desarrollo Oaxaceno and People's Self Help Housing to ensure the widest possible reach for the proposed OERU activities.

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The Health Linkages Program under the County Office of Education has developed a screening, referral, case management and tracking system as part of the First 5 funded Family Support and Oral Health initiatives and has emerged as a leader in local OERU activities. Health Linkages has also worked closely with the Department of Social Services and the Regional Health Authority in developing an automated enrollment system, training a network of Certified Application Assistors and streamlining the enrollment process for families. The collaborative planning process that supports the intent to sole source this contract is described in the November 21, 2006 Board Letter.

On December 12, 2006, Social Services received notification from CDHS that the OERU Plan and Budget was approved. Therefore, this matter is again before your Board to proceed with the required budget adjustment and approval of the contract with SBCEO as the OERU allocation Lead Entity as described in the plan and approved by your Board on November 21, 2006. Upon execution of the contract, oversight of the OERU allocation activities will transition from KIDS Network to the Medi-Cal Program within Social Services. KIDS Network, Medi-Cal, and the Children's Health Initiative will work collaboratively throughout the term of the OERU allocation to ensure maximum utilization of resources for children's health efforts in the County.

**Background:**

Based on recent legislation, Section 14067.3 was added to the Welfare and Institutions Code to allow the California Department of Health Services (CDHS) to maintain an allocation program to fund county outreach and enrollment activities to enroll and retain eligible children in the Medi-Cal and Healthy Families programs. CDHS has allocated \$16.68 million to 20 counties based on a formula that considers the largest number of children who appear to be eligible for, but are not enrolled in, Medi-Cal and Healthy Families and the largest existing caseloads of children in Medi-Cal and Healthy Families. In subsequent fiscal years, the allocation funding level is expected to be \$29.68 million subject to legislative approval and annual state appropriations. With approximately 7,000 eligible, but uninsured children, Santa Barbara County ranks among the top 20 counties, and was included with \$953,031 allocated over the three years.

The funding can only be used for OERU activities and use of this funding must meet all conditions for claiming Title XIX and Title XXI funding. The designated allocation to counties is the total funds, including State General Fund and federal financial participation.

The Santa Barbara County Department of Social Services intends to sole source with the Santa Barbara County Education Office Health Linkages Program as the Lead Entity for the CDHS OERU allocation activities.

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**Performance Measures:**All contract activities must further each of the four objectives listed below.

1. Increase outreach to educate targeted families about Medi-Cal and Healthy Families health coverage programs, eligibility criteria, and how to enroll;
2. Increase enrollment of eligible children in Medi-Cal and Healthy Families;
3. Increase the number of children who retain Medi-Cal and Healthy Families coverage at the annual renewal; and
4. Increase utilizations of benefits by children enrolled in Medi-Cal and Healthy Families.

These general OERU objectives will be accomplished via the CDHS approved work plan included as Attachment A1 of the attached contract. A summary of specific objectives is included in the table below.

**Santa Barbara County DHS OERU Allocation Performance Objectives\***

	<b>Tracking Mechanism</b>	<b>Year 1 Progress</b>	<b>Year 2 Progress</b>	<b>Year 3 Progress</b>	<b>Total Progress</b>
<b>Outreach</b>	Service Tracking Logs Event Calendars Presentation Calendars SBRHA Calculator	1,400	3,000	3,000	7,400
<b>Enrollment</b>	Insurance Enrollment Logs Referral Logs SBC First 5 Evaluation Team (GEMS) Service Tracking Logs	750	1,500	1,500	3,750
<b>Retention</b>	SBC First 5 Evaluation Team (GEMS) Case Management Logs SBRHA database	80% (of enrolled in year 1)	85% (of enrolled Yr 1 & Yr 2)	90% (of enrolled in Yrs 1-3)	n/a
<b>Utilization</b> <i>Establishment of a Medical and Dental Home</i>	SBC First 5 Evaluation Team (GEMS) Case Management Logs SBRHA database Presentation Calendars	50% (of enrolled in year 1)	65% (of enrolled in year 1 and Yr 2)	80% (of enrolled in years 1-3)	n/a

\*Numbers contained in this chart are unduplicated persons each year, except for the % in Retention and Utilization, which are cumulative.

**Fiscal and Facilities Impacts:**

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Budgeted:  Yes  No

**Fiscal Analysis:**

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>FY 07-08 &amp; FY08-09 Costs</u>	<u>Annualized On-going</u>	<u>Total One-Time Project Cost</u>
General Fund				
State	\$ 106,234	\$ 352,137		\$ 458,371
Federal	\$ 106,234	\$ 352,137		\$ 458,371
Fees				
Other:				
<b>Total</b>	<b>\$ 212,468</b>	<b>\$ 704,274</b>	<b>None</b>	<b>\$ 916,742</b>

The OERU county program is funded 50% State General Fund with matching 50% federal funds from the Title XIX Medicaid program and Title XXI States Children Health Insurance Program (SCHIP). There will be no required matching local fund contribution.

As CDHS approval of the plan has been granted, the County may access the funds and may begin the contracting process. We are requesting that your Board approves a budget adjustment increasing estimated revenues and appropriations for the FY06-07 grant amount of \$212,468. For FY 07-08 and FY 08-09, revenues and appropriations for this program will be included in the department's future proposed budgets.

**Staffing Impact(s):**

**Legal Positions:**  
N/A

**FTEs:**  
N/A

**Special Instructions:**

Please send one (1) duplicate original Contract, one (1) copy of the budget revision, and a copy of the minute order to Diana Klopp.

**Attachments:**

2 copies of the Contract with Santa Barbara County Education Office

**Authored by:**

Maria Gardner, Social Services Division Chief 346-8289

**cc:**