

**MEMORANDUM  
PLACER COUNTY HEALTH AND HUMAN SERVICES  
Human Services Division**

**TO:** Honorable Board of Supervisors

**FROM:** Richard J. Burton, M.D., M.P.H.  
Placer County Health Officer and Director of Health & Human Services  
Cheryl S. Davis, Director of Human Services

**DATE:** August 20, 2013

**SUBJECT:** RFP Award and Contracts for Medi-Cal Expansion Outreach, Education and Application Assister Program

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**ACTION REQUESTED:**

1. Approve the award of a Request for Proposals (RFP) 10280 for the Medi-Cal Expansion Outreach, Education and Application Assister Program and the following resulting contracts in the aggregate amount of \$310,856 with no net County cost to be in effect from August 21, 2013 through December 31, 2014, and authorize the Director of Health and Human Services to sign the resulting agreements and subsequent amendments up to 10 percent of each contract amount consistent with the agreements' subject matter and scope of work:
  - a. Advocates for Mentally Ill Housing (AMIH) in an amount not to exceed \$15,362,
  - b. KidsFirst in an amount not to exceed \$44,522,
  - c. North Tahoe Family Resource Center in an amount not to exceed \$48,590,
  - d. Lighthouse Counseling and Family Resource Center in an amount not to exceed \$102,634,
  - e. Stand Up Placer, Inc. in an amount not to exceed \$43,218,
  - f. Placer People of Faith Together in an amount not to exceed \$56,530.

**BACKGROUND:**

One of the health care coverage components of the Affordable Care Act is the expansion of Medicaid, known as Medi-Cal in California. Under the expansion, individuals who are between the ages of 19 and 64 and earn less than 138 percent of the federal poverty level (\$15,856 for a single person, \$21,403 for a couple) will now be eligible for health care coverage under Medi-Cal. It is anticipated that 13,923 Placer County residents, who are uninsured, will be eligible for Medi-Cal Expansion. Human Services is expected to enroll approximately 70 to 75 percent of those residents.

To successfully enroll eligible County residents in coverage, Placer County Human Services issued a Request for Proposals (RFP) seeking the assistance of community organizations to conduct outreach, education and application assistance to eligible Placer County residents. The Outreach, Education and Application Assister Program will help residents learn about, apply for and retain health insurance coverage. Assisters will also help reach uninsured persons with special needs who may require individualized assistance to successfully access the expanded health care options.

The combination of recommended agencies ensures that all geographic areas of the County, as well as those who are homeless, with disabilities or victims of domestic violence, receive information and assistance in applying for and retaining health care coverage. The combined efforts of the six agencies will provide outreach and education to over 25,000 individuals in our communities and result in the successful enrollment of over 3,000 residents in Medi-Cal expansion. This number is on target with State projections that almost 40 percent of enrollments will occur with the help of an Application Assister.

RFP 10280, the Medi-Cal Expansion Outreach, Education, and Application Assister Program, was sent to 59 agencies. Thirty-two agencies accessed the RFP and seven submitted proposals, of which six were selected for award. The proposers were rated as follows:

**Proposers and Ranking**  
**Medi-Cal Expansion Outreach, Education and Application Assister Program RFP**

1. Advocates for Mentally Ill Housing (AMIH), Auburn, CA
2. KidsFirst, Roseville, CA
3. North Tahoe Family Resource Center, Kings Beach, CA
4. Lighthouse Counseling and Family Resource Center, Lincoln, CA
5. Stand Up Placer, Auburn, CA
6. Placer People of Faith Together (PPOFT), Auburn, CA
7. Community Link, Sacramento, CA

**FISCAL IMPACT:**

The total amount for these six contracts is \$310,854 and is fully funded from Federal revenue. No County General Fund contribution is required. The costs for these services are included in the Department's FY 2013-14 Proposed Budget.

These contracts are on file with the Clerk of the Board for review.