

2-1-1 Program City Grant Proposal Term Sheet

Grant Recipient: United Way of Northeast Florida, Inc., a Florida not for profit corporation (“UW”)

Program Name: 2-1-1 (“2-1-1” or “Program”)

City Funding Request: \$150,000 (“City Funds”)

Fiscal Year: Fiscal Year 2020-21

City Contract Term: October 1, 2020 – September 30, 2021

Any substantive change will require Council approval.

Program Background: United Way (UW) is requesting \$150,000 in funding for 2-1-1, Jacksonville’s only 24-hour information / referral service and help center and a key resource for residents seeking support as a result of COVID-19.

Program Background: United Way 2-1-1 is Jacksonville’s only 24-hour information / referral service and help center. 2-1-1 provides critical information and referral services for low-income and homeless persons and families as defined in United States Code 11302 (Title 42). United Ways in Florida commissioned the ALICE (Asset Limited, Income Constrained and Employed) report in part to help identify who are struggling to make ends meet financially (the working poor). The most recent report (released May 2020) showed that (pre-COVID) 27% of households are considered ALICE with an additional 13% in poverty in Duval County. This means 146,895 of all 367,238 Duval households – more than one in three – struggle to make ends meet. The ALICE report shows the cost of survival in Florida is \$24,600 for a single adult, \$27,348 for a senior citizen, and \$69,516 for a family of four. Putting this in perspective, the median salary in Florida for the most common occupation, retail sales, is \$22,040, less than all of these survival budgets.

Program Services and Activities:

Annual data (June 2019 – May 2020) shows that 2-1-1 answered 71,000+ total calls (87% from Duval County residents) and provided 72,346 referrals for emergency financial assistance (utility payment assistance, rent payment assistance, rental deposit assistance, homeless shelter referrals, utility deposit assistance, permanent supportive housing, furniture and clothing assistance and more). Additionally, since there is often a connection between mental illness and homelessness, it is also important to note that 2-1-1 is Jacksonville’s suicide prevention and intervention helpline. 2-1-1 staff responded to 883 suicide and crisis intervention/prevention calls from people in emotional distress and possibly suicidal.

This year, as a result of COVID-19, call volume in March and April increased 98.5% and 84.9% respectively compared to same time last year. The majority (85.3%) of COVID-19 calls have been directly related to a caller’s loss of income or employment. Zip codes receiving the most emergency financial assistance referrals are 32209, 32210, 32208, 32218, 32244 and 32211. As a

result of the pandemic, United Way activated the Florida First Coast Relief Fund (FFCRF). Since March, \$5.4 million has been raised, of which \$3.2 million has been allocated to 83 nonprofit agencies involved in the response to COVID-19. United Way 2-1-1 has served the primary role of connecting callers to the agencies providing relief and assistance through the FFCRF. United Way 2-1-1 also regularly convenes all emergency financial assistance providers, including the City's Social Service Division, to ensure effective coordination and collaboration in service delivery and resource distribution. 630-CITY has also been an active participant and partner in this group.

United Way 2-1-1 is also proud to partner with the Jacksonville Fire and Rescue Department and the City's Emergency Operations Center (EOC) when Duval County is impacted by a hurricane. (Immediately after Hurricane Irma, 2-1-1 worked closely with the City's EOC, Federal Emergency Management Agency (FEMA) and the Library system to establish FEMA Registration Sites that helped secure 110,000+ registrations for Duval County.) United Way is also establishing MISSION UNITED to help ensure a coordinated system of care that helps veterans and their families achieve successful outcomes and avoid slipping through the cracks as they transition from active military service. The decision to move forward with MISSION UNITED was made after extensive community and key stakeholder engagement to ensure that there would be value added and not duplicate existing activities. This includes the first-ever virtual Veteran Experience Action Center (VEAC) to connect local veterans who have filed claims with the VA, but have not yet been approved, with VA staff from around the Southeast. United Way 2-1-1 will have a pivotal role in registering and scheduling veterans for the VEAC. An estimated 400 veterans will participate with a goal of helping them receive millions in federal support.

United Way has significantly strengthened its 2-1-1 operations over the last year. This includes adding two new key managers – Donald Earl and Liza Cepada – to oversee day-to-day operations, prepare the team for the accreditation process, and strengthen quality assurance activities. Additionally, 2-1-1 has improved its call line functionality by adding interactive voice response (IVR) technology for callers in need of emergency financial assistance. This allows those callers to be handled in a separate queue, allowing other calls, including crisis calls, to be handled quickly. We are also improving the telephony system with the addition of SMS texting, permitting us to reach more residents; an analytics program which allows 2-1-1 to identify immediate call trends and needs, such as disaster and pandemic terms; and a customer survey which will allow 2-1-1 carry out our continuous customer improvement process. These vital program modernization improvements will incur expenses of over \$60,000 annually. Also, interpretation service costs increased by 400% in calendar year 2020 because of the increase in call volume.

Budget Narrative regarding the use of the City Funds:

\$13,000 – Head of Basic Needs - Jeff Winkler, a long-standing member of the non-profit community and a 13-year veteran with UW, serves as Head of Basic Needs with UW. In this role, he provides oversight of the development and implementation of 2-1-1's strategic plan and vision. Jeff will spend approximately 35% of his time related to 2-1-1 activities.

\$27,000 – 2-1-1 Director - The 2-1-1 Director is responsible for daily management and oversight of UW 2-1-1 staff and volunteers, including scheduling, training, adherence to accreditation requirements and ongoing continuing education training. COJ funding would account for less than 50% of salary for this position.

\$90,000 – Call Center Specialists (6-7) – Answer calls and provide information & referral services and crisis intervention and suicide prevention support. COJ funding would account for approximately 67% of salaries for these positions.

\$10,000 – ServicePoint - 2-1-1 uses ServicePoint from WellSky Corporation to track all calls and referrals. ServicePoint uses nationally approved Taxonomy of Human Services (accreditation requirement) to describe and classify consumer needs and provider services, resulting in a streamlined and community-specific index of services and search results that accurately address consumers' needs on the first try. COJ funding would account for approximately 26% of the total annual cost for ServicePoint.

\$10,000 – NICE inContact – 2-1-1 uses the InContact telephony system to create the IVR architecture to control and record call routing. The system uses a cloud-based application allowing 2-1-1 to be mobile and relocate to new sites during crises, such as the COVID-19 pandemic and hurricanes. The platforms within inContact have been upgraded to include telephone calls, SMS texting application, a customer feedback survey, and an integrated analytics software package providing real-time data to track and respond to customer needs and highlighting trending issues.

Additional Grant Requirements and Restrictions: City Funds for the Program shall be subject to Parts 1 through 5 of Chapter 118, Jacksonville Municipal Code. Recipient shall use the City funds for the Program in accordance with the City Council approved City Grant Proposal Term Sheet (“Term Sheet”) and the City Council approved Program budget. The Grants Administrator may amend this Term Sheet and the approved Program budget consistent with the Program needs provided that any substantial change to this Term Sheet or the approved Program budget will require further Council approval.

FY 20/21 City of Jacksonville Grant Proposal - Program Budget Detail

Lead Agency:
United Way of Northeast Florida, Inc.
Program Name:
United Way 2-1-1/Information & Referral

City of Jacksonville Fiscal Year: October 1, 2020 to September 30, 2021

Any substantial change will require Council approval.

Categories and Line Items	BUDGET				
	Total Cost of Program FY 2020-2021	Agency Provided Funding	All Other Program Revenues	Funding Partners	
				City of Jacksonville (General Fund)	Private Foundation Funding
I. Employee Compensation					
Personnel - 01201 (list Title & Name of Employee)					
1. Call Center Specialists (7)	\$192,000.00	\$85,000.00	\$17,000.00	\$90,000.00	\$0.00
2. Director	\$80,000.00	\$38,000.00	\$15,000.00	\$27,000.00	\$0.00
3. Call Center Specialists (Temp. Coverage)	\$20,000.00	\$20,000.00	\$0.00	\$0.00	\$0.00
4. 2-1-1 Overtime Expenses	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00
5. 2-1-1 MFV Care Coordinator	\$42,000.00	\$0.00	\$42,000.00	\$0.00	\$0.00
6. HMG Administrative Costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7. Departmental Support	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8. Head of Basic Needs	\$54,650.00	\$37,000.00	\$4,650.00	\$13,000.00	\$0.00
9. 2-1-1 MFV Resource Specialist	\$35,000.00	\$0.00	\$35,000.00	\$0.00	\$0.00
10. Information & Texting Platform Manager	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Employee Compensation	\$428,650.00	\$185,000.00	\$113,650.00	\$130,000.00	\$0.00
Fringe Benefits					
Payroll Taxes - FICA & Med Tax - 02101	\$32,248.00	\$25,426.00	\$6,822.00	\$0.00	\$0.00
Health Insurance - 02304	\$99,255.00	\$78,000.00	\$21,255.00	\$0.00	\$0.00
Retirement - 02201	\$40,000.00	\$40,000.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$4,600.00	\$4,600.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Taxes and Benefits	\$178,503.00	\$150,426.00	\$28,077.00	\$0.00	\$0.00
Total Employee Compensation	\$607,153.00	\$335,426.00	\$141,727.00	\$130,000.00	\$0.00
II. Operating Expenses					
Occupancy Expenses					
Rent - Occupancy -04408	\$48,000.00	\$48,000.00	\$0.00	\$0.00	\$0.00
Telephone - 04181	\$68,884.00	\$57,684.00	\$1,200.00	\$10,000.00	\$0.00
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance Property & General Liability - 04502	\$11,146.00	\$9,600.00	\$1,546.00	\$0.00	\$0.00
Other - (UWW & UWof Annual Dues)	\$40,500.00	\$40,500.00	\$0.00	\$0.00	\$0.00
Office Expenses					
Office and Other Supplies - 05101	\$880.00	\$400.00	\$480.00	\$0.00	\$0.00
Postage - 04101	\$150.00	\$150.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$2,220.00	\$1,500.00	\$720.00	\$0.00	\$0.00
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training & Conferences - 05401	\$20,300.00	\$17,800.00	\$2,500.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees & Services (not audit) - 03410	\$50,000.00	\$40,000.00	\$0.00	\$0.00	\$10,000.00
Background Screening - 04938	\$700.00	\$700.00	\$0.00	\$0.00	\$0.00
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel Expenses					
Local Mileage - 04021	\$1,052.00	\$500.00	\$552.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment Expenses					
Rental & Leases - Equipment - 04402	\$37,694.00	\$37,694.00	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Service Point Database & CRM)	\$39,000.00	\$29,000.00	\$0.00	\$10,000.00	\$0.00
Direct Client Expenses - 08301					
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$320,526.00	\$283,528.00	\$6,998.00	\$20,000.00	\$10,000.00
III. Operating Capital Outlay (OVER \$1,000)					
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$2,200.00	\$0.00	\$2,200.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Capital Outlay	\$2,200.00	\$0.00	\$2,200.00	\$0.00	\$0.00
Direct Expenses Total	\$929,879.00	\$618,954.00	\$150,925.00	\$150,000.00	\$10,000.00
Percent of Budget	100.0%	66.6%	16.2%	16.1%	1.1%