



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

DAVE ROBERTS
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: August 4, 2015

06

TO: Board of Supervisors

SUBJECT: COUNTY OF SAN DIEGO CHILD ABUSE PREVENTION COORDINATING COUNCIL FISCAL YEAR 2015-2016 CHILDREN'S TRUST FUND FUNDING PROPOSAL AND SOLE SOURCE PROCUREMENT (DISTRICTS: ALL)

Overview

On April 3, 2012 (11), the Board approved the revised Administrative Code, Article IIIo establishing the County of San Diego Child Abuse Prevention Coordinating Council (CAPCC).

Welfare and Institutions Code 18966 authorizes a County to establish a Children's Trust Fund (CTF) with revenue from birth certificate fees, grants, gifts or bequests from private sources to be used for child abuse and neglect prevention and intervention programs. Welfare and Institutions Code section 18967 requires the CAPCC to establish criteria for determining which programs shall receive funding. Money in the CTF is to be used for child abuse and neglect prevention and intervention programs operated by non-profits or public institutions of higher learning with expertise in child welfare.

The Board has designated the Council to have oversight and planning responsibilities for two other funding sources: Child Abuse Prevention, Intervention and Treatment (CAPIT) and Community Based Child Abuse Prevention (CBCAP). The CAPIT/CBCAP funded programs emphasize comprehensive, integrated, collaborative community-based responses to child abuse prevention, interventions and treatment service needs that are not entitlement programs.

Today's item requests approval of the CAPCC Trust Fund Funding Proposal for Fiscal Year 2015-16 of \$1,800,000; and authorization is requested to enter into negotiations for a sole source contract with iHeartMedia as part of CAPCC services. These actions support the County's *Live Well San Diego* vision by coordinating and streamlining services for children at risk of abuse or neglect and promoting programs aimed at creating healthy, safe and thriving communities.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

1. Approve the attached Child Abuse Prevention Coordinating Council's Children's Trust Fund Funding Proposal for Fiscal Year 2015-16.

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2. Authorize the Director, Health and Human Services Agency, to approve expenditures in accordance with the Fiscal Year 2015-16 Children's Trust Fund Funding Proposal.
3. In accordance with Board Policy A-87, Competitive Procurement, approve and authorize the Director, Department of Purchasing and Contracting, to enter into negotiations with iHeartMedia, and, subject to successful negotiations and a determination of a fair and reasonable price, execute a sole source contract for radio advertising services to assist Child Welfare Services with the placement and production of radio ads promoting the department's initiatives for the period of one year with four option years, beginning Fiscal Year 2015-16 through Fiscal Year 2019-20. Waive the advertising requirement of Board Policy A-87.

Fiscal Impact

Funds for this request are included in the Fiscal Year 2015-16 CAO Approved Operational Plan in the Health and Human Services Agency. If approved, this request will result in costs and revenue of \$1,800,000 in Fiscal Year 2015-16. The funding source is Children's Trust Fund. There will be no change in net General Fund cost and no additional staff years.

Business Impact Statement

N/A

Advisory Board Statement

On July 21, 2015, the County of San Diego Child Abuse Prevention Coordinating Council reviewed and approved the submission of the Children's Trust Fund Funding Proposal for Fiscal Year 2015-16 to the Board of Supervisors.

Background

Your Board has taken a strong leadership role in establishing County policy in coordinating the community's efforts to prevent and respond to child abuse and neglect by identifying and addressing the needs of children and youth who are in the public charge, as well as those whose safety and welfare may be at risk. In order to fulfill the tasks related to this policy and to comply with the requirements of California Welfare and Institutions Code Section 18982-18982.4, the Board established the County of San Diego Child Abuse Prevention Coordinating Council (CAPCC).

The CAPCC is charged with developing a plan for a designated source of funds, the San Diego County Children's Trust Fund (CTF). The CTF revenues come from federal grants, fees from special license plate sales, and fees from birth certificates for the purpose of funding the County's CAPCC. The trust fund is designated for child abuse and neglect prevention and intervention programs operated by private nonprofit organizations or public institutions of higher education with recognized expertise in fields related to child welfare. Pursuant to Welfare & Institutions Code section 18967, the CAPCC, on October 18, 2012, reviewed and approved the CAPCC's Policy Criteria for Funding Child Abuse and Neglect Prevention and Intervention

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Programs from the Children's Trust Fund. Pursuant to these criteria, the CAPCC prioritized proposals and adopted the recommended Children's Trust Fund Funding Proposal for Fiscal Year 2015-16 totaling \$1,800,000 (Attachment A).

The CAPCC requests that the Board of Supervisors approve the Children's Trust Fund Funding Proposal for Fiscal Year 2015-16, authorizing the Director, Health and Human Services Agency (HHS), to approve expenditures in accordance with the proposal.

The Children's Trust Fund Funding Proposal for Fiscal Year 2015-16 recommends funding for the following services and activities:

A. Child Abuse Prevention Coordinating Council: \$300,000

Funds will be allocated to carry out the duties and responsibilities of the Child Abuse Prevention Coordinating Council as outlined in Administrative Code 84.98.

• *Sole Source procurement with iHeartMedia: \$100,000 (costs included in Child Abuse Prevention Coordinating Council mentioned above)*

Approval of this request will authorize the Director of Purchasing and Contracting to enter into negotiations with iHeartMedia (formerly known as Clear Channel Communications) to procure a contract for the period of one year with four option years, beginning Fiscal Year 2015-16 through Fiscal Year 2019-20. Services will include radio advertising on iHeartMedia Radio Stations (KHTS-FM, KMYI-FM, KGB-FM, KOGO-AM) by using commercials, news alerts, public service announcements, and social media posts to address current department initiatives.

B. Community Services for Families (CSF): \$800,000

The primary focus of the CSF program is to provide community-based child abuse prevention and intervention services to children and families. County staff refers to one lead CSF contractor in each of the six County regions for a broad array of services, including home visiting, parent education, kinship support, and family preservation and support services. This community-based approach to child welfare will be used to address the racial disproportionality and disparity in child welfare.

C. Legal Services to support Legal Guardianship of children not involved with the Child Welfare System and Legal Services to Support Family Advocacy for Education Related Issues: \$400,000

Funds will be allocated to HHS, Child Welfare Services (CWS) to fund legal services. This allocation of \$400,000 to fund these services has been approved through Fiscal Year 2016-17. These contracted services provide assistance to low income relatives who seek to obtain legal guardianship of children not involved in the child welfare system and to also provide legal advice on special education, truancy and expulsion to relative and non-relative caregivers of foster children. The recommendation is to increase the current contracts from \$200,000 to \$400,000 to augment and enhance currently provided services.

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PROCUREMENT (DISTRICTS: ALL)

D. Community and Caregiver Support: \$300,000

Funds will be allocated to provide primary and secondary prevention services through contracts for Kinship Support. These funds will be used to support Grandparents Raising Grandchildren (GRG) and other kinship caregivers. Current CWS contracts will be amended to add additional funding to key areas of need. The recommendation is to increase the current contracts by \$300,000 to augment and enhance currently provided services.

Linkage to the County of San Diego Strategic Plan

Today's proposed actions support the Healthy Families and Safe Communities initiatives in the County of San Diego's 2015-2020 Strategic Plan by providing services for children at risk of abuse or neglect.

Respectfully submitted,



HELEN N. ROBBINS-MEYER
Chief Administrative Officer

ATTACHMENT(S)

Attachment A – Children's Trust Fund Funding Proposal Year 2015-16

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PROCUREMENT (DISTRICTS: ALL)

AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

September 16, 2014 (8), the Board approved the Children's Trust Fund Funding Proposal for Fiscal Year 2014-15; September 10, 2013 (8), the Board approved the Children's Trust Fund Funding Proposal for Fiscal Year 2013-14; December 4, 2012 (6), the Board approved the Children's Trust Fund Funding Proposal for Fiscal Year 2012-13; March 1, 2011 (6), the Board approved the Children's Trust Fund spending plan for Fiscal Year 2011-12; June 29, 2010 (7), the Board approved the Children's Trust Fund spending plan for Fiscal Year 2010-11; January 26, 2010 (9), the Board approved the Children's Trust Fund spending plan for Fiscal Year 2009-10; June 11, 2002 (20), the Board directed the Commission re-title Coordinating Council to the Child Abuse Prevention Committee (CAPC) as a standing committee of the Commission to carry out the duties of the County Child Abuse Prevention Council; February 26, 2002 (4), the Board authorized the integration of the San Diego Community Child Abuse Prevention Coordinating Council as a standing committee of the Commission on Children, Youth and Families to oversee programs and prioritize recommendations for the allocation of the Children's Trust Fund (CTF); December 14, 1982 (59), the Board directed the establishment of a Children's Trust Fund to serve as a depository for designated funds generated by AB 2994.

BOARD POLICIES APPLICABLE:

A-114, County Prevention Policy and A-87, Competitive Procurement.

BOARD POLICY STATEMENTS:

Introduction: A waiver of Board Policy A-87, Competitive Procurement, is requested to procure a sole source agreement for media services to assist Child Welfare Services with placement and production of radio ads promoting the department's initiatives.

Services, Term Period, and Estimated Value: iHeartMedia to provide radio advertising on iHeartMedia Radio Stations (KHTS-FM, KMYI-FM, KGB-FM, KOGO-AM) by using commercials, news alerts, public service announcements, and social media posts to address current department initiatives, including Parent Summit, Foster Youth Mentor Recruitment and *Live Well San Diego* 5K events. The contract term will be for one year with four option years, beginning in Fiscal Year 2015-16 through Fiscal Year 2019-20, at \$100,000 annually or \$500,000 cumulatively.

Benefits to the County of San Diego: This procurement will promote awareness, enhance participation and encourage attendance for the Parent Summit, foster youth mentor recruitment, and the *Live Well San Diego* 5K race. In both 15 and 30 second air time sequences, the radio stations selected will be able to reach their ethnic balanced audiences and speak to women and men separately and specifically with loyal listening audiences.

Why Procurement Qualifies for Exception: This request meets Board Policy A-87,

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PROCUREMENT (DISTRICTS: ALL)**

“Exceptions to Competitive Procurement,” section 3.A. Only one person, firm or manufacturer exists that can provide the needed item or services, and no equivalent person, firm or manufacturer is available that would meet the County’s minimum needs. iHeartMedia is uniquely qualified based on their audience demographic profile and ability to reach a larger scope of the ad campaign’s target audience. iHeartMedia stations consistently rank high amongst San Diego listeners with a 45.1% market penetration, reaching over 618,300 adults 25-54 in the county, with a frequency of reaching the listeners 5.1 times more. Other top ten companies researched do not have the capacity to reach a comparable number of listeners in the target demographic. In addition, iHeartMedia has a proven expertise in this area through their affiliation with Channel 8 and the Adopt8program.

Fair and Reasonable Price: CWS determines the cost to be fair and reasonable based on competitive rates for public service and radio broadcast information distribution to a wide and diverse population.

MANDATORY COMPLIANCE:

N/A

**ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION
NUMBER(S):**

540010, 541594, 550781, 551373, 551374, 551375, 551376, and 551377.

ORIGINATING DEPARTMENT: Health and Human Services Agency

OTHER CONCURRENCES(S): Department of Purchasing & Contracting

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Children's Trust Fund Funding Proposal for Fiscal Year 2015-16

BACKGROUND

In accordance with Welfare and Institutions Code 18967, and the CAPCC's Policy "Criteria for Funding Child Abuse and Neglect Prevention and Intervention Programs from the Children's Trust Fund," the following Funding Proposal for Fiscal Year 2015-16 is hereby submitted for CAPCC review and approval.

TRUST FUND BALANCE:

2014/2015 Fiscal Year beginning balance on July 1, 2014: \$2,811,721

2014/2015 Fiscal Year Revenue: \$1,085,930

2014/2015 Spending: \$1,030,880

2014/2015 Children's Trust Fund balance as of June 30, 2015: \$2,866,771

2015-2016 PROPOSED FUNDING PROPOSAL:

Children's Trust Fund funding is proposed for the following child abuse and neglect prevention and intervention programs and services:

A. Child Abuse Prevention Council:

Funds will be allocated to carry out the duties and responsibilities of the Child Abuse Prevention Coordinating Council as outlined in Administrative Code section 84.98:

- To serve as an informational resource to the Board of Supervisors on issues related to child abuse and neglect.
- Provide a forum for interagency cooperation and coordination in the prevention, detection, treatment and legal processing of child abuse cases.
- Promote Public awareness of the abuse and neglect of children and the resources available for intervention and treatment.
 - (1) Child Abuse Prevention Awareness Campaign \$100,000
 - i. Printing materials and media dissemination of message.
 - ii. Public Awareness of emerging issues through Child Welfare Services (CWS) contract with iHeartMedia.
- Encourage and facilitate training of professionals in the detection, treatment and prevention of child abuse and neglect.
 - (1) Professional Training on Child Abuse Evidenced Based Practices - \$50,000
 - i. Speaker fees, materials and facility costs

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- Recommend improvements in services to families and victims who are in the public charge, as well as children, youth and families whose safety and welfare may be at risk.
- Encourage and facilitate community support for child abuse and neglect, and family support programs.
 - (1) Parenting and Caregiver Summits and Events - \$50,000
 - i. Keynote Speaker
 - ii. Venue Costs: room rental, equipment rental, food
 - iii. Materials: Flyers, folders, handouts, badges, etc.
 - (2) Community and Family engagement to strengthen families - \$100,000
 - i. To support the implementation of the CAPCC Prevention Framework.
 - ii. To address emerging issues including Commercially Sexually Exploited Children (CSEC).

Today's action recommends the Council's use of \$300,000 to support the training and outreach activities of the Child Abuse Prevention Coordinating Council.

B. Community Services for Families (CSF):

Funds will be allocated to provide primary and secondary prevention services through contracts for home visiting family support programs through family preservation services and family support services.

The County's Health and Human Services Agency (HHS), CWS is the public agency designated by the County Board of Supervisors to administer the programs funded through CAPIT/CBCAP. CWS is responsible for monitoring contractors, integrating local services, fiscal compliance, data collection, preparing amendments to the Plan, preparing annual reports and outcomes evaluation. CWS uses a formal contract monitoring system that includes assigning a contract monitor who serves as the contractor's primary contact and provides technical assistance to help ensure contracted goals/objectives are achieved.

Primary prevention is provided through home visiting family support programs through *family preservation services* that assist children and families resolve crises, connect with necessary and appropriate services and remain safely together in their homes, so they will not need child welfare services. County staff, community providers, educators, medical providers, law enforcement, other key stakeholders, and community members make this type of prevention referral. Parent education classes are open to the public and include a wide range of individuals.

Secondary prevention is provided by home visiting programs through *family support services* that enhance high risk parents' ability to create stable and nurturing home environments that promote healthy child development, avoid unnecessary out-of-home placement of children and help children already in out of home care be returned and maintained with their families or in another planned, permanent living arrangement. This type of referral is made primarily by CWS staff for services to families that are receiving child welfare services through a voluntary contract designed to allow children to remain in their own homes or who are preparing to reunify or have reunified and need additional prevention services to ensure their safety.

This allocation of \$800,000 to fund these services has been approved through Fiscal Year 2020-2021.

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C. Legal Services to Support Legal Guardianship of children not involved with the Child Welfare System and Legal Services to Support Family Advocacy for Education Related Issues:

Funds will be allocated to HHSa CWS to fund legal services.

Contracted services provide assistance to low income relatives who seek to obtain legal guardianship of children not involved in the child welfare system. Services also provide legal advice on special education, truancy and expulsion to relative and non-relative caregivers of foster children.

The recommendation is for \$200,000 of funding for Fiscal Year 2015-2016 for support to Legal Guardianship and \$200,000 of funding for Fiscal Year 2015-2016 for support to Family Advocacy for Education Related issues. The current contract for Voluntary Guardianship Services will be amended to increase the number of units provided for 1) information and assistance, 2) Forms/Filings, and 3) Guardianship Awards, and expand office hours to serve more clients. The current contract for Family Advocacy for Education Related issues will be amended to increase 1) the number of attorneys and/or other legal professionals who are recruited and trained and 2) the number of children provided assistance and advocacy. Current service delivery will continue monitoring new Pro bono attorneys, training and supervision of interns and volunteers with the Education Law Project, and increasing outreach and expansion of the Education Law Project in order to increase the number of new case referrals from the community.

D. Community and Caregiver Support:

Funds will be allocated to provide primary and secondary prevention services through contracts for Kinship Support. These funds will be used to support Grandparents Raising Grandchildren (GRG) and other kinship caregivers. Current CWS contracts will be amended to add additional funding to key areas of need:

- Additional Kinship emergency funds for families,
- Additional Kinship support group funds to assist with providing more opportunities for Kinship support groups to meet, and
- Support Grandparents Raising Grandchildren.

The recommendation is to increase the current contracts by \$300,000 to augment and enhance currently provided services.

No more than five percent of the trust fund has been allocated for administrative costs in this funding proposal, in accordance with Welfare and Institutions Code Section 18967.

The proposed funding is in accordance with the 2012-2017 County of San Diego Child Welfare System Improvement Plan (Plan) which was submitted to the State in May 2012. The 2012-2017 Plan addresses how prevention, intervention and treatment activities funded by CAPIT/CBCAP/PSSF are coordinated and how services will be provided during the five-year Plan period to improve outcomes for children and families in San Diego County. Although, the CAPIT/CBCAP/PSSF funded programs are combined administratively for greater efficiency, the Plan addresses how the individual requirements of each program will be met.

Funding Proposal for Fiscal Year 2015-16

Child Abuse Prevention Council	\$ 300,000
Community Services for Families Contracts	\$ 800,000

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Legal Services Contracts	\$ 400,000
Community and Caregiver Support	\$ 300,000
<u>Total Expenditures</u>	<u>\$1,800,000</u>

Note: A reserve is kept in the Children's Trust Fund in the event that revenues lag or unanticipated urgent needs arise.