

First 5 Commission of San Diego

June 29, 2009

Subject: 211 Contract Amendment

Request:

The action before the Commission is to consider amending of the contract for 211 San Diego for FY 2009-10 for an additional \$225,000 for enhancements to the First 5 San Diego warm line.

Background:

211 San Diego is a key resource for parents of young children, assisting them in connecting with First 5 San Diego programs and locating other community resources. In FY 2007-08, 24% of callers to 211 (38,696) had children 0-5 so in partnership with 211, First 5 San Diego implemented a dedicated "warm line" for parents of young children to access First 5 San Diego services and programs. Due to the success of the warm line, First 5 San Diego would like to expand 211's warm line capacity. The enhancements would allow 211 to train additional Information and Referral Specialists to serve to parents of children 0-5. Parents would be able to call the warm line 24 hours a day to get answers to their parenting questions.

The warm line enhancement item was heard as part of the Safety Net Services proposal in November 2008. The item was held pending outcomes of the public education campaign results. The Commission was presented the public education campaign results on April 27, 2009 (Item 9). As a result, the item is being brought before the Commission for consideration.

First 5 San Diego's warm line (1-888-5 FIRST 5) received more than 2,000 calls resulting in more than 1,300 referrals, a comparable 429% increase in referrals from the previous fiscal year (see grid below). There has been a drop in calls to the warm line since the conclusion of the campaign however the call volume is 28% higher and referrals are up 42% since before the launch of the campaign. Also, 211 has seen an increase in call volume from families looking for services due to the current economic climate.

Initiatives	Before Warm Line	After Warm Line
Healthy Developmental Services (HDS)	First 5 San Diego averaged 41 referrals per month through 211	Received 530 referrals
First 5 for Parents		Received 130 referrals
Early Education Programs (School Readiness, Preschool For All)		Received 360 referrals
New Parent Kits		San Diego residents requested and received more than 1,000 kits
Childcare Referrals YMCA-CRS		Received 100 referrals
Health Care Access		Received 65 referrals
Oral Health Initiative		Received 25 referrals
Other Referrals ¹		Received 200 referrals

¹Other Referrals are for housing, food, employment, support groups, counseling, public assistance, and other programs and services in the 211 database.

Past Commission Actions

- December 16, 2008 (Item 10): Commission approved dollars from the sustainability reserve for high priority projects to be encumbered in project length contracts. The Commission authorized \$200,000 for technology upgrades and \$240,000 for capacity building for fund development.
- November 3, 2008 (Item 8): Commission approved \$815,000 for extension of 211 contract for FY 2009-10 as part of enhancing safety net services.
- June 2, 2008 (Item 5): The Commission awarded \$200,000, over a 2-year period to 211 to implement a database upgrade/conversion project.
- April 2, 2007 (Item 9): The Commission approved specific dollar amounts for each option year of the 211 INFO LINE contract for up to \$2,575,900 total over the three (3) option-years: up to \$903,000 for FY07/08, up to \$857,900 FY 2008-09, and up to \$815,000 for FY09/10.
- On June 19, 2006 (Item 8): The Commission approved extending the contract for 211 INFO LINE one year (July 1, 2006 through June 30, 2007) with three (3) additional option-years (Total funding: up to \$3,525,800.)
- December 2004: CHIP novated its contract with the First 5 Commission to INFO LINE as the provider of 211 services.
- October 13, 2003 (Item 9): This contract was augmented by the Commission to contribute up to \$2,000,000 towards start-up and implementation of services.
- July 7, 2003 (Item 8): The Commission approved a contract for \$140,000 with Community Health Improvement Partners (CHIP) to develop and implement an information and referral service for the County of San Diego.

Staff Recommendations:

- Find that the proposed contract amendment is consistent with the Commission's Strategic Plan, further the support and improvement of early childhood development within the County and provide a public benefit.
- Authorize the Commission's Interim Executive Director or her designee to negotiate and execute the amendment with this organization.
- Receive and approve the recommendation to amend the contract for 211 San Diego for FY 2009-10 for an additional \$225,000 for First 5 San Diego warm line enhancements.

Fiscal Impact:

Up to \$225,000 from the Community Engagement line item in the Commission's approved budget for FY 2008-09.