

211 CONTRACT COMPONENTS - DELIVERABLES AND OUTCOMES

Contract Component: 211 San Diego Operations (Implementation)
Dollar Amount: \$815,000.00; Contract Period: July 1, 2009 – June 30, 2010

Commission approved June 19, 2006 (Item 8)

Key Contract Deliverables and Outcomes

Deliverables	Year to Date Outcomes (FY 09/10 - July 1-March 31, 2010)
<p>Information and Referral Calls</p> <ul style="list-style-type: none"> • Respond to a minimum of 150,000 calls • 20% of total call volume to be from families with children 0-5. • Phone line wait times shall decrease by thirty seconds (0:30); target wait time is one minute fifty-seven second (1:57) or less. • Call abandonment rate shall decrease by 5%; target abandonment rate is 15% or less. <p>Quality of Service/Caller Follow-up</p> <ul style="list-style-type: none"> • Provide caller follow up to ensure that callers were successfully connected to services. Follow up calls for all complex cases and for a random sample of a minimum of 2% of all calls answered (per I&R industry standards). • Implement service improvement protocols and recommendations identified in the Secret Shopper Project Report from FY 2008/09; Implement a revised client satisfaction evaluation system based on 211 Secret Shopper results. • Work with First 5 San Diego and Harder+Co. to develop an improved quality satisfaction tool for clients, partner agencies and customers <p>Website</p> <ul style="list-style-type: none"> • Expand the First 5 focus page on 211 website with new First 5 Initiatives. Update First 5 focus page on a quarterly basis. 	<ul style="list-style-type: none"> • Currently on track to meet contractual obligations. 211 has answered 139,880 calls to date. • Currently within range of meeting contractual obligations. Calls from 0-5 population are 19%. • Currently not on track to meet contractual obligations. To date the monthly call wait time range has been one minute and fifty-two seconds (1:52) to six minutes and seventeen seconds (6:17). The average call wait time for FY 09/10 is four minutes and thirty two seconds (4:32)*. • Currently not on track to meet contractual obligations. To date the monthly call abandonment range has been 13% to 43%. Average call abandonment rate is 33%*. • Currently on track to meet contractual obligations. Successful follow-ups completed with 3.5% of cases. • Currently on track to meet contractual obligations. New phone trees and protocols have been implemented per Secret Shopper Report recommendations. • Currently on track to meet contractual obligations. 211 has worked with Harder + Co to improve the quality satisfaction tool. • Currently on track to meet contractual obligations. First 5 focus pages have been expanded with new First 5 initiatives. Updates are ongoing.

*Average call wait times and abandonment rates impacted to some extent by 1) recorded information that some callers were required to listen to for specific topics (e.g. H1N1); and 2) callers receiving the information they needed from recorded information and disconnecting without speaking to a live I&R specialist.

Contract Component: Technology Upgrade
Dollar Amount: \$200,000.00; Contract Period: July 1, 2009 – June 30, 2010

Commission approved December 16, 2008 (Item 10)

Key Contract Deliverables and Outcomes

Deliverable	Year to Date Outcomes (FY 09/10 - July 1-March 31, 2010)
<ul style="list-style-type: none"> • 211 shall purchase and/or lease and activate an upgraded phone system that enhances 211's ability to serve our clients and the agencies that rely on 211. 	<ul style="list-style-type: none"> • Currently on track to meet contractual obligations. 211 leased a new phone system that includes all capabilities specified in the contract.

Contract Component: Warm Line Enhancements

Dollar Amount: \$225,000.00; Contract Period: July 1, 2009 – June 30, 2010

Commission approved June 29, 2009 (Item 1)

Key Contract Deliverables and Outcomes

Deliverables	Year to Date Outcomes (FY 09/10 - July 1-March 31, 2010)
<ul style="list-style-type: none">• Add 3 dedicated I&R Specialists to answer calls to First 5 San Diego warm line; calls to the warm line shall be a priority for these dedicated I&R Specialists.• Wait times for warm line calls not to exceed one minute (1:00). • Abandonment rate for warm line shall be less than 15%.	<ul style="list-style-type: none">• Currently on track to meet contractual obligations. • Currently not on track to meet contractual obligations. To date the monthly warm line call wait time range has been one minute and fifty seconds (1:50) to seven minutes and eleven seconds (7:11). Average call wait time for the warm line is three minutes and thirty-five seconds (3:35). • Currently not on track to meet contractual obligations. To date the monthly warm line call abandonment range has been 6% to 37%. Average warm line call abandonment rate is 19%.

Contract Component: Capacity Building/Long Term Sustainability

Dollar Amount: \$240,000.00; Contract Period: July 1, 2009 – June 30, 2010

Commission approved December 16, 2008 (Item 10)

Key Contract Deliverables and Outcomes

Deliverables	Year to Date Outcomes (FY 09/10 – July 1- March 31, 2010)
<ul style="list-style-type: none">• Contract with a Government Relations Firm by October 31, 2009 to develop a Long Term Sustainability Plan and guide 211 in the legislative process at state and national levels for permanent sustainable funding of 211. • Proactively implement steps to affect system advocacy and policy change at the local, state, and national level that supports the long-term viability of information and referral services in San Diego County.	<ul style="list-style-type: none">• Currently on track to meet contractual obligations. Government relations firm has been hired and Long Term Sustainability Plan has been developed. • Currently on track to meet contractual obligations. 211 San Diego has:<ul style="list-style-type: none">○ Engaged in strategic planning meetings with 211 California and United Way as well as national 211 leadership to move forward cohesively on state and federal legislation to identify and secure dedicated ongoing funding for Information and Referral services in San Diego.○ Engaged in advocacy efforts with the National Association of Counties, California State Association of Counties, and League of California Cities.○ Participated in meetings with federal, state, and local elected officials, departments, and organizations in support of legislation and to discuss contracting opportunities.