

**County of Santa Cruz
Human Services Department
FY 2013-14 Annual Report**



Dedicated to making a difference

Our Vision

*Every child, adult, and family in Santa Cruz County
is safe, healthy, and financially secure.*

Our Mission

We strengthen our community by protecting the vulnerable, promoting self-sufficiency, alleviating poverty, and improving the quality of life.

We Value:

- ◆ Excellent Service
- ◆ Compassion
- ◆ Integrity
- ◆ Partnerships
- ◆ Effective Practice



Human Services Department

FY 2013-14 Accomplishments

Increased Access to Health Coverage

- ◆ Provided customers with access to Covered California and expanded Medi-Cal health coverage options
- ◆ Educated residents on new health coverage options through community outreach and engagement activities

Provided High Performing Workforce Program

- ◆ Recognized by the California Workforce Investment Board as a High Performing Workforce Investment Board; only 16 of the **State's 49 Workforce Investment Boards** received this designation

Improved Access to Food Support

- ◆ Increased the number of residents able to access nutritious food through the CalFresh program by increasing coordination across funded community programs and enhancing enrollment processes

Created New Paths to Employment

- ◆ Expanded the subsidized employment program and increased communication with job seekers through a new e-mail notification system

Created Permanent Families

- ◆ Finalized an unprecedented number of adoptions of children living in foster care

Protected Residents

- ◆ Developed and began implementation of an Adult Protective Services outreach plan targeted towards the Spanish speaking older adult population

Improved Customer Service

- ◆ Improved customer service in the benefits programs through redesigned business processes and technologies



Human Services Department

Our Goals

Increase economic potential and decrease poverty

Reduce abuse and neglect

Improve well being and quality of life

Improve health and mental health

FY 2013-14: Serving Our Community



62,000

Provided Medi-Cal benefits to 62,000 county residents



34,000

Provided CalFresh benefits to 34,000 county residents



7,000

Served 7,000 customers at three Career Centers



2,600

Received 2,600 reports of child abuse/neglect



600

Received 600 reports of abuse/neglect of elders and dependent adults



2,200

Provided In-Home Supportive Services to an average of 2,200 seniors & dependent adults every month



79

Gave 79 children a permanent home through adoptions

Employment & Benefit Services Division

FY 2013-14 Program Highlights

- ◆ Provided direct assistance to County residents with the new health coverage options offered under the Federal Patient Protection and Affordable Care Act (ACA).
- ◆ Improved customer service by redesigning the business model for administering public benefits including streamlining processes and introducing new technologies.
- ◆ Increased the CalFresh food assistance program participation rate by increasing coordination across funded community programs and enhancing enrollment and retention processes.
- ◆ **Launched the Family Stabilization Program in collaboration with HSD's Family and Children's Services Division, to provide intensive services to assist at-risk Welfare-to-Work participants move towards participation in work-related activities, subsidized employment, and eventual achieve self-sufficiency.**

Strategic Priorities for FY 2014-15

- ◆ **Ensure residents' nutritional needs are met by increasing participation in the CalFresh food assistance program.**
- ◆ Ensure that CalWORKs/Welfare-to-Work customers are meeting work participation requirements.
- ◆ Ensure customers are provided with an exceptional and standardized experience by enhancing the customer service model, technologies, and training.
- ◆ Process all pending Medi-Cal applications and prepare for the 2014 ACA open enrollment period.
- ◆ Provide additional transitional and permanent work opportunities to Welfare-to-Work participants by expanding the Subsidized Employment program and doubling the number of work study placements offered to Cabrillo's Fast Track To Work enrollees.
- ◆ **Facilitate Employment Services staff 's ability to assess clients for needs, barriers, strengths, and work-readiness during the Welfare-To-Work early engagement process by implementing the new Online CalWORKs Appraisal Tool.**

Employment & Benefits Services Division: Health Care Reform

The federal **Patient Protection and Affordable Care Act** (ACA) otherwise known as Health Care Reform provided new health care options for citizens and legal residents.

Locally, the new health care options include:

- ◆ Private health care plans through Covered California
- ◆ Advanced Premium Tax Credits (APTC) to reduce the private health care costs for lower income persons
- ◆ An expanded Medi-Cal program

Covered California Enrollments*

- ◆ California: 1.4 Million
- ◆ Santa Cruz County: 15,071
 - ◆ Subsidized Plans: 12,997
 - ◆ Non-Subsidized Plans: 2,074

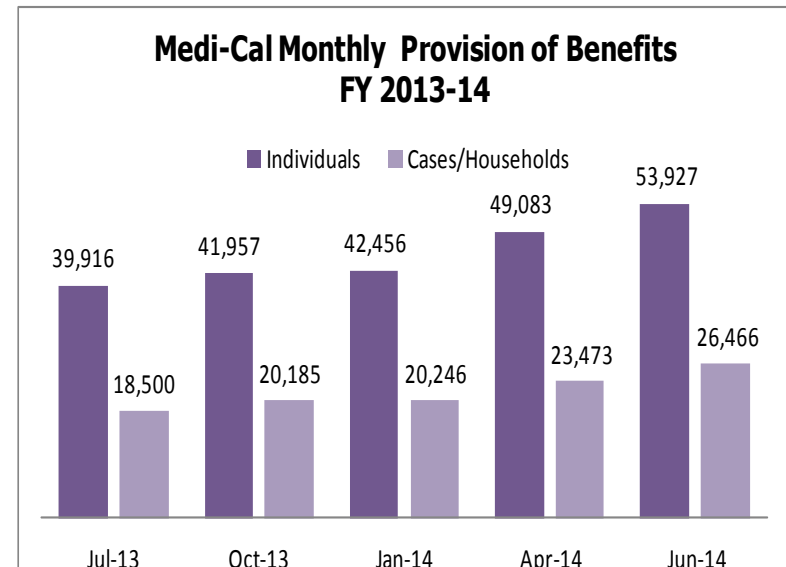
Santa Cruz County is **.7%** of the State population, but had **1.1%** of the Covered California enrollments

* Through 3/31/14

Medi-Cal Enrollments**

Exceeding expectations, in FY 2013-14 the **County's Medi-Cal** population increased by approximately 15,000 individuals**.

** The exact amount is pending enrollment decisions on ACA related Medi-Cal applications



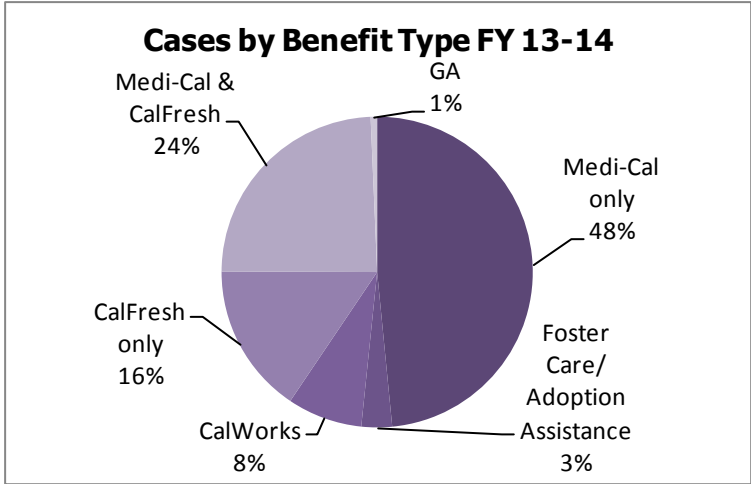
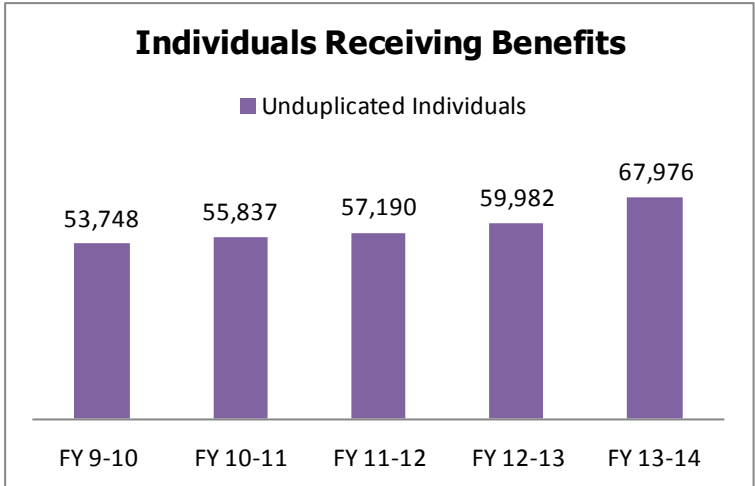
Employment & Benefits Services Division

Over the course of FY 2013-14, the **Employment & Benefit Services Division** (EBSD) provided public benefit assistance to almost 68,000 unique individuals, representing almost 35,000 households served through:

- ◆ Medi-Cal
- ◆ CalFresh
- ◆ CalWORKs
- ◆ General Assistance
- ◆ Foster Care/Adoption Assistance

In FY 2013-14, over 90% of persons receiving benefits received Medi-Cal.

*In FY 2013-14 more than **one out of every four** Santa Cruz County residents received aid from one or more of HSD's public assistance program at some point during the year.*



Employment & Benefits Services Division: CalWORKs & Welfare-to-Work

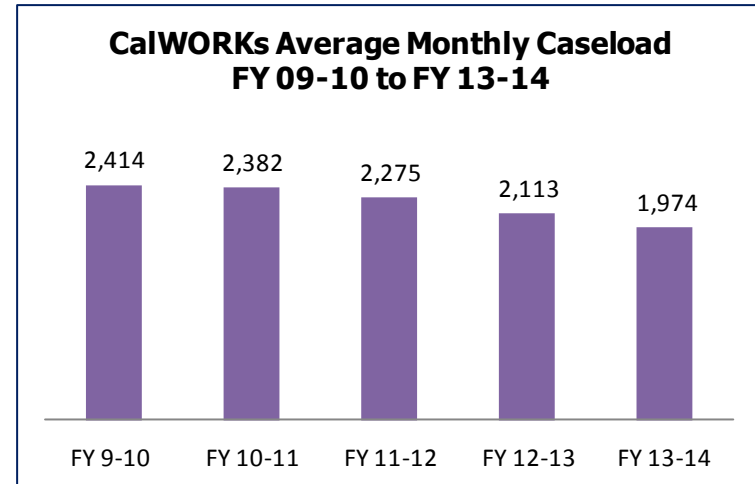
The **California Work Opportunity and Responsibility to Kids (CalWORKs)** program offers temporary cash assistance and employment services, known as **Welfare to Work**, to needy families with children under 19 years of age.

Welfare to Work services to assist families to become self-reliant include:

- ◆ Child care
- ◆ Substance abuse and mental health services
- ◆ Transportation reimbursement
- ◆ Job training
- ◆ Educational assistance

In FY 2013-14:

- ◆ An average of 1,974 households were served on a monthly basis
- ◆ 77% of the persons assisted through the CalWORKs program were children under 18
- ◆ 86% of CalWORKs households were headed by women.



*In FY 2013-14 almost **\$1 million** in CalWORKs cash aid benefits were provided locally each month and a total of **\$2.8 million** in child care benefits were disbursed, totaling **\$14.5 million** going into the Santa Cruz economy.*

Employment & Benefits Services Division: CalFresh

CalFresh, formerly known as the Food Stamp Program, and nationally known as the Supplemental Nutrition Assistance Program (SNAP), serves as the first line of defense for Santa Cruz County residents against hunger and poor nutrition.

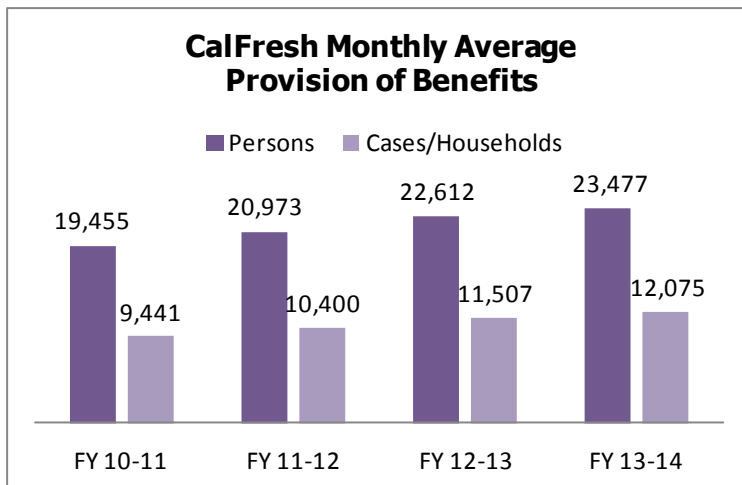
CalFresh benefits enable low-income individuals and families to purchase nutritious food with an Electronic Benefit Transfer card.

In FY 2013-14 the number of persons receiving CalFresh benefits continued to increase; a monthly average of 23,477 persons received CalFresh food assistance.



*In FY 2013-14, the County issued almost **\$3.4 million** in CalFresh benefits every month.*

*The total CalFresh benefits issued in FY 2013-14 was approximately **\$41 million**.*



General Assistance

The County funded **General Assistance** safety-net program provides cash aid to low income childless adults to help meet their basic needs.

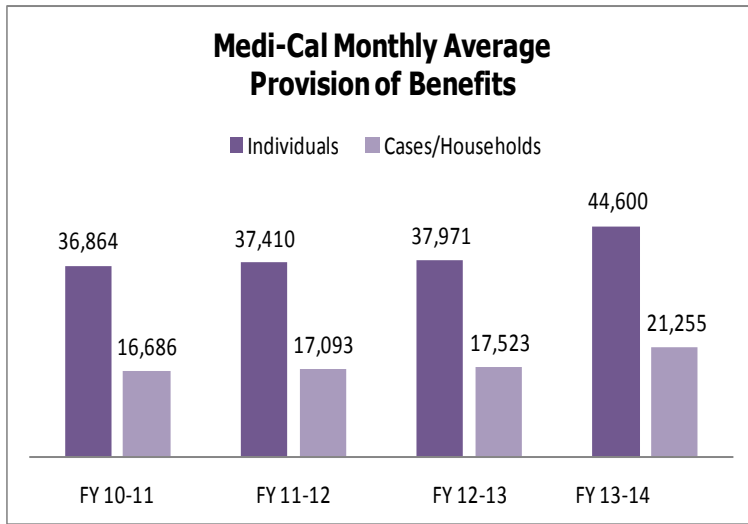
- ◆ In FY 2013-14, the average monthly General Assistance caseload was 171

Employment & Benefits Services Division: Medi-Cal

Historically, the **Medi-Cal** program has provided health coverage for low-income families and disabled and aged adults. With Health Care Reform Medi-Cal was expanded to include childless adults ages 19-64.

- ◆ Many individuals now have health coverage for the first time!

As the County's Medi-Cal managed care health plan, the Central California Alliance for Health assists beneficiaries to access health care from local participating providers.



Increase in Medi-Cal Participation

In October 2013, HSD released its FY 2014-15 Expanded Medi-Cal Enrollment Plan and Goals. Described enrollment strategies include:

- ◆ In-reach to existing HSD customers including childless CalFresh recipients and IHSS providers
- ◆ In-reach to behavioral health clients and persons on the Medi-Cruz Advantage waitlist
- ◆ Community-wide outreach through partnerships with:
 - ◆ Community Programs
 - ◆ Covered California partners and certified enrollment entities

The number of persons receiving Medi-Cal benefits has increased significantly with the addition of new eligible populations, including:

- ◆ Former Low Income Health Plan (LIHP) recipients
- ◆ Single low income adults
- ◆ Families newly qualified under the ACA's revised income requirements

Family and Children's Services Division

FY 2013-14 Program Highlights

- ◆ Finalized adoptions and created permanent families for 79 children living in foster care — the largest number of adoptions ever finalized by HSD in a fiscal year.
- ◆ Sustained key elements of the Roots & Wings program after the program's federal grant ended in September 2013. This program provides specialized Foster Parent or Resource Parent recruitment and support.
- ◆ In collaboration with Children's Mental Health, provided enhanced mental health services through Child and Family Team meetings to 40 youth who met the criteria for these services under the State's Katie A settlement. This settlement required counties to expand their provision of mental health services for children in foster care or at imminent risk of removal from their families.

Strategic Priorities for FY 2014-15

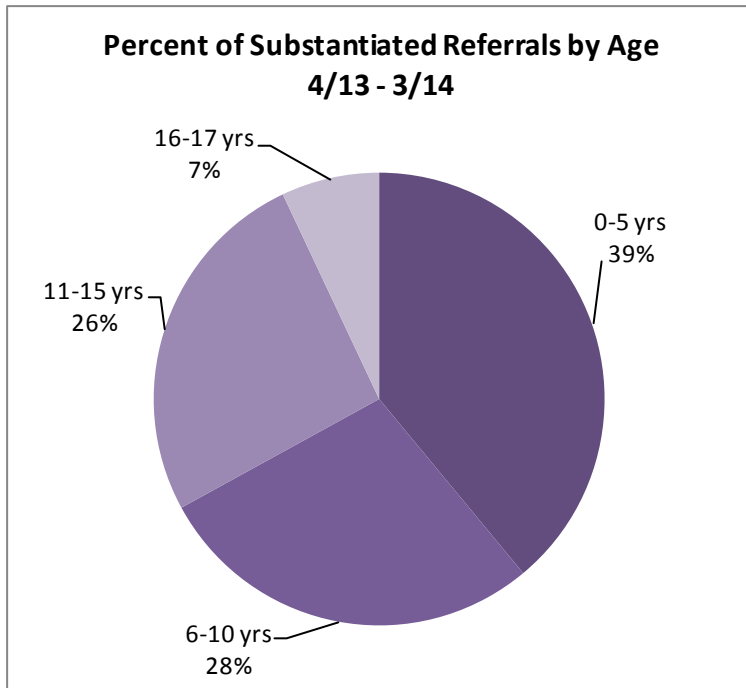
- ◆ Redistribute social work tasks, resulting in a single social worker carrying a family's case throughout the stages of Family Reunification, Family Maintenance, Permanency Planning and Adoptions services. The redistribution is designed to increase continuity of services and improve permanency outcomes for families.
- ◆ Sustain key elements of the Leaps & Bounds program (specialized services for families participating in Family Preservation Court who have children under age 5) when the federal grant expires in September 2014.
- ◆ Complete the FY 2014-15 Child Welfare Services Self-Assessment and System Improvement Plan.

Family and Children’s Services Division: Child Welfare Services

Child Welfare Services

Family & Children’s Services is required by State and Federal law to provide child welfare services to children who have been abused, neglected, or who are at risk of abuse or neglect.

Emergency Response Dependency Investigations	FY 13-14
Abuse/Neglect Referrals (families)	2,590



Types of Child Welfare Services

- ◆ *Emergency Response & Dependency Investigations*
- ◆ *Family Maintenance or Family Preservation*
- ◆ *Family Reunification & Permanency Planning*

Supportive Adolescent Services

The **Supportive Adolescent Services** program assists older teens to prepare for independent living once they leave the child welfare system. Program components include:

- ◆ Assistance in accomplishing educational and employment goals
- ◆ Housing
- ◆ Independent skills services including decision making, budgeting and money management

Number of youth served in FY 2013-14:

Independent Living Program (youth ages 15-21)	150
Transitional Housing Program (youth ages 18-24)	20

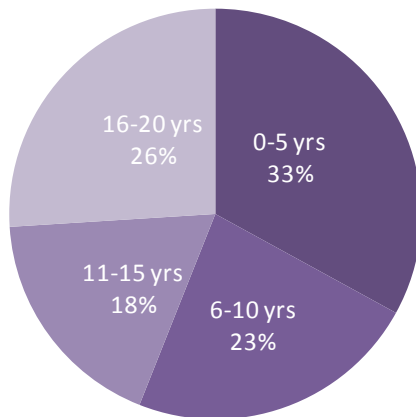
Family and Children’s Services Division: Foster Care

Foster care provides children who have been removed from their parents due to abuse or neglect with a temporary safe and nurturing home environment while their parents receive counseling and other services aimed at enabling them to be reunited with their children.

During FY 2013-14:

- ◆ In any given month, approximately 260 children were in out-of-home placement, half of whom were placed with relatives
- ◆ Approximately three out of four children were placed with some or all of their siblings

**Children in Foster Care by Age
(on 1/1/14)**



If parents cannot provide a safe environment, the children must be placed in foster care or relatives' homes until they can be safely returned to their own homes or placed with an adoptive family.

Forever Families Adoption Program

Adoption services are provided to children who are unable to stay with their families. Additional services include:

- ◆ Recruiting and screening prospective adoptive parents
- ◆ Finalizing adoptions
- ◆ Providing post adoption services

Adoptions & Adoption Assistance	FY 13-14
Finalized Adoptions	79
Average Monthly Adoption Assistance Cases	565

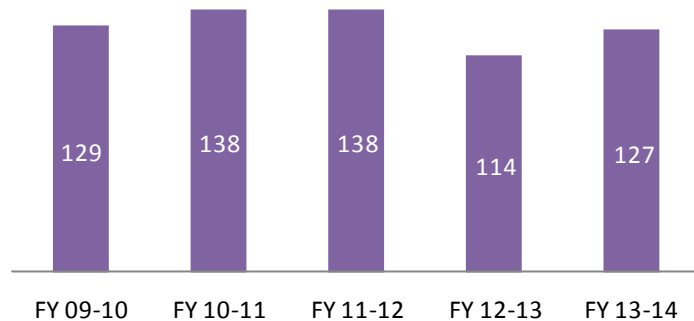
Family and Children's Services Division

Families Together

The **Families Together Program** works to prevent the neglect and abuse of children by providing supportive services and resources to struggling families.

Operated in partnership with Encompass Community Services, this voluntary program serves pregnant women and families with at least one child under the age of twelve who are considered at high risk of becoming a child welfare case.

Families Served by Families Together



Leaps & Bounds

The **Leaps & Bounds** program supports the healthy development of children ages birth through five whose parents are recovering from methamphetamine use and are participants of the County Dependency Drug Court program or Family Preservation Court.

From October 2013 through June 2014 the program served:

- ◆ Families 51
- ◆ Children: 65
- ◆ Adults: 62

Leaps & Bounds Program Results

Program participants improved in 23 of the 25 desired program outcomes including in:

- ◆ Child well-being
- ◆ Family health and safety
- ◆ Problem solving
- ◆ Self-sufficiency
- ◆ Readiness for reunification



Adult & Long Term Care

FY 2013-14 Program Highlights

- ◆ Achieved 91% compliance on timely In-Home Supportive Services (IHSS) needs re-assessments.
- ◆ Enrolled IHSS providers in health coverage (both expanded Medi-Cal and Covered California.)
- ◆ Developed and began implementation of an Adult Protective Services (APS) outreach plan targeted towards the Spanish speaking older adult population.

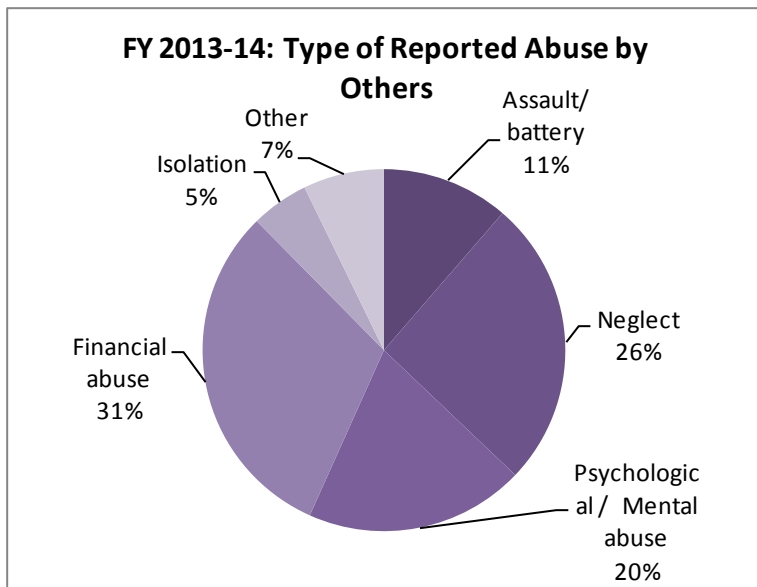
Strategic Priorities for FY 2014-15

- ◆ **Enhance APS's ability to address the special needs of older adults with mental health and substance abuse issues by adding a mental health specialist to the program.**
- ◆ **Conduct more comprehensive and holistic assessments of IHSS clients' health and social service needs to improve upon their overall health and well-being.**
- ◆ **Increase IHSS providers' access to health coverage and other health and social services.**

Adult & Long Term Care: Adult Protective Services

Adult Protective Services (APS) provides intervention services to protect elderly or dependent adults from abuse, neglect, or exploitation. In FY 2013-14:

- ◆ Approximately three-quarters of persons referred to APS were elders; the remaining were dependent adults
- ◆ Approximately two-thirds of APS reports received an in-person investigation
- ◆ Approximately one-half of all cases of abuse reported were *abuse by others*; the remaining cases were *self abuse* including self-neglect and health and hazards in the home



APS Referrals	FY 13-14
Abuse/Neglect Referrals Received	597
Abuse/Neglect In-Person Investigations Completed	444
Clients Served (unduplicated count)	510

Elder Financial Abuse

Financial exploitation of both elderly and dependent adults represents the largest category of APS reports of abuse by others. Individuals exploited in this manner risk losing their homes as well as significant assets.

- ◆ Approximately 30% of all reports of elder abuse by others included an allegation of financial abuse

Strategies to combat financial abuse:

- ◆ Respond to reports of potential financial abuse cases with the District Attorney's Office and law enforcement as members of the Financial Abuse Specialist Team (FAST)
- ◆ Provide training to banks and credit unions

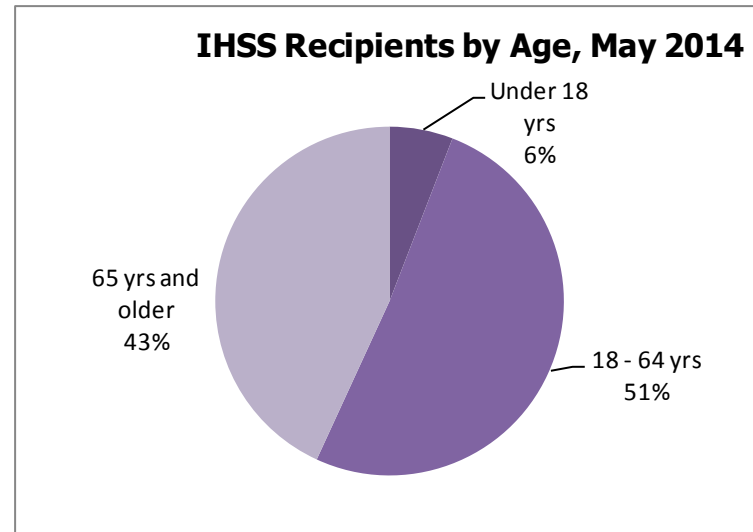
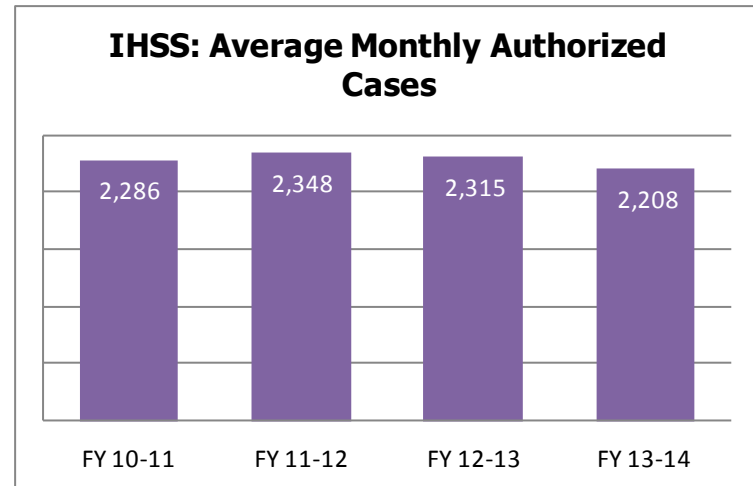
Adult & Long Term Care: In-Home Supportive Services Program (IHSS)

The **In-Home Supportive Services (IHSS)** program supports safe, independent living for low-income frail, elderly adults and disabled persons of all ages by providing a variety of services including:

- ◆ Basic housekeeping
- ◆ Meal preparation and clean-up
- ◆ Personal care

In FY 2013-14:

- ◆ IHSS recipients were authorized to receive a monthly average of 99 hours of assistance
- ◆ More than 2,000 persons were paid IHSS providers
- ◆ An average of 64 individuals attended orientations every month to become a new provider

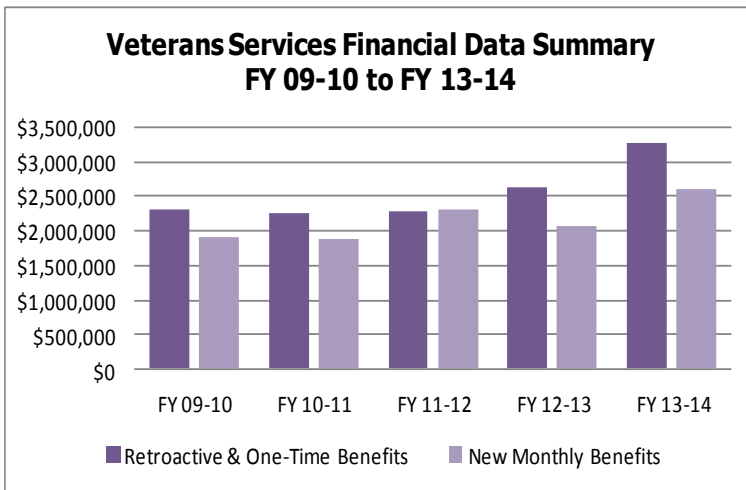


Adult & Long Term Care: Veterans Services Office (VSO)

The **Veterans Services Office (VSO)** provides Santa Cruz County Veterans and their families with a range of services, including:

- ◆ Assisting Veterans to access government benefits accrued from military service
- ◆ Providing information, referrals, and advocacy services
- ◆ Providing claims and appeals assistance

In FY 2013-14 the VSO assisted 893 Veterans in filing claims for benefits, resulting in over \$2.6 million in new monthly benefits and over \$3 million in retroactive and one-time benefits.



Palo Alto Veterans Administration Medical Services

The VSO coordinates the provision of **medical services for the County's most vulnerable Veterans** through the Veterans Administration (VA).

- ◆ In FY 2013-14, the VSO arranged round trip transportation to the Palo Alto VA Medical Center for 114 Veterans.

Medical Outreach Team

The VA Medical Outreach Team provides County Veterans with initial access to VA healthcare, medical screenings, referrals to medical and mental health care specialists, and substance abuse disorder and rehabilitation programs within the Palo Alto VA Health Care System.

- ◆ In FY 2013-14 the VSO hosted 50 outreach team visits.

Workforce Investment Board

FY 2013-14 Program Highlights

- ◆ Recognized by the California Workforce Investment Board as a High Performing Workforce Investment Board; only 16 of the State's 49 Workforce Investment Boards received this designation.
- ◆ Increased Workforce Investment Act (WIA) and CalWORKs participants' access to job openings and program information by implementing an e-mail marketing system.
- ◆ Continued to work with local business and community partners to provide support for the 2014 Summer Youth Employment Program (Work4Youth) which yielded employment opportunities for 60 youth.

Strategic Priorities for FY 2014-15

- ◆ Facilitate economic development by increasing coordination and alignment across workforce development strategies.
- ◆ Better serve job seekers, businesses and the community by increasing the effectiveness of the local and regional workforce development system.
- ◆ Develop strategic relationships with educators, employers, and community partners in order to:
 - ◆ Provide opportunities for youth and adult job seekers to increase their skill levels.
 - ◆ Facilitate continued support for the Summer Youth Employment Program.
 - ◆ Create opportunities for job seekers to obtain employment, career mobility, and self-sufficiency.

Workforce Investment Board

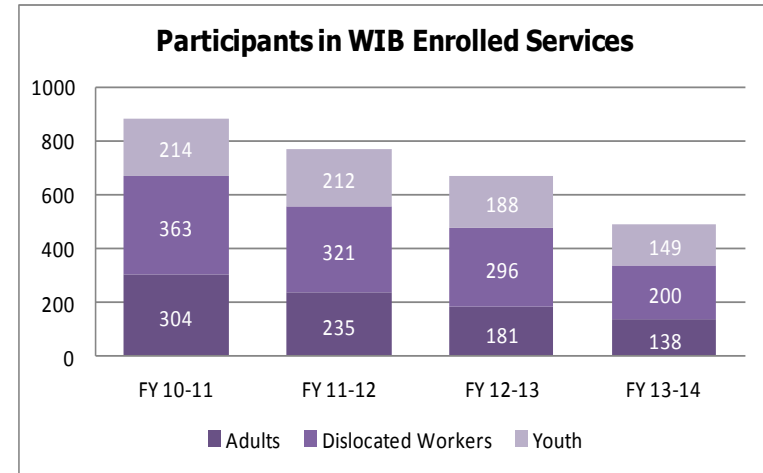
The **Workforce Investment Board** (WIB) helps connect local job seekers with employers who are seeking qualified job applicants.

The WIB collaborates with members of the business and education communities, local government, and community members, to respond to the needs of local employers and County residents seeking employment.

Adult & Dislocated Worker Services

The WIB assists businesses as well as workers who will be dislocated as a result of layoffs, plant closures, or downsizing. Rapid Response Services include assistance with:

- ◆ Filing unemployment claims
- ◆ Searching for employment
- ◆ Utilizing labor market information
- ◆ Accessing retraining services



The decline in WIA enrolled services is a result of the loss of American Reinvestment & Recovery Act (ARRA) funding.

Sueños Youth Employment Program

The **Sueños** program provides disadvantaged youth in the Watsonville and Freedom areas with:

- ◆ Work experience placement
- ◆ Basic skills development
- ◆ Mentoring
- ◆ Leadership Services

Almost 150 low income youth participated in the Sueños program in FY 2013-14:

- ◆ 80% were placed in employment or post-secondary education
- ◆ 81% attained a degree or technical certification
- ◆ 94% of basic skills deficient out-of-school youth had literacy and math skill gains

Community Partners

In partnership with the community, HSD provides services that support and protect adults, children and families, the elderly and dependent adults, and provide resources and job training opportunities for the unemployed

The Human Services Department contracts with nonprofit agencies and organizations to provide services and support to the community, including:

Cabrillo College	Parents Center
Child Development Resource Center	Santa Cruz County Office of Education
Community Action Board	Second Harvest Food Bank
Community Bridges	Senior Network Services
Court Appointed Special Advocates	Shoreline Occupational Services
El Pajaro Community Development Center	United Way of Santa Cruz County
Encompass	Walnut Avenue Women's Center
Families In Transition	Watsonville Law Center
Homeless Services Center	Women's Crisis Support

The Human Services Department participates in and supports a variety of coalitions and collaborative workgroups

211 and Community Assessment Project Steering Committees	Financial Abuse Specialist Team	Healthy Kids
Child Welfare System Improvement Plan Steering Committee	First Five Commission	Homeless Action Partnership
Children's Network	Go For Health Collaborative	Homeless Strategic Planning Committee
Cradle to Career Initiative	Healthcare Outreach Coalition	Project Homeless Connect
	Health Improvement Partnership	

Report Child Abuse
1-877-505-3299

Report Elder Abuse
1-866-580-4357

Contact the Human Services Department

Visit our website at www.santacruzhumanservices.org

For Public Assistance Programs, call the Benefits Customer Phone Service Center at 1-888-421-8080 or TTY 454-4763
Or
Apply for CalFresh, Medi-Cal, and CalWORKs Online at www.MyBenefitsCalWIN.org

Family & Children's Services	1400 Emeline Avenue, Santa Cruz 18 W. Beach Street, Watsonville	454-4222 763-8850	TTY 454-4233
Adult & Long Term Care	1400 Emeline Avenue, Santa Cruz 18 W. Beach Street, Watsonville	454-4101	TTY 763-8828
Employment & Benefit Services	1020 Emeline Avenue, Santa Cruz 18 W. Beach Street, Watsonville	888-421-8080	TTY 454-4763
Veterans Services	842 Front Street, Santa Cruz 215 E. Beach Street, Watsonville	458-7110	

Workforce Santa Cruz County Career Centers

Watsonville

18 W. Beach Street
763-8700
TTY 464-4358

Shoreline Santa Cruz

350 Encinal Street
423-8611

Capitola

2045 40th Avenue
464-6286
TTY 464-4358

Dedicated to making a difference—Serving people in need in Santa Cruz County