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**AGREEMENT BETWEEN  
FIRST 5 SAN MATEO COUNTY  
AND  
SAN MATEO COUNTY HEALTH SERVICES AGENCY  
(Children's Health Initiative - Healthy Kids)**

**THIS AGREEMENT** is entered into this January 1, 2004, by and between First 5 San Mateo County, hereinafter called "Commission," and San Mateo County Health Services Agency, hereinafter called "Contractor."

**WITNESSETH:**

**WHEREAS**, pursuant to Health & Safety Code Section 130100 et seq., Commission may contract with independent contractors for the furnishing of such services to or for the Commission; and

**WHEREAS**, the Exhibit A, Project Services, Exhibit B, Payments, Exhibit C, Non Discrimination declaration, and Exhibit D, Intellectual Property Protocol, are attached hereto and incorporated by reference herein;

**WHEREFORE**, the Commission and Contractor agree as follows:

1. **Services to be Performed**

In consideration of the payments hereinafter set forth in Exhibit B, attached hereto and incorporated by reference herein, Contractor under the general direction of the Executive Director of the Commission, or his/her authorized representative, with respect to the product or result of Contractor's services, shall perform services as described in Exhibit A, attached hereto and incorporated by reference herein, which includes service delivery improvement and systems strategies to increase enrollment of uninsured children ages 0 to 5 residing in San Mateo County. Contractor will manage and coordinate the Children's Health Initiative (CHI) coalition, conduct outreach and enrollment for Healthy Families, Medi-Cal and Healthy Kids, and administer the Healthy Kids program. Contract shall ensure compliance with all state, federal and local laws or rules applicable to performance of the work required under this contract.

Exhibits A and B and their attachments reflect the scope of work and budget for the first year of the contract January 1, 2004 to December 31, 2004. It is understood and agreed that Contractor will submit an updated scope of work and budget for the succeeding year by December 15, 2004, and receive approval from the Executive Director of the Commission or his/her designee, after consultation with the Chair of the Commission, prior to commencing the second year. It is anticipated that the scope of work and budget will be amended, with approval of the Executive Director of the Commission or his/her designee, upon review of the prior year's progress reports, however, there shall be no change in the maximum amount payable under this Agreement.

2. **Contract Term**

The term of this Agreement shall be from January 1, 2004 to December 31, 2006, subject to the termination provisions noted in paragraph 10, and subject further to the agreement provided for in paragraphs 3.C and 14, that there are reports due followed by final payment and evaluation required which occur after December 31, 2006. Contractor further agrees that the requirements of this Agreement pertaining to indemnity in paragraph 5, records in paragraph 11, and intellectual property in paragraph 12, including Exhibit D, shall survive the termination of this Agreement.

3. **Payments**

A. **Maximum Amount**. In full consideration of Contractor's performance of the services described in Exhibit A, the amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed SIX MILLION, NINE HUNDRED THOUSAND DOLLARS (\$6,900,000) for the term as follows: Year 1 - \$2,300,000 (January 1, 2004- December 31, 2004); Year 2 - \$2,300,000 (January 1, 2005 - December 31, 2005); Year 3 - \$2,300,000 (January 1, 2006 - December 31, 2006)

- B. **Rate of Payme&** The rate of payment shall be as specified in Exhibit B. Each payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director, on behalf of the Commission. In the event that the Commission makes any advance payments, Contractor agrees to refund any amounts in excess of the amount owed by the Commission at the time of contract termination.
- C. **Time Limit for Submitting.** Contractor shall submit semi-annual progress reports within 31 days of completion of the 6<sup>th</sup> and 12<sup>th</sup> month of each funded year under this Agreement for services to the Commission for payment in accordance with the provisions of Exhibit B. The first report, therefore, shall be due July 31, 2004. Guidelines for progress reports will be provided by the Commission staff and shall include a descriptive narrative, tracking of the approved timeline and work plan, and a detailed financial accounting of all grant funds spent in comparison with the approved budget. The Commission must approve any substantial changes to the approved work plan and/or timeline. The Commission Staff will provide guidelines for such changes.
- D. **Availability of Funds.** Payment for all services provided pursuant to this Agreement is contingent upon the availability of funds under Proposition 10. In the event such funds are not provided or not available to the First 5 San Mat.eo County, the Commission shall not be liable for any payment whatsoever; including, but not limited to, payments that are based on Commission funds. The Commission may terminate the agreement for unavailability of State funds. In this event, the Commission shall, through its Executive Director, inform Contractor of such unavailability as soon as it is known, and to the extent legally possible pay all outstanding amounts due.
- E. **Supplantation.** Funds pursuant to this Agreement are provided pursuant to Proposition 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Contractor shall not use funds under this Agreement to supplant existing resources or services.

4. **Relationship of Parties**

Contractor agrees and understands that the work/services performed under this Agreement are performed as an Independent Contractor and not as an employee of the Commission or the County of San Mateo and that Contractor acquires none of the rights, privileges, powers or advantages of Commission or County employees.

5. **Indemnity**

Contractor shall indemnify and save harmless the Commission, its officers, agents, employees, and servants from all claims, suits, or actions of every name, kind and description, brought for, on account of: (A) injuries to or death of any person, including Contractor, or (B) damage to any property of any kind whatsoever and to whomever belonging; or (C) any other loss or cost, including but not limited to, the concurrent active or passive negligence of the Commission, its officers, agents, employees, or servants resulting from the performance of any work required of Contractor or payments made pursuant to this Agreement, provided that this shall not apply to injuries or damage ,for which the Commission has been found in a court of competent jurisdiction to be solely liable by reason of its own negligence or willful misconduct.

The duty of Contractor to indemnify and save harmless as set forth herein, shall include the duty to defend as set forth in section 2778 of the California Civil Code.

6. **Non-Discriminatio!**

Contractor shall comply with the non-discrimination requirements described below:

A. **Section 504 of the Rehabilitation Act of 1973**

1. Pursuant to Section 504 (Public Law 93-112), the Contractor agrees that no otherwise qualified disabled individual shall, solely by reason of a disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination in the performance of this Agreement.
2. Compliance of Section 504 of the Rehabilitation Act of 1973, as amended, requires that all benefits, aids and services are made available to disabled persons on an equivalent basis with those received by non-disabled persons. Contractor shall agree to be in compliance with Section 504 requirements by (1) signing the Letter of Assurance, attached and incorporated herein as Exhibit C, or (2) by developing a plan for compliance to be submitted to the Section 504 Coordinator, Department of Health Services, as soon as possible, but not later than by the end of the current Fiscal Year.

6. **Non-Discrimination - General.** No person shall, on the grounds of age (over 40), ancestry, creed, color, disability, marital status, medical conditions, national origin, political or religious affiliation, race, sex, sexual orientation or any non-job-related criteria be excluded from participation in, be denied the benefits, or be subjected to discrimination under this Agreement.

Violation of the non-discrimination provisions of this Agreement shall be considered a breach of this Agreement and subject the Contractor to penalties, to be determined by the Executive Director after consultation with the Chair of the Commission, including but not limited to: i) termination of this Agreement; ii) disqualification of the Contractor from bidding on or being awarded a Commission or County of San Mateo contract for a period of up to 3 years; iii) liquidated damages of \$2,500 per violation; iv) imposition of other appropriate contractual and civil remedies and sanctions, as determined by the Executive Director, on behalf of the Commission.

To effectuate the provisions of this paragraph, the Executive Director shall have the authority to: i) examine Contractor's employment records with respect to compliance with this paragraph; ii) set off all or any portion of the amount described in this paragraph against amounts due to Contractor under the Contract or any other Contract between Contractor and the Commission or the County of San Mateo. Contractor shall report to the Executive Director the filing by any person in any court of any complaint of discrimination or the filing by any person of any and all charges with the Equal Employment Opportunity Commission, the Fair Employment and Housing Commission or any other entity charged with the investigation of allegations within 30 days of such filing, provided that within such 30 days such entity has not notified Contractor that such charges are dismissed or otherwise unfounded. Such notification shall include the name of the complainant, a copy of such complaint and a description of the circumstance. Contractor shall provide the Commission with a copy of its response to the Complaint when filed.

C. **Non-Discrimination - Employment.** Contractor shall ensure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations, for all employees under this Agreement. Contractor's equal employment opportunity policies shall be made available to the Commission upon request.

D. **Equal Benefits.** With respect to the provision of employee benefits, Contractor shall comply with the County Ordinance which prohibits contractors from discriminating in the provision of employee benefits between an employee with a domestic partner and an employee with a spouse.

7. **Child Abuse Prevention and Reporting.**

Contractor agrees to ensure that all known or suspected instances of child abuse or neglect are reported to a child protective agency as defined in Penal Code Section 11165.9. This responsibility shall include:

- A. A requirement that all employees, consultants, or agents performing services under this contract who are required by Penal Code Section 11166(a), to report child abuse or neglect, sign a statement that he or she knows of the reporting requirement and will comply with it.
- B. Establishing procedures to ensure reporting even when employees, consultants, or agents who are not required to report child abuse under Penal Code 11166(a), gain knowledge of, or reasonably suspect that a child has been a victim of abuse or neglect.
- C. Contractor agrees that its employees, subcontractors, assignees, volunteers, and any other persons who provide services under this contract and who will have supervisory or disciplinary power over a minor or any person under his or her care (Penal 11105.3) will be fingerprinted in order to determine whether they have a criminal history which would compromise the safety of children with whom Contractor's employees, subcontractors, assignees or volunteers have contact. All fingerprinting services will be at the Commission's sole discretion and Contractor's sole expense.

8. **Smoke Free Premises:**

The Contractor shall prohibit smoking on its premises. "Premises" shall include all property owned, leased, or occupied by Contractor, including its offices and day care centers, if applicable. In addition, all Contractors shall include or incorporate by reference in all subcontracts the requirements of this provision; failure to do so shall constitute a material breach of this Agreement.

9. **Assignments and Subcontracts**

- A. Without the written consent of the Executive Director of the Commission or his/her designee, this Agreement is not assignable in whole or in part with the exception of subcontractors already approved as part of this Agreement. Any assignment by Contractor without the written consent of the Executive Director of the

Commission or his/her designee violates this Agreement and shall automatically terminate this Agreement.

- B. All assignees, subcontractors, or consultants approved in writing by the Executive Director of the Commission or his/her designee shall be subject to the same terms and conditions applicable to Contractor under this Agreement, and Contractor shall be liable for the assignee's, subcontractor's or consultant's acts and/or omissions.

#### **10. Termination of Agreement**

The Executive Director, after consultation with the Chair of the Commission, may at any time from execution of Agreement, terminate this Agreement, in whole or in part, for the convenience of the Commission, by giving written notice specifying the effective date and scope of such termination. Termination shall be effective on a date not less than thirty days from notice. In the event of termination, all finished or unfinished documents, data, studies, maps, photographs, reports, and materials (hereafter referred to as materials) prepared by Contractor under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission. In the event of termination, Contractor shall be paid for all work satisfactorily performed until termination, except where the contracting department determines the quality or quantity of the work performed is unacceptable. Such payment shall be that portion of the full payment, which is determined by comparing the work/services completed to the work/services required by the Agreement.

#### **11. Records**

- A. Contractor agrees to provide to the Commission, to any Federal or State department having monitoring or reviewing authority, to Commission's authorized representatives and/or their appropriate audit agencies upon reasonable notice, access to and the right to examine and audit all records and documents necessary to determine compliance with relevant Federal, State, and local statutes, rules and regulations, and this Agreement, and to evaluate the quality, appropriateness and timeliness of services performed.
- B. Contractor shall maintain and preserve all records relating to this Agreement in its possession of any third party performing work related to this Agreement for a period of three (3) years from the termination date of this Agreement, or until audit findings are resolved, whichever is greater.
- C. Contractor shall notify Commission staff of all instances and/or requests for data disclosure.

#### **12. Intellectual Property**

All products and concepts, however recorded, prepared or generated by the Contractor in the performance of this Agreement shall be the exclusive property of the Commission. The term "product" as used in the Agreement shall include, but will not be limited to, documentation, findings, design, report, form, evaluation, method of analysis, system, software developed, design documents and concepts related to the work under this Agreement. This Agreement shall preclude Contractor from using or marketing products developed or originated for the Commission hereunder unless and until the parties execute a marketing agreement. All products, inventions, discoveries and improvements developed in the performance of this Agreement while using Commission facilities, including hardware and software shall be the property of the Commission. It shall be presumed that any product, invention, discovery or improvement was developed using Commission facilities unless Contractor is able to show by documented proof that such product, invention, discovery or improvement was developed solely with Contractor's facilities. If such product, invention, discovery or improvement shall be determined to be the property of Contractor, Commission shall be granted a nonexclusive, irrevocable, royalty free license to use said product, invention, discovery or improvement.

The Contractor agrees to abide by the Commission policy and procedures relating to intellectual property. Such policy is incorporated by reference and attached hereto as Exhibit D.

#### **13. Compliance with Applicable Laws**

All services to be performed by Contractor pursuant to this Agreement shall be performed in accordance with all applicable Federal, State, County and Municipal laws, ordinances, regulations, including but not limited to appropriate licensure, certification regulations, confidentiality requirements and applicable quality assurance regulations.

#### **14. Program Monitoring and Evaluation**

Contractor shall track achievement of program objectives and the process and outcome measures for this project as they are described in the scope of work, as attached pursuant to this Agreement. Contractor shall collect client level data for each funded year and shall participate in a countywide and statewide evaluation of the effectiveness of Proposition 10 efforts, whether it occurs during or after the term of this contract. Contractor shall

cooperate with any Evaluator hired by the Commission to aid in the evaluation process. Contractor shall submit reports as requested by the Executive Director or the Evaluator, and comply with reports as required in the Program Handbook, which include the following:

1. A semi-annual and year-end progress report of each funded year which shall include a Membership and Premiums Expense Report that summarizes quarterly membership and premiums paid for the Healthy Kids Program.
2. A draft evaluation plan within 31 days of the effective date of this contract, thereby being due February 1, 2004, or as agreed upon by the Executive Director, after consultation with the Chair of the Commission.
3. A year-end evaluation report of each funded year.

**15. Alteration of Agreement**

This Agreement is entire and contains all the terms and conditions agreed upon by the parties. No alteration or variation shall be valid unless made in writing and signed by the parties hereto, or as permitted by the terms of this Agreement, and no oral understanding or agreement shall be binding on the parties hereto.

**16. Notices**

A. Any notice, request, demand or other communication required or permitted hereunder shall be deemed to be properly given when deposited in the United States mail, postage prepaid, addressed:

- 1) In the case of Commission, to:  
 Kris Perry, Executive Director  
 First 5 San Mateo County  
 1700 S. El Camino Real, Suite 405  
 San Mateo, CA 94402  
 Phone: (650) 372-9500
  
- 2) In the case of Contractor, to:  
 Margaret Taylor, Director  
 San Mateo County Health Services Agency  
 225 W. 37<sup>th</sup> Avenue  
 San Mateo, CA 94403  
 Phone (650) 573-2582

**B. Controllinn Law**

The validity of this Agreement and of its terms or provisions, as well as the rights and duties of the parties hereunder, the interpretation and performance of this Agreement shall be governed by the laws of the State of California.

**IN WITNESS WHEREOF**, the parties hereto, by their duly authorized representatives, have affixed their hands.

**SAN MATEO COUNTY HEALTH SERVICES AGENCY**

**FIRST 5 SAN MATEO COUNTY**

\_\_\_\_\_ **Print Name and Title**

\_\_\_\_\_ **Chair**

\_\_\_\_\_ **S i g n a t u r e** - - - -

\_\_\_\_\_ **Date**

1954016263

\_\_\_\_\_ **Date**

\_\_\_\_\_ **Budget Unit**

\_\_\_\_\_ **Contractor's Tax ID Number**

## EXHIBIT A

### PROJECT SERVICES

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Health Services Agency entered into on January 1, 2004, Contractor shall provide the following services as described more fully in Attachment A, attached hereto and incorporated by reference herein, over the term of this contract from January 1, 2004 to December 31, 2006.

Exhibit A and its attachments reflect the scope of work for the first year of the contract January 1, 2004 to December 31, 2004. It is understood and agreed that Contractor will submit an updated scope of work for the succeeding year by December 15, 2004, and receive approval from the Executive Director of the Commission or his/her designee, after consultation with the Chair of the Commission, prior to commencing the second year. It is anticipated that the scope of work will be amended, with approval of the Executive Director of the Commission or his/her designee, upon review of the prior year's progress reports, however, there shall be no change in the maximum amount payable under this Agreement.

Under this grant, Contractor will use service delivery improvement and systems strategies to increase enrollment of uninsured children ages 0-5 residing in San Mateo County by arranging for the provision of health care services to individuals who are eligible for various publicly funded health care programs and to those who lack sufficient annual income to meet the cost of health care. This includes the following:

1. Manage and coordinate the Children's Health Initiative (CHI) coalition, which is the decision making body established by the San Mateo County Board of Supervisors for the planning and development of the Healthy Kids Program. Healthy Kids is a health insurance program that provides comprehensive medical, dental, vision, and mental health benefits. It was created by the CHI for children birth through age 18 in families with income up to 400% of the federal poverty level residing in San Mateo County who are ineligible for Healthy Families and full scope Medi-Cal.
2. Conduct outreach to families with uninsured children ages 0-5 and enroll in publicly funded health care programs: Healthy Families, Medi-Cal and Healthy Kids.
3. Administer the Healthy Kids program for members, Ages 0-5, subcontracting with the Health Plan of San Mateo effective January 1, 2004 to make payments to providers for health care services for members. The per member per month cost is \$93.25.

In consideration of administering this program, it is understood that any revenue surplus from lower than expected utilization of Healthy Kids (premium payments) shall be retained in the Healthy Kids Program.

**Contractor understands that services to be provided under this contract are for members in the Healthy Kids Program, Ages 0-5 only.**

EXHIBIT B

PAYMENTS

Pursuant to the Agreement for Services between First 5 San Mateo County and San Mateo County Health Services Agency entered into on January 1, 2004, the Commission shall pay Contractor, as described more fully in Attachment B, attached hereto and incorporated by reference herein over the term of this contract from January 1, 2004 to December 31,2006.

Exhibit B and its attachments reflect the budget for the first year of the contract January 1, 2004 to December 31, 2004. It is understood and agreed that Contractor will submit an updated budget for the succeeding year by December 15, 2004, and receive approval from the Executive Director of the Commission or his/her designee, after consultation with the Chair of the Commission, prior to commencing the second year. It is anticipated that the budget will be amended, with approval of the Executive Director of the Commission or his/her designee, upon review of the prior year's progress reports, however, there shall be no change in the maximum amount payable under this Agreement. It is also understood that contractor may earn money from funds received under this contract. Any monies earned from investments or otherwise shall be expended on services provided under this contract. Provision for expenditure of this money shall be included in the budgets for year two.

1. The Commission shall pay Contractor based on a 60/40 formula whereby in the first year, 60% of the Maximum Annual Award shall be released to the Contractor upon approval and execution of the contract. After a review and approval of the Contractor's Semi-Annual Progress Report, 40% of the Maximum Annual Award shall be released. In the second year of the contract, 60% of the Maximum Annual Award shall be released after a review and approval of the Contractor's first year Year-End Progress Report.

Guidelines for the progress reports will be provided by the Commission staff and shall include a descriptive narrative, tracking of the approved timeline and work plan (scope of work), and a detailed financial accounting of all grant funds spent in comparison with the approved budget.

2. Payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director, on behalf of the First 5 San Mateo County.
3. The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed \$6,900,000 for the contract term, January 1,2004 - December 31,2006.
4. Payment is contingent upon satisfactory performance, appropriate grant management, and timely reporting.
5. Contractor shall expend funds received, in accordance with the budget as described in Attachment B, attached hereto and incorporated by reference herein, or as approved later by the Executive Director, after consultation with the Chair of the Commission.

<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Maximum Annual Award:</b> <b>\$2,300,000</b>	<b>Maximum Annual Award:</b> <b>\$2,300,000</b>	<b>Maximum Annual Award:</b> <b>\$2,300,000</b>
<b>Funding: 60/40</b>		
<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
60% - \$1,380,000	60% - \$1,380,000	60% - \$1,380,000
40% - \$920,000	40% - \$920,000	40% - \$920,000





## EXHIBIT D

### INTELLECTUAL PROPERTY PROTOCOL

The protocol provided below addresses how and when a person must gain permission to disseminate data, findings or products emerging from F5SMC-funded projects or their evaluations.

#### **1. Categories of Materials**

The following tiers represent the general types or categories of dissemination and the F5SMC's policy for each category.

- Tier 1** acknowledges that cleaned and reviewed data, and summaries of cleaned/reviewed data are commonly shared among individuals and/or organizations (collectively "person"). The F5SMC encourages this practice and does not expect any advance notice, pre-approval or involvement.
- Tier 2** recognizes that data sets are commonly analyzed and findings are broadly shared through publication, teaching and other methods of dissemination. These activities are viewed as beneficial to the community and therefore the F5SMC encourages them. However, prior to any publication of F5SMC-funded and produced materials, such material shall be submitted to the F5SMC for prior approval for input and to ensure inclusion of appropriate F5SMC acknowledgment.
- Tier 3** acknowledges that in some instances, persons will develop analyses, materials or products for distribution and/or sale (e.g. software programs, CD Roms, brochures, manuals, curricula and books). Persons need to acknowledge that in such instances, the F5SMC owns the rights to such analyses, materials or products. Consequently, no person shall sell or otherwise appropriate, any analyses, materials or products which are made possible, in whole or in part, by F5SMC funded support, without the express prior approval of the F5SMC. When presented with a request by a person for prior approval, the F5SMC shall decide whether, and to what extent, such analyses, materials or products may be appropriated or sold, the determination of which shall include consideration of such issues such as profit sharing, on a case by case basis.

#### **2. Definitions and Process**

At present, F5SMC contracts state that F5SMC owns any products from F5SMGfunded projects. The protocol provided below addresses how/when a person must gain permission to disseminate data, findings or products emerging from F5SMC-funded projects or their evaluations.

##### **Tier I- Cleaned/Reviewed Data and Summary of Findings**

###### **Definition:**

This category generally includes data that are considered to be "in the public domain." This includes data from general surveys as well as specific surveys and other data collection methods utilized to identify the "results" of F5SMC-funded efforts (e.g.: % of WIC clients who initiate breast feeding).

This data has been cleaned and reviewed for clarity and reasonable validity. This does not include "draft" data or draft summaries which have not been approved or finalized by the originator.

###### **Criteria/Conditions for Release of Information:**

In the spirit of cooperating/coordinating with all persons who are working to improve the health and well being of children and families in the County, these data may be released without specific F5SMC review and approval provided that appropriate measures are taken to ensure client confidentiality AND provided that the methods used to collect the data are reasonably valid and are available for review upon request.

##### **Tier 2- Analytic Reports for Public Dissemination, Publication and/or Teaching**

###### **Definition:**

This category includes reports that analyze cleaned data and their significance, which are to be used for public dissemination, publication, or teaching.

###### **Criteria/Conditions for Release of Information:**

Reports for public dissemination, publication and/or teaching must (1) acknowledge F5SMC support for the intervention or evaluation effort; and (2) be submitted to F5SMC prior to distribution/publication for approval, feedback and comments. This includes reports which analyze the status of population (results) and/or those which assess the effectiveness of funded interventions.

Client confidentiality must be maintained and methods of data collection utilized must be included or available upon request. Requests for comments/feedback shall be submitted to F5SMC offices. The Executive Director will conduct a review and forward the materials and comments to the evaluation oversight committee for review and additional comments. The request shall then go to the full F5SMC for comment and/or approval.

### **Tier 3- Products with Sales or Profit-Producing Potential**

#### **Definition**

This category includes any analyses, materials or products wholly or partially created or produced with F5SMC support which may be sold or otherwise appropriated. This may include, but is not limited to: manuals, brochures, software programs, CD Roms, curricula, and books.

#### **Process for Consideration and /or Approval of Product Sale:**

Any person with a F5SMC-supported product for sale or for profit must submit a request to F5SMC for approval for sale specifying the use of profits prior to its sale. Terms of approval of such requests will be considered on a case by case basis.

Requests shall be submitted to F5SMC offices. The Executive Director will conduct a review and forward the materials and comments to the evaluation oversight committee for review and additional comments. The request shall then go to the full F5SMC for comment and/or approval.

# ATTACHMENT A

## SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective #1:** Manage and coordinate the Children's Health Initiative Coalition and all the subcommittees participating in the on-going effort to provide universal coverage to all children ages 0-5.

### Total unapportioned clients served under this objective:

Children 0-5: \_\_\_\_\_  
Describe: \_\_\_\_\_

Families of 0-5s: \_\_\_\_\_  
Describe: \_\_\_\_\_

Providers of 0-5s: \_\_\_\_\_  
Describe: \_\_\_\_\_

Other: Strategic Initiative  
Describe: \_\_\_\_\_

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results
<ol style="list-style-type: none"> <li>Provide administration/oversight for the Children's Health Initiative (CHI) ensuring that all its goals and objectives are being achieved (ongoing).</li> <li>Oversee Coalition oversight meetings, keeping the seven partner organizations up-to date on initiative activities (ongoing).</li> <li>Convene Coalition oversight group to approve policy and administrative decisions related to Healthy Kids, marketing, outreach and enrollment, evaluation, provider participation and CHI funding (ongoing).</li> <li>Coordinate and oversee eight sub-committees focusing on Fundraising; Evaluation; Marketing; Healthy Kids (HK) Eligibility, Policies and Procedures; Provider Network Development; Finance; CHI CBO outreach and enrollment; and First 5 health access expansion activities (ongoing).</li> </ol>	<p>Health Services Agency (Health) Health</p> <p>Health</p> <p>Health</p>	<ul style="list-style-type: none"> <li>Meeting minutes</li> <li>Progress reports</li> <li>First 5 check-in calls</li> </ul> <ul style="list-style-type: none"> <li>Schedule of meetings</li> <li>List of participants</li> <li>Meeting minutes</li> </ul>	<ul style="list-style-type: none"> <li>Documented evidence that the CHI leads to improved health outcomes, health access, and cost savings for children ages 0-5.</li> <li>Increased county-wide collaboration on initiatives to expand health insurance coverage.</li> <li>Long-term sustainability of the CHI</li> <li>Increased number of California counties offering Healthy Kids programs</li> </ul>
<ol style="list-style-type: none"> <li>Manage and monitor the various funding sources for the CHI making sure funders pay their appropriate share of overall costs (ongoing).</li> <li>Work with partners to sustain the initiative by writing grants, hiring a fundraising consultant, and developing and implementing a fundraising strategic plan (ongoing).</li> <li>Work with other county commissions on ways to develop a statewide movement for universal insurance (ongoing).</li> <li>Present on CHI to other First 5 commissions, providing, on a very limited basis, technical assistance (ongoing)</li> </ol>	<p>Health</p> <p>Health</p> <p>Health, First 5</p> <p>Health, First 5</p>	<ul style="list-style-type: none"> <li>Budget reports</li> </ul> <ul style="list-style-type: none"> <li>Fundraising meeting minutes</li> <li>Fundraising strategy document</li> </ul> <ul style="list-style-type: none"> <li>List of meetings</li> <li>Minutes</li> <li>List of Participating Counties</li> </ul>	

*Abbreviation Definitions:* Benefit Analyst (BA); Certified Application Assistor (CAA); Children's Health Initiative (CHI); Community Based Organizations (CBOs); Health Services Agency (Health); Healthy Kids (HK); Healthy Families (HF); Health Plan of San Mateo (HPSM); Human Services Agency (HSA); Medi-Cal (MC)

**SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY**

**Objective #2:** Conduct outreach and enrollment activities for Healthy Families, Medi-Cal and Healthy Kids raising awareness of health issues and the need for health coverage and leading to increased enrollment of 1,350 previously uninsured children ages 0-5 per year

**Total Unduplicated Clients Served under this objective:**

Children 0-5: <u>1,350</u> Describe:	Families of 0-5s: Describe:	Providers of 0-5s: Describe:	Other: Describe:
Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results
<p>1. Train 15-25 new Certified Application Assistors (CAAs) on assisting with the Healthy Kids, Healthy Families and Medi-Cal applications (ongoing).</p>	<p>Health Outreach Specialist</p>	<ul style="list-style-type: none"> <li>Attendance log at training sessions</li> </ul>	<ul style="list-style-type: none"> <li>1,350 previously uninsured children ages 0-5 are enrolled into MC/HF/HK (per year )</li> </ul>
<p>2. Continue to integrate HK into Human Service Agency's (HSA) 180 Medi-Cal Benefit Analysts' (BAs) workload and train 20 Human Service Agency BAs on assisting with Healthy Kids and Healthy Families applications (ongoing).</p>	<p>HSA Medi-Cal Program Specialist</p>	<ul style="list-style-type: none"> <li># of new staff trained</li> </ul>	<ul style="list-style-type: none"> <li>650 children ages 0-5 enrolled in Healthy Kids</li> </ul>
<p>3. Update the Healthy Kids training manual based on changes to policies and procedures and disseminate changes to 200 CAAs and BAs (ongoing).</p>	<p>Health Outreach Specialist</p>	<ul style="list-style-type: none"> <li>Updated training manual</li> <li>E-mail correspondence/web postings</li> </ul>	<ul style="list-style-type: none"> <li>450 children ages 0-5 enrolled in Medi-Cal</li> </ul>
<p>4. Provide refresher trainings on the Healthy Kids program and Medi-Cal (MC) and Healthy Families (HF) enrollment to 100 CAAs at least once per year (ongoing).</p>	<p>Health Outreach Specialist</p>	<ul style="list-style-type: none"> <li>Training logs</li> </ul>	<ul style="list-style-type: none"> <li>250 children ages 0-5 enrolled in Healthy Families</li> </ul>
<p>5. Train 200 BAs and CAAs on using the new One-e-App based enrollment system (on-going).</p>	<p>HSA/Health</p>	<ul style="list-style-type: none"> <li>80 percent of BAs, CHAs and CBOs are using the One-e-App to enroll clients</li> </ul>	
<p>6. Hold monthly collaborative meetings of 20-25 community based organizations (CBOs) and HSA and Health staff to monitor CHI outreach and enrollment activities; provide a forum for community feedback on CHI activities; disseminate any changes to the enrollment process to all CAAs; and continue to develop new strategies for outreach and enrollment (ongoing).</p>	<p>Health</p>	<ul style="list-style-type: none"> <li>Minutes of collaborative meetings</li> </ul>	

*Abbreviation Definitions:* Benefit Analyst (BA); Certified Application Assistor (CAA); Children's Health Initiative (CHI); Community Based Organizations (CBOs); Health Services Agency (Health); Healthy Kids (HK); Healthy Families (HF); Health Plan of San Mateo (HPSM); Human Services Agency (HSA); Medi-Cal (MC)

**ATTACHMENT A**

**SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY**

**Objective #2 (continued):** Develop and conduct outreach and enrollment activities for Healthy Families, Medi-Cal and Healthy Kids raising awareness of health issues and the need for health coverage and leading to increased enrollment of 1,600 previously uninsured children ages 0-5 per year

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
7. Use contracted CBOs and Health Services CHAs to distribute flyers and make presentations regarding health coverage needs (ongoing).	Health, CBOs	<ul style="list-style-type: none"> <li>• Promotional Materials Distributed</li> <li>• Application assistance logs</li> <li>• List of participating schools</li> </ul>	<ul style="list-style-type: none"> <li>• 1,350 previously uninsured children ages 0-5 are enrolled into MC/HF/HK (per year)</li> </ul>
8. Work closely with at least 8 school districts and conduct on-site outreach, enrollment, application and information assistance for MC/HF/HK to families of uninsured school age children (ongoing).	Health, HSA, CBOs	<ul style="list-style-type: none"> <li>• List of local unions</li> </ul>	<ul style="list-style-type: none"> <li>○ 650 children ages 0-5 enrolled in Healthy Kids</li> </ul>
9. Work closely with 7 local unions to conduct outreach, enrollment, application and information assistance to their members' uninsured children for MC/HF/HK (ongoing).	Health	<ul style="list-style-type: none"> <li>• List of Coordinating SM Health-Related Organizations</li> <li>• List of CBOs</li> </ul>	<ul style="list-style-type: none"> <li>○ 450 children ages 0-5 enrolled in Medi-Cal</li> </ul>
10. Coordinate with other San Mateo County Health Services programs and HSA family resource centers on outreach, enrollment and retention activities through health fairs, clinic sites, and schools (ongoing).	Health	<ul style="list-style-type: none"> <li>• Promotional Materials Distributed</li> <li>• Application assistance logs</li> <li>• List of participating places of worship</li> </ul>	<ul style="list-style-type: none"> <li>○ 250 children ages 0-5 enrolled in Healthy Families</li> </ul>
11. Work closely with the faith-based community to conduct outreach and enrollment events at least 5-7 places of worship per year. (ongoing).	Health, CBOs	<ul style="list-style-type: none"> <li>• Log of "home-based" enrollment assistance</li> </ul>	
12. Develop home-based enrollment, application, and information assistance process for MC/HF/HK to children ages 0-5 (ongoing).	Health, CBOs	<ul style="list-style-type: none"> <li>• List of number of clients assisted</li> <li>• Enrollment flyers</li> <li>• List of Participating</li> </ul>	
13. Conduct at least one mass enrollment event per quarter (Q1-Q4)	Health, CBOs		

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective #3:** Administer the Healthy Kids program, a comprehensive insurance product, for children ineligible for the existing Medi-Cal and Healthy Families programs.

**Total unanticipated clients served under this objective:**

Children 0-5: Describe:	Families of 0-5s: Describe:	Providers Describe:	Other: Describe:
Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
<p>Contract with Health Plan of San Mateo (HPSM) to administer the Healthy Kids program for members ages 0-5, as per the direction of the CHI oversight committee and First 5 staff. The subcontract will be effective January 1, 2004 and will require that HPSM:</p> <ol style="list-style-type: none"> <li>make payments to providers for health care services for members according to the benefit guidelines and policies and procedures established by the Health Plan of San Mateo (ongoing).</li> <li>ensure that the Healthy Kids program provides comprehensive medical, dental, vision and mental health benefits for children ages 0-5 (ongoing).</li> <li>connect all new HK members to a primary care provider (ongoing).</li> <li>guarantee that any revenue surplus from lower than expected HK utilization be retained in the Healthy Kids Program.</li> </ol>	<p>Health, HPSM</p>	<ul style="list-style-type: none"> <li>Membership data</li> <li>Utilization data</li> <li>PCP information</li> </ul>	<ul style="list-style-type: none"> <li>100 percent of HK members have access to a Primary Care Provider</li> <li>60% of newly enrolled Healthy Kids children will utilize one or more physician and/or dental services</li> </ul>

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

Objective 4: To implement and conduct an eligibility determination process that leads to a 100 percent rate of correct enrollment and a 0 percent rate of incorrect denials.

Total Unduplicated Clients Served under this objective:

Children 0-5: 915 existing children,  
1,350 new

Families of 0-5s:  
Describe:

Providers of 0-5s:  
Describe: Other: \_\_\_\_\_

Describe:

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
1. Use the One-e-App system to determine eligibility and enroll 1,350 children into Medi-Cal, Healthy Families and Healthy Kids (ongoing).	HSA	<ul style="list-style-type: none"> <li>One-e-App log of number of users accessing system</li> </ul>	<ul style="list-style-type: none"> <li>100 percent rate of correct Healthy Kids enrollment and reenrollment for children ages 0-5 and a 0 percent rate of incorrect denials.</li> </ul>
2. Manage the One-e-App Internet based enrollment system ensuring that eligibility logic and workload functions are operating smoothly so that MC/HF/HK enrollment is timely and smooth (ongoing).	HSA	<ul style="list-style-type: none"> <li>Log of One-e-App system errors</li> <li>One-e-App satisfaction surveys</li> </ul>	
3. Process eligibility determination for 650 Healthy Kids members in a timely manner (ongoing).	HSA, HPSM	<ul style="list-style-type: none"> <li>Eligibility determination report logs</li> </ul>	
4. Process eligibility redetermination for 915 existing Healthy Kids members in a timely manner (ongoing).	HSA		
5. Collect initial family contributions and report quarterly the amount of money collected (ongoing).	HSA, HPSM	<ul style="list-style-type: none"> <li>Family contribution report logs</li> </ul>	
6. Pass on eligibility information to HPSM within 2 days so eligible children are enrolled into Healthy Kids as soon as possible (ongoing).	HSA	<ul style="list-style-type: none"> <li>Eligibility determination report logs and HPSM Healthy Kids membership information</li> </ul>	
7. Convene the Healthy Kids Policies and Procedures workgroup on a monthly basis to monitor HK eligibility policies; make recommended changes/revisions based on eligibility and outreach and enrollment staff feedback; and submit progress reports and revisions to the oversight committee (ongoing).	HSA, Health, HPSM	<ul style="list-style-type: none"> <li>Meeting notes</li> </ul>	

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective #5** Increase parent's awareness of available health benefit options and appropriate utilization of the health care system in order to ensure that 60 percent of children ages 0-5 enrolled MC/HF/HK who are contacted for follow-up utilize one or more medical or dental service over the year.

Total unapportioned clients served under this objective:

Children 0-5: \_\_\_\_\_  
Describe: \_\_\_\_\_

Families of 0-5s: 540  
Describe:

Providers of 0-5s: \_\_\_\_\_  
Describe:

Other: \_\_\_\_\_  
Describe:

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
<p>1. Follow-up by phone with 80 percent of parents of newly enrolled children ages 0-5 within 60 days of enrollment in MC/HF/HK to determine whether they have utilized the program (ongoing).</p> <p>2. Provide 40 percent of parents of newly enrolled children ages 0-5 with in-person assistance with navigating the health care provider system needed to make appointments for their children's annual exams (ongoing).</p>	<p>HPSM, Health, 4 CBOs</p> <p>Health, HSA, CBOs</p>	<ul style="list-style-type: none"> <li>Contact/Assistance log</li> <li>HPSM administrative data</li> <li>Contact/Assistance log</li> <li>HPSM administrative data</li> </ul>	<ul style="list-style-type: none"> <li>At least 60 percent of newly enrolled MC/HF/HK children ages 0-5, who are contacted for follow-up utilize, one or more medical or dental service over the year.</li> </ul>

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective #6:** Utilize processes that ensure that approximately 65 percent of children ages 0-5 retain Medi-Cal/Healthy Families/Healthy Kids benefits beyond the initial year of enrollment.

Children 0-5: Describe:	Families of 0-5: Describe:	Providers of 0-5s: Describe:	Other: Describe:
Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
1. Continuously monitor address and phone numbers of families of children 0-5 and update computer system (ongoing).	HPSM, HSA, Health	<ul style="list-style-type: none"> <li>Phone logs</li> <li>The number of updated addresses</li> </ul>	Reenroll 75 percent (685 out of 915) of current Healthy Kids members ages 0-5
2. Use the One-e-App to develop reports and create workload updates for CAAs on children that are ready for reenrollment (ongoing).	HPSM, HSA, Health	<ul style="list-style-type: none"> <li>One-e-App reports</li> </ul>	70 percent of Medi-Cal members 0-5; and 50 percent of Healthy Families members ages 0-5 will retain their benefits beyond the initial year of enrollment
3. Three months prior to re-enrollment, contact parents of enrolled children ages 0-5 by phone to notify them it is time to re-enroll (ongoing).	Health, HSA, CBOs	<ul style="list-style-type: none"> <li>Phone logs</li> </ul>	
4. Two months prior to re-enrollment provide in person or over the phone assistance to parents of enrolled children ages 0-5 to complete forms and any other steps needed to re-enroll in the program (ongoing).	Health, HSA, CBOs	<ul style="list-style-type: none"> <li>Re-enrollment assistance logs</li> </ul>	

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGE CNY

**Objective 7:** Marketing and public awareness campaign that leads to an increase in awareness of available health coverage options for low-income children ages 0-5 and sustainable funding to cover all children ages 0-5.

<p>Children 0-5: _____ Families of 0-5s: _____ Providers of 0-5s: _____ Other: _____</p> <p>Describe: _____ Describe: _____ Describe: _____ Describe: _____</p>				
Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:	
1. Disseminate flyers and posters to low-income families with children ages 0-5 in order to increase health insurance enrollment (ongoing).	Health, HSA, CBOs	<ul style="list-style-type: none"> <li>Flyers, posters, enrollment forms</li> </ul>	<ul style="list-style-type: none"> <li>90 percent of low-income families are aware of the MC/HF/HK program and have solicited assistance. (based on evaluation surveys and focus groups)</li> </ul>	
2. Disseminate collateral materials such as pens, stickers, umbrellas, etc. to market the program and as incentives to sign up families with children ages 0-5 (ongoing).	Health	<ul style="list-style-type: none"> <li>Collateral materials</li> </ul>		
3. Conduct at least one CHI presentation per month to families with children ages 0-5 (ongoing).	Health, CBOs	<ul style="list-style-type: none"> <li>Presentation logs</li> </ul>		
4. Convene a group of Community Based representatives to develop and implement activities that reduce misunderstandings about public charge and increase immigrants' enrollment in public health insurance coverage (Q1-Q4).	Health, First 5, Legal Aid, HSA	<ul style="list-style-type: none"> <li>Meeting Notes</li> </ul>	<ul style="list-style-type: none"> <li>100 percent of MC/HF/HK eligible immigrant families have correct information regarding public charge and enroll their children in available insurance programs.</li> </ul>	
5. Develop user-friendly materials on public charge and incorporate into the array of services that CAAs/BAs provide to families seeking health coverage assistance (Q2, ongoing).	Health	<ul style="list-style-type: none"> <li>New education materials</li> </ul>		

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WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective 8:** Investigate and evaluate the development of new health programs/services for children ages 0-5 that align with the goals of the First 5 Health Access Strategic Initiative.

**Total Unduplicated Clients Served under this objective:**

Children 0-5: \_\_\_\_\_  
Describe: \_\_\_\_\_

Families of 0-5: \_\_\_\_\_  
Describe: \_\_\_\_\_

Providers of 0-5s: \_\_\_\_\_  
Describe: \_\_\_\_\_

Other: \_\_\_\_\_  
Describe: \_\_\_\_\_

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results.
1. Convene a group of county health experts to brainstorm best approaches for improving access to health care services for children ages 0-5, which complement the availability of universal health insurance coverage through MC/HF/HK (Q1).	Health, First 5	<ul style="list-style-type: none"> <li>Meeting notes</li> </ul>	<ul style="list-style-type: none"> <li>An expansion of health related activities that improve health access and health outcomes for children ages 0-5.</li> </ul>
2. Determine the amount of underspend in Healthy Kids premiums during year 1 and 2 and on-going that could be reallocated to expand access through complementary initiatives. (Q2).	Health	<ul style="list-style-type: none"> <li>Financial Report</li> </ul>	
3. Contract with a consultant to interview stakeholders and evaluate best approaches (Q2)	Health		
4. Reconvene the group to review findings and come to group consensus on recommended next steps that will be taken back to the F5SMC Commission (Q2).	Health, First 5	<ul style="list-style-type: none"> <li>Meeting notes</li> <li>Final report</li> </ul>	
5. Report to the F5SMC Commission on recommended strategies for increasing access. (Q2)	Health	<ul style="list-style-type: none"> <li>Powerpoint presentation, Commission minutes</li> </ul>	

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SCOPE OF WORK FOR SAN MATEO COUNTY HEALTH SERVICES AGENCY

**Objective #9:** Evaluate the Children's Health Initiative in order to document progress toward the broader goal of ensuring that all children, 0-5 in San Mateo County, below 400% of the Federal Poverty Level, have health insurance and access to regular medical care.

Total anticipated clients served under this objective:

Children 0-5: \_\_\_\_\_  
Describe:

Families of 0-5: \_\_\_\_\_  
Describe:

Providers of 0-5s: \_\_\_\_\_  
Describe:

Other: \_\_\_\_\_  
Describe:

Major Activities	Staff or Agency Responsible	Documentation/Process Measures	Expected measurable outcomes/results:
<p>1. Coordinate and oversee an evaluation subcommittee comprised of stakeholders and consultants from Health Services, HSA, First 5, Peninsula Community Foundation, HPSM and the evaluation contractors-Urban Institute, Mathematica, and UCSF (ongoing).</p>	Health	<ul style="list-style-type: none"> <li>Evaluation meeting minutes</li> </ul>	<ul style="list-style-type: none"> <li>Documented evidence that the CHI leads to improved health outcomes, health access, and cost savings for children ages 0-5.</li> </ul>
<p>2. Use the evaluation as a monitoring/feedback tool to make refinements/alterations to the initiative so that it can clearly achieve its goals (ongoing).</p>	Health	<ul style="list-style-type: none"> <li>Evaluation report recommendations/findings</li> <li>Oversight Coalition action steps (meeting notes)</li> </ul>	
<p>3. Monitor progress and work of Urban Institute and its subcontractors on a five-year evaluation that will investigate: health outcomes; cost savings; coverage rates; and changes to the health delivery system (ongoing).</p>	Health	<ul style="list-style-type: none"> <li>Quarterly in person progress reports to CHI evaluation subcommittee</li> <li>Monthly phone check-in</li> </ul>	
<p>4. Monitor year 2 evaluation activities which will include: site visits, focus groups with parents and providers, provider analysis, and analysis of health plan data (ongoing).</p>	Health	<ul style="list-style-type: none"> <li>Site visit notes</li> <li>Focus groups notes with parents and providers</li> <li>Provider analysis</li> <li>Analysis of plan data</li> <li>Annual Report</li> </ul>	

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## First 5 San Mateo County BUDGET REQUEST FORM

Complete this form to show the budget for the entire project for the fiscal year in question. If there are subcontractor or collaborative agency budget involved, please complete an additional form for each and identify the subcontractor.

Agency Name: San Mateo County Health Services Agency

Amount of Request: \$ 2,300,000

Budget period: 1/1/04 - 12/31/04

Check the appropriate box:

Planning Grant

Implementation Grant

IZI Strategic Initiative

\*\* List in this column all other agency funds available to support the project, excluding the amount being requested from the Commission. Place an 'INS" next to any amounts that are not yet secured.

I. PERSONNEL			A. Amount Requested	B. Leveraged Amount Available**	C. Total Program Budget (A+B)
Position Title	Salary Range	# FTEs			
A. Program Director	\$75,000- \$85,000	0.33	\$22,556	\$5,778	\$28,333
B. Outreach Program Specialist	\$56,000 - \$70,000	0.33	\$14,017	\$9,275	\$23,292
C. Community Health Advocate Staff	\$34,692 - \$43,368	1.50	\$65,052		\$65,052
D. Community Health Advocate Lead	\$39,684 - \$49,608	0.33	\$15,644		\$15,644
E. Accountant (HK premiums)	\$70,000 - \$80,000		\$1,000		\$1,000
Sub-Total			\$118,268	\$15,053	\$133,321
Benefits @ 31.6 %			\$37,373	\$4,757	\$42,130
<b>Subtotal - Personnel</b>			<b>\$155,641</b>	<b>\$19,810</b>	<b>\$175,451</b>

II. OPERATING EXPENSES			A. Amount Requested	B. Leverage Amount Available **	C. Total Program Budget (A+B)
A. Rent/Utilities					
B. Office Supplies, Printing/Copying			\$2,000		\$2,000
(office supplies \$500; Printing/Copying, \$1.5k)					
C. Telephone/Comm.			\$1,000		\$1,000
D. Postage/Mailing					
E. Printing/Copying					
F. Equipment Lease					
G. Travel			\$3,800		\$3,800
H. Training/Conference			\$1,000		\$1,000
I. Advertising & Publicity Expense			\$40,000		\$40,000

J. Subcontractors			\$0
i. Financial Consultants	\$2,000		\$2,000
ii. CBO/Subcontractors for Outreach and Enrollment			
a. Child Care Coordinating Council	\$13,333		\$13,333
b. Ravenswood Family Health Center	\$10,000		\$10,000
c. Redwood City Family Center	\$10,000		\$10,000
d. San Mateo Central Labor Council	\$8,333		\$8,333
e. California Health initiative	\$8,333		\$8,333
f. Peninsula Neighborhood Services	\$5,666		\$5,666
g. Cabrillo Unified School District	\$6,000		\$6,000
h. Human Services Agency (HSA)	\$63,667		\$63,667
iii. Deloitte Consulting One-e-App Application System (internet based)	\$19,667		\$19,667
iv. Health Plan of San Mateo (premiums)	\$1,834,401		\$1,834,401
v. Evaluation/Urban Institute	\$83,333		\$83,333
vi. Consultant for Health Access Enhancement Planning	\$20,000		\$20,000
	\$2,132,533		\$2,132,533
<b>III. CAPITAL EXPENDITURES</b>	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
Itemize and describe items requested. Competitive bids may be requested by the Commission prior to contract. This section can be left blank if no capital requests are being made.			
A.			
	-----	-----	-----
<b>Subtotal - Capital Expenditures</b>			

	A. Amount Requested	B. Leveraged Amount Available **	C. Total Program Budget (A+B)
<b>IV. INDIRECT COSTS</b>			
Personnel costs @ 10% (not including benefits)	\$11,827		\$11,827
<b>Subtotal - Indirect Costs</b>	\$11,827		\$11,827

	A. Amount Requested	B. Leveraged Amount Available . *	C. Total Program Budget (A+B)
<b>V. TOTAL PROGRAM COSTS</b>			
<b>Total of sections I - IV</b>	<b>\$2,300,000</b>	<b>\$19,810</b>	<b>\$2,319,810</b>

**BUDGET NARRATIVE  
Calendar Year 2004**

<b>I PERSONNEL</b>	<b>\$155,641</b>
A. <u>Program Director 0.33 FTE</u>	
Paid monthly at \$41.00/hr x 13.3hrs/week x 52 weeks	\$22,556
<p>The Program Director will coordinate all aspects of the initiative, including: monitoring other collaborative partners' performance, administering community based contracts, supervising staff, facilitating coalition meetings, coordinating evaluation, and providing reports to the Commission. An additional \$5,778 in federal Community Access Program (CAP) funding will be leveraged to pay for First 5 CHI program administration. (All program objectives)</p>	
B. <u>Outreach Program Specialist .33 FTE</u>	
Paid monthly at \$33/hr x 13.3hrs/week x 52 weeks	\$22,823
<p>The Program Specialist will oversee all outreach, enrollment and retention activities that take place as part of the Children's Health Initiative. This includes managing community based contracts, training certified application assistants and developing Healthy Kids policies and procedures. An additional \$9,275 in federal Community Access Program (CAP) funding will be leveraged to pay for First 5 CHI outreach oversight. (Objectives 1-3 &amp; 6)</p>	
C. <u>Community Health Advocate Staff 1.5 FTE</u>	
Paid monthly at \$19.5/hr x 60hrs/week x 52 weeks	\$65,052
<p>CHAs will be San Mateo County Health Services employees and will act as health coverage specialists, providing proactive outreach, promoting the programs, and encouraging potentially eligible children to apply. They will work closely with Human Services Agency Medi-Cal Benefit Analysts and will also work with schools, clinics, WIC, CHDP, other Health Services programs, faith based organizations, and CBOs. (Objectives 1-3 &amp; 6)</p>	
D. <u>Community Health Advocate Lead 0.33 FTE</u>	
Paid monthly at \$22.5/hr x 13.3hrs/week x 52 weeks	\$15,644
<p>Supervises the Community Health Advocates (CHAs) and provides proactive outreach, promoting the programs, and encouraging potentially eligible children to apply. (Objectives 1-3 &amp; 6)</p>	
E. <u>Accountant</u>	
Paid monthly at \$34/hr x 2.5hrs/month x 12 months	\$1,000
<p>Processes and administers the Healthy Kids premium invoices ensuring that HPSM accurately charges First 5 for Healthy Kids premiums.</p>	
 Benefits @ 31.6%	 \$37,373

Note: administrative, outreach and enrollment positions were created for the Children's Health Initiative. FSSMC provides 33% of funding for staff positions for children 0-5 years old. Additional funders provide support for program activities that reach children ages 6-18 years old.

**BUDGET NARRATIVE  
Calendar Year 2004**

<b>II OPERATING EXPENSES</b>	<b>\$2,132,532</b>
A. <u>Utilities</u>	<b>\$0</b>
B. <u>Office Supplies and Materials, Printing/Copying</u>	<b>\$2,000</b>
Papers, pens, desk supplies, internal copying of correspondence and copying of marketing/ outreach materials @ \$167/month	
C. <u>Telephone Communications</u>	<b>\$1,000</b>
Phones/fax monthly costs @ \$83/month	
D. <u>Postage/Mail</u>	<b>\$0</b>
E. <u>Printing/Copying</u>	<b>\$0</b>
D. <u>Equipment Lease</u>	<b>\$0</b>
<u>Travel</u>	<b>\$3,800</b>
Staff travel around the County for outreach and enrollment events. Estimated annual figure of 5,200 miles x \$.365/mile = \$3,800	
t & <u>Training &amp; Conference</u>	<b>\$1,000</b>
Materials and supplies to train and certify CBOs, Health Services Agency and Human Services Agency staff for Healthy Kids enrollment and One-e-App use	
I <u>Advertising &amp; Publicity</u>	<b>\$40,000</b>
Marketing activities that raise awareness about available health coverage options. Activities will include: developing and disseminating materials that promote CHI, such as brochures, posters, flyers, and incentive items; publicizing CHI through radio and TV; and implementing activities that improve immigrants' understanding about public charge and public health insurance coverage.	
0 Development, graphic design of printed materials (50,000 items x 50\$/item = \$25,000)	
0 Distribution expenses (postage, tabling fees at events, "door knocking" (\$5,000)	
0 Consultation with PR/Media experts, Immigration public benefits expert (\$5,000)	
0 Development of incentive items such as magnets, cups, tee-shirts (\$5,000)	
J. <u>Subcontract</u>	
i. <u>Financial Consultants.</u>	<b>\$2,000</b>
10 to 12 hours of financial analysis of the per member per month costs of the Healthy Kids Program at \$175 per hour. This is a contracted consultant.	

Note: administrative, outreach and enrollment positions were created for the Children's Health Initiative. FSSMC provides 33% of funding for staff positions for children 0-5 years old. Additional funders provide support for program activities that reach children ages 6-18 years old.



**BUDGET NARRATIVE  
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- ii. CBOs/Subcontractors for Outreach
- a. *Child Care Coordinating Council* (\$13,333). Approximately 14 hours per week over a 52-week period of certified assistor staff time at \$18/hr. It integrates health insurance into all components of its organization, making health insurance screening a protocol for the intake process of every client and provider. It has trained over 20 staff as CAAs and has been active in community outreach, assisting with enrollment events throughout the County. It also works with Coastside Children's Services and Southcoast Collaborative to integrate CHI activities into the First 5 AmeriCorps grants.
  - b. Ravenswood *Family Health Center* (\$10,000). Approximately 11 hours per week over a 52-week period of certified assistor staff time at \$18/hr. It has a full-time CAA who assists clinic patients with enrollment into MC/HF/HK. In addition, the CAA is actively involved in all outreach activities in South County, conducting parent presentations at community sites, and assisting with the Ravenswood School District health surveys.
  - c. *Redwood City Family Center* (\$10,000). Approximately 11 hours per week over a 52-week period of certified assistor staff time at \$18/hr. It has 15 staff trained as Certified Application Assistors (CAAs) and a part-time outreach and enrollment coordinator, enabling them to outreach and enroll into MC/HF/HK at its four family center sites.
  - d. San Mateo Central Labor *Council, In-Home@Work* (\$8,333). Approximately 9 hours per week over a 52-week period of certified assistor staff time at \$18/hr. It conducts the majority of its outreach enrollment activities at local union sites, working at Peninsula Works sites, and integrating health coverage into its health promotion classes.
  - e. *California Health Initiative* (\$8,333). Approximately 9 hours per week over a 52-week period of certified assistor staff time at \$18/hr. It provides an expanded outreach campaign to the Filipino and Chinese communities of the North County, focusing primarily on Daly City and parts of South San Francisco. They perform outreach at neighborhood walks and application assistance at community centers, clinics, and private provider offices.
  - f. North *Peninsula Neighborhood Services* (\$5,666). Approximately 6 hours per week over a 52-week period of certified assistor staff time at \$18/hr. North Peninsula Neighborhood Services (NPNS) provides outreach and enrollment activities at its community agency in South San Francisco. It also hosts two enrollment nights per week, serving as a convenient enrollment location for the SSF area.
  - g. *Cabrillo Unified School District School Linked Services* (\$6,000). Approximately 6 hours per week over a 52-week period of certified assistor staff time at \$18/hr. Cabrillo has one part-time bilingual staff member to specialize in outreach and enrollment activities. The CAA hosts evening

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## BUDGET NARRATIVE

## Calendar Year 2004

enrollment hours and conducts outreach at several venues including nurseries, provider offices, and childcare sites.

h. <u>Human Services Agency</u>	\$63,667
Human Services Agency staff (.66 FTE) will perform Medi-Cal, Healthy Families and Healthy Kids outreach and enrollment activities and will determine final eligibility for the Healthy Kids program.	
iii. <u>me-e-Apo/Deloitte Consulting</u>	\$19,667
Health Services will contract with Deloitte Consulting to maintain the One-e-App application system, providing help desk services as well as enhancements that improve the eligibility and enrollment process.	
iv. <u>Health Plan of San Mateo (HPSM)</u>	\$1,834,401
HPSM will administer the Healthy Kids program providing members with comprehensive medical, vision and dental health care services. This is consistent with the contract that First 5 had with HPSM for 2004. The per member per month cost is \$93.25.	
v. <u>Evaluation/Urban Institute</u>	\$83,333
This represents one-third the cost of the CHI evaluation, which will include six evaluation components including: process evaluation, health plan administrative analysis, client and population based surveys, provider surveys and an analysis of crowd-out. During year 2, 35% of funds will be for the cross cutting evaluation, 10% for health plan data analysis, 15% for process evaluation; 10 % for client survey; 25% for provider analysis and 5% on crowd-out analysis.	
vi. <u>Consultant for Health Access Enhancement Planning</u>	\$20,000
Health Services will contract with a consultant at \$75 to 100/hr for 200-260 hours to investigate the most cost effective approaches beyond premium coverage for expanding access to health care to improve health outcomes. The consultant will investigate various activities to evaluate cost-benefits and recommending best approaches.	
III. CAPITAL EXPENDITURES	\$0
IV. INDIRECT COSTS	\$11,827
10 % OF TOTAL personnel, not including benefits (\$118,268)	\$11,827
Includes administrative overheads, payroll and business services	
V. TOTAL PROGRAM COSTS	<u>\$2,300,000</u>

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