



**SAN FRANCISCO
HUMAN SERVICES AGENCY**

Department of Benefits
and Family Support

Department of Disability
and Aging Services

Office of Early Care
and Education

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London Breed
Mayor

Trent Rhorer
Executive Director

MEMORANDUM

TO: HUMAN SERVICES COMMISSION

THROUGH: TRENT RHORER, EXECUTIVE DIRECTOR

FROM: ANNA PINEDA, DEPUTY DIRECTOR OF ECONOMIC
SUPPORT & SELF-SUFFICIENCY
ESPERANZA ZAPIEN, DIRECTOR OF CONTRACTS

DATE: JULY 22, 2022

SUBJECT: NEW GRANTS: MISSION ECONOMIC
DEVELOPMENT AGENCY & SELF-HELP FOR THE
ELDERLY (NON-PROFITS) TO PROVIDE IMMIGRANT
OUTREACH & ENGAGEMENT SERVICES

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GRANT TERM: 7/1/2022 – 6/30/2025

GRANT AMOUNT:	<u>New</u>	<u>Contingency</u>	<u>Total</u>
	\$1,500,000	\$150,000	\$1,650,000

ANNUAL AMOUNTS: (see table)	<u>FY22-23</u>	<u>FY23-24</u>	<u>FY24-25</u>
	\$500,000	\$500,000	\$500,000

<u>Funding Source</u> FUNDING:	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
PERCENTAGE:	\$1,125,000	\$180,000	\$195,000	\$150,000	\$1,650,000
	75%	12%	13%		

The Department of Benefits and Family Support (BFS) requests authorization to enter into grants with Mission Economic Development Agency (MEDA) and Self-Help for the Elderly (SHE) for the period of July 1, 2022 through June 30, 2025, in an amount of \$1,500,000 plus a 10% contingency for a total amount not to exceed \$1,650,000. The purpose of these grants is to provide outreach and engagement of immigrant communities in economic support and self-sufficiency services.

Grantees:	Annual Amount	FY23-FY25 Total (3 years)	Contingency	Total
MEDA	\$333,333	\$1,000,000	\$100,000	\$1,100,000
SHE	\$166,667	\$500,000	\$50,000	\$550,000
TOTALS:	\$500,000	\$1,500,000	\$150,000	\$1,650,000

Background

Almost half (44%) of San Francisco’s low-income population were born outside of the United States—even more have an immigrant in their household or close family. In a survey of low-income households conducted by SFHSA in May and June 2020, respondents from noncitizen households were more likely to report critical needs for help with food, jobs, back-rent, and childcare. Despite the need, immigrant communities face numerous challenges accessing the food and income supports offered by SFHSA. Among other obstacles, trust in the nation’s public safety net and government programs remains very low.

SFHSA data analysis of immigrants in San Francisco eligible for but not enrolled in public benefits has identified that the largest percentage of unenrolled but eligible people are from the Chinese or Latinx/Hispanic communities. SFHSA understands that new methods of outreach and engagement are needed to build sufficient trust with understandably hesitant immigrant community members. Therefore, SFHSA is engaging grantee partners MEDA (with subcontractors Good Samaritan and Wu Yee Children’s Services) and Self-Help for the Elderly to deliver innovative outreach and engagement services to low-income members of Chinese and Hispanic/Latinx immigrant communities in San Francisco. The purpose of the grants is to increase engagement and enrollment in SFHSA Economic Support and Self-Sufficiency (ESSS) programs among members of immigrant communities who would otherwise be reluctant to apply for government support due to fear and distrust.

This three-year grant program will promote ongoing learning and improvement in methods of outreach and engagement. The scope of work includes a six-month planning phase to identify and develop outreach and engagement methods and resources, and is designed to iterate regularly based on learnings from the previous phase.

Throughout the duration of the term, the grantees will continually track outcomes in partnership with SFHSA and seek community feedback, collecting information to guide program improvements and refine outreach

and engagement strategies with the support of the SFHSA Communications, Planning, and Benefits Enrollment teams.

Services to be Provided

Grantees will design and execute culturally and linguistically appropriate outreach and engagement programs for the identified priority populations that are data-informed and responsive to community needs and neighborhoods. Each grantee is delivering strategies that build upon strong pre-existing ties to the Chinese and/or Hispanic/Latinx communities in San Francisco. For instance, one strategy to reach the Latinx population involves leveraging promotoras (community outreach workers) from Promotoras Activas San Francisco (PASF), a worker-owned cooperative wherein MEDA plays an incubation and administrative function. The promotoras are trained to provide culturally and linguistically sensitive services to Spanish-speaking San Franciscans, thereby strengthening rapport and trust. Close collaboration is expected with SFHSA throughout all phases of the services, including to interpret data on feedback and outcomes, and to apply lessons learned to continuous improvement of services for new clients.

MEDA [Service Locations: Excelsior, SOMA, Mission, Outer Mission, OMI, Bayview/Hunters Point, Visitacion Valley]

Good Samaritan [Service Locations: Bayview/Hunters Point, Potrero, Excelsior, SOMA, Tenderloin, Mission]

Wu Yee [Service Locations: Tenderloin, Bayview/Hunters Point, Visitacion Valley, OMI, Chinatown, Western Addition, Potrero]

As the lead agency and coordinator MEDA with partners Good Samaritan Family Resource Center and Wu Yee Children's Services will collaborate to develop and carry out the strategies including but not limited to:

- Create community feedback and communications plans; conduct and share learnings from focus groups; develop and coordinate the implementation of an evaluation plan for the collaborative
- Conduct trainings for staff, promotoras, and parent advisory council
- Leverage existing program services as central engagement source, and sites as points of contact for benefits outreach, application, and recertification appointments and support (MEDA Plaza Adelante, VITA site, Neighborhood Job Center & satellites, Family Resource

Centers, Mission Promise Neighborhood schools, Head Start sites and affiliated childcare centers)

- Provide 1:1 peer outreach through promotoras
- Host school and community-based workshops on public benefits; table at community events and resource fairs
- Leverage affiliate network to expand outreach and receive referrals
- Leverage media relationships for earned and paid opportunities to promote benefits outreach
- Coordinate digital campaign across platforms (Facebook/Facebook Live, Instagram, Twitter, YouTube, WhatsApp, blog, email)
- Deliver direct client outreach via: email blasts (Vertical Response, Mail Chimp), mass text [MOGLI], mailings and phone
- Convene the partners in monthly meetings and quarterly mini-retreats and participate in bi-weekly or monthly check-ins to report on progress

Self-Help for the Elderly [Service Locations: Chinatown, Marina, Mission, SOMA, Nob Hill, Noe Valley, Pacific Heights, Richmond, Sunset, West Portal]

Self-Help for the Elderly will reach limited English-speaking, low-income members of Chinese immigrant communities in San Francisco to increase engagement and enrollment in SFHSA ESSS programs with strategies including but not limited to:

- Develop and distribute posters, flyers, and postcards to be utilized during outreach and engagement activities
- Roll out digital outreach and media campaign using social media and a WeChat platform (common tool for news and resources among the immigrant community)
- Deliver a press release and roll-out for in-person/digital campaign
- Develop outreach/engagement calendar; research and attend community events
- Outreach through peer mentors—existing benefit recipients trained to provide outreach, who speak different Chinese language dialects—to reach families hesitant to disclose information or mistrusting of government services; visit community gathering points for the target

population; and incorporate staff presentations/benefits counseling sessions within existing services that involve the target population

- Connect with community-based organization partners for outreach and resource-sharing
- Coordinate with existing agency programs for flyer distribution, workshops, and presentations
- Provide in-person presentations and workshops at locations in 10 districts, and distribute printed collateral materials at locations throughout the City
- Conduct 1:1 engagement to provide assistance and real-time advising to support target population to apply for and maintain benefits; 1:1 services sites located in neighborhoods with high target population (Chinatown, Richmond, Sunset)
- Participate in bi-weekly or monthly check-ins to report on progress

Selection

Grantees were selected through Request for Proposals #1009, which was competitively bid in February 2022.

Funding

Funding for these grants is provided by a mix of City and County General Funds, state, and federal funding.

ATTACHMENTS

Appendix A: MEDA Services to be Provided

Appendix B: MEDA Budget

Appendix B-1: MEDA Deliverables & Timeline

Appendix A: Self-Help for the Elderly Services to be Provided

Appendix B: Self-Help for the Elderly Budget

Appendix A – Services to be Provided
Mission Economic Development Agency
Outreach and Engagement of Immigrant Communities
in Economic Support and Self-Sufficiency Programs
July 1, 2022 – June 30, 2025

I. Purpose

The purpose of this grant is to increase engagement and enrollment in SFHSA Economic Support and Self-Sufficiency (ESSS) programs among members of immigrant communities who would otherwise be reluctant to apply for government support due to fear and distrust.

II. Definitions

CAAP	County Adult Assistance Program provides cash assistance to low-income adults without dependent children, adults who cannot work, and refugees.
CalFresh	Formerly known as Food Stamps. A federal public assistance program that helps children and low-income households improve their diets by providing access to a nutrition benefit.
CalWORKs	California Work Opportunity and Responsibility to Kids welfare-to-work program for families receiving Temporary Aid to Needy Families (TANF) cash aid.
CARBON	Contracts Administration, Reporting and Billing Online database
ESSS	Economic Support and Self-Sufficiency programs of SFHSA
MEDA	Grantee, Mission Economic Development Agency
Medi-Cal	Medi-Cal provides free or low-cost health insurance for eligible individuals, which includes a range of health benefits and services.
PASF	Promotoras Activas San Francisco – worker-owned cooperative incubated by MEDA, consisting of community outreach workers who provide culturally and linguistically sensitive services to Spanish speaking residents.
SFHSA	San Francisco Human Services Agency
Collaborative partners	Good Samaritan, Wu Yee Children’s Services and Promotoras Activas San Francisco

III. Target Population

Immigrant households in the Hispanic/Latinx or Chinese community, or both, who are not enrolled in, but are likely eligible for, assistance from Medi-Cal, CalFresh, CAAP, or CalWORKs.

IV. Description of Services

A. Approach and Coordination:

MEDA, as the lead agency for the collaborative, will develop and deliver a culturally nuanced and responsive outreach and engagement initiative, with coordinated messaging and consistent services, to provide community education related to SFHSA public benefits programs and increase enrollment in these programs among the target populations. Roles and responsibilities delineated below:

1. MEDA

As the lead, MEDA will administer the design process, communications and marketing, training, data collection and evaluation, reporting and tracking, project management, and ongoing initiative assessment with SFHSA. MEDA will develop the collaborative's comprehensive Community Communications and Project Evaluation plans to guide outreach strategy and service delivery. MEDA will be responsible for regular convenings among the collaborative agencies, and with other partners and stakeholders..

Points of Contact: Ernesto Martinez, Director of Asset Building Programs; Jackie Marcelos, Associate Director of Asset Building Programs

2. Good Samaritan and Wu Yee Children's Services

Good Samaritan and Wu Yee will participate in all strategic planning, project implementation, and partner meetings. Good Samaritan will focus on the Hispanic/Latinx community in San Francisco, while Wu Yee, the Chinese community. Beyond participation in the planning phase, they will directly engage and support community members in applying for and accessing public benefits.

Points of Contact: Jaime Aragon, Good Samaritan Special Projects Manager; Virginia Cheung, Wu Yee Director of Advancement

3. PASF

PASF will conduct community outreach in the initial evaluation phase of the project, and refer community members to the partner organizations for assistance with public benefit applications or recertifications. PASF will report back in monthly meetings trends and issues they are seeing in the field, levels of interest, and concerns among target populations.

MEDA will adjust the budget to include \$10,000 in payments (from MEDA funds) to the Promotoras to support the initial outreach and information gathering. The ongoing referrals will be supported by leveraging other funding sources which specifically pay for Promotoras time to connect community members with other resources. PASF and MEDA will focus on public benefits as an aspect of these referrals.

Points of Contact: Dairo Romero, MEDA Community Initiatives Manager and Coop Administrator

B. Planning and deliverables

Year 1 services and activities will include project planning and ramp up in Quarter 1 [Q1] and Quarter 2 [Q2], and the start of the coordinated communications campaign and service delivery in Quarter 3 [Q3]

and Quarter 4 [Q4].

MEDA will lead a comprehensive annual planning process and evaluated pilot implementation phase, including gathering community input and developing the Community Communications Plan (CCP) and Project Evaluation Plan to be submitted to SFHSA. Plans will outline strategies and activities the collaborative will use to engage the target populations and address concerns related to applying for public benefits. Plans will be informed by initial outreach and focus groups to gather direct community feedback on application hesitancy and effectiveness of strategies. MEDA will gather, review, and summarize initial market research and learnings from previous outreach efforts to inform the communications strategies. Messaging and outreach materials/collaterals will be developed and approved by SFHSA. Training of collaborative staff and community leaders will occur, including public benefit program overviews, program intensive trainings, and back-end approval process.

Direct service delivery will begin in Year 1 Q3 by collaborative including community engagement through tabling at events, workshops in schools and community spaces, and direct individual engagement through existing services/networks. The collaborative will assist community members with completing their application for new public benefits, or the recertification process for their existing public benefits. To support the collaborative and consistency of services, MEDA will conduct bi-weekly or monthly check-ins with Wu Yee and Good Samaritan to discuss project implementation, upcoming activities, co-programming, progress on outcomes, and project evaluation. MEDA will host quarterly stakeholder meetings, including SFHSA, at which an overview of impact and results will be presented throughout the duration of the grant. MEDA will be responsible for project data and tracking for the collaborative, including outreach touchpoints, number of applicants, benefits applied for, status of application, amount of benefits, and general case management/wrap-around services. In Q4 for Y1 and Y2, MEDA will lead evaluation and planning efforts to inform the strategies and messaging for the coming year, resulting in a year-end evaluation and impact report.

The communications/education campaign, outreach services, and application assistance will continue in Years 2 and 3. The project strategies may be modified in Years 2 and 3 based on the prior year’s evaluation and impact report. The Project Evaluation Plan and Community Communications Plan will be revised annually to reflect learnings and changes to the service delivery model, messaging, strategies, and overall approach. Additional community feedback will be gathered through follow-up focus groups.

At project conclusion, MEDA will complete a final project evaluation and impact report, including findings on effective and ineffective messages and strategies; and transition all outreach content (e.g. print, digital, written, published, draft, multimedia, scripts, etc.) to SFHSA.

Attend regular meetings (bi-weekly to start) with SFHSA for program monitoring and evaluation. This includes reviewing effectiveness of outreach strategies, activities, and materials, number of people served, and any opportunities or challenges encountered.

Timeline of Project Deliverables		
Year 1	Year 2	Year 3
• Host kickoff meeting [Q1]	• Host kickoff meeting [Q1]	• Host kickoff meeting [Q1]

<ul style="list-style-type: none"> • Scopes of work for subgrantees* [Q1] • Summary of initial market research and learnings from previous outreach efforts [Q1] • Community feedback plan* [Q1] • Project Evaluation Plan, including Key Performance Indicators* [Q1] • Community Communications Plan, including: messaging, framing, and themes; social and traditional media toolkit; and schedule of community events and workshops* [Q2] • Initial community messaging [Q2] • Outreach materials/collaterals* [Q2] • Project dashboard* [Q1 or Q2] (to be submitted monthly to SFHSA, once developed) • Quarterly overview on impact and results, to be presented to stakeholders including SFHSA [Q3-Q4] • Monthly reports submitted into CARBON [Q1-Q4] • Year-end evaluation and impact report [Q4] 	<ul style="list-style-type: none"> • Updated community feedback plan* [Q1] • Updated Project Evaluation Plan* [Q1] • Updated Community Communications Plan* [Q1] • Redeveloped community messaging [Q1] • Quarterly overview on impact and results to be presented to stakeholders, including SFHSA [Q1-Q4] • Project dashboard submitted monthly to SFHSA* [Q1-Q4] • Monthly reports submitted into CARBON [Q1-Q4] • Year-end evaluation and impact report [Q4] 	<ul style="list-style-type: none"> • Updated community feedback plan* [Q1] • Updated Project Evaluation Plan* [Q1] • Updated Community Communications Plan* [Q1] • Redeveloped community messaging [Q1] • Quarterly overview on impact and results to be presented to stakeholders, including SFHSA [Q1-Q4] • Project dashboard submitted monthly to SFHSA* [Q1-Q4] • Monthly reports submitted into CARBON [Q1-Q4] • Final project evaluation and impact report, including findings on effective and ineffective messages and strategies [Q4]
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*Deliverables for which SFHSA staff will be collaborators. These deliverables may change depending on findings and evaluation from the prior year, in consultation and agreement with SFHSA.

Services to be provided by MEDA, Wu Yee, and Good Samaritan [Year 1 – Year 3]:

A. Outreach and Community Engagement

1. Communications Campaign

Roll out and maintain a coordinated educational campaign through in-person direct outreach, traditional media, social media, and earned media to educate the broader target communities on benefits and eligibility requirements, and to address the perceived risks of public benefits. Develop and use outreach materials/collaterals with messaging informed by initial community feedback and lessons learned from previous outreach campaigns, and approved by SFHSA. Utilize

established strategies and existing channels and spaces already in use by the target populations, including social media platforms (e.g. Facebook), partnerships with Spanish language media channels such as Univision, and leveraging direct routes to families in the Mission Promise Neighborhood schools. Grantee will provide sign-in logs documenting in-person/virtual outreach and engagement activities that include the date and time of the activity. Sign-in logs will include individual information and types of assistance needed.

2. Workshops/Presentations

Deliver workshops in schools and community spaces to the target populations. Workshops will focus on educating participants about eligibility criteria and application processes for public benefits programs; address perceived risks of public benefits; and align with the messaging and strategies outlined in the Community Communications Plan.

3. Community Events

Table at community events to provide information on public benefits programs, provide outreach materials, and deliver agreed-upon messaging in alignment with the Community Communications Plan.

4. Direct 1:1 Engagement

Engage community members from the target populations to educate about available resources, assess their qualifications for benefits, encourage application if appropriate, and/or connect with staff to support the application process. Direct engagement will take place throughout existing family success coaching in 9 Mission Promise Neighborhood schools; financial coaching at sites in the Chinatown, Mission, Bayview, and Excelsior Districts; Promotoras and Parent Advisory Council members' one-on-one outreach to community members; presentations in schools and community spaces; and transaction services provided, including tax preparation, educational workshops, etc.

B. Application Assistance

1. New Benefits

Support community members in successfully completing the application process for new public benefits. Use leads generated through the outreach/engagement services, and through the broader communications effort, to identify interested individuals who are potentially eligible for public benefits. Provide individualized support, offer additional information about appropriate benefits, and assist in completing the benefits application.

2. Recertification of Existing Benefits

Support community members in successfully completing the recertification process for their existing public benefit(s). Use leads generated from the outreach/engagement services, new benefits application assistance services, and through the broader communications effort, to identify interested individuals already receiving benefits. Provide individualized support and assist in completing the benefits recertification process.

V. HSA Responsibilities

The following technical support and coordination will be provided:

1. Review and approve all outreach materials and collaterals prior to distribution.
Grantee will need to update the materials should they or SFHSA deem appropriate to best reach the target population.
2. Work with grantee to develop and execute a data sharing agreement as needed.
3. Provide training on basic benefit eligibility criteria to improve outcomes. Training will also include how to complete and submit applications. Grantee will maintain a log with data elements, such as, the name, phone number and types of application being submitted. Grantee will work with SFHSA to develop a process to validate data.
4. Provide access and training to CalWIN Lite system or a similar SAWS system, which will enable the grantee to view limited client case information, such as case disposition.
5. Provide access and training to MyBenefitsCalWIN.org, which is an online portal the grantee can use to submit benefit applications.

VI. Location and Time of Services

Services will be provided at the following MEDA, Good Samaritan, and Wu Yee sites in person and remote per their established hours:

Agency	Address
MEDA	2301 Mission Street, San Francisco, CA 94110
MEDA	1341 Evans Street, San Francisco, CA 94124
MEDA/ Good Samaritan	141 Industrial Street, San Francisco, CA 94124
Good Samaritan	1294 Potrero Avenue, San Francisco, CA 94110
Wu Yee	888 Clay Street, San Francisco, CA 94108

VII. Service and Outcome Objectives

A. Service Objectives

1. Host annual kickoff meeting* (Y1,2 &3, Q1)
2. Conduct initial community outreach to 200 individuals (Y1, Q1)
3. Conduct focus groups:
 - a. 4 focus groups (Y1, Q1)
 - b. 1 messaging focus group (Y1, Q2)
 - c. 2 focus groups (Y2 & 3, Q1)
4. Conduct initial community feedback session (Y1, Q2)
5. Host 3 trainings for staff, Promotoras, and Parent Advisory Council* (Y1, Q2)
6. Conduct workshops on public benefits
 - a. 5 per quarter, Y1, Q3-Q4
 - b. 12 school and community based (3 per quarter) (Y2&3)

7. Table at community events providing public benefits information
 - a. 5 per quarter, Y1, Q3-Q4
 - b. 3 per quarter, Y2&3
8. Engage community members to apply for public benefits
 - a. 200 per quarter, Y1, Q3-Q4
 - b. 600 per year, Y2&3 (150 per quarter)
9. Support community members in applying for new public benefits
 - a. 176, 88 per quarter, Y1, Q3-Q4
 - b. 600, 150 per quarter Y2&3
10. Support community members in recertifying existing public benefits
 - a. 74, 37 per quarter, Y1, Q3-Q4
 - b. 80, 20 per quarter, Y2&3
11. Conduct bi-weekly or monthly check-ins with subgrantees to report on progress and be informed of upcoming activities for term of grant
12. Host quarterly partner and stakeholder meetings for term of grant*

B. Outcome Objectives⁺

1. Grantee will meet 80% of proposed benefits engagement goal of community members (400 year 1, 600 year 2&3).
2. A minimum of 80% of community members who receive application support for new public benefits will successfully submit a complete application.
3. A minimum of 80% of community members who receive recertification support for existing public benefits will successfully complete the recertification process.

* Services for which SFHSA staff will be collaborators.

⁺ Grantee will achieve the outcome objectives outlined to earn 100% of fee.

VIII. Reporting Requirements

- A. Grantee will provide a monthly report of activities, referencing the tasks as described in Section VI Service and Outcome Objectives. Grantee will enter the monthly metrics in the CARBON database by the 15th of the following month.
- B. Grantee will provide an annual report summarizing the grant activities, referencing the tasks and the Service and Outcome Objectives described in Sections IV and VII above. This report will include a narrative description of 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.
- C. Grantee to enter Sexual Orientation and Gender Identity (SOGI) aggregate data biannually in the CARBON database as per the schedule to be provided by SFHSA.
- D. Grantee will provide Ad Hoc reports as required by the Department.
- E. Grantee shall respond timely, within 24 hours, to SFHSA correspondence and inquiries.

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

Elizabeth.Leone@sfgov.org
Senior Contracts Manager, Office of Contract Management

Or

Ana.Marie.Lara@sfgov.org
Program Manager, Outreach for Medi-Cal & CalFresh

IX. Monitoring Activities

- A. Program Monitoring: Program monitoring will include regular monthly meetings with the grantee to discuss progress towards meeting service and outcome objectives. Program monitoring includes an annual audit and review of periodic reports and client files/ other relevant documentation verifying progress towards meeting service and outcome objectives.

- 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.

Appendix B-1: Deliverables Timeline
Mission Economic Development Agency
Immigrant Outreach & Engagement
July 1, 2022 – June 30, 2025

- I. The City and County of San Francisco agrees to pay Grantee for the scope of work specified in Appendix A:

Calendar of Deliverables and Outcomes (Years 1)	
Quarter	Deliverables & Outcomes
Quarter 1: July (\$33,333)	<ul style="list-style-type: none"> ● Host kickoff meeting* ● Creation of initial community feedback plan* ● Conduct initial community outreach to 200 individuals ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 1: August (\$33,333)	<ul style="list-style-type: none"> ● Conduct four focus groups ● Develop Project Evaluation Plan* ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 1: September (\$33,334)	<ul style="list-style-type: none"> ● Summary of initial market research and learnings from previous outreach efforts (e.g., COVID vaccine outreach – what worked, what didn't, what could be similar for this project) ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 2: October (\$33,333)	<ul style="list-style-type: none"> ● Conduct initial community feedback session ● Develop initial draft of community messaging ● Conduct messaging focus group ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

<p>Quarter 2: November (\$33,333)</p>	<ul style="list-style-type: none"> • Develop Community Communications Plan* • Create initial outreach materials* • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 2: December (\$33,334)</p>	<ul style="list-style-type: none"> • Conduct three trainings for staff, Promotoras and parent advisory council • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: January (\$22,000)</p>	<ul style="list-style-type: none"> • Host 5 school and community-based workshops on public benefits • Table at 5 community events providing public benefits information • Reach out to 200 families to apply for public benefits ** • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: February (\$22,000)</p>	<ul style="list-style-type: none"> • Support 88 families in applying or recertifying for public benefits ** • Support 37 families in applying or recertifying for public benefits ** • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: March (\$21,000)</p>	<ul style="list-style-type: none"> • Host quarterly partner and stakeholder meeting* • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 4: April (\$23,000)</p>	<ul style="list-style-type: none"> • Host 5 community and community-based workshops on public benefits • Table at 5 community events providing public benefits information • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

Quarter 4: May (\$23,000)	<ul style="list-style-type: none"> ● Reach out to 200 families to apply for public benefits ** ● Support 88 families in applying or recertifying for public benefits ** ● Support 37 families in applying or recertifying for public benefits ** ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 4: June (\$22,333)	<ul style="list-style-type: none"> ● Host quarterly partner and stakeholder meeting* ● Outreach and Communications Strategy and Evaluation Planning for Year 2. ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
TOTAL YEAR 1 (\$333,333)	

* Deliverables for which HSA staff will be collaborators.

** MEDA will achieve minimum of 70% of these goals to earn 100% of fee.

Calendar of Deliverables and Outcomes (Year 2)	
Quarter	Deliverables & Outcomes
Quarter 1: July (\$33,333)	<ul style="list-style-type: none"> ● Host kickoff meeting* ● Creation of initial community feedback plan* ● Conduct initial community outreach to 200 individuals ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 1: August (\$33,333)	<ul style="list-style-type: none"> ● Conduct four focus groups ● Develop Project Evaluation Plan* ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

<p>Quarter 1: September (\$33,334)</p>	<ul style="list-style-type: none"> ● Summary of initial market research and learnings from previous outreach efforts (e.g., COVID vaccine outreach – what worked, what didn't, what could be similar for this project) ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 2: October (\$33,333)</p>	<ul style="list-style-type: none"> ● Conduct initial community feedback session ● Develop initial draft of community messaging ● Conduct messaging focus group ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 2: November (\$33,333)</p>	<ul style="list-style-type: none"> ● Develop Community Communications Plan* ● Create initial outreach materials* ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 2: December (\$33,334)</p>	<ul style="list-style-type: none"> ● Conduct three trainings for staff, Promotoras and parent advisory council ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: January (\$22,000)</p>	<ul style="list-style-type: none"> ● Host 5 school and community-based workshops on public benefits ● Table at 5 community events providing public benefits information ● Reach out to 200 families to apply for public benefits ** ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

Quarter 3: February (\$22,000)	<ul style="list-style-type: none"> • Support 88 families in applying or recertifying for public benefits ** • Support 37 families in applying or recertifying for public benefits ** • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 3: March (\$21,000)	<ul style="list-style-type: none"> • Host quarterly partner and stakeholder meeting* • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 4: April (\$23,000)	<ul style="list-style-type: none"> • Host 5 community and community-based workshops on public benefits • Table at 5 community events providing public benefits information • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 4: May (\$23,000)	<ul style="list-style-type: none"> • Reach out to 200 families to apply for public benefits ** • Support 88 families in applying or recertifying for public benefits ** • Support 37 families in applying or recertifying for public benefits ** • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 4: June (\$22,333)	<ul style="list-style-type: none"> • Host quarterly partner and stakeholder meeting* • Outreach and Communications Strategy and Evaluation Planning for Year 2. • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
TOTAL YEAR 2 (\$333,333)	

* Deliverables for which HSA staff will be collaborators.

** MEDA will achieve minimum of 70% of these goals to earn 100% of fee.

Calendar of Deliverables and Outcomes (Year 3)	
Quarter	Deliverables & Outcomes
Quarter 1: July (\$33,333)	<ul style="list-style-type: none"> • Host kickoff meeting* • Creation of initial community feedback plan* • Conduct initial community outreach to 200 individuals • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 1: August (\$33,333)	<ul style="list-style-type: none"> • Conduct four focus groups • Develop Project Evaluation Plan* • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 1: September (\$33,334)	<ul style="list-style-type: none"> • Summary of initial market research and learnings from previous outreach efforts (e.g., COVID vaccine outreach – what worked, what didn't, what could be similar for this project) • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 2: October (\$33,333)	<ul style="list-style-type: none"> • Conduct initial community feedback session • Develop initial draft of community messaging • Conduct messaging focus group • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
Quarter 2: November (\$33,333)	<ul style="list-style-type: none"> • Develop Community Communications Plan* • Create initial outreach materials* • Submission of monthly progress reports into CARBON • Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

<p>Quarter 2: December (\$33,334)</p>	<ul style="list-style-type: none"> ● Conduct three trainings for staff, Promotoras and parent advisory council ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: January (\$22,000)</p>	<ul style="list-style-type: none"> ● Host 5 school and community-based workshops on public benefits ● Table at 5 community events providing public benefits information ● Reach out to 200 families to apply for public benefits ** ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: February (\$22,000)</p>	<ul style="list-style-type: none"> ● Support 88 families in applying or recertifying for public benefits ** ● Support 37 families in applying or recertifying for public benefits ** ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 3: March (\$21,000)</p>	<ul style="list-style-type: none"> ● Host quarterly partner and stakeholder meeting* ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 4: April (\$23,000)</p>	<ul style="list-style-type: none"> ● Host 5 community and community-based workshops on public benefits ● Table at 5 community events providing public benefits information ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
<p>Quarter 4: May (\$23,000)</p>	<ul style="list-style-type: none"> ● Reach out to 200 families to apply for public benefits ** ● Support 88 families in applying or recertifying for public benefits ** ● Support 37 families in applying or recertifying for public benefits ** ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities

Quarter 4: June (\$22,334)	<ul style="list-style-type: none"> ● Host quarterly partner and stakeholder meeting* ● Outreach and Communications Strategy and Evaluation Planning for Year 2. ● Submission of monthly progress reports into CARBON ● Bi-weekly or monthly check-ins to report on progress and be informed of upcoming activities
TOTAL YEAR 3 (\$333,333)	
GRAND TOTAL YEARS 1-3 (\$1,000,000)	Deliverables & Outcomes Deliverables & Outcomes

* Deliverables for which HSA staff will be collaborators.

** MEDA will achieve minimum of 70% of these goals to earn 100% of fee.

- II. Grantee shall submit invoices on a monthly basis. Invoices shall detail the deliverables met.
- III. The budget amount is **\$333,333 annually and \$1,000,000** for the term of this agreement.
- IV. Contingent amount up to **\$100,000** may be available at the City’s sole and absolute discretion.
- V. The total contract will not exceed **\$1,100,000** for the period between July 1, 2022 and June 30, 2025

**HUMAN SERVICES AGENCY CONTRACT BUDGET SUMMARY
BY PROGRAM**

Name		Term		
MISSION ECONOMIC DEVELOPMENT AGENCY		7/1/2022 - 6/30/2025		
(Check One) New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Modification <input type="checkbox"/>				
If modification, Effective Date of Mod. No. of Mod.				
Program: Immigrant Outreach and Engagement				
Budget Reference Page No.(s)				
Program Term	7/01/22-06/30/23	7/01/23-06/30/24	7/01/24-06/30/25	Total
Expenditures				
Salaries & Benefits	\$139,115	\$139,115	\$139,116	\$417,345
Operating Expense	\$154,710	\$154,710	\$154,710	\$464,130
Subtotal	\$293,824	\$293,824	\$293,825	\$881,474
Indirect Percentage (%) Fed approved	28.4%	28.4%	28.4%	28.4%
Indirect Cost (Line 12 x Line 16)	\$39,509	\$39,509	\$39,509	\$118,526
Total Expenditures	\$333,333	\$333,333	\$333,334	\$1,000,000
HSA Revenues				
General Fund	\$333,333	\$333,333	\$333,334	\$1,000,000
TOTAL HSA REVENUES	\$333,333	\$333,333	\$333,334	\$1,000,000
Other Revenues				
Total Revenues	\$333,333	\$333,333	\$333,334	\$1,000,000
Prepared by: PRISCILLA CHEN-OK Telephone No.: 510-910-0613 Date 7/14/22				
HSA-CO Review Signature: _____				
HSA #1				

Program: Immigrant Outreach and Engagement
 (Same as Line 9 on HSA #1)

Salaries & Benefits Detail

POSITION TITLE	Agency Totals		HSA Program		For DHS Program	For DHS Program	For DHS Program	TOTAL
	Annual Full Time Salary for FTE	Total % FTE	% FTE	Adjusted FTE	Year 1 Budgeted Salary	Year 2 Budgeted Salary	Year 3 Budgeted Salary	
Director of ABP	\$134,000	100%	3%	3%	\$4,020	\$4,020	\$4,020	\$12,060
Workforce Devel Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Workfroce Devel Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Workfroce Devel Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Workfroce Devel Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
FinCap Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
FinCap Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
FinCap Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Director of MPN	\$125,000	100%	3%	3%	\$3,750	\$3,750	\$3,750	\$11,250
MPN Family Support Manager	\$93,000	100%	3%	3%	\$2,790	\$2,790	\$2,790	\$8,370
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Family Success Coach	\$65,000	100%	8%	8%	\$5,200	\$5,200	\$5,200	\$15,600
Evaluation Manager	\$125,000	100%	3%	3%	\$3,750	\$3,750	\$3,750	\$11,250
Communication Manager	\$110,000	100%	3%	3%	\$3,380	\$3,380	\$3,380	\$10,140
TOTALS		23.00	####	####	\$111,290	\$111,290	\$111,290	\$333,870
FRINGE BENEFIT RATE	25%							
EMPLOYEE FRINGE BENEFITS					\$27,825	\$27,825	\$27,826	\$83,475
TOTAL SALARIES & BENEFIT	\$0				\$139,115	\$139,115	\$139,116	\$417,345
HSA #2	11/15/2007							

MEDA
 (Same as Line 9 on HSA #1)

Operating Expense Detail

<u>Expenditure Category</u>	<u>TERM</u>	<u>YEAR 1</u>	<u>YEAR 2</u>	<u>YEAR 3</u>	<u>TOTAL</u>
Rental of Property		\$4,031	\$4,031	\$4,031	\$12,092
Utilities(Elec, Water, Gas, Phone, Scavenger)		\$250	\$250	\$250	\$750
Office Supplies, Postage		\$250	\$250	\$250	\$750
Building Maintenance Supplies and Repair		\$250	\$250	\$250	\$750
Printing and Reproduction		\$200	\$200	\$200	\$600
Insurance		\$300	\$300	\$300	\$900
IT Support		\$5,000	\$5,000	\$5,000	\$15,000
Staff Training		\$200	\$200	\$200	\$600
Staff Travel-(Local & Out of Town)		\$200	\$200	\$200	\$600
CONSULTANT/SUBCONTRACTOR DESCRIPTIVE TITLE					
Good Samaritan		\$56,500	\$56,500	\$56,500	\$169,500
Wu Yee Children's Services		\$87,529	\$87,529	\$87,529	\$262,588
OTHER EXPENSE					
TOTAL OPERATING EXPENSE		\$154,710	\$154,710	\$154,710	\$464,130

HSA #3 **39401**

			Appendix B, Page 4	
			Document Date: 3.10.2022	
HUMAN SERVICES AGENCY CONTRACT BUDGET SUMMARY				
BY PROGRAM				
MEDA Sub-Contractor's Name			Term	
Good Samaritan Family Resource Center			7/1/2022 - 6/30/2025	
(Check One) New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Modification <input type="checkbox"/>				
If modification, Effective Date of Mod.			No. of Mod.	
Program: Immigrant Outreach & Engagement 22-25				
Budget Reference Page No.(s)	Y1	Y2	Y3	Y1-Y3
Program Term	7/1/22-6/30/23	7/1/23-6/30/24	7/1/24-6/30/25	Total
Expenditures				
Salaries & Benefits	\$46,600	\$46,600	\$46,600	\$139,800
Operating Expense	\$9,900	\$9,900	\$9,900	\$29,700
Subtotal	\$56,500	\$56,500	\$56,500	\$169,500
Indirect Percentage (%)				
Indirect Cost (Line 16 X Line 15)				
Capital Expenditure				
Total Expenditures	\$56,500	\$56,500	\$56,500	\$169,500
HSA Revenues				
General Fund	\$56,000	\$56,000	\$56,000	\$168,000
TOTAL HSA REVENUES	\$56,500	\$56,500	\$56,500	\$169,500
Other Revenues				
Total Revenues	\$56,500	\$56,500	\$56,500	\$169,500
				0
Prepared by: PRISCILLA CHEN-OK		Telephone No.:	510-910-0613	Date 3/10/22
HSA-CO Review Signature:				
HSA #1				39401

MEDA Subcontractor: Good Sam						
(Same as Line 9 on HSA #1)						
Operating Expense Detail						
TOTAL						
<u>Expenditure Category</u>		<u>TERM</u>	<u>Y1</u>	<u>Y2</u>	<u>Y3</u>	<u>Y1-Y3</u>
Computer and IT Costs			\$1,600	\$1,600	\$1,600	\$ 4,800
Cell Phone/Internet reimbursement			\$750	\$750	\$750	\$ 2,250
Onboarding and HR Fees			\$500	\$500	\$500	\$ 1,500
Program Materials			\$1,000	\$1,000	\$1,000	\$ 3,000
Travel Mileage			\$500	\$500	\$500	\$ 1,500
Insurance			\$500	\$500	\$500	\$ 1,500
IT Support & Equipment			\$500	\$500	\$500	\$ 1,500
<u>CONSULTANT/SUBCONTRACTOR DESCRIPTIVE TITLE</u>						
Promotoras / Outreach and Service Navigation			\$4,550	\$4,550	\$4,550	\$ 13,650
<u>OTHER EXPENSE</u>						
TOTAL OPERATING EXPENSE			\$9,900	\$9,900	\$9,900	\$29,700
HSA #3						11/15/2007

Program Name: MEDA: Subcontractor Good Samaritan
 (Same as Line 9 on HSA #1)

**Capital Expenditure Detail
 (Equipment and Remodeling Cost)**

		Y1	Y2	Y3	TOTAL
EQUIPMENT					
No.	ITEM/DESCRIPTION				
		\$ -	\$ -	\$ -	\$ -
TOTAL EQUIPMENT COST		\$ -	\$ -	\$ -	\$ -
REMODELING					
Description:					
TOTAL REMODELING COST		0	0	0	
TOTAL CAPITAL EXPENDITURE		\$ -	\$ -	\$ -	\$ -
(Equipment and Remodeling Cost)					
HSA #4					11/15/2007

			Appendix B, Page 8	
HUMAN SERVICES AGENCY CONTRACT BUDGET SUMMARY				
BY PROGRAM				
MEDA Sub-Contractor's Name			Term	
Wu Yee Children's Services			7/1/2022 - 6/30/2025	
(Check One) New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Modification <input type="checkbox"/>				
If modification, Effective Date of Mod.			No. of Mod.	
Program: Immigrant Outreach & Engagement 22-25				
Budget Reference Page No.(s)	Y1	Y2	Y3	Y1-Y3
Program Term	7/1/22-6/30/23	7/1/23-6/30/24	7/1/24-6/30/25	Total
Expenditures				
Salaries & Benefits	\$50,633	\$50,633	\$50,633	\$151,898
Operating Expense	\$25,480	\$25,480	\$25,480	\$76,440
Subtotal	\$76,113	\$76,113	\$76,113	\$228,338
Indirect Percentage (%)	15%	15%	15%	15%
Indirect Cost (Line 16 X Line 15)	\$11,417	\$11,417	\$11,417	\$34,251
Capital Expenditure				
Total Expenditures	\$87,529	\$87,529	\$87,529	\$262,588
HSA Revenues				
General Fund	\$87,529	\$87,529	\$87,529	\$262,588
TOTAL HSA REVENUES	\$87,529	\$87,529	\$87,529	\$262,588
Other Revenues				
Total Revenues	\$87,529	\$87,529	\$87,529	\$262,588
Prepared by: PRISCILLA CHEN-OK	Telephone No.:		510-910-0613	Date 3/10/22
HSA-CO Review Signature:				
HSA #1				39401

							Appendix B, Page 10
MEDA Subcontractor: Wu Yee							
(Same as Line 9 on HSA #1)							
Operating Expense Detail							
TOTAL							
Expenditure Category		TERM	Y1	Y2	Y3	Y1 - Y3	
Program Supplies/Materials			\$3,000	\$3,000	\$3,000	\$ 9,000	
Office Supplies			\$1,200	\$1,200	\$1,200	\$ 3,600	
Outreach Materials / Printing			\$4,525	\$4,525	\$4,525	\$ 13,575	
Translations			\$3,000	\$3,000	\$3,000	\$ 9,000	
Training			\$1,500	\$1,500	\$1,500	\$ 4,500	
Rent			\$4,855	\$4,855	\$4,855	\$ 14,565	
Utilities			\$1,560	\$1,560	\$1,560	\$ 4,680	
Janitorial Services & Supplies			\$1,920	\$1,920	\$1,920	\$ 5,760	
Telephone/Fax/Internet/Email			\$1,920	\$1,920	\$1,920	\$ 5,760	
Building Repair and Maintenance			\$1,000	\$1,000	\$1,000	\$ 3,000	
IT Support & Equipment			\$1,000	\$1,000	\$1,000	\$ 3,000	
CONSULTANT/SUBCONTRACTOR DESCRIPTIVE TITLE							
OTHER EXPENSE							
TOTAL OPERATING EXPENSE			\$25,480	\$25,480	\$25,480	\$76,440	
HSA #3							11/15/2007

**Appendix A – Services to be Provided
Self-Help for the Elderly
Outreach and Engagement of Immigrant Communities
in Economic Support and Self-Sufficiency Programs
July 1, 2022 – June 30, 2025**

I. Purpose

The purpose of the grant is to increase engagement and enrollment in SFHSA Economic Support and Self-Sufficiency (ESSS) programs among members of immigrant communities who would otherwise be reluctant to apply for government support due to fear and distrust.

II. Definitions

- CAAP County Adult Assistance Program provides cash assistance to low-income adults without dependent children, adults that cannot work, and refugees.

- CalFresh Formerly known as Food Stamps. A federal public assistance program that helps children and low-income households improve their diets by providing access to a nutrition benefit.

- CalWORKs California Work Opportunity and Responsibility to Kids welfare-to-work program for families receiving Temporary Aid to Needy Families (TANF) cash aid.

- CARBON Contracts Administration, Reporting and Billing Online database

- ESSS Economic Support and Self-Sufficiency programs of SFHSA

- Medi-Cal Medi-Cal provides free or low-cost health insurance for eligible individuals, which includes a range of health benefits and services.

- SFHSA San Francisco Human Services Agency

III. Target Population

Immigrant households in the Chinese community or the Hispanic/Latinx community, or both, who are not enrolled in, but are likely eligible for, assistance from Medi-Cal, CalFresh, CAAP, or CalWORKs.

IV. Description of Services

Grantee shall provide the following services during the term of this grant:

1	Outreach Materials and Collateral	Grantee will develop outreach materials and collaterals that are to be reviewed and approved by SFHSA prior to distribution. Update outreach materials as necessary. Posters, flyers, and postcards will be used during outreach and engagement activities.
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2	Meetings and Reports	<p>Attend regular meetings (bi-weekly to start) with SFHSA for program monitoring and evaluation. This includes reviewing effectiveness of outreach strategies, activities, and materials, number of people served, and any opportunities or challenges encountered. Monthly and annual reports will be submitted to SFHSA via the CARBON database to track program performance and outcomes.</p> <p>Attend quarterly coordination meetings with SFHSA and other program partners to discuss best practices and lessons learned in working with the target population.</p>
3	Activities	<p>The grantee shall perform various activities to help meet its service and outcome objectives. The suggested activities include, but are not limited to :</p> <ul style="list-style-type: none"> • Activity 1: In-person services by hosting presentations and workshops in our agency’s highly accessible locations that are in ten of the supervisorial districts in the City. • Activity 2: In-person services by attending community events • Activity 3: One-on-one application walk-through service provided at: <ul style="list-style-type: none"> ○ Chinatown (601 Jackson Street) ○ Richmond (5757 Geary Boulevard) ○ Sunset (3133 Taraval Street) • Activity 4: Peer mentor to help conduct outreach and referral to apply for SFHSA programs. • Activity 5: Host a digital campaign across social media • Activity 6: Launch and outreach through a WeChat platform • Activity 7: Press release and media relations • Activity 8: Connect with community-based organizations for potential outreach and resources sharing
4	Outreach Contacts	<p>A sign-in log with the date and time of the outreach and engagement activity will be used when conducting in-person/ virtual activities to collect individual information and types of assistance needed. This information will then transfer into a live-shared document and shared with all outreach staff to track progress of activities.</p>
5	Individual Engagements	<p>Grantee will perform individual engagements each month to help clients apply for benefits.</p>

6	New Benefit Applications	Grantee will work to generate new applications through individual engagements and develop or identify new outreach activities.
7	Satisfaction Survey	Grantee will develop, in collaboration with SFHSA, a satisfaction survey that will be distributed to the target population who have been engaged through outreach activities/ events and identified as likely eligible for ESSS benefits. The survey will be used to determine the effectiveness of outreach activities and measure the impact of services delivered. The survey will be available in paper and electronic formats and results entered into the CARBON database on an ongoing basis, but by no later than May 15 th .

V. HSA Responsibilities

The following technical support and coordination will be provided:

1. Review and approve all outreach materials and collaterals prior to distribution.
2. Work with grantee to develop and execute a data sharing agreement as needed.
3. Provide training on basic benefit eligibility criteria to improve outcomes. Training will also include how to complete and submit applications. Grantee will maintain a log with data elements, such as, the name, phone number and types of application being submitted. Grantee will work with SFHSA to develop a process to validate data.
4. Provide access and training to CalWIN Lite system or a similar SAWS system, which will enable the grantee to view limited client case information, such as case disposition.
5. Provide access and training to MyBenefitsCalWIN.org, which is an online portal the grantee can use to submit benefit applications.

VI. Location and time of Services

One-on-one application walk-through service will be provided at the following locations:

Address	Date	Time
601 Jackson Street, SF, CA 94133	Monday - Friday	9:00 am - 5:00 pm
3133 Taraval Street, SF, CA 94116	Wednesday	10:00 am - 4:00 pm
5757 Geary Boulevard, SF, CA 94121	Thursday	10:00 am - 4:00 pm

Other general outreach and engagement services will be provided citywide at outreach events and other locations where the target population is known or likely to frequent.

VII. Service and Outcome Objectives

	Term Detail	Types of Outreach and Engagement Activities Conducted Per Month	Outreach Contact Reached Per Month	Individual Engagement Completed Per Month	New Application Generated Annually
Y1/FY23	July 22 - June 23	3	60	15	75
Y2/FY24	July 23 - June 24	3	60	15	150
Y3/FY25	July 24 - June 25	3	60	15	150

The Grantee will meet the following Service Objectives:

1. Provider will conduct 36 Outreach activities annually (18 for Year 1)
2. Provider will connect and engage 60 individuals per month.

The grantee will meet all the following outcome objectives:

1. 80% of new applications will result in successful enrollment into the program.
2. At least 85% of program participants surveyed will state they are satisfied with the services received.

VIII. Reporting Requirements

- A. Grantee will provide a monthly report of activities, referencing the tasks as described in Section VI Service and Outcome Objectives. Grantee will enter the monthly metrics in the CARBON database by the 15th of the following month.
- B. Grantee will provide an annual report summarizing the contract activities, referencing the tasks and the Service and Outcome Objectives described in Sections IV and VI above. This report will also include a narrative description of 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.
- C. Grantee to enter Sexual Orientation and Gender Identity (SOGI) aggregate data biannually in the CARBON database as per the schedule to be provided by SFHSA.
- D. Grantee will provide Ad Hoc reports as required by the Department.
- E. Grantee shall respond timely, within 24 hours, to SFHSA correspondence and inquiries.
- E. For assistance with reporting requirements or submission of reports, contact:

Elizabeth.Leone@sfgov.org
Senior Contracts Manager, Office of Contract Management

Or

Ana.Marie.Lara@sfgov.org
Program Manager, Outreach for Medi-Cal & CalFresh

VIII. Monitoring Activities

A. Program Monitoring: Program monitoring will include regular monthly meetings with the grantee to discuss progress towards meeting service and outcome objectives. Program monitoring also includes an annual audit and review of periodic reports and client files/ other relevant documentation verifying progress towards meeting service and outcome objectives.

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	B	C	D	E
1					Appendix B, Page 1
2					Document Date: 4/29/2022
3	HUMAN SERVICES AGENCY CONTRACT BUDGET SUMMARY				
4	BY PROGRAM				
5	Grantee Name			Term:	
6	Self-Help for the Elderly			7/1/2022 - 6/30/2025	
7	(Check One) New <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Modification <input type="checkbox"/>				
8	If modification, Effective Date of Mod.		No. of Mod.		
9	Program: Outreach and Engagement of Immigrant Communities in Economic Support and Self-Sufficiency Programs				
10	Budget Reference Page No.(s)				
11	Program Term	7/1/2022 - 6/30/2023	7/1/2023-6/30/2024	7/1/2024-6/30/2025	Total
12	Expenditures				
13	Salaries & Benefits	\$94,029	\$94,029	\$94,029	\$282,086
14	Operating Expense	\$50,899	\$50,899	\$50,899	\$152,697
15	Subtotal	\$144,928	\$144,928	\$144,928	\$434,783
16	Indirect Percentage (%)	15%	15%	15%	15%
17	Indirect Cost (Line 16 X Line 15)	\$21,739	\$21,739	\$21,739	\$65,218
18	Capital Expenditure				
19	Total Expenditures	\$166,667	\$166,667	\$166,667	\$500,000
20	HSA Revenues				
21	General Fund	\$125,000	\$125,000	\$125,000	\$375,000
22	State funding	\$20,000	\$20,000	\$20,000	\$60,000
23	Federal funding	\$21,667	\$21,667	\$21,667	\$65,000
24					
25					
26					
27					
28					
29	TOTAL HSA REVENUES	\$166,667	\$166,667	\$166,667	\$500,000
30	Other Revenues				
31					
32	In-kind contribution: Program Director	\$7,000	\$7,000	\$7,000	\$21,000
33					
34					
35					
36	Total Revenues	\$173,667	\$173,667	\$173,667	\$521,000
37					
39	Prepared by: Leny Nair and Alison Chan	Telephone No.:	415-677-7682	Date	5/6/2022
40	HSA-CO Review Signature: _____				
41	HSA #1				11/15/2007

	A	B	C	D	E	F	G	H	I
1	Appendix B, Page 2								
2									
3									
4	Program Name: Outreach and Engagement of Immigrant Communities in Economic Support and Self-Sufficiency Programs								
5	(Same as Line 9 on HSA #1)								
6									
7	Salaries & Benefits Detail								
8									
9									
10									
11	7/1/2022 - 6/30/2023 7/1/2023-6/30/2024 7/1/2024-6/30/2025								
12		Agency Totals		For HSA Program		For DHS Program	For DHS Program	For DHS Program	TOTAL
13	POSITION TITLE	Annual Full Time Salary for FTE	Total % FTE	% FTE	Adjusted FTE	Budgeted Salary	Budgeted Salary	Budgeted Salary	7/1/22 to 6/30/25
14	Quality and Performance Specialist	\$67,000	100%	10%	10%	\$6,700	\$6,700	\$6,700	\$20,100
15	Program Assistant	\$46,800	100%	20%	20%	\$9,360	\$9,360	\$9,360	\$28,080
16	Community Outreach Specialist	\$67,000	100%	20%	20%	\$13,400	\$13,400	\$13,400	\$40,200
17	Outreach Coordinator	\$55,000	100%	40%	40%	\$22,000	\$22,000	\$22,000	\$66,000
18	Outreach Coordinator	\$55,000	100%	40%	40%	\$22,000	\$22,000	\$22,000	\$66,000
19									
20									
21									
22									
23									
24									
25									
26	TOTALS	\$ 290,800	5.00	1.30	1.30	\$73,460	\$73,460	\$73,460	\$220,380
27									
28	FRINGE BENEFIT RATE	28%							
29	EMPLOYEE FRINGE BENEFITS	\$81,424				\$20,569	\$20,569	\$20,569	\$61,706
30									
31									
32	TOTAL SALARIES & BENEFITS	\$372,224				\$94,029	\$94,029	\$94,029	\$282,086
33	HSA #2	11/15/2007							

	A	B	C	D	E	F	G	H	I	J	K	L
1	Appendix B, Page 3											
2												
3												
4	Program Name: Outreach and Engagement of Immigrant Communities in Economic Support and Self-Sufficiency Programs											
5	(Same as Line 9 on HSA #1)											
6												
7	Operating Expense Detail											
8												
9												
10												
11												
12	Expenditure Category	TERM	7/1/2022 - 6/30/2023	7/1/2023-6/30/2024	7/1/2024-6/30/2025				TOTAL			
13	Rental of Property		\$23,283	\$23,283	\$23,283				\$69,849			
14	Utilities(Elec, Water, Gas, Phone, Scavenger)		\$900	\$900	\$900				\$2,700			
15	Office Supplies, Postage		\$1,000	\$1,000	\$1,000				\$3,000			
16	Building Maintenance Supplies and Repair		\$2,716	\$2,716	\$2,716				\$8,148			
17	Printing and Reproduction		\$1,000	\$1,000	\$1,000				\$3,000			
18	Insurance		\$2,000	\$2,000	\$2,000				\$6,000			
19	Staff Training		\$500	\$500	\$500				\$1,500			
20	Staff Travel-(Local & Out of Town)		\$1,000	\$1,000	\$1,000				\$3,000			
21	Rental of Equipment		\$800	\$800	\$800				\$2,400			
22	CONSULTANT/SUBCONTRACTOR DESCRIPTIVE TITLE											
23												
24												
25												
26												
27												
28	OTHER											
29	Communications		\$3,000	\$3,000	\$3,000				\$9,000			
30	Program Expenses		\$14,700	\$14,700	\$14,700				\$44,100			
31												
32												
33												
34												
35	TOTAL OPERATING EXPENSE		\$50,899	\$50,899	\$50,899				\$152,697			
36												
37	HSA #3											11/15/2007