

**First 5 Commission of San Diego**  
June 13, 2011  
**Information and Referral Services**  
**Contract Amendment**

**Request:**

The request before the Commission is to approve a contract amendment to add the first of 4 option years to the 211 San Diego contract for information and referral (I & R) services from July 1, 2011 – June 30, 2012 for a total of up to \$700,000.

**Background:**

211 is the dialing code for quick free access to information about community, health, and disaster services for San Diego County. 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 includes “*Information and referral efforts that link pregnant women and families to local service resources*,” as one of its core strategies. The Commission has supported 211 San Diego since its inception as it is a key resource for parents of young children for connecting them with First 5 San Diego programs and other community resources. This multi-lingual service is provided 24 hours a day, 7 days a week. In FY 2009-10, 211 San Diego answered a total of 186,097 calls; 20% (37,385) of which were from families with children ages 0 through 5, and they provided 70,349 referrals to these families. The requested contract amendment will help ensure that these critical information and referral services continue for parents of young children and the residents of San Diego County.

In response to concerns raised during the previous fiscal year regarding 211 San Diego’s service delivery for First 5 San Diego, changes were made to the contract including monthly reporting and the implementation of a pay for performance reimbursement methodology. Beginning in the last quarter of FY 2009-10, 211 has shown a significant improvement in service delivery as measured by reduced call wait times and call abandonment rates. In addition, 211 has implemented new standardized quality assurance procedures to measure client satisfaction with their interaction with I & R specialists, the appropriateness of referrals made, and follow up contacts to determine whether clients have been able to connect with the services they were referred to.

On August 9, 2010, the Commission approved a contract amendment that extended the contract with 211 San Diego for nine months ( October 1, 2010 – June 30, 2011) for a total of up to \$600,000, and added 4 option years to 211 San Diego’s contract as a sole source agreement for information and referral services. At that time the Commission requested annual reports on the performance of 211 in meeting its contractual obligations prior to authorizing each option year.

**211 San Diego Contract Performance for FY 2010-11:**

To date, 211 San Diego has successfully met or exceeded performance objectives for both the Warm Line and the General Line. Wait times and abandonment rates have been significantly reduced from the previous fiscal year even though call volume to the general line has increased. Warm line call volume was lower than anticipated for the first part of the fiscal year primarily because of the delayed launch of the parent and public education media campaign. The campaign launch was postponed from September 2010 to February 2011 due to the impact of First 5 California’s campaign on local media availability. Attachment 1 provides a summary of 211’s general line and Warm Line call data and First 5 San Diego funding levels by fiscal year.

**Proposed Contract for FY 2011-12:**

The contract amendment for October 1, 2010 through June 30, 2011 combines cost reimbursement with pay for performance tied to specific service measures. The proposed contract for July 1, 2011 through June 30, 2012 is based on pay for performance alone, with 20% of the maximum reimbursement tied to

Warm Line performance targets and 80% tied to 211 General Line performance targets. The payment points for both the Warm Line and the 211 general line are tied to performance on:

- average monthly call wait times;
- average monthly call abandonment rates;
- client satisfaction survey results;
- appropriate referrals; and
- client follow-up surveys.

#### **Commission History:**

##### **Information and Referral Planning**

- 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
- June 3, 2002 (Item 12): Authorized a 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.

##### **Information and Referral Operations**

- August 9, 2010 (Item 4): Approved a nine month contract extension in the amount of \$600,000 and added 4 option years, with the request for annual Commission review of contract performance prior to exercising each of the option years.
- May 3, 2010 (Item 5): Approved a 3 month contract extension in the amount of \$200,000 with an amendment to the contract that includes enhanced data collection and monthly reporting.
- 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.
- October 13, 2003 (Item 9): Authorized a contract augmentation for \$2,000,000 for the start-up and operating costs for 211.
- June 25, 2001 (Item 9b): Authorized a grant agreement in the amount of \$225,000 to continue operation of the information line.
- 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.

##### **Information and Referral Improvement**

- June 29, 2009 (Item 1): Approved a contract augmentation for \$225,000 for enhancements to First 5 San Diego's warm line (1-888-5 FIRST 5).
- 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 2, 2008 (Item 5): Approved a Responsive Grant for \$200,000 for a database upgrade/conversion project.

#### **Staff Recommendation:**

- 1) Find that the proposed amendment extending the contract 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 extending the contract with 211 San Diego for up to \$700,000 for July 1, 2011 through June 30, 2012 for Information and Referral Services.

#### **Fiscal Impact:**

Up to \$700,000 from the Information and Referral line in the proposed FY 2011 – 12 budget.