



Our Children, Our Families Council



Services Inventory Working Group DRAFT Meeting Notes

November 4, 2015 @ 4:00 p.m.
1390 Market Street, Suite 900, Mint Conference Room, San Francisco, CA

Attendees: Lyslynn Lacoste, B' Magic; Teresia Chen, SFUSD SAC representative; Max Rocha, DPH; Yohanna Quiroz, Family Service Agency; Graham Dobson, Office of Early Care and Education; Alison Collins, parent; Krista Cancellakis, Mayor's Office; Bob Palacio, Recreation and Parks Dept; Michelle Jeffers, SF Public Library; Mele Lau-Smith, SFUSD; Paula Jones, DPH; Kim Coates, SFUSD; Kathy Fleming, SFUSD; Aumijo Gomes, DCYF; Alecia Barrilas, parent.

Not Present: Naomi Kelly, AnneMarie Donnelly, Margaret Farruggio, Orla O'Keefe, Miguel Tantiado.

Council Staff in Attendance: Sandra Naughton, Laurie Scolari, Jennifer Tran

Members of the Public: Phil Halperin, Silver Giving; Ruth Sappelt, OEWD

Call to Order

Co-chair Lyslynn Lacoste called the meeting to order and reviewed the following meeting objectives:

- To agree upon meeting norms for this working group
- To understand the Our Children Our Families Council's mandate to create a citywide services inventory
- To outline and discuss the problem we are trying to solve
- To review examples of other successful services inventories
- To brainstorm a short and long term vision for a citywide services inventory

Meeting Norms

Co-Chair Aumijo Gomes provided an overview of suggested meeting norms, which were adapted from the guiding principles for the OCOF Council. He further clarified the difference between equality and equity, emphasizing that equity means fairness where equality means sameness. As a working group, equity will be a primary focus of the work. One member suggested adding "thinking outside the box" as an additional norm.

Overview of the Council

OCOF staff, Laurie Scolari provided an overview of the OCOF Council including its origins, outcomes and composition. It was also clarified that there are various groups connected to this work including the OCOF Council, the Services Inventory Working Group, and the Services Inventory Stakeholder Group. Clarity of roles for each of these groups was provided:

- The working group is comprised of a diverse group of end users and city and district representatives who will provide input into the creation and evaluation of the services inventory on an advisory basis.
- The stakeholders group is comprised of managers of existing service inventories and will also serve as an advisory but also actively participating in the pilot.

Discussion of a long-term vision

Co-chair Aumijo Gomes provided an overview what a services inventory is and the potential short and long-term goals. He also provided an overview of the problem we are trying to solve and answered the question -- What is a services inventory?

- A one-stop-shop where everything that is offered rather than having to go to multiple sites to find out about services are available to families and children.
- Our end users – families, youth, and service providers – now need to go to different sources. This is the first time the whole city is coming together to solve this challenge.

Working Group member, Alecia Barillas, shared her story of the difficulties of trying to access services for herself being born and raised in the city.

Long term Vision

- Create a city-wide, information sharing database that is accurate, timely, reliable and user-friendly that centralizes all services for families, youth and children
- Collaborate on a city-wide approach to share info with end users

Short term Vision

- Start with a pilot, that focuses on one area first.
- Stakeholders recommend - summer programming
- Overcome stumbling blocks
- Create a prototype to work out technical kinks before taking to scale
- Timing - pilot ready by February (aligned with when families begin their search)

Two examples of existing service inventories in other cities were reviewed:

- Coachella Valley Health in Play: <http://directory.cvhip.com>
- Reso: Curated Kids' Camps, Classes and Activities: <http://www.reso.io>

What should the end user experience look like? Discussion and Activity.

- Ask the user – important to think about that throughout the process. Not just ask what they want but letting the user help determine the goals of the pilot. Important to find a specific user group's problem.
- It should be on an app and a website
- Youth friendly and caregiver friendly
- Multi-lingual
- Easy, clear, simple
- The more visuals the better. Highly visual helps with language and communications barriers.
- Additional end users to keep in mind: internal city and school district family. If a manager at the city hears that there is a new program, he should be able to go into the inventory and find out about it.
- Important for youth and families, and service providers to know if they qualify and if the program still has capacity. Not just a list of places and numbers, but you can use it to actually know you can utilize the service – that you experience success by using the inventory.
- Rely on user expressed needs to determine features
- It should be a phone app - many low income families don't have computers but have phones
- "one-stop shops" with staff to help provide access/support located around the city
- Service providers would know if organization has capacity to provide support/service
- Youth / families would know criteria/qualifications to receive service or participate in program
- Easy to navigate, as few clicks as possible
- Intuitive
- Pictures that represent a range of people
- Easy/clear
- ADA accessible

- A coherent package of resource and service information within a handbook (much like the SFUSD handbook)
- Ability to identify location of service & how to get there
- Multilingual
- Balance being youth friendly & care-giver friendly
- Easy functionality
- Easy access
- Mobile & desktop
- Intuitive (good string search systems)
- Ask the users how they learn about services and where they find info
- Must be mobile, not just desktop
- Simple graphics, multiple languages, maps
- Other end users to consider: Staff at SFUSD and the city; policy makers

How can we inform the public that it exists? Especially disconnected families. Discussion and Activity.

- 311
- Through other programs – WIC, child resources, Head Start
- MUNI
- Public spaces like the library
- Social media
- Asking the user where to share it
- Send a monthly calendar out to service providers
- Build in accountability to ensure providers use the inventory. Like a ticket system – issue a ticket to the referred agency and you have an appointment at 3pm, and there is communication back to the case manager that they showed up and got the services they needed. Gets into data sharing.
- Social media libraries, canvas, go into communities
- Preschools, early ed, SFUSD, family child care
- Commercials in multiple languages, early childhood programs
- CBOs
- Resource centers
- Public libraries
- Billboards
- Head start
- Mailings to medical recipients
- WIC program
- Child resource/referral agencies
- Medical providers
- Public service advertising (transit, radio, tv)
- Schools (SFUSD)
- Set up a newsletter to push out new, top priority info
- Sfusd mailed, post in all facilities
- Radio
- Sf gov website
- sfrpd e-news (60k households)
- Public service announcements
- Links from other websites
- Sfusd to caregivers
- Public ads in public spaces
- Push it into schools, libraries and parks- program through kids (like fire safety)
- Google and other search engines, social media sites
- PR campaign – muni, posters, billboards, local ads, media (chronicle, examiner)
- Targeted outreach, leverage efforts already in use like that done by youth care managers
- Through departments/funders

What collaborative opportunities should we consider for service providers and case managers? Discussion and Activity.

- Schools, wellness centers, city managers
- Create incentives to use the data.
- School principals, CBOs
- Check all that apply box. Partnership with 311
- Simple sign-ups – 1 sign up registration for multiple services
- School social workers wellness center staff & city service managers
- Create incentives to use tool and share data
- Partner with human service network
- Partnership between RPD & SFUSD re afterschool and summer program and parent education
- Between city departments
- Check all that apply box
- Cross referrals
- Reduce duplication of services
- Interface with data sharing services

What are ways we can ensure service providers are accessing it? Discussion and Activity.

- How are they accessing it to help their clients. We have not gotten to how the data would get in.
- If too many clicks involved, people won't use it. This could be information overload easily.
- Think about the provider's' capacity to really support this effort. Some agencies are not really case managers, so are they really going to be able to loop back with a family about some referral they have made. Think about providers' capacity to really help families navigate these services. How are we going to make sure they get the service or is it just telling them to go somewhere for the service?
- That is probably a longer term effort.
- Points of contact for families are schools, parks, libraries. Every library has one computer dedicated to finding services with staff to help. Maybe in schools' parent rooms, in hospitals, etc.
- There are some hubs that the city has a lot more control over than others – libraries, schools, hospitals. There is only going to be so much control we have over how people use it. But there are certain ways that we as the city can help ensure it is used the way we intend.
- Provide mandatory city staff & city funded CBO trainings /intro to inventory
- Provide ongoing technical support and training
- Interface with data sharing systems
- Service request sys (i.e. case manager have used inventory for svc/referral)
- Make it easy to use and navigate
- Easy to upload/delete
- Tracking mechanism (click – are you a service provider or individual)
- Monitor service providers use, determine baseline use and monitor growth
- Separate login for service providers & case managers to track case
- Educational component – training, workshop, etc.
- Have to provide trainings
- Tracking system
- Determining a baseline and monitor the use by service providers
- Make it easy to use and navigate
- Having a task force – a lot of families are disconnected, so need task force teams to reach out to those families about their needs
- Do we want to reach service providers to enter information or to use it share information? What is the end?
- Get their input during creative/design phase(s)
- City support agencies to access inventory – e.g. libraries, schools, clinics, HSA, etc (more control)

What challenges will we face? Discussion and Activity.

- Align & streamlining info within service inventory
- Language barriers
- Accessibility of those who do not have access to internet or online services
- Will the new site talk with existing sites
- Taking in and processing money for services
- Accessible to all
- Website is only useful when data is up-to-date
- Ensuring inventory is up to date and accurate
- No access to internet, hard copy?
- Connecting with people from all backgrounds
- Service coordination
- Cost
- Systems integration
- Data sharing between departments
- SF residents with no internet access
- Keeping information current & updated; maintenance
- Addresses the needs of families of all socio-economic backgrounds
- Keeping the info “fresh”
- Internal vs. external use design
- Data sharing (common formats, data use agreements)
- Building the site
- Having materials for non online users
- Getting the word out
- Keeping it updated in real time

What other ideas do you have? Discussion and Activity.

- Integrate with public funding
- Be sure to connect to public and affordable housing
- Ensure people don't get the runaround
- Build in some “if, then” questions into this inventory to help direct people?
- Suggest we hire an inventory navigator. This staff person could be their guide if they are not already connected.
- Leverage existing platforms and technologies
- Multiple languages
- Where is public/affordable housing in all this? It is the biggest problem facing most families
- Google translate
- Google translate is very ineffective
- Involve public housing via SF Hope
- Integrate with requirements of city funding
- Providing computer access @CBO for service inventory search purposes
- Multiple languages
- Teachers are a big point of contact. They don't know how/where to refer.
- Create a group of trainers to go out to schools, libraries, etc. to train families to use it.
- Build website by partnering with a tech company
- Need dedicated case managers, paid for by the city, Mons? (mayors office of neighborhood services)
- Make a dedicated comp. avail in all libraries and in school parent centers and rec centers
- Can we have hubs set up in public housing? In hospitals?
- Lots of visuals
- Updating info is a defined job; must have defined person to update
- Can users rate services? (like yelp); problematic but potentially helpful; just like uber or flywheel to ask if the service was used with a rating system

Discussion around the Short Term Plan

Co-Chair Aumijo Gomes indicated that the goal is to align information about all summer programs onto a single website. He reviewed some existing are some major players in the summer programming space. See slide for list. The group was asked to review the list and provide names of any missing programs. A Park and Rec member Bob Palacio offered to extend their written brochure to include all summer programs. It's translated into in several languages.

Summer Pilot Discussion

What ideas do you have for a site to be user friendly?

- Timing is crucial. It is a stressful time for families.
- A disclaimer that says accurate “as of x...” since we may not have the technology to have real-time, so need to think about the credibility of this effort.
- We also have a disclaimer that we are not vouching for program quality.
- Maybe providing a couple of hubs that make sure people can access the site – in different neighborhoods.
- We are not going to be able to pilot everything. What are we trying to do different than what is happening now? It should unearth problems as well as solutions. So maybe the pilot is having hubs and testing that. Figure out what we are trying to solve?
- Use the summer resource fair to test out how helpful it is.

What outreach ideas do you have for those not using internet?

- Teachers. Create an easy way to pull up a print out for some listing, so a teacher can print out a paper to give to kids or hand to a family.
- The summer is a more defined period of time. Summer might be more manageable for a printed version since it is a defined period of time.
- The link to 311 – if you don't have internet, you likely have a phone.
- Build in a summer programming piece to the 311 calls. And then do bus ads, “We are waiting for your call.”
- Wasn't there a campaign last year with 211 with bus ads
- Form partnership with United Way.
- 311 has a great list of city services that is not in government-ese. That would be a good resource.

What are some other cross training opportunities to get the word out about the site?

- Provide youth employment opportunities to youth to promote this tool. Gives them a job and a way to reach youth.
- We fund a program called CHALK to do just that.
- Community health workers, promotoras and others – perhaps capacity is an issue but to think about them.

What challenges should we be aware of?

- Scholarships for Recreation and Parks programs but only for one session in the summer.. Summer is tricky because programs are broken up into sessions.
- How many families will be really looking in February or will disconnected families looking later but slots are filled up. What are we really trying to test? Targeted outreach to populations in need. How many disconnected parents are really planning ahead?
- Summer Learning Working Group is planning to have neighborhood resource fairs in March and April. We can reach families through that.
- Do we have the capacity to serve every single family that has a need? We may be building up expectations that we cannot reach. Or the offerings are too expensive. Rec and Park Department camps fill up quickly.
- There are two things. There is an inventory – which gives you information. But there is also an equity issue and we are mixing the two. Maybe we are there a couple things we can do to address equity to see if they work? We have to figure out one or two things to try to answer, and if equity is the most important thing

then focus on that. More about policy and systemic change. In the long term, you could see maybe a certain subset of people getting priority so what can we do to test that.

Announcements

- Our next meeting will occur on Feb 10 at 4pm in the same location.
- We will continue to meet with stakeholders and will follow up one-on-one with those of you with long inventories to get that information.
- Please consider attending one of the community input meetings announced on our website.
- Please complete the feedback form before you leave.

The meeting adjourned at 4:05 PM.