



Agenda Date: 5/15/2007
Agenda Placement: 6A

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Shelli Brobst for Randolph F. Snowden - Director
Health & Human Services
REPORT BY: Shelli Brobst, Contracts Analyst, 253-4720
SUBJECT: Amendment No. 4 to Agreement with Napa Valley First Impressions, Inc.

RECOMMENDATION

Director of Health and Human Services requests approval of and authorization for the Chair to sign Amendment No. 4 to Agreement No. 4888 with Napa Valley First Impressions, Inc., increasing the amount by \$1,934 for a new maximum of \$7,736 for Fiscal Year 2006-2007, and establishing a maximum amount of \$8,650 for Fiscal Year 2007-2008 to assist CalWORKs clients obtain employment by providing them career clothing and image services.

EXECUTIVE SUMMARY

Napa Valley First Impressions provides career clothing and image consulting to assist CalWORKs clients in obtaining employment. It provides valuable consulting services which help prepare candidates to make a good first impression for a job. Approval of the requested amendment will increase the maximum compensation payable for Fiscal Year 2006-2007 and establish a maximum amount for Fiscal Year 2007-2008 services.

FISCAL IMPACT

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|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Is there a Fiscal Impact? | Yes |
| Is it currently budgeted? | Yes |
| Where is it budgeted? | Social Services |
| Is it Mandatory or Discretionary? | Discretionary |
| Discretionary Justification: | This is a discretionary action in that, although Welfare-to-Work regulations require necessary supportive services be available to every participant in order to participate in their Welfare-to-Work program activity, the manner in which the provision of these services occurs is discretionary. |

Approval of this discretionary contract will allow HHSA to fulfill the mandated provision of supportive services for CalWORKs participants at an enhanced level by providing CalWORKs participants with interview and start-up wardrobe for the first week of a new job in conjunction with image consulting. Sufficient funds exist in the CalWORKs Single Allocation to fund this contract increase.

- Is the general fund affected? Yes
- Future fiscal impact: Although the agreement terminates June 30, 2007, it contains an automatic annual renewal, which allows the County the option to continue these services into the next fiscal year. The corresponding appropriation has been included in the Agency's requested budget for Fiscal Year 2007-2008.
- Consequences if not approved: If this contract is not approved, HHSA will not be able to provide this essential supportive service in a complete way. Only clothing vouchers would be issued; the valuable consulting and referral services that help to promote participant self-confidence and self-esteem would not be offered.
- Additional Information: The projected number of participants served in Fiscal Year 2006-2007 has increased from 30 to 40. Regardless of the level of CalWORKs expenditures, the State requires counties to pay a specific county dollar "Maintenance of Effort" amount. Therefore, a small portion of the expenditures related to this contract comes from the General Fund.

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The key requirement of a CalWORKs recipient is to participate in a Welfare-to-Work plan that will ultimately lead to employment. Many recipients of cash aid do not own clothing appropriate for a job interview or a job start. In addition, low-income job-seeking individuals have been out of the labor market for some time and lack the self-image necessary to make a great first impression with an employer. Under the current agreement, First Impressions provides not only the clothing for the interview and job start, but also image consulting to enhance the candidate's self-esteem. As a result of these one-on-one services, the candidate feels confident, looks the part, and can enthusiastically present himself/herself to an employer, thus increasing his/her chances of being hired.

Approval of the requested amendment for Fiscal Year 2006-2007 will increase the maximum dollar amount due to an increase in the total number of clients being served by First Impressions. This increase was not anticipated since the number of CalWORKs participants served was lower in Fiscal Year 2005-2006. The requested amendment also includes an increase in the cost per participant for Fiscal Year 2007-2008, from \$193.40 to \$205.95. The First Impressions organization continues to keep its costs relatively low by using volunteers to dress clients as opposed to paid staff.

Napa Valley First Impressions is not a health care provider for purposes of HIPAA. There is no use or disclosure of protected health information by or to the vendor under this agreement.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Lorenzo Zialcita