



REPORT TO COUNCIL

City of Sacramento

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915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Staff Report
July 24, 2007

Honorable Mayor and
Members of the City Council

Title: Agreement: Child Action, Inc. for Cover the Kids program

Location/Council District: All

Recommendation: Adopt a **Resolution:** authorizing the City Manager, or designee to execute a three year professional services agreement and any amendments thereto with Child Action, Inc. to provide outreach, enrollment, retention and utilization of health care services to children ages 0-5 for an amount not to exceed \$210,196.61.

Contact: Sylvia Fort, Recreation Manager, 808-8381; Bonnie Ferreira, Program Specialist, 929-1724

Presenters: Bonnie Ferreira, Program Specialist, 929-1724

Department: Parks and Recreation

Division: Youth and Older Adults Recreation Services

Organization No: 4724

Description/Analysis

Issue: This report requests authorization to enter into a new three year professional services agreement with Child Action, Inc. to support the City's Cover the Kids program objectives to provide outreach, enrollment, retention and utilization of health care services to children 0-5 years of age.

Policy Considerations: This report is consistent with Recreation Services Policy in the Council adopted *Parks and Recreation Masterplan 2005-2010*. This report is also consistent with the City Council's strategic plan to achieve sustainability and livability and its mission to protect, preserve and enhance the quality of life for present and future generations.

Environmental Considerations: This report concerns administrative activities that will not have any significant effect on the environment and that do not constitute a "project", as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines sections 15061(b)(3), 15378(b)(2)].

Rationale for Recommendation: Approval of this agreement will support the City's Cover the Kids (CTK) program objectives by expanding its capacity to outreach to untapped populations served by Child Action, Inc. Execution of this contract supports the City's CTK programs recently approved contractual obligation to the Sacramento First Five Commission to provide outreach, enrollment, retention and utilization of healthcare services to children ages 0-5 for three more years.

Financial Considerations: There is no General Fund required with this item. Funding for these services will be paid through the Sacramento First Five Commission grant in annual amounts not to exceed \$67,050 in fiscal year 2008, \$70,056.58 in 2009 and \$73,090.03 2010 for a total dollar amount not to exceed \$210,196.61.

Emerging Small Business Development (ESBD): There are no ESBD considerations with this report.

Approved by: 
James L. Combs
Director of Parks and Recreation

Recommendation Approved:

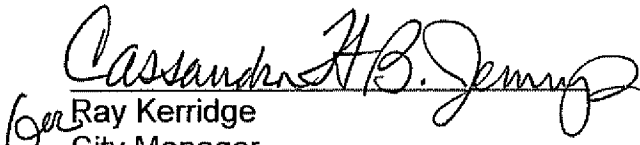

Ray Kerridge
City Manager

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Attachment 1

Background Information

Cover the Kids (CTK), has been coordinating outreach, enrollment, application assistance, retention and utilization services in California's Health Initiatives arena since late 1998. CTK is a broad-based collaborative partnership that represents both public and private entities.

In May of 2007, CTK submitted a grant application to the County of Sacramento through the First Five Sacramento Commission for children's outreach, enrollment, retention and utilization activities for children ages 0-5 in Sacramento County who are eligible for existing health insurance programs. CTK will coordinate a countywide outreach, enrollment, and retention and utilization program using targeted strategies to reach, educate and enroll more than 3,350 children ages 0-5 in Medi-Cal and Healthy Families. The program proposes to retain 70% of the enrolled children in health coverage programs by continued follow-up with families at two, eight, and 13 months to assist them when needed. CTK provides educational opportunities for parents to learn about their health plan and how to utilize and maintain their coverage. It is anticipated that over 250 parents will receive educational sessions throughout the duration of this grant.

Child Action, Inc. is one of the subcontractors CTK will continue to use to reach the targeted 0-5 population. Child Action, Inc. is a private nonprofit corporation created in 1976 to provide for the education and social welfare of children and families by organizing, sponsoring and administering services to children. Child Action is primarily funded by the California State Department of Education's Child Development Division to provide subsidies and child care and development services to low income families. During the period of July 1, 2007 through June 30, 2010, Child Action Inc. shall:

1. Attend and participate in four Children's Health Insurance Coordinating Committee (CHICC) meetings.
2. Assist and provide input to develop a countywide work plan with other CHICC members.
3. Enroll 600 children in a health insurance program.
4. Coordinate with Cover the Kids (CTK) staff and 30 licensed childcare centers to survey their parents to identify the population of children in childcare who do not have access to health insurance. Survey 3000 parents and identify 600 families for enrollment by CTK certified application assistants (CAA's).
5. Coordinate with childcare providers to identify 150 new CAA's in the Early Childhood Community who will be trained to be certified application assistants. Fifty CAA's at childcare programs will enroll 600 children in health insurance programs.

6. Disseminate health insurance information to community parents during childcare referral calls, provider and parent workshops, community fairs and the Child Action Newsletter. Insurance program information will be provided to 30,000 families.
7. Develop and utilize, as appropriate, incentive programs with preschools and childcare providers.

RESOLUTION NO. 2007-

Adopted by the Sacramento City Council

July 24, 2007

AGREEMENT: CHILD ACTION, INC. FOR COVER THE KIDS PROGRAM

BACKGROUND

- A. Cover the Kids (CTK), has been coordinating outreach, enrollment, application assistance, retention and utilization services since late 1998 in California's Health Initiatives arena. Since late 2005 CTK, through funds awarded from the First Five Commission, has subcontracted with Child Action, Inc. to expand services into preschools throughout Sacramento County.
- B. In May of 2007, CTK submitted a new proposal to the First Five Sacramento Commission for a three-year grant to expand outreach, enrollment, retention and utilization services to families in order to obtain, retain and utilize health insurance. CTK will subcontract with Child Action in order to continue to provide services for fiscal years 2008, 2009 and 2010 as outlined in the scope of work in an amount not to exceed \$210,197.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The City Manager, or a designated representative, is authorized to execute a three year professional services agreement and any amendments related thereto with Child Action, Inc. in an amount not to exceed \$210,197 for a three year period to provide outreach, enrollment, retention and utilization of health care services to children ages 0-5.