



# REPORT TO COUNCIL

## City of Sacramento

# 14

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

Consent  
July 17, 2007

Honorable Mayor and  
Members of the City Council

**Title: Grant/Agreement: Expansion of Cover the Kids Program: First Five  
Sacramento Commission**

**Location/Council District: All**

**Recommendation:** Adopt a **Resolution:** 1) accepting a grant for an amount not to exceed \$3,000,000 from the First Five Sacramento Commission for the City's Cover the Kids (CTK) program; and 2) authorizing the City Manager, or a designated representative, to execute all agreements and any extensions, amendments, re-applications or other documents related thereto with the First Five Sacramento Commission as necessary for the City to accept a three-year allocation from the First Five Sacramento Commission to expand outreach, enrollment, retention and utilization activities for children ages 0-5 through the City's Cover the Kids (CTK) program for approximately 1 million dollars per fiscal years 2008, 2009 and 2010 for a total amount not to exceed \$3,000,000.

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

**Presenters:** N/A

**Department:** Parks and Recreation

**Division:** Youth and Older Adults Recreation Services

**Organization No:** 4724

### Description/Analysis

**Issue:** Cover the Kids, a program administered by the City of Sacramento, has been awarded a grant by the County's First Five Sacramento Commission for an amount not to exceed \$3,000,000 to expand the Cover the Kids (CTK) program. This program provides outreach, enrollment, retention and utilization services associated with healthcare to children ages 0-5.

**Policy Considerations:** CTK is consistent with the City's strategic plan to achieve sustainability and livability and its mission to protect, preserve and enhance the quality of life for present and future generations.



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

**Commission/Committee Action:** The Parks and Recreation Commission was unable to review this item due to the absence of a July commission meeting.

**Rationale for Recommendation:** Approval of this grant is consistent with the City's existing programming efforts and offers opportunity for additional and extensive outreach and enrollment to families whose children are uninsured.

**Financial Considerations:** This three-year grant from First Five Sacramento Commission for an amount not to exceed \$3,000,000 will supplement the current operating budget of CTK that includes funding from the four area hospital systems, United Way and the County of Sacramento.

A net additional 1.2 FTE will be needed to provide expanded services. A new Program Specialist (.6) and Senior Accountant Auditor (.6) will be partially funded by the new grant.

Sustainability strategies for this project include claiming federal reimbursement through the Medi-Cal Administrative Activities Program, partnerships with the hospital systems, United Way and First Five Sacramento Commission. At the end of the grant period, if additional funding sources are not available, the program will be adjusted to the level of available resources and program staffing will be reduced accordingly. In anticipation of possible funding variations, staff will be hired on limited term basis for 3 years.

City Council Resolution 2007-404 adopted on June 12, 2007, authorized the city manager to amend expenditure and revenue budgets, appropriate funds, increase FTE for fully offset operating grants and this grant falls into that category.

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

Respectfully Submitted by:   
CASSANDRA H.B. JENNINGS  
Assistant City Manager

Recommendation Approved:

  
RAY KERRIDGE  
City Manager

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## Attachment 1

### Background

Cover the Kids (CTK), has been coordinating outreach, enrollment, application assistance, retention and utilization services since late 1998. CTK is a broad-based collaborative partnership that represents both public and private entities. The Board of Directors is co-chaired by the Mayor Heather Fargo and County Supervisor, Roger Dickinson and is comprised of key representatives from local hospitals, county health service agencies, community clinics, education, funding institutions and businesses. CTK expanded its efforts in 2003 and has developed a comprehensive plan to provide medical, dental and vision coverage to over 25,000 uninsured children in Sacramento County. Seventy-five percent (19,500) of uninsured children are located within the Sacramento City limits. The bulk of the remainder are in the cities of Elk Grove (2,065), Rancho Cordova (1,084), Folsom (960), Galt (668) and Citrus Heights (810).

CTK's charter focuses on two areas: 1) enrolling eligible children in existing health programs and 2) creating an additional insurance product for children that are ineligible for Medi-Cal, Healthy Families, and for children whose family income is up to 300% of the federal poverty line. The funding provided through the First Five Sacramento Commission will only be used for enrolling eligible children in existing health programs. The City has created a non-profit that administers our Healthy Kids program. No funding for Healthy Kids premiums are held by CTK. CTK is working with 16 agencies which include the following: school districts, preschools, faith based organizations, community based organizations (CBO's), clinics, businesses, county offices and city programs throughout Sacramento County. CTK services are provided in seven languages.

Program staff are currently focused on reaching families with children who are eligible for subsidized programs including: Medi-Cal, Healthy Families (HF), Healthy Kids, Kaiser Permanente's Child Health Plan and the Access for Infants and Mothers Program. CTK assists families with the enrollment process as well as case management services to help them utilize and maintain coverage. This includes:

- School and community-based outreach that is linguistically and culturally appropriate for the diverse Sacramento population
- Operation of a local toll-free information hotline to answer parent's questions about how to access health care for their children
- Application assistance provided at neighborhood and school locations in several languages
- Timely follow-up to ensure enrollment has occurred and coverage is maintained
- Education on how to use their health coverage program
- Assistance, when necessary, in making medical appointments

CTK also has out stationed Certified Application Assistants (CAA's) at over 15 sites throughout Sacramento County with the highest rates of uninsured children. This includes community centers, WIC programs, community clinics and county clinic/offices, career centers and schools. Through this County allocation we will add an additional five sites to our existing program. To date CTK has assisted more than 25,000 children in Sacramento County in accessing affordable health care programs.

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

## **RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

July 17, 2007

### **ACCEPT GRANT/AGREEMENT FOR EXPANSION OF COVER THE KIDS PROGRAM: FIRST FIVE SACRAMENTO COMMISSION**

#### **BACKGROUND**

- A. The Department of Parks and Recreation has operated the City's Cover the Kids (CTK), Sacramento's Children's Health Initiative for a number of years successfully assisting more than 25,000 children to access affordable health care.
- B. In April of 2007, the CTK submitted a proposal to the First Five Sacramento Commission for a three-year grant to expand outreach, enrollment, retention and utilization services to families in order to obtain, retain and utilize health insurance.

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

- Section 1. A three-year grant in an amount not to exceed \$3,000,000 from the First Five Sacramento Commission is accepted.
- Section 2. The City Manager, or a designated representative, is authorized to execute all agreements and any extensions, amendments, re-applications or other documents related thereto with the First Five Sacramento Commission as necessary for the City to accept a three-year FIRST FIVE grant for the purpose of expanding the City's Cover the Kids program for approximately 1 million dollars per fiscal years 2008, 2009 and 2010.

