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TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
By: Bekki Riggan, Principal Management Analyst
Lauren Featherstone, Management Analyst

DATE: August 4, 2015

SUBJECT: 2-1-1 Information & Referral Services

ACTION REQUESTED

1. Receive an update on the Placer County 2-1-1 feasibility study findings and recommendations; and
2. Provide staff direction regarding moving forward with a Request for Proposal (RFP) to identify a local lead agency and call center proposal for operating 2-1-1 services in Placer County.

BACKGROUND

2-1-1 provides on-line and telephonic community information and referral services to constituents regarding rent and mortgage assistance, utility assistance, senior care, employment services, disaster assistance, and military and family support. 2-1-1 systems often yield efficiencies by reducing duplication of efforts associated with information and referral services provided by government and nonprofits, as well as diverting non-emergency calls away from 9-1-1 call centers. Analytics on call type and volume provide critical data to city and county decision makers on the needs of their citizens. Nationally, 2-1-1 services are available in all 50 states and the District of Columbia, with 80 percent of the population having access. In California, 33 counties have developed functional 2-1-1 systems covering 92 percent of the State's population. Placer County is currently recognized as one of the largest and fastest growing counties without a 2-1-1 service.

A 2-1-1 steering committee comprised of members from Placer People of Faith Together, Roseville Police Department, Seniors First, and other community and faith-based leaders, has addressed your Board during public comment on several occasions, seeking support for 2-1-1 services in Placer County. On October 8, 2013 your Board directed County staff to assess the feasibility of implementing 2-1-1 services in Placer County. A feasibility study was conducted (on file with Clerk of the Board) in order to consider community benefits, service models, possible partner agencies, cost analysis/cost sharing, best practices and recommendations. County staff met with 2-1-1 service providers from Yolo, Nevada, Sacramento and Ventura counties, as well as representatives from United Way Capitol

Region, Community Link, Placer Collaborative Network, Placer County Office of Education and Lighthouse Counseling and Family Resource Center, all of whom support bringing 2-1-1 services to Placer County.

Staff researched various call center operational and funding models. In-house call centers are fully managed and staffed by city or county personnel. A hybrid model is a mix of an outsourced and in-house operation, where city or county staff manage call center operations during normal business hours and contract out with another agency to provide after-hours service. A consortium call center, also known as a regional model, consists of neighboring counties partnering to run a 2-1-1 service. For example, 2-1-1 NorCal serves Shasta, Tehama, Plumas, Siskiyou and Trinity counties. This model has been considered by other agencies previously, but has not yet been implemented in the Sacramento region. The model that is most cost effective is an outsourced call center, which relies on a contract with a certified 2-1-1 call center operator. Successful and sustainable 2-1-1 services have government agencies, non-profits and private sector funding partners that commit to a multi-year funding arrangement and contract.

Based on the results of the feasibility study, staff recommends an outsourced model with the following key components:

- Local Lead Agency
- Call Center
- Resource Database

Anticipated one-time costs with this model are approximately \$200,000 (Setup of Call Center, Telecommunications and Resource Database, as well as Marketing, Application and Membership fees), with ongoing expenses of approximately \$150,000 annually (Call Center contract, Telecommunications, Resource Database, Marketing and Membership fees). National 2-1-1 call volume trends range from 3% to 6% of a county's population. Sacramento area trends suggest an annual call volume of 1.8% of county population. The cost model assumes the nationwide average of 3%.

The local lead agency would support all operations of the 2-1-1 service, including oversight of the call center, management of the resource database, and marketing and fundraising activities. The local lead agency would also be responsible for applying to the California Public Utilities Commission (CPUC) for 2-1-1 designation on behalf of Placer County.

Should your Board direct staff to move forward with the Request for Proposal (RFP) process the anticipated timeline is as follows:

- August: Release RFP
- October: Review proposals and make selection
- Oct. – Nov.: Apply to CPUC
- Nov. – Dec.: Develop marketing and funding recommendations
- January: Secure funding commitments
- February: Return to Board with final recommendations

Through the RFP process, local lead agencies will identify a cost plan for 2-1-1 services in Placer County. Once a lead agency has been selected, staff would work with all stakeholders to develop a marketing and funding strategy that distributes funding between government and community partners. Staff recommends the balance not covered by

community partners be equitably distributed to government partners based on population (Table A).

Table A

Supporters	Population	% Split
Placer County	114,706	31%
City of Roseville	127,035	34%
City of Rocklin	59,738	16%
City of Lincoln	45,237	12%
City of Auburn	13,905	4%
Town of Loomis	6,688	2%
City of Colfax	2,019	1%
Total	367,309	100%

FISCAL IMPACT

There is no fiscal impact with this request. Estimated total costs for implementing 2-1-1 services in Placer County are approximately:

- One-time cost of \$200,000; and
- Annual cost of \$150,000.

