



Legislation Details (With Board Report)

**File #:** 21-486      **Name:** 05.25.2021 Community Outreach and Education Pilot Project

**Type:** General Agenda Item      **Status:** Passed - County Administrative Office

**File created:** 5/20/2021      **In control:** Board of Supervisors

**On agenda:** 5/25/2021      **Final action:** 5/25/2021

**Title:** a. Receive an update on the implementation of the Virus Integrated Distribution of Aid Project (VIDA) Project, formerly known as the Community Outreach and Education Pilot Project (“Pilot Project”), a County-wide project responding to the disparate impacts of the COVID-19 pandemic on Communities of Color residing in the census tracts of the lowest quartile of the Healthy Places Index (HPI Census Tracts); and  
b. Approve a proposed reporting timeline for updates on the VIDA Project, to include budget and community needs assessments; and  
c. Provide direction to staff as appropriate.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Board Report, 2. Item 15 - PowerPoint presentation, 3. Completed Board Order Item No. 15

Date	Ver.	Action By	Action	Result
5/25/2021	1	Board of Supervisors	approved - county administrative office	Pass

a. Receive an update on the implementation of the Virus Integrated Distribution of Aid Project (VIDA) Project, formerly known as the Community Outreach and Education Pilot Project (“Pilot Project”), a County-wide project responding to the disparate impacts of the COVID-19 pandemic on Communities of Color residing in the census tracts of the lowest quartile of the Healthy Places Index (HPI Census Tracts); and  
b. Approve a proposed reporting timeline for updates on the VIDA Project, to include budget and community needs assessments; and  
c. Provide direction to staff as appropriate.

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

- a. Receive an update on the implementation of the Virus Integrated Distribution of Aid Project (VIDA) Project, formerly known as the Community Outreach and Education Pilot Project (“Pilot Project”), a County-wide project responding to the disparate impacts of the COVID-19 pandemic on Communities of Color residing in the census tracts of the lowest quartile of the Healthy Places Index (HPI Census Tracts); and
- b. Approve a proposed reporting timeline for updates on the VIDA Project, to include budget and community needs assessments; and
- c. Provide direction to staff as appropriate.

## SUMMARY:

The County Administrative Office in partnership with the Monterey County Health Department and the Community Foundation for Monterey County is managing a collaborative of community-based organizations focused on the implementation of the **Virus Integrated Distribution of Aid Project (VIDA)**, formerly known as the COVID-19 Community Outreach and Education Pilot Project.

The purpose of the VIDA Project is to reach residents most impacted by the pandemic by implementing a public awareness campaign and community education efforts using strategies centered on culturally relevant messaging delivered by trusted messengers. Community Health Workers (CHWs) within the CBOs will work collaboratively across the participating organizations to conduct outreach and provide COVID-19 education and connections to resources for hard-to-reach disparately impacted communities through Spring 2021 to support reductions in COVID-19 transmission in Monterey County.

## BACKGROUND/DISCUSSION:

On December 21, 2020, the Board of Supervisors approved a County contribution of \$4,989,651 to support the implementation and expansion of the VIDA Project. The funds were granted to the Community Foundation for Monterey County (CFMC) for sub grantmaking purposes to support participating CBO's in the implementation of the VIDA Project. The request for proposal process was conducted by invitation to specific CBOs who had implemented high-touch outreach strategies in hard-to-count census tracts during the 2020 Census effort led by the County. Proposal reviews and recommendations for grant awards were made by CFMC in partnership with the County. The Board of Supervisors approved a budget modification on April 7, 2021, to meet gaps in funding identified in specific budget categories which were identified during the initial implementation phase.

### **Community Impact:**

There were seven initial CBOs that began their outreach and systems navigation in February and three more were onboarded and participating by mid-March. All CHWs received five core training modules (COVID-19 transmission education, personal protection practices, COVID-19 testing, technology, and resources) and evaluation results indicate 96 -100% agreed or strongly agreed that they increased their confidence in communicating on the topics. Additional trainings included vaccines, mental health, and food insecurity resources. Over 74,000 outreach contacts were reported by participating CBOs from February through April, with 39,140 outreach contacts reported for April alone. For the most recent month of April, information was distributed primarily on COVID-19 transmission education (22,812). Many social needs were identified and materials distributed to support connecting residents with resources, including food distribution site information (10,989), financial support services (10,107), and mental health supports (10,303). Beginning in March, vaccination information was also distributed encouraging residents to get vaccinated and supports were provided for helping residents get appointments. In March and April, CBOs helped organize and held several vaccination clinics, which resulted in 4,157 residents receiving their first vaccine. In April, CHWs connected with 88 individuals who needed supports during their isolation and quarantine, with the most common supports provided being groceries and essential items (e.g., diapers) to enable individuals and families to isolate successfully. Overall, the increased rate of outreach and systems navigation by CHWs and reach occurred in ZIP Codes identified as most impacted over the pandemic. Case rates were decreasing and vaccination rates increasing in these ZIP Codes during this time.

### **Estimated budget expenditures:**

VIDA Project partner CBO's began to gradually implement the VIDA Project with hiring of CHWs in February and reached implementation at full scale between late March and April. Due to the project implementation timeframe and the varying accounting practices among all CBOs, providing an accurate expenditure report for a period of February 1, 2021 to March 31, 2021, proved to be challenging. A conservative estimate for expenditures in the Personnel and Indirect Administrative budget categories between February 1, 2021 to June 2021 is a total of: \$3,227,788.00. The Personnel budget category includes the salary and benefits for CHWs, CHW Coordinators and Data Analysts, with estimated expenditures at \$2,743,544.00. The Indirect Administrative budget category includes a 12% rate, with estimated

expenditures at \$484,244.00.

A proposed timeline for more accurate reporting on project budget expenditures would include an update to the Board of Supervisors to include a community needs assessment based on the VIDA Project's reach, the most current COVID-19 positive case rates, vaccination and testing rates as well as a budget projection for sustainability of the VIDA Project in three month increments through the end of the calendar year. The VIDA Project community impact reports and budget expenditure updates would be presented to the Board of Supervisors at the end of each quarter, as follows:

- July 27, 2021 for the combined period of two quarters, January through June 2021;
- October 26, 2021 for the period of July through September 2021;
- January 2022 for the period of October through December.

It is recommended that the Board of Supervisors approve this proposed reporting timeline to receive updates on the VIDA Project, to include actual budget expenditures and community needs assessments. Updates in these specific areas will provide more accurate information when determining both the need and cost for sustainability of the VIDA Project.

OTHER AGENCY INVOLVEMENT:

The VIDA Project is implemented in partnership with the County Administrative Office, Monterey County Health Department, Community Foundation for Monterey County, Building Healthy Communities (BHC), Mujeres en Acción, Center for Community Advocacy (CCA), Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO), California Rural Legal Assistance (CRLA), Lideres Campesinas, City of Gonzales, CHISPA, Pajaro Valley Prevention and Student Assistance (PVPSA) and The Village Project. County Counsel reviewed and approved Board Report.

FINANCING:

Approval of this recommendation will not result in any financial impact.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Receipt of this report and authorization of the proposed letter supports the selected Board of Supervisors Strategic Initiatives:

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Rosemary Soto, Management Analyst III  
Approved by: Nick Chiulos, Assistant County Administrative Officer  
May 19, 2021

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Nicholas E. Chiulos, Assistant County Administrative Officer

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Date