

First 5 Commission of San Diego
 May 3, 2010
Information and Referral Services
Contract Amendment

Request:

The action before the Commission is to approve a contract amendment as a sole source to add 5 additional option years to 211 San Diego's current contract for information and referral services for a total of up to \$3,000,000.

Background:

211 is the dialing code for quick, free access to information about community, health, and disaster services in San Diego. 211 can be used to access a wide array of county services available to young children, families, and people in need. 211 is a "point of entry" to health and social services for individuals seeking help.

The First 5 Commission of San Diego's Strategic Plan 2010-2015 approved "Information and referral efforts that link pregnant women and families to local service resources," as one of its core strategies. The Commission's 5-Year Program Allocation Plan identifies funding for Information and Referral Services as shown in the table below:

First 5 Commission of San Diego
5-Year Program Allocation Plan (Approved September 11, 2009)

Community	FY 10/11	FY 11/12	FY 12/13	FY 13/14	FY 14/15	Total
Information and Referral	\$800,000	\$700,000	\$600,000	\$500,000	\$400,000	\$3,000,000

The Commission has supported the development and implementation of the 211 information and referral system since its inception. The current 211 San Diego contract provides for a toll free telephone number and call center which is supported by an electronic database, website and online directory of resources. 211 is a "one stop shop" phone, web and media link for parents of young children and San Diego's residents to local health and human services programs. 211 San Diego has been a vital community resource in emergency situations such as wildfires and most recently assisted 3,500 callers in 2 weeks in response to the H1N1 pandemic.

In FY 08 – 09, 211 San Diego answered 164,561 calls, 16% were calls from families with children ages 0 through 5 and provided 48,080 referrals to 0 through 5 callers. 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. This contract amendment will ensure the continued 24 hour a day, 7 day a week operation of a multi-lingual and confidential information and referral services for parents of young children and the residents of San Diego County.

Justification for Contract Amendment as Sole Source:

County of San Diego, Board of Supervisors Policy A-87 requires competitive procurement of contracts, with exemptions for certain contracts considered on a case by case basis. One such exemption provided in the policy is when "competition is precluded because of the existence of patent rights, secret processes, control of the basic raw material(s) or similar circumstances, and there is no equivalent item or service." 211 San Diego meets these criteria. On August 19, 2004, the Public Utilities Commission (PUC) of the State of California issued Resolution T-16845, granting INFO LINE (211 San Diego) authority to use the 211 dialing code to provide information and referral services in San Diego County. As 211 San Diego is the only entity authorized to use the 2-1-1 dialing code to provide information and referral services in San Diego County, staff requests Commission approval of a non-competitive sole source contract amendment to add 5 additional option years to 211 San Diego's current contract for information and referral services, for a total of up to \$3,000,000.

The County of San Diego, Health and Human Services Agency (HHSA) will be seeking approval from the Board of Supervisors to enter into a contract sole source contract with 211 San Diego in spring 2010.

Included Attachments:

- Attachment 1- Fiscal Year Comparison Data Sheet
- Attachment 2 - Fiscal Year 09/10 Contract Outcomes
- Attachment 3- Draft Sustainable Funding Plan
- Attachment 4 -Client Satisfaction Survey
- Attachment 5 - Client Satisfaction Survey Protocols
- Attachment 6 -Client Satisfaction Survey Results

Past Commission Actions:

Information and Referral Planning

- June 3, 2002(Item 12): Authorized contract for \$110,000 to conduct an assessment of information and referral systems for parents with children 0 through 5 and provide recommendations to improve such systems.
- July 7, 2003 (Item 8): Approved a contract in the amount of \$70,500 for strategic operational planning for a 211 system in San Diego County.

Information and Referral Operations

- March 6, 2000 (Item 5): Approved a grant in the amount of \$200,000 to establish a call center and web based technology for parenting education and information and referral.
- June 25, 2001(Item 9b): Authorized grant agreement in the amount of \$225,000 to continue operation of the information line.
- October 13, 2003 (Item 9): Authorized a contract augmentation for \$2,000,000 for start-up and operating costs for 211.
- On June 19, 2006 (Item 8): Authorized a contract augmentation for 4 years in the amount of \$3,525,800. FY 06/07-\$950,000; FY 07/08-\$903,000; FY 08/09-\$857,900; FY 09/10 \$815,000.

Information and Referral Improvement

- June 2, 2008 (Item 5): Approved a \$200,000 Responsive Grant for a database upgrade/conversion project.
- December 16, 2008 (Item 10): Approved a contract augmentation for \$200,000 for technology upgrades and \$240,000 for capacity building for fund development.
- June 29, 1009 (Item 1): Approved a contract augmentation for \$225,000 for enhancements to First 5 San Diego's warm line (1-888-5 FIRST 5).

Staff Recommendation:

- 1) Find that the proposed allocation for a contract amendment for Information and Referral services is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director or her designee to negotiate and execute a contract amendment with 211 San Diego for up to \$3 million project length budget for FY 2010-11 through FY 2014-15 for Information and Referral Services. Approval of this request will obligate funds for five years:
 - up to \$800,000 will be approved for FY 2010-11 from that year's budget;
 - up to \$700,000 will be approved for FY 2011-12 from that year's budget;
 - up to \$600,000 will be approved for FY 2012-13 from that year's budget;
 - up to \$500,000 will be approved for FY 2013-14 from that year's budget;
 - up to \$400,000 will be approved for FY 2014-15 from that year's budget.

Fiscal Impact:

Up to \$3,000,000 will be obligated (per above) from the FY 2010-11 to FY 2014-15 budgets from the Information and Referral line in the approved 5-year Program Allocation Plan.