



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 6/6/2017

Agenda Placement: 6Q

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: JoAnn Melgar for Howard Himes - Director
Health & Human Services Operations

REPORT BY: JoAnn Melgar, Staff Services Analyst II - 707-253-4722

SUBJECT: Agreements with Public Health Foundation Enterprises Inc. for OPI and Raptor Systems

RECOMMENDATION

Director of Health and Human Services requests approval of and authorization for the Chair to sign renewal agreements with the Public Health Foundation Enterprises, Inc. (PHFE) for:

1. An annual maximum of \$2,000 for the term April 1, 2017 through March 31, 2020 for a messaging system to communicate with Women, Infants and Children participants through automated email, text messages and automated phone calls (OPI); and
2. An annual maximum of \$577 for the term June 6, 2017 through September 30, 2019 for a web-based reporting system to extract information from the California Integrated Statewide Information System (Raptor).

EXECUTIVE SUMMARY

The Public Health Foundation Enterprises, Inc. (PHFE) is a nonprofit agency that has been providing Women Infants and Children (WIC) services in the Los Angeles area, including the Orange and San Bernardino Counties, for over 30 years. The PHFE WIC Program is the largest local WIC agency in the country serving approximately 4% of the nation's total and 23% of California's total WIC participants. The PHFE WIC Program is nationally recognized as a leader and innovator in nutrition education and breastfeeding support.

OPI System

PHFE has developed a messaging system to communicate with WIC participants through automated email, text messages and automated phone calls. The ability to pay per use and send texts and emails is unique to this program and is an essential method of communication used by the Health and Human Services Agency (HHS) to keep in touch with WIC clients for appointment reminders.

The previous OPI agreement expired March 31, 2017. Because the term of this agreement falls outside of the normal fiscal year, staff inadvertently failed to initiate the renewal process in a timely fashion. In order to continue providing services to WIC clients without interruption staff is requesting this agreement begin April 1, 2017.

Raptor System

On February 9, 2016 the Board approved an agreement with PHFE for the Raptor system which is web-based reporting system used to extract information from the California Integrated Statewide Information System. The Raptor system assists staff to determine long-term effects of WIC nutrition education and obtain change analysis for outcomes such as targeted breastfeeding rates and reduced obesity rates in children participating in the program. WIC funding is dependent upon meeting an authorized caseload. The Raptor system enables staff to target outreach efforts based on analysis of participation and redemption rates. The California Department of Public Health WIC program is requiring new confidentiality requirements which are incorporated into this renewal agreement and will replace the current agreement.

Per the County's purchasing policy these agreements are coming to the Board for approval because they exceed three years in length. These agreements will be 100% funded with WIC federal funds. Public Health Foundation Enterprises, Inc. is not a local vendor. This vendor provides unique services not offered by other vendors.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Health & Human Services Public Health
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	OPI: Approval of the recommended agreement is discretionary in that the County is not mandated to contract with this contractor nor receive this service. Having this agreement in place will ensure that WIC is able to communicate effectively with their clients. Raptor: Approval of the recommended agreement is discretionary in that the County is not mandated to contract with this contractor nor receive this service. Having this agreement in place will ensure the WIC program is able to obtain the reports necessary to monitor and assess participation and redemption rates in order to meet caseload goals.
Is the general fund affected?	No
Future fiscal impact:	OPI: This agreement is currently budgeted and appropriations will be budgeted accordingly through the term of the agreement, March 31, 2020. Raptor: This agreement is currently budgeted and appropriations will be budgeted accordingly through the term of the agreement, September 30, 2019.
Consequences if not approved:	OPI: This system allows the county to pay a per usage rate which is unique to this program. Without OPI, the county will not be able to utilize this messaging system to communicate with clients. This could result in continuing decline in participation and reduced funding for the WIC program.

Raptor: Without Raptor HHSA will not be able to target outreach efforts based on analysis of participation and redemption rates. This could also result in continuing decline in participation and reduced funding for the WIC program.

Additional Information:

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 Public Health Foundation Enterprises, Inc. (PHFE) is a nonprofit agency that has been providing Women Infants and Children (WIC) services in the Los Angeles area, including the Orange and San Bernardino Counties, for over 30 years. The PHFE WIC Program is the largest local WIC agency in the country serving approximately 4% of the nation's total and 23% of California's total WIC participants. The PHFE WIC Program is nationally recognized as a leader and innovator in nutrition education and breastfeeding support.

OPI System

PHFE has developed a messaging system to communicate with WIC participants through automated email, text messages and automated phone calls. The ability to pay per use and send texts and emails is unique to this program and is an essential method of communication used by the Health and Human Services Agency (HHSA) to keep in touch with WIC clients for appointment reminders. Text reminders cannot be done manually because HHSA does not have a texting program that can be used. Providing appointment reminders by text versus by telephone is based upon client preferences because the majority of clients use texting as their chosen method to receive reminders. The HHSA WIC program sees an average of 64 clients per day. The OPI system is essential to reaching WIC clients to remind them of upcoming appointments. Up to 70 text reminders are sent through the OPI system each business day to WIC clients.

The previous OPI agreement expired March 31, 2017. Because the term of this agreement falls outside of the normal fiscal year, staff inadvertently failed to initiate the renewal process in a timely fashion. In order to continue providing services to WIC clients without interruption staff is requesting this agreement begin April 1, 2017.

Raptor System

PHFE is the only agency that is authorized by the California Department of Public Health WIC to utilize the California WIC Standardized Local Agency Dataset in the WIC Integrated Statewide Information System (ISIS) in order to generate reports for other WIC agencies. On February 9, 2016 the Board approved an agreement with PHFE for the Raptor system which is web-based reporting system used to extract information from the California Integrated Statewide Information System. The Raptor system assists staff to determine long-term effects of WIC nutrition education and obtain change analysis for outcomes such as targeted breastfeeding rates and reduced obesity rates in children participating in the program. WIC funding is dependent upon meeting an authorized caseload. The Raptor system enables staff to target outreach efforts based on analysis of participation and redemption rates. The California Department of Public Health WIC program is requiring new confidentiality requirements which are incorporated into this renewal agreement and will replace the current agreement.

The Raptor reporting system contains over 200 pre-defined trend charts, scatter comparison charts, and reports to help manage caseload and WIC operations. Every report allows exporting of the underlying data to Excel for additional analysis and reporting. This reporting system assists in providing direction to HHSA's nutrition services plan and improves services by helping staff understand Napa County's population and redemption rates. It also enables staff to evaluate change, monitor the effectiveness of the WIC program, prepare reports for audits, and guides staff training.

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SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Bret Prebula