

SALUD CARBAJAL
First District

JANET WOLF
Second District, Vice Chair

DOREEN FARR
Third District

PETER ADAM
Fourth District

STEVE LAVAGNINO
Fifth District, Chair



BOARD OF SUPERVISORS
County Administration Building
105 East Anapamu Street
Santa Barbara, CA 93101
Telephone: (805) 568-2190
www.countyofsb.org

COUNTY OF SANTA BARBARA

April 16, 2014

Mayor Helene Schneider
City of Santa Barbara
735 Anacapa Street
Santa Barbara, CA 93101

Email: hschneider@santabarbaraca.gov

Subject: 211 Helpline Services

Dear Mayor Schneider,

As you are aware, the continuation of the 211 program within Santa Barbara County has been a countywide topic of discussion for several years. The 211 Health and Human Services information referral services, coupled with the power of the emergency public information capabilities is broadly supported by many stakeholders. What is now needed is a comprehensive community investment in the program so that 211 not only survives, but thrives in our communities.

County staff and representatives of the First and Fourth District offices previously met with the mayors to discuss potential funding of 211. The mayors expressed several very valid concerns: 1) the quality of the current database and program; 2) the lack of a local community host or operator; 3) the belief that 211 is a county responsibility; and, 4) the cities inability to fund 211 given limited resources and multiple pressing issues.

To this end, I am happy to report that the Board of Supervisor took action on April 1, 2014. Specifically, the Board of Supervisors approved \$30,000 for the one database cleanup which will aid in assisting individuals seeking health and human services such as: food, clothing, and shelter. This cleanup maximizes the utility of the 211 web-based searches and will ultimately enhance the 211 helpline services 24/7 via the trained information referral specialist. The County now respectfully requests an opportunity to present this item for funding consideration to your full City Council at your earliest available meeting to present how concerns expressed where addressed and next steps.

In addition, the Community Action Commission (CAC) has agreed to serve as the local community operator, predicated on a community support, through sustained partnership funding. CAC will be responsible for the fiscal operations, marketing, oversight, outreach, administration, and future database maintenance. Finally, County staff has revised the earlier funding scenario and increased the County contribution to the overall program. The attached chart provides a revised estimate of funding for your

211 Helpline Services

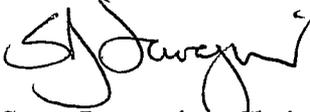
April 16, 2014

Page 2 of 2

consideration. Under this scenario, \$189,000 is needed to provide for a strong 211 program. Outside community partners provide 29%, the County contributes 38% and the cities collectively, based on the per capita calls, are asked to contribute 33% of the total programmatic cost. This strategy ensures that the community as a whole is engaged and funding is diversified. This partnership model among nonprofits and local governments has been proven successful in multiple communities throughout California.

Attached is a question-and-answer fact sheet providing additional information which may assist your offices in the decision-making process. We are looking forward to the opportunity to meet with your full Council and present this item for funding consideration at your earliest opportunity.

Sincerely,



Steve Lavagnino, Chair
County of Santa Barbara Board of Supervisors

cc: Jim Armstrong, City Manager

Attachments:

Question and Answer Fact Sheet
Funding Chart
Budget Chart

Question & Answer Fact Sheet

1. What are the benefits of 211?

Benefits of 211 include:

- Decreases calls to the 911 emergency line, lessening burden on public safety dispatch services.
- Provides immediate reliable program to provide assistance to health and human services referral needs such as: *food, clothing, shelter, employment, health services, and mental health needs.*
- Provides immediate outlet for service agencies to provide information about changes in programs eligibility and service availability.
- Provides officials with a trusted referral source for constituents in need of service.
- Provides immediate emergency public information both web based and via call center services. In the event of disaster, 211 provides sustained communications during incident and recovery process.
- Provides specialized reporting via 211, regarding constituent needs, assists local jurisdictions in program development, service delivery, and funding allocations.

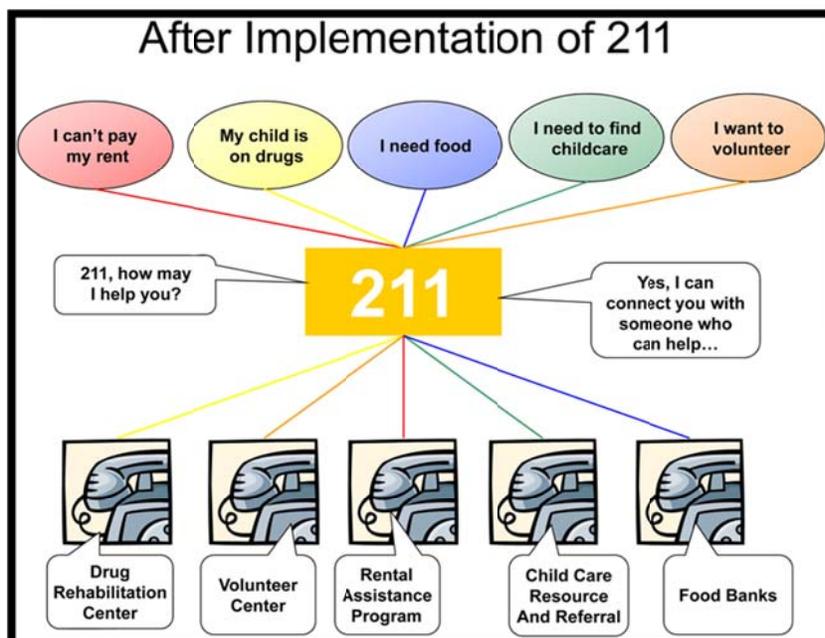
211 Santa Barbara County is available to every resident and visitor in the county, 24 hours a day, 7 days a week, 365 days a year.

2. How does 211 help communities in a disaster?

211 has extensive capabilities to facilitate accurate timely information to the public in the event of an emergency or disaster. Specifically, 211 call centers have been included within the Emergency Operation Center protocol and have a direct link to the County Emergency Public Information Officer. The same capabilities can be provided for each jurisdiction requiring city specific notifications and alerts. Given the statewide network of 211's, should a disaster strike southern California, northern California can handle calls seamlessly and communicate accurate information. As an example in San Diego County, calls increased from 5,000 calls at baseline to over 41,000 calls daily during 2007 firestorms. Agencies are typically able to receive reimbursement for additional costs associated with the influx of increased disaster calls via state and federal reimbursement mechanisms.

3. How does 211 work?

This chart speaks 1000 words . . . Simply the 211 call center information specialist has the ability to connect with callers in over 100 languages, ascertain their needs and provide a comprehensive lists of referrals in one phone call. Prior to 211 services, a minimum of eight calls were needed to obtain service.



4. Why do we need a call center for service? Why not just search the Internet?

Presently, 211 call center helpline service exists in 90% of California and 90% of the nation. 211 is continuing to expand. The database/internet search is available for basic search needs. The 211 information referral services is designed to have the call specialist establish rapport, diffuse emotional and cultural barriers, and determine needs through an in depth assessment. The call specialist searches the database for resources and provides information directly to the caller.

5. How is 211 typically funded? How were the city contributions calculated?

Based on research conducted by the County of Santa Barbara staff, as well as input from 211 California, there are a variety of models to fund 211 services within a given area. A prevalent model is a joint funding partnership among nonprofits and local governments. Multiple counties throughout California utilize this model to exhibit not only funding, but general support for the 211 services and those in need of assistance.

The funding model attached assumes a fixed level of outside agency funding of \$55,000. This is primarily provided by a grant through First Five of Santa Barbara County (\$30,000). Santa Barbara County in partnership with the Community Action Commission is committed to continuing the search for enhanced outside agency funding for 211 services. The remaining operational costs are distributed 53% County and the remaining 47%, on a per estimated annual call basis, among all cities. The call data is based on an individual's self-identification as a resident of a particular city or region of the county. For general reference, a calculation based on dividing the cost per population is included. In this instance, the County represents 32% of the total population and 32% of the costs with the cities representing 68% of the population and 68% of the costs. Call data is reviewed annually.

SB211 Calls by City & Population Funding Options

Regional Call Data	Current Contribution	Calls Jan -Mar	Calls Apr - Sep	Total Calls	% of Total Calls	Proposed %	Amount		Population (427,267)	% of pop	Proposed \$/ % pop
							53%CNTY/47%City Proposed				
Buellton	\$0	11	11	22	1%	1%	\$633		4,858	1%	\$1,532
Carpinteria	\$0	70	50	120	2%	2%	\$1,266		13,076	3%	\$4,122
Goleta	\$0	101	92	193	3%	3%	\$1,899		29,930	7%	\$9,436
Guadalupe	\$0	23	28	51	1%	1%	\$633		7,097	2%	\$2,237
Lompoc	\$2,000	329	348	677	11%	11%	\$6,964		42,854	10%	\$13,510
Santa Barbara	\$20,000	777	2358	3135	53%	53%	\$33,554		89,082	21%	\$28,084
Santa Maria	\$0	695	739	1434	24%	24%	\$15,194		100,199	23%	\$31,589
Solvang	\$0	16	12	28	1%	1%	\$633		5,281	1%	\$1,665
Cities Subtotal	\$22,000						\$63,309				\$92,175
SB County **	\$65,000	136	39	175	3%	--	\$71,391		134,890	32%	\$42,525
Other	\$55,000	0	90	90	0%	--	\$55,000				\$55,000
Total	\$142,000	2158	3767	5925	100%		\$189,700		427,267	100%	\$189,700
										-	
										-	
							\$30,000	Database funding			\$30,000

**2-1-1 Santa Barbara Program Budget
FY 2013-14**

PERSONNEL EXPENSES			
Salary: Resource Specialist	1 FTE	\$18/hr	\$ 35,412
Salary: Director	0.4 FTE	\$36/hr	\$ 28,080
Employee Benefits/Admin			\$ 16,566
TOTAL PERSONNEL			\$ 80,058
PROGRAM EXPENSES			
AIRS & 211 CA dues			\$ 2,947
Program Supplies			\$ 2,009
Telephone - Five9			\$ 12,700
iCarol database			\$ 4,100
Mileage			\$ 500
Travel/Conf			-
Interface Call Center**			\$ 82,400
Database updates			\$ 5,000
TOTAL PROGRAM EXPENSES			\$ 109,656
TOTAL EXPENSES			\$ 189,714
REVENUE*			
SB County Human Services			31,958
City of Santa Barbara***			20,000
SB County Alcohol & Drug Pgm			13,440
Info Line of San Diego County			10,000
United Way of Santa Barbara			4600
First 5 of SB County			29,994
Calfresh Grant			10,768
City of Lompoc			2,000
Additional SB County			20,000
TOTAL REVENUE			142,760
SURPLUS/(DEFICIT)			\$ (46,954)
** Assuming same call volume as FY 12/13			
*** The only revenue source that isn't fairly certain for FY 13/14 in FSA's (\$30,000 one-time database clean-up)			