



**United Way of the Wine Country**

## **2-1-1 Sonoma County Transition Proposal**

February 19, 2019

### **Proposal Summary**

#### **Background**

The mission of United Way of the Wine Country is to improve lives by mobilizing the caring power of our community through leadership, community engagement and effective investment. United Way envisions an educated community where all people live healthy, productive lives and can contribute to the well-being of our communities.

Beginning in 1982, the Volunteer Center of Sonoma County (VCSC), United Way of the Wine Country (UWWC), and County of Sonoma Human Services Department (HSD) partnered in the establishment of a county-wide information and referral call center. In February 2009, the national 2-1-1 branding and services model was locally adapted.

2-1-1 Sonoma County performs a valuable and needed service, connecting Sonoma County residents to non-emergency health and human services resources. 2-1-1 Sonoma County is a free telephone information and referral service for those in need. The service is staffed by multilingual specialists, 24 hours a day, seven days a week.

Following the October 2017 wildfires there is a newly articulated and shared community need for a reimagined and reinvented regional 2-1-1 that is capable of providing current services and coordinated and consolidated disaster response communication in collaboration with public safety and other public partners.

#### **Project Title: 2-1-1 Sonoma County Transition**

#### **Project Description**

United Way of the Wine Country (UWWC) will begin managing 2-1-1 Sonoma County effective July 1, 2019. The transfer of 2-1-1 Sonoma County management from the Volunteer Center of Sonoma County (VCSC) to UWWC allows each organization to strategically focus on their core service and expand the value each organization contributes to the community.

Both VCSC and UWWC are committed to a seamless shift of 2-1-1 call handling on July 1<sup>st</sup> through a tightly managed transition coordination plan. Beginning July 1<sup>st</sup>, when Sonoma County residents dial 2-1-1 Sonoma County, a team of multilingual specialists based in Ventura,

California, will answer incoming phone calls -- 24 hours a day, seven days a week. Since 2005, Interface, the Ventura call center provider, has been handling 2-1-1 calls for Ventura and 18 other counties in California. Interface's expertise and technology will bring Sonoma County callers two-way texting capabilities and an immediate capacity to scale up call center resources in the event of an emergency—all at a lower cost-per-call than the current service due to their size, digital capacity and singular focus.

The Transition Project term is January 1, 2019 to June 30, 2019.

Leading up to the July 1, 2019 transfer, United Way proposes to:

1. Develop a strategic business plan informed by multiple stakeholders that anticipates the expansion of 2-1-1 Sonoma County both regionally and functionally. This expansion is informed by several 2-1-1 organizations that have evolved beyond delivering basic information and referral to include integrated, multi-faceted, multi-service intake, screening, scheduling and other resources that can be referenced and tracked over time for quality assurance and follow-up as needed. The addition of these services may serve as an important source of revenue.
2. Create a proactive disaster communication preparedness and response plan in coordination with the County and other disaster response providers in the region.
3. Develop a more robust database of resources and more user-friendly website.

### Proposed Project Budget

#### REVENUE

Item	Assumptions	Amount
• PG&E	Secured	\$8,000
• Micheli Family Foundation	Secured	\$10,000
• UWWC Disaster Relief Fund	Secured	\$73,000
• County of Sonoma Board of Supervisors	Requested	\$153,893
<b>TOTAL TRANSITION PROJECT REVENUE</b>		<b>\$244,893</b>

#### EXPENSES

Item	Assumptions	Amount
<b>PERSONNEL</b>		
• Executive Vice President	.25 FTE Salary and Benefits	\$30,625
• Health Program Officer (3 months)	.50 FTE Salary and Benefits	\$40,625
• Community Benefit Coordinator (3 months)	.50 FTE Salary and Benefits	\$27,330

<b>SUBTOTAL PERSONNEL</b>		<b>\$98,580</b>
<b>DATABASE &amp; WEBSITE</b>		
Data clean-up & Custom Website	Contract with Interface (Ventura 211)	\$30,000
<b>SUBTOTAL DATABASE &amp; WEBSITE</b>		<b>\$30,000</b>
<b>RESEARCH AND DEVELOPMENT</b>		
• Strategic & Business Plan Development	Contract with Glen Price Group to create a Strategic Business Plan, including Stakeholder Engagement	\$73,000
• Training	Conferences (registration, travel, lodging, meals)	\$5,000
<b>SUBTOTAL RESEARCH AND DEV</b>		<b>\$78,000</b>
<b>MARKETING</b>		
• Consultant- Engine is Red	Internal and community messaging not to exceed amount	\$6,050
• Outreach Materials		\$10,000
<b>SUBTOTAL MARKETING</b>		<b>\$16,050</b>
<b>SUB TOTAL</b>		<b>\$222,630</b>
<b>INDIRECT COST (10%)</b>		<b>\$22,263</b>
<b>TOTAL TRANSITION PROJECT EXPENSES</b>		<b>\$244,893</b>