



Mark Farrell, Mayor

Trent Rhorer, Executive Director

MEMORANDUM

TO: AGING & ADULT SERVICES COMMISSION

THROUGH: SHIREEN McSPADDEN, EXECUTIVE DIRECTOR

FROM: CINDY KAUFFMAN, DEPUTY DIRECTOR
JOHN TSUTAKAWA, DIRECTOR OF CONTRACTS *JuT*

DATE: JUNE 20, 2018

SUBJECT: GRANT MODIFICATION: COMMUNITY LIVING CAMPAIGN (NON-PROFIT) for THE PROVISION OF COMMUNITY SERVICES PROGRAM PILOT

	<u>Current</u>	<u>Modification</u>	<u>Revised</u>	<u>Contingency</u>	<u>Total</u>
GRANT TERM(S):	1/1/18-6/30/20	7/1/18-6/30/19			
GRANT AMOUNTS:	\$384,000	\$100,000	\$484,000	\$48,400	\$532,400
Source:	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
Funding:	\$100,000			\$10,000	\$110,000
Percentage:	100%				100%

The Department of Aging and Adult Service (DAAS) requests authorization to modify the existing grant agreement with Community Living Campaign for the provision of community services program pilots in the amount of \$100,000 plus a 10% contingency for a total amount not to exceed \$532,400. The purpose of this modification is to secure the consulting services of an agency and/or individual to manage the development of a collaborative public campaign that will be used by DAAS to reframe the public view of aging and disability and to educate the public, eligible consumers and providers about the array of services and supports offered and available through DAAS and/or community based organizations for older adults and adults with disabilities.

Background

On November 8, 2016 the voters of the City and County of San Francisco passed Proposition I that established the Dignity Fund to ensure the health and well-being of older adults and adults with disabilities. The fund is administered by DAAS solely to help older adults and adults with

disabilities secure and utilize the necessary services and support to live with dignity in their own homes and communities.

The City Charter Amendment for the Fund established a four-year planning process. Year one, fiscal year 2017-2018, required a community needs assessment (CNA). A key finding in the CNA was that consumers and providers are concerned about the impact of ageism and ableism in the City. Consumers and providers expressed a desire for the City and DAAS to promote public awareness about ageism and ableism and its negative impacts in the community. Consumers and providers also requested that DAAS launch a public campaign to reframe aging and disability in an effort to reduce the negative connotations that are associated with aging and disability such as “silver tsunami”, “old”, “wheelchair bound”, etc. The funding for this one-time-only service will begin to address the concerns that have been raised.

Services to be Provided

The modification for the Community Living Campaign’s Community Services Program Pilot will secure the consulting services of an agency and/or individual to manage the development of a collaborative public campaign with DAAS and other community based organizations that provide services for older adults and adults with disability. The campaign will be focused on reframing the public view of aging and disability and educating the public, eligible consumers and providers about the services and supports offered and available through DAAS and/or community based organizations for older adults and adults with disabilities.

Community Living Campaign will continue to provide New Community Service Activity Programming to seniors and/or adults with disabilities living in the City and County of San Francisco and conduct outreach that is focused on connecting with eligible consumers who are not currently accessing community services due to lack of awareness, interest, ability, etc.

For more specific information regarding the service objectives, including the type and number of service units, outcome objectives, and budget, please refer to attached Appendices A-2 and B-2.

Performance

The Community Service Program Pilot is a new grant for Community Living Campaign awarded in January of 2018. There is no monitoring history specific for this program to report at this time. The grantee was last monitored in November 2017 and is in compliance with performance and requirements for all other DAAS grant agreement.

Grantee Selections

Grantee was selected through RFP #767 issued in August 2017.

Funding

This grant is funded through City and County funds.

Attachments:

Appendix A-2 – Services to be Provided

Appendix B-2 – Budget

APPENDIX A-2 - SERVICES TO BE PROVIDED BY GRANTEE

COMMUNITY LIVING CAMPAIGN

DIGNITY FUND

COMMUNITY SERVICE PROGRAM PILOT

January 1, 2018 – June 30, 2020

I. Purpose of Grant

This grant agreement is for the provision of New Community Service Activity Programming as defined in Section II, Definitions, for older adults and adults with disabilities living in the City and County of San Francisco, with a particular focus on engaging those eligible individuals who are not currently accessing community service programming offered by the Grantee. In addition, the Grantee will secure the consulting services of an agency and/or individual to manage the development of a collaborative public campaign as described in Section IV, Description of Services.

The programming offered and services sought through this grant agreement are intended to support older adults and adults with disabilities to live as independently as possible in the community and within supportive environments.

II. Definitions

Activity Scheduling	A type of service within community service programming. Service units are captured by the number of scheduled activity hours sponsored by the grantee. Activities may include educational presentations, workshops, trainings, cultural events, food bag programs, social events, exercise classes, arts and crafts classes, discussion groups, sports activities, support groups, field trips, and any other group activity that brings people together for education or wellness purposes that help consumers maintain/enhance their level of functioning.
ADL	Activities of Daily Living: the basic tasks of everyday life including eating, bathing, dressing, toileting, and transferring (i.e., getting in and out of a bed or chair).
Adults with Disabilities	Persons 18 years of age or older living with a disability
CA.GetCare	A web-based application that provides specific functionalities for contracted agencies to use to perform consumer intake/assessment/enrollment, record service objectives, run reports, etc.
CARBON	Contracts Administration, Reporting and Billing On Line System

City	City and County of San Francisco, a municipal corporation.
Controller	Controller of the City and County of San Francisco or designated agent.
DAAS	Department of Aging and Adult Services
Dignity Fund	The City and County of San Francisco, City Charter, Sections 16.128-1 through 16.128-12. Monies in the Fund shall be used to expend by DAAS solely to help seniors and adults with disabilities secure and utilize the services and support necessary to age with dignity in their own homes and communities.
Disability	A condition attributable to mental or physical impairment, or a combination of mental and physical impairments including hearing and visual impairments, that results in substantial functional limitations in one (1) or more of the following areas of major life activity: a) Self-care: Activities of Daily Living (ADL), and Instrumental Activities of Daily Living (IADL); b) Capacity for independent living and self-direction; c) Cognitive functioning, and emotional adjustment.
Enhanced Outreach	A type of service within community service programming. Service units are captured by providing more formal outreach efforts and enhanced services to support the outreach efforts. Examples of this may include working with a community collaborative group, designing and implementing an outreach plan for an underserved area, problem-solving certain barriers to service, i.e., safety issues, transportation needs, etc.
Fund	Dignity Fund
Grantee	Community Living Campaign
HSA	Human Services Agency of the City and County of San Francisco
IADL	Instrumental Activities of Daily Living: Activities related to independent living and include preparing meals, managing money, shopping for groceries or personal items, performing light or heavy housework, and using a telephone.
Low Income	Having income at or below 300% of the federal poverty line defined by the federal Bureau of the Census and published annually by the U.S. Department of Health and Human Services. This is only to be used by consumers to self-identify their income status, not to be used as a means test to qualify for the program.
Minority	Defined by race, ethnicity, religion, sexual orientation, and/or gender identity.
New Activity Scheduling Hours	Activity Scheduling hours for New Community Service Activity Programming/Program
New Community Service Activity Programming/Program (NCSAP)	Community service activity programming/program never before offered by the Grantee as part of its regular and ongoing programming and activity scheduling and/or funded by DAAS.
OCM	Office of Contract Management, Human Services Agency
Older Adult	Person who is 60 years of age or older; used

	interchangeably with the term “Senior”
OCM	Office of Contract Management, Human Services Agency
Senior	Person who is 60 years of age or older; used interchangeably with the “Older Adult”
Social Services /Other	A type of service within community service programming. Service units are captured by providing one-to-one assistance for individuals to enable them to resolve problems. Assistance may include information and referral, forms/application completion, home visits, medical escort services, and emotional support by phone or in person.
SOGI	Sexual Orientation and Gender Identity; Ordinance No. 159-16 amended the San Francisco Administrative Code to require City departments and contractors that provide health care and social services to seek to collect and analyze data concerning the sexual orientation and gender identity of the clients they serve (Chapter 104, Sections 104.1 through 104.9.)
Translation Service	A type of service within community service programming. Service units are captured by the number of hours of translation assistance provided to consumers that cannot speak/read English. In addition, Translation may also include the use of American Sign Language, Braille, or Teleprompting. Translation services may include translation of forms, letters, applications, phone calls, etc. for an individual. It can also include written translation from English of monthly activity calendars, flyers, and verbal translation for group announcements , presentations, etc.
Unduplicated Consumer (UDC)	A consumer enrolled in the grantee’s New Community Service Activity Programming and reflected in CA.GetCare.
Unit of Service	One hour of service

III. Target Population

This grant will serve seniors and/or adults with disabilities, who reside in the City and County of San Francisco, with a particular focus on reaching and engaging eligible individuals who are not currently accessing community services programming offered by grantee. Additional target priorities may include:

- Low Income
- Non- or limited English speaking
- Minority as defined by race and/or ethnicity, religion, sexual orientation, and/or gender identity

IV. Description of Services

1. The services funded through this grant agreement shall be aimed at appealing to eligible consumers who are not currently accessing community services offered

by the grantee and/or funded by DAAS. The services provided may be offered by the grantee and/or its subcontractors at the grantee's community center and/or in the community.

2. Services will include New Community Service Activity Programming (NCSAP) and enhanced outreach. The grantee's NCSAP pilot will include weekly scheduled wellness, educational and/or exercise classes/workshops for seniors and adults with disabilities at the location(s) identified in Appendix F. NCSAP will focus on the needs and/or expressed desire(s) of the target population as it relates to their physical, social, psychological, economic, educational, recreational, and/or creative well-being. All NCSAP will be aimed at maintaining or improving the welfare of the target population and subject to DAAS approval. The grantee will provide DAAS with an outline and/or activity calendar detailing the days, times, and description of the NCSAP provided through this grant agreement. Significant changes in the type of class/workshop offered and/or frequency will be communicated to DAAS in writing and are also subject to DAAS approval.
3. The grantee will conduct enhanced outreach with the intent of reaching the target population described in Section III. Enhanced outreach will be accomplished by the grantee in multiple ways, including but not limited to, providing information and promoting the grantee's NCSAP pilot at neighborhood associations, in newsletters/publications, social media when appropriate, and on the grantee's website(s).
4. Services may also include social and translation services provided these services are supplemental and needed to support NCSAP and/or desired by the target population to more fully meet their needs.
5. The grantee will have at least one (1.0) full time equivalent (FTE) of which at least 0.75 will be a single employee whose work time and job description is dedicated to coordinating and delivering NCSAP and the associated service units, ensuring outcome objectives are obtained, and that reporting requirements are met.
6. The grantee shall ensure adequate and culturally competent staffing (paid and/or volunteer) to administer the program, deliver quality services to meet the needs of the consumer, and adhere to all the program standards.
7. The grantee will be compliant with the Health Insurance Portability and Accountability Act of 1996 (HIPAA) privacy and security rules.
8. Grantee will have policy and procedures that are compliant with local/city, state, and federal regulatory agencies, including the DAAS-OOA policy memoranda manual.

9. Grantee will ensure that units of service provided through this grant agreement are tracked and distinguishable within each type of community service programming. Grantee will ensure that units of service provided through this grant are not “co-mingled” with other DAAS funded programs.

10. In Fiscal Year 2018-2019, the grantee will secure the consulting services of an agency and/or individual, with expertise in creating and launching public campaigns, in order to develop a collaborative campaign with two components. The first component will be focused on reframing the public view of aging and disability through a value-based approach. This approach will be the foundation for the second component which will be aimed at educating the general public, eligible consumers and providers about the array of services and supports available to older adults and adults with disabilities in the City and/or offered through DAAS. The consulting services will include but are not limited to:
 - a. Convening and facilitating monthly meetings to develop campaign goals, reframing and outreach strategies, campaign collateral, and evaluation methods for both components. Meeting participants will be identified by the Grantee and DAAS to ensure a diverse cross section of stakeholders.

 - b. Ensuring that stakeholders are equipped with the knowledge and the support needed to develop a plan of action to launch the campaign described above.

The consulting agreement, any modifications to the agreement, outreach strategies, and campaign collateral shall be reviewed and approved by DAAS.

V. Location and Time of Services

The details of the sites and operation hours are as attached in the Site Chart, (Appendix F).

VI. Service Objectives

1. On an annual basis, Grantee will meet the following service objectives in its **New Community Service Activity Programming**:
 - Grantee will enroll at least the number unduplicated consumers and provide the units of service detailed in Table A below.

TABLE A				
Service Objective Summary Table	FY 2017-2018*	FY 2018-2019	FY 2019-2020	Total 3-years
Number of Unduplicated Consumers	60	185	265	510
Number of New Community Service Activity Programs (i.e. exercise class, evening game night, Saturday-intergenerational tutoring)	3	3	3	9
Number of New Activity Scheduling Hours	225	450	675	1350
Number of Enhanced Outreach Hours	25	50	75	150
*Year One, FY 2017-2018, is 6 months only				

Community Service Program Pilot: One (1) Unit = One (1) hour of service provision

2. For Fiscal Year 2018-2019, the public campaign will meet the following service objectives:
 - a. One to two page summary document identifying campaign goals, overall message, framing strategy and key talking points.
 - b. Development of a campaign logo, slogan and hashtag(s).
 - c. Outreach strategy, identifying proposed communication vehicles (banners, op-eds, posts, partner solicitations, etc.) and channels (e.g., bus signs, fliers, social media) along with a proposed implementation schedule and budget.
 - d. Evaluation strategy defining campaign success and identifying metrics to assess.
 - e. Handbook of templates/guidelines to support organizations' efforts to incorporate, into their communications, the value-based/ reframed messaging developed in the collaborative.

VII. Outcome Objectives

On an annual basis, the grantee will meet the following Outcome Objectives:

1. At least 65% of unduplicated consumers registered in the New Community Service Activity Programming (NCSAP) will be seniors and/or adults with disabilities that have never before accessed community services offered by the proposing provider in year one.
2. At least 40% of the unduplicated consumers registered in the New Community Service Activity Programming will be seniors and/or adults with disabilities that have never before accessed community services offered by the proposing provider in year two (2) and each subsequent year of this grant agreement.

3. At least 40% of the unduplicated consumers registered in the New Community Service Activity Programming will be returning consumers in year two (2) and each subsequent year of this of this grant agreement.
4. Based on an annual consumer survey created by the provider with input from DAAS and with a sample size of at least 60% of unduplicated consumers, at least 50% of the surveyed consumers will report learning of new services available to seniors and adults with disabilities.
5. Based on an annual consumer survey created by the provider with input from DAAS and with a sample size of at least 60% of unduplicated consumers, at least 50% of the surveyed consumers will attribute an increase in community and neighborhood engagement to the services accessed and funded through this RFP.
6. Based on an annual consumer survey created by the provider with input from DAAS and a with sample size of at least 60% of unduplicated consumers, at least 50% of the surveyed consumers will attribute an increase in their physical activities and/or quality of life to the services accessed and funded through this RFP.
7. All community based organizations involved in the workgroups will utilize the slogans, logos, hashtags and/or reframing campaign language as part of their marketing and outreach materials.

VIII. Reporting Requirements

1. Grantee will provide a monthly report of activities as described in Section IV and VI. Grantee will enter the monthly metrics in the CARBON database by the 15th of the following month.
2. Grantee will enroll consumers into the program funded through this grant agreement by entering the consumer data obtained from consumers using the DAAS provided or DAAS approved intake form into the CA.GetCare database in accordance to DAAS policy.
3. Grantee will enter into the Ca.GetCare Service Unit section all the units of service by the 5th working day of the month for the preceding month.
4. Grantee will enter monthly reports into the CARBON database system that includes the following information:
 - Number of unduplicated consumers served during the month.
 - Number of community service hours within each of the categories stated in Section VI.-Service Objectives of this Appendix A.

5. Grantee will provide an annual report summarizing the contract activities, referencing the tasks as described in Section VI & VII - Service Objectives and Outcome Objectives, respectively. This report will also include accomplishments and challenges encountered by the Grantee. Grantee will enter the annual metrics in the CARBON database by the 15th of the month following the end of the program year.
6. Grantee shall issue a fiscal closeout report at the end of the fiscal year. The report is due to HSA no later than July 31 each grant year. This report must be submitted in the CARBON system. Additional reports may be requested and required at other points during the fiscal year.
7. Grantee will provide an annual consumer satisfaction survey report to DAAS by March 15 each grant year or a mutually agreed upon date between DAAS and the Grantee.
8. Grantee shall develop and deliver an annual summary report of SOGI data collected in each grant year as requested by HSA. The due date for submitting the annual summary report is no later than July 10 each grant year.
9. Grantee shall develop and deliver ad hoc reports as requested by HSA and/or DAAS.

For assistance with reporting requirements or submission of reports, contact:

Rocio.Duenas@sfgov.org

Contract Manager, Office of Contract Management

Or

tiffany.kearney@sfgov.org

Dignity Fund Program Analyst

Department of Aging and Adult Services

IX. Monitoring Activities

- A. Program Monitoring: Program monitoring will include review of compliance to specific program standards or requirements; consumer eligibility and any targeted mandates, back up documentation for the units of service and all reporting including the log of service units which is based on the service provision hours; sign-in sheets of consumers who participated in services, and progress of service and outcome objectives; how consumer records are collected and maintained; reporting performance including monthly service unit reports on CA.GetCare, maintenance of service unit logs; agency and organization standards, which include current organizational chart, evidence of provision of training to staff regarding the Elder Abuse Reporting, evidence that program staff have completed

Security Awareness Training; program operation, which includes a review of a written policies and procedures manual of all DAAS funded programs, written project income policies if applicable, grievance procedure posted in the center/office, and also given to the consumers who are homebound, hours of operation are current; a board of director list and whether services are provided appropriately according to Sections IV, V, VI, and VII.

- B. Fiscal Compliance and Contract Monitoring: Fiscal monitoring will include review of the Grantee's organizational budget, the general ledger, quarterly balance sheet, cost allocation procedures and plan, State and Federal tax forms, audited financial statement, fiscal policy manual, supporting documentation for selected invoices, cash receipts and disbursement journals. The compliance monitoring will include review of Personnel Manual, Emergency Operations Plan, Compliance with the Americans with Disabilities Act, subcontracts, and MOUs, and the current board roster and selected board minutes for compliance with the Sunshine Ordinance.

	A	D	E	F	G	H	I
1	Appendix B-2, Page 1						
2	Document Date: 6/13/18						
3	HUMAN SERVICES AGENCY BUDGET SUMMARY						
4							
5	Community Living Campaign						Term
6							1/1/2018 - 6/30/2020
7	(Check One) New <input type="checkbox"/> Renewal <input type="checkbox"/> Modification <input checked="" type="checkbox"/>						
8	If modification, Effective Date of Mod. 7/1/18		No. of Mod. 2				
9	Program: Community Service Program Pilot						
10	Budget Reference Page No.(s)			6/11/2018 Revision	REVISED		Total
11	Program Term	1/1/18-6/30/18	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/19-6/30/20	1/1/18 - 6/30/20
12	Expenditures						
13	Salaries & Benefits	\$48,936	\$92,394	\$0	\$92,394	\$99,636	\$240,965
14	Operating Expense	\$19,688	\$33,693	\$87,000	\$120,693	\$29,060	\$169,441
15	Subtotal	\$68,624	\$126,087	\$87,000	\$213,087	\$128,696	\$410,406
16	Indirect Percentage (%)	15%	15%	15%	15%	15%	15%
17	Indirect Cost (Line 16 X Line 15)	\$10,294	\$18,913	\$13,000	\$31,913	\$19,304	\$61,511
18	Capital Expenditure	\$9,082	\$3,000	\$0	\$3,000		\$12,082
19	Total Expenditures	\$88,000	\$148,000	\$100,000	\$248,000	\$148,000	\$484,000
20	HSA Revenues						
21	General Fund	\$88,000	\$148,000	\$100,000	\$248,000	\$148,000	\$484,000
22							
23							
24							
25							
26							
27							
28							
29	TOTAL HSA REVENUES	\$88,000	\$148,000	\$100,000	\$248,000	\$148,000	\$484,000
30	Other Revenues						
31	Grants		\$5,500	\$0	\$5,500	\$12,500	\$18,000
32	Neighborhood Donations	\$418	\$2,488	\$0	\$2,488	\$4,501	\$7,407
33							
34							
35							
36	Total Revenues	\$88,418	\$155,988	\$100,000	\$255,988	\$165,001	\$509,407
37	Full Time Equivalent (FTE)	1.25	1.24		1.24	1.36	
39	Prepared by: Kate Kuckro	Telephone No.:				415-821-1003 x102	6/13/2018
40	HSA-CO Review Signature: _____						
41	HSA #1						11/15/2007

Program Name: Community Service Program Pilot

Salaries & Benefits Detail

11	12	13	6 months						14	15	
			Agency Totals		For HSA Program		1/1/18-6/30/18	7/1/18-6/30/19			7/1/19-6/30/20
			Annual Full Time Salary for FTE	Total % FTE	% FTE	Adjusted FTE	Budgeted Salary	Budgeted Salary			Budgeted Salary
	16	Neighborhood Network Dev. Mgr. (Yr 1)	\$64,500	100%	63%	63%	\$20,188			\$20,188	
	17	Neighborhood Network Dev. Mgr. (Yr 2-3)	\$64,500	100%	75%	75%		\$48,375	\$48,375	\$96,750	
	18	Community Connector (Miraloma) (Yr 2)	\$48,880	23%	100%	23%		\$11,220		\$11,220	
	19	Community Connector (Miraloma) (Yr 3)	\$48,880	35%	100%	35%			\$17,014	\$17,014	
	20	Community Connector (MET) (Yr 2-3)	\$48,880	21%	100%	21%		\$10,220	\$10,220	\$20,440	
	21	Executive Director (Yr 1)	\$79,000	100%	15%	15%	\$5,830			\$5,830	
	22	Executive Director (Yr 2-3)	\$79,000	100%	3%	3%		\$2,000	\$2,000	\$4,000	
	23	Deputy Director (Yr 1)	\$75,000	100%	12%	12%	\$4,368			\$4,368	
	24	Deputy Director (Yr 2-3)	\$75,000	100%	3%	3%		\$2,100	\$2,100	\$4,200	
	25	Program Support (Lizette)	\$66,660	100%	36%	36%	\$12,132			\$12,132	
	26										
	27										
	28										
	29	TOTALS	\$650,300				\$42,517	\$73,915	\$79,709	\$196,141	
	30	FRINGE BENEFIT RATE	25%								
	31	EMPLOYEE FRINGE BENEFITS	\$162,575				\$6,419	\$18,479	\$19,927	\$44,825	
	32										
	33										
	34										
	35	TOTAL SALARIES & BENEFITS	\$812,875				\$48,936	\$92,394	\$99,636	\$240,965	
	36	HSA #2								11/15/2007	
	37										
	38	* Note that the Adjusted FTE totals for each year as as follows (also listed on the Budget Summary page): FY18 (6 mos) 1.25, FY19 1.24, FY20 1.36									
	39	Employee Fringe in FY 17/18 reflective of CLC's actual billing this fiscal year thus far and anticipated billing for the rest of the fiscal year.									

	A	B	E	F	G	H
1						Appendix B-2, Page 4
2						Document Date: 6/11/18
3						
4		Program Name: Community Service Program Pilot				
5		(Same as Line 9 on HSA #1)				
6						
7		Program Expenditure Detail				
8						
9						TOTAL
10	EQUIPMENT	TERM	1/1/18-6/30/18	7/1/18-6/30/19	7/1/19-6/30/20	1/1/18-6/30/20
11	No.	ITEM/DESCRIPTION				
12		Computers/Tablets/Tech	\$9,082	\$3,000		\$12,082
13		Exercise Equip. & Storage				
14						
15						
16						
17						
18						
19						
20	TOTAL EQUIPMENT COST		\$9,082	\$3,000		\$12,082
21						
22	R E M O D E L I N G					
23	Description:					
24						
25						
26						
27						
28						
29	TOTAL REMODELING COST					
30						
31	TOTAL CAPITAL EXPENDITURE		\$9,082	\$3,000		\$12,082
32	(Equipment and Remodeling Cost)					
33	HSA #4					11/15/2007