

Application for Federal Assistance SF-424

Version 02

* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input type="checkbox"/> New <input checked="" type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify) <input type="text"/>
--	--	---

* 3. Date Received: <input type="text"/>	4. Applicant Identifier: <input type="text"/>
---	--

5a. Federal Entity Identifier: <input type="text"/>	* 5b. Federal Award Identifier: NAVCA150244
--	--

State Use Only:

6. Date Received by State: <input type="text"/>	7. State Application Identifier: <input type="text"/>
---	---

8. APPLICANT INFORMATION:

* a. Legal Name:

* b. Employer/Taxpayer Identification Number (EIN/TIN): 59-6000800	* c. Organizational DUNS: 055200216
---	--

d. Address:

* Street1:
Street2:
* City:
County:
* State:
Province:
* Country:
* Zip / Postal Code:

e. Organizational Unit:

Department Name: Human Services	Division Name: <input type="text"/>
------------------------------------	--

f. Name and contact information of person to be contacted on matters involving this application:

Prefix: * First Name:
Middle Name:
* Last Name:
Suffix:

Title:

Organizational Affiliation:

* Telephone Number: Fax Number:

* Email:

Application for Federal Assistance SF-424

Version 02

9. Type of Applicant 1: Select Applicant Type:

County Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

*** 10. Name of Federal Agency:**

-Consumer Assistance

11. Catalog of Federal Domestic Assistance Number:

93.332

CFDA Title:

Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces

*** 12. Funding Opportunity Number:**

Not Applicable

* Title:

Not Applicable

13. Competition Identification Number:

Not Applicable

Title:

Not Applicable

14. Areas Affected by Project (Cities, Counties, States, etc.):

*** 15. Descriptive Title of Applicant's Project:**

Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces

Attach supporting documents as specified in agency instructions.

Application for Federal Assistance SF-424

Version 02

16. Congressional Districts Of:

* a. Applicant

* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

17. Proposed Project:

* a. Start Date:

* b. End Date:

18. Estimated Funding (\$):

* a. Federal	<input type="text" value="580000"/>
* b. Applicant	<input type="text" value="0"/>
* c. State	<input type="text" value="0"/>
* d. Local	<input type="text" value="0"/>
* e. Other	<input type="text" value="85862"/>
* f. Program Income	<input type="text" value="0"/>
* g. TOTAL	<input type="text" value="665862"/>

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)**

- Yes
- No

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

**** I AGREE**

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix: * First Name:
Middle Name:
* Last Name:
Suffix:

* Title:

* Telephone Number: Fax Number:

* Email:

* Signature of Authorized Representative: * Date Signed:

Application for Federal Assistance SF-424

Version 02

*** Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8 Support Navigators			\$85,862.00	\$85,862.00
9 Support Navigators				
10 Support Navigators				
11 Support Navigators				
12 TOTAL (sum of lines 8-11)			\$85,862.00	\$85,862.00

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$580,000.00	\$145,000.00	\$145,000.00	\$145,000.00	\$145,000.00
14. Non-Federal	\$85,862.00	\$21,465.50	\$21,465.50	\$21,465.50	\$21,465.50
15. TOTAL (sum of lines 13 and 14)	\$665,862.00	\$166,465.50	\$166,465.50	\$166,465.50	\$166,465.50

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (Years)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16. Support Navigators				
17. Support Navigators				
18. Support Navigators				
19. Support Navigators				
20. TOTAL (sum of lines 16-19)				

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:	22. Indirect Charges:
23. Remarks:	

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681- 1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327- 333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93- 205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.
19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

<p>* SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL</p> <p>Mark Woodard</p>	<p>* TITLE</p> <p>County Administrator</p>
<p>* APPLICATION ORGANIZATION</p> <p>Pinellas County Board of County Commissioners</p>	<p>* DATE SUBMITTED</p> <p>Not Submitted</p>

DISCLOSURE OF LOBBYING ACTIVITIES

Approved by OMB
0348-0046

Complete this form to disclose lobbying activities pursuant to 31 U.S.C.1352
(See reverse for public burden disclosure.)

1. Type of Federal Action: <input type="checkbox"/> a. contract <input checked="" type="checkbox"/> b. grant c. cooperative agreement d. loan e. loan guarantee f. loan insurance	2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input checked="" type="checkbox"/> b. initial award c. post-award	3. Report Type: <input type="checkbox"/> a. initial filing <input checked="" type="checkbox"/> b. material change
4. Name and Address of Reporting Entity: <input checked="" type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known: Pinellas County Board of County Commissioners 14 S Fort Harrison Ave Clearwater, FL 33756-5105 Congressional District, if known: 13	5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime: 	
6. Federal Department/Agency: Not Applicable	7. Federal Program Name/Description: Consumer Assistance CFDA Number, if applicable: _____ 93.332	
8. Federal Action Number, if known:	9. Award Amount, if known: \$	
10. a. Name and Address of Lobbying Registrant <i>(if individual, last name, first name, MI):</i> Not Applicable, Not Applicable	b. Individuals Performing Services <i>(including address if different from No. 10a)</i> <i>(if individual, last name, first name, MI):</i> Not Applicable, Not Applicable	
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when the transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.	Signature: <u>Completed on Submission</u> Print Name: <u>Woodard, Mark</u> Title: <u>County Administrator</u> Telephone No: _____ Date: _____	

Project Abstract Summary

Program Announcement (CFDA)

*** Program Announcement (Funding Opportunity Number)**

*** Closing Date**

*** Applicant Name**

Pinellas County Board of County Commissioners

*** Length of Proposed Project: 37**

Application Control No.

Federal Share Requested (for each year)

*** Federal Share 1st Year**

\$ 580,000.00

*** Federal Share 2nd Year**

\$ 0.00

*** Federal Share 3rd Year**

\$ 0.00

*** Federal Share 4th Year**

\$ 0.00

*** Federal Share 5th Year**

\$ 0.00

Non-Federal Share Requested (for each year)

*** Non-Federal Share 1st Year**

\$ 85,862.00

*** Non-Federal Share 2nd Year**

\$ 0.00

*** Non-Federal Share 3rd Year**

\$ 0.00

*** Non-Federal Share 4th Year**

\$ 0.00

*** Non-Federal Share 5th Year**

\$ 0.00

*** Project Title**

Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces

Project Abstract Summary

* Project Summary

The applicant, Pinellas County Board of County Commissioners, serves as the lead agency for Pinellas County for the Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces opportunity. The Year 2 (Y2) award of the Cooperative Agreement will allow the Project to continue to offer accessible, comprehensive health exchange information and (re)enrollment into health plans that meet the community's need. Pinellas County Human Services has established a structure and plan for overseeing implementation of the Cooperative Agreement in compliance with the Navigators duties identified in 45 CFR 155.210 and 45 CFR 155.215 and summarized as follows:

- Maintaining a physical presence in the Marketplace Service Area
- Conducting public education activities to raise awareness about the Marketplace
- Facilitating the selection of a Qualified Health Plan
- Providing information in a manner that is culturally and linguistically appropriate to the population served by the Marketplace, including individuals with limited English Proficiency and that is accessible to individuals with disabilities
- Complying with applicable training and conflict of interest standards
- Obtaining authorization of applicants for coverage prior to accessing their PII

The Y2 federally requested budget is \$580,000. Funding will be used to re-hire the 11 Navigators contracted during the first year, purchase supplies and conduct marketing outreach.

There are approximately 3.5 million uninsured residents in the State of Florida with approximately 156,534 uninsured residents in Pinellas County. Pinellas County will continue to serve all individuals and families within the County's geographic service area. The County intends to target areas with higher concentrations of uninsured or underinsured residents, Medically Underserved Populations (MUP) areas, and communities with a high concentration of the population living at or below 100% of the Federal Poverty Level (FPL).

The Y2 goals are to provide education, information, selection, and (re)enrollment services for Qualified Health Plans (QHP) or other Federal/State/Local healthcare programs to residents in a manner that is sensitive to cultural, linguistic, physical, mental, and educational differences. It is estimated that 60,000 consumers will be reached through outreach and education events, 5,500 consumers will have one-on-one interactions with Navigators and 850 will be assisted with the selecting/enrolling in a QHP.

Participants will be able to obtain services at 13 access points throughout the County. Navigators will assist individuals with limited English proficiency have made services accessible to individuals with disabilities. All service centers are ADA compliant and accessible to individuals with physical disabilities. Navigator staff will make every effort to provide any additional reasonable accommodations when possible to support individuals with disabilities.

Through collaborative efforts, a solid workplan, intensive training for the Navigators, and a strong marketing campaign, Pinellas County has the optimum capability for success.

* Estimated number of people to be served as a result of the award of this grant.: 5500

Pinellas County Board of County Commissioners

Project Abstract | Cooperative Agreement to Support Navigators in Federally-Funded and State Partnership Marketplaces

The applicant, Pinellas County Board of County Commissioners, serves as the lead agency for Pinellas County for the Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces opportunity. The Year 2 (Y2) award of the Cooperative Agreement will allow the Project to continue to offer accessible, comprehensive health exchange information and (re)enrollment into health plans that meet the community's need.

Pinellas County Human Services has established a structure and plan for overseeing implementation of the Cooperative Agreement in compliance with the Navigators duties identified in 45 CFR 155.210 and 45 CFR 155.215 and summarized as follows:

- Maintaining a physical presence in the Marketplace Service Area
- Conducting public education activities to raise awareness about the Marketplace
- Facilitating the selection of a Qualified Health Plan
- Providing information in a manner that is culturally and linguistically appropriate to the population served by the Marketplace, including individuals with limited English Proficiency and that is accessible to individuals with disabilities
- Complying with applicable training and conflict of interest standards
- Obtaining authorization of applicants for coverage prior to accessing their PII

The Y2 budget is \$580,000. Funding will be used to re-hire the 11 Navigators contracted during the first year, purchase supplies and conduct marketing outreach.

There are approximately 3.5 million uninsured residents in the State of Florida with approximately 156,534 uninsured residents in Pinellas County. Pinellas County will continue to serve all individuals and families within the County's geographic service area. The County intends to target areas with higher concentrations of uninsured or underinsured residents, Medically Underserved Populations (MUP) areas, and communities with a high concentration of the population living at or below 100% of the Federal Poverty Level (FPL).

The Y2 goals are to provide education, information, selection, and (re)enrollment services for Qualified Health Plans (QHP) or other Federal/State/Local healthcare programs to residents in a manner that is sensitive to cultural, linguistic, physical, mental, and educational differences. It is estimated that 60,000 consumers will be reached through outreach and education events, 5,500 consumers will have one-on-one interactions with Navigators and 850 will be assisted with the selecting/enrolling in a QHP.

Participants will be able to obtain services at 13 access points throughout the County. Navigators will assist individuals with limited English proficiency have made services accessible to individuals with disabilities. All service centers are ADA compliant and accessible to individuals with physical disabilities. Navigator staff will make every effort to provide any additional reasonable accommodations when possible to support individuals with disabilities.

Through collaborative efforts, a solid workplan, intensive training for the Navigators, and a strong marketing campaign, Pinellas County has the optimum capability for success.

Pinellas County Board of County Commissioners

2016 Non-Competing Continuation Application | Key Personnel

Navigator Staff Summary

Certified, Trained, Navigator Staff Total.....	11
Full-Time	11
Part-Time	0
Volunteers	0
Bilingual.....	5

Key Personnel

Authorized Representative (AOR).....	Mark Woodard, County Administrator
Project Director (PD)	Lisa Freeman
Project Director’s Supervisor.....	Daisy Rodriguez, Health Care Administrator
Navigator Program Coordinator/Lead Navigator	Erin Richards
Navigator Program Analyst	Pedro Limas

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application | 2016-2017 Project Narrative

Description of the Community(ies) or Group(s) the Grantee Expects to Serve

Target Population

As originally proposed, Pinellas County, through its Human Services Department (HS), will continue to serve all individuals and families within the County's geographic service area. The County intends to target areas of the County with higher concentrations of uninsured or underinsured residents, Medically Underserved Populations (MUP) areas, and communities with a high concentration of the population living at or below 100% of the Federal Poverty Level (FPL).

Reaching the Target Population

While Navigators will assist any individual with their (re)enrollment needs, HS intends to strategically locate staff in communities with the greatest need and utilize a robust marketing and community outreach plan to reach the target population.

Based on locations most easily accessible by consumers from the previous years, consumers will be assisted at thirteen (13) sites throughout the County. Eight (8) sites will be located at the HS offices and Pinellas County Department of Health locations. Five (5) sites include neighborhood/ community centers in these targeted low-income communities that will be utilized for direct assistance during open enrollment periods and by appointment the rest of the year. Three of the newer neighborhood/family centers target Hispanic, young adults and families including Dr. Martin Luther King Jr Center, the Greater Ridgecrest Area Youth Development Initiative (GRAYDI) and the InterCultural Advocacy Institute-Hispanic Outreach Center, supported by the Hispanic Leadership Council. While these sites are not geographically distant from our existing full time sites, supporting them part time allows us to reach a broader demographic.

For the upcoming project period, the County developed a pro-active outreach and marketing plan that 1) raises awareness about navigational services and where interested consumers can receive assistance; 2) specifically reaches out to community organizations, schools, colleges, nonprofit agencies, business groups, and other stakeholders in the targeted areas.

County's Ability to Serve Target Population:

Pinellas County has over 50 years' experience in serving the uninsured, underserved, vulnerable, and special needs population. Over the past three years, Navigators have become very familiar with the issues and barriers that this population faces.

All Navigators received cultural and linguistic training that focuses on best practices for sensitivity, diversity and language barrier access. The County provides a robust and comprehensive diversity training program for its Navigators. We will be holding a refresher of the "Bridges Out of Poverty" training that was originally given in 2015. This training makes

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application | 2016-2017 Project Narrative

staff aware of and sensitive to the myriad of factors that affect a consumer's needs and the way in which they may conceptualize health and healthcare. In all cases, the Pinellas County Navigators have been taught to listen to every consumer's individual needs regarding healthcare before assisting them in understanding their plan options.

The County adheres to CLAS standards for printed educational materials as well as the contracting of bilingual Navigators from diverse cultural backgrounds. Current Pinellas County Navigators are fluent in all of the predominant languages in our community including: Spanish, Haitian Creole and French. The County intends to renew contracts with these Navigators. We employ a total of 11 navigators, including the Program Coordinator and Program Analyst, five of whom are bilingual, four Spanish and one Haitian Creole/French. In addition, the Navigators are trained to assist consumers with access to translators through Healthcare.gov.

The geographical placement of our Navigator staff was strategically assigned to gain the highest value relative to language skills for our consumers throughout the community and is reviewed quarterly.

Project Goals for the 2016-2017 Budget Period

For the second budget period (September 2, 2016 through September 1, 2017) Pinellas County has set the following project goals for the 2016-2017 budget period.

- **11.....Number of Navigators fully trained (including state and federal certifications) by November 1, 2016.** Since we are continually operating in our service area we anticipate completing the Federal training when it is released, no later than early September 2016. That will allow us to continue assisting consumers with little or no service interruptions.
- **60,000Number of consumers to be reached through attendance at outreach and education events throughout the project year.** *The marketing campaign will reach an additional 300,000 consumers.*
- **5,500.....Number of one-on-one interactions (including general and specific inquiries) with consumers.**
- **850.....Number of consumers Navigators will assist with selecting/enrolling in a QHP (including reenrollments).**
- **150Number of consumers that Navigators will refer to the state Medicaid/CHIP office.** Since Florida is a non-expansion state consumers who fall in the Coverage GAP are referred to other County programs and resources for health services.

We anticipate the greatest number of consumers will be assisted during the open enrollment period, November 1, 2016 – January 31, 2017. In the remaining months of the Project year, the County will focus on outreach, marketing and education on Special Enrollment Periods along with coverage to care issues and health literacy education.

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application | 2016-2017 Project Narrative

Scope of Activities for the 2016-2017 Budget Period

Plan for Carrying Out Navigator Duties

Pinellas County Human Services has established a structure and plan for overseeing implementation of the Cooperative Agreement in compliance with the Navigators duties identified in 45 CFR 155.210 and 45 CFR 155.215 and summarized as follows and detailed further in the narrative below:

- Maintaining a physical presence in the Marketplace Service Area
- Conducting public education activities to raise awareness about the Marketplace
- Facilitating the selection of a Qualified Health Plan
- Providing information in a manner that is culturally and linguistically appropriate to the population served by the Marketplace, including individuals with limited English Proficiency and that is accessible to individuals with disabilities
- Complying with applicable training and conflict of interest standards
- Obtaining authorization of applicants for coverage prior to accessing their PII

HS will provide a Project Director to oversee all aspects of the program. The Project Director's responsibilities include managing the Cooperative Agreement and handling any associated requirements, facilitating meetings with stakeholders for strategic planning, developing the work plan and timeline, hiring staff, ensuring that certification and training is completed by all navigators and volunteers, implementing marketing and outreach strategies, and ongoing monitoring of and reporting for the Cooperative Agreement.

Servicing the target area & maintaining a physical presence

Pinellas County proposes to serve all individuals and families within the County's geographic service area. HS has identified several communities with a higher concentration of uninsured or underinsured residents. While Navigators will assist any individual with their enrollment needs, HS intends to strategically locate staff in communities with the greatest need.

Pinellas County, through its previous recent Cooperative Agreements with CMS, has identified 13 sites throughout the county where the locations are most easily accessible by consumers and consumers can receive in-person, face-to-face assistance. Eight full-time sites will be located at the HS offices and Pinellas County Department of Health locations. Five additional sites will be utilized for outreach and education events and for navigational services by appointment in neighborhood/community centers in the County with the highest concentration of low income/uninsured.

Raising awareness through public education and outreach activities

All Navigators will be expected to create opportunities for individuals to enroll, and to sponsor and participate in outreach activities. All Navigators will be retrained to conduct public outreach and education presentations raising Marketplace awareness. For the current project period, the

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application / 2016-2017 Project Narrative

County developed a communications and marketing plan that 1) raises awareness about navigational services provided by the County and where interested consumers can receive assistance; 2) proactively reaches out to community organizations, schools, colleges, nonprofit agencies, business groups, and other stakeholders about the Marketplace and Navigator services.

Communications & Marketing Plan

HS will continue to utilize a variety of marketing channels to distribute its message including all the County's communication resources and social media. The marketing campaign will begin in October 2016 and run throughout the project period with varying levels of intensity based on the open enrollment periods and levels of enrollment. HS will advertise more heavily in the initial years of the project period to increase the visibility of the Navigator program and build on the known presence in the community.

A year round marketing presence will start two weeks prior to the beginning and continue through the end of Open Enrollment. During our annual push we will have 30 second Public Service Announcements in English and Spanish air on local cable networks. Through TV WOW! We will have English ads on Bravo, Family, Food Network, FX, Hallmark, HGTV, Lifetime, OWN, TBS, TNT and the USA Network. Through Verizon we will have Spanish ads on ESPN Deportes, FOX Deportes and Galavision. Through Entravision we will have Spanish ads on WVEA Univision, WFTT and EVEA. Through Telemundo we will have Spanish ads on WRMD-TEL, as well as their website, mobile website and social media through Facebook and Twitter.

We will run English language print ads in the Tampa Bay Times newspapers and the Weekly Challenger. We will also be running additional English and Spanish language print ads in a variety of the community level papers throughout the County. We will also run a series of PSAs on local popular radio during open enrollment.

We will utilize the County social media accounts on Facebook, Twitter and Instagram to reach our target audiences quickly and extend our reach. Social media posts will be made year round, with heavier promotion during Open Enrollment. These posts will allow us to advertise specific events and activities as well as the overall program and available services. Boosted Twitter posts will be purchased targeting specific events, geographic locations and languages.

The County acknowledges that not all citizens, especially those living in poverty, may have access to cable television and/or social media. Traditional marketing tools including posters and brochures will be updated, printed and distributed in publicly accessible locations, including libraries, schools, health centers, and community partner locations throughout the county. We will utilize our existing relationships with the Pinellas County Library system, Pinellas County School Board, and Neighborhood Family Centers to display program posters in the community with our service locations and contact information.

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application | 2016-2017 Project Narrative

Description of Existing Relationships including and Employer/Employee Relationships

HS has strong relationships with various organizations, employers and employees. County staff proactively participates in numerous health coalitions, business groups, churches and community groups in the region that provide homeless and housing services, mental health and substance abuse treatment, legal assistance, nutrition, education, employment and job training services.

In 2015-2016, the County worked extensively with the County Library System for outreach events and distribution of marketing materials. Neighborhood Family Centers throughout the County were instrumental in distribution of materials and communicating with local residents about the available services of Navigators.

The County also worked cooperatively with Covering Tampa Bay, a coalition of Navigator grantees, Certified Application Counselor Organizations and In-Person Assisters in the broader Tampa Bay region. The County plans to continue to build on these relationships in the upcoming grant period.

On a national scale, the County works with the local Enroll America outreach team. In this budget year, the County plans on renewing the contract with Enroll America to continue participating in their “Get Covered Connector” outreach and scheduling tool which increases access and ease of making appointments. These relationships and the materials developed and provided by these organizations help build the health literacy of individuals with a lack of knowledge of health insurance coverage and cost.

Efforts to establish ongoing linkages throughout the County to sustain outreach and enrollment activities will be addressed through participation in strategic planning meetings with stakeholders that include but are not limited to municipalities, community agencies, colleges, neighborhood associations.

Facilitate the selection of a Qualified Health Plan (QHP)

The County’s Navigators will assess the consumer’s needs and level of understanding. They then will assist the consumer with the application process to receive an eligibility determination through the Marketplace, explain to consumers the health plans and differences between options they are eligible for, and aid participants in fully understanding their health care choices. Navigators or volunteers will explain how Advance Premium Tax Credits and Cost Sharing work if the consumer is eligible and assist clients with resolving any issues or disputes, choosing a Qualified Health Plan, and with activating the eligible coverage. We acknowledge that Navigators may need additional time to walk through the enrollment process and post enrollment “Coverage to Care” roadmap more thoroughly with individuals living in poverty in the zones.

The County, upon award, will assist approximately 5,500 individuals in the second budget year.

Provide culturally-competent and linguistically appropriate information

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application / 2016-2017 Project Narrative

Pinellas County provides a robust and comprehensive diversity training program for its Navigators. This training focuses on best practices for sensitivity, diversity and language barrier awareness. This year, Navigators will also be offered “Bridges Out of Poverty” training. This training makes them aware of and sensitive to the myriad of factors that affect a consumer’s needs and the way in which they may conceptualize health and healthcare. In all cases, the Pinellas County Navigators have been taught to listen to every consumer’s individual needs regarding healthcare before assisting them in understanding their plan options.

The County adheres to CLAS standards for printed educational materials as well as the contracting of bilingual Navigators from diverse cultural backgrounds. Current Pinellas County Navigators are fluent in all of the predominant languages in our community including: Spanish, Haitian Creole and French. We employ a total of eleven navigators, including the Program Coordinator and Program Analyst, five of whom are bilingual, four Spanish and one Haitian Creole/French. In addition, the Navigators are trained to assist consumers with access to translators through Healthcare.gov.

The geographical placement of our Navigator staff was strategically assigned to gain the highest value relative to language skills for our consumers throughout the community and is reviewed quarterly.

Working with individuals - limited English proficiency, disabilities, underserved

County Navigators assist individuals with limited English proficiency, individuals with disabilities, and underserved and vulnerable populations through a variety of programs and services. During the first budget year through the end of April, several bilingual Navigators were contracted with and have assisted 626 individuals whose primary language is one other than English.

Access by persons with disabilities

The County and project partners have made services available and accessible to individuals with disabilities throughout the County. All service centers are ADA compliant and accessible to individuals with physical disabilities. Every navigator location in Pinellas County provides handicapped parking, is wheelchair accessible, and has areas for curbside drop-offs.

Navigator staff will make every effort to provide any additional reasonable accommodations when possible to support individuals with disabilities. Accommodations may include reconfiguration of the office space, different seating options, assistance using the computer, and/or more time for an appointment as needed and requested by the individual. The County anticipates increasing its targeted, grassroots marketing efforts to reach individuals facing extensive poverty and disabilities.

Conflict of Interest Standards

Pinellas County Board of County Commissioners

Cooperative Agreement to Support Navigators Grant Program

2016 Non-Competing Continuation Application / 2016-2017 Project Narrative

Persons serving as Pinellas County Health Care Navigators are required to comply with county guidelines and standards adopting the Florida Statutes Section 112 (entitled, Code of Ethics for Public Officers and Employees). State of Florida law also sets guidance for navigators in the Florida Statutes Section 626.995 (entitled, Navigators) et. seq. A copy of the Conflict of Interest Policy is provided to all Navigators upon employment.

Training Standards

Navigators and volunteers will maintain expertise in eligibility, enrollment, and program specifications through a variety of training and compliance monitoring standards. Navigators will attend required trainings including the annual 20 hour HHS training, any training requirements set forth by the State, as well as County identified training in the areas of sensitivity, diversity, and the specific “Bridges Out of Poverty” training. Navigators will be required to participate in continuing education trainings provided and to undergo a period of shadowing/mentorship with an experienced navigator from the lead agency before providing assistance independently.

Pinellas County Board of County Commissioners

Project Narrative | FOA: CA-NAV-15-001

Introduction

In 2013 and 2014, the Pinellas County Board of County Commissioners applied for and received a Cooperative Agreement from the Center for Medicare and Medicaid Services (CMS) to Support Navigators in Federally-facilitated and State Partnership Exchanges. Pinellas County utilized the funds to provide navigational services (outreach, education, and enrollment into the federal marketplace or other qualifying plans) to individuals and families seeking this assistance. Through the second quarter of the second grant, Navigators were dispersed throughout the County and provided assistance to nearly 5,000 uninsured and/or underinsured consumers.

Pinellas County is reapplying for funds through this Cooperative Agreement Funding Opportunity for 2015-2018 to continue assisting individuals with services outlined in 45 C.F.R. 155.210 and 155.215. By assisting residents in the enrollment process, the County is working to increase access to healthcare services in the community, expand collaborations targeting special populations, increase the number of covered adults and children through paid plans and Medicaid for those who qualify, and create a healthier community.

1. About Pinellas County, Targeted Service Area

Organizational Structure and Location

The applicant, Pinellas County Board of County Commissioners (herein after referred to as “Pinellas County”), will serve as the lead agency for the Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Marketplaces opportunity. Pinellas County is an eligible entity as a local unit of government. Pinellas County is governed by an elected seven member Board of County Commissioners (BCC). The BCC approves any application and award of federal funds to Pinellas County. The Department of Human Services (HS) requested and received approval for this application.

HS will provide a Project Manager to oversee all aspects of the program. The Project Manager’s responsibilities include managing the Cooperative Agreement and handling any associated requirements, facilitating meetings with stakeholders for strategic planning, developing the work plan and timeline, hiring staff, ensuring that certification and training is completed by all navigators and volunteers, implementing marketing and outreach strategies, and ongoing monitoring of and reporting for the Cooperative Agreement.

HS will also contract to provide a Project Coordinator to oversee day to day operations, supervise the navigators, conduct navigational services and outreach, and ensure that processes

Pinellas County Board of County Commissioners | Project Narrative

are running smoothly while trouble shooting any problems that may arise.

HS anticipates contracting with 11 full-time Navigators, including the Project Coordinator and a Project Analyst, working varying shifts, in addition to working with trained volunteers in the community. Navigators will be located throughout the County in designated geographic areas to ensure access to navigational services by consumers.

Location & Description of community expected to be served

Pinellas County, located on the west coast of Florida, is the most densely populated county in the State with 3,348 persons/square mile. The Census Bureau estimated the County's population in 2014 at 938,098 people.

In 2010 in Pinellas County, 31% of individuals were below 200% of the federal poverty level, up from 27% in 2000. Five-year estimates (2008-2012) from the American Communities Survey demonstrate that 29.2% of blacks and 10.9% of whites in Pinellas are below the federal poverty level. Further, according to the Behavioral Risk Factor Surveillance Survey, only 66.9% of black adults have any type of health care insurance coverage, compared to 85.5% of whites. Socio-economic status and access to healthcare are known predictors of health outcomes.

Race/ethnicity is a marker for poor health outcomes, and County level data demonstrate significant disparities in death and incidence for many chronic and communicable conditions. In Pinellas County, blacks have higher age-adjusted death rates for HIV/AIDS (Black/White Rate Ratio (RR)=6.7), coronary heart disease (RR=1.4), stroke (RR=1.6), colorectal cancer (RR=1.6), and breast cancer (RR=1.3) than whites. Further, the age-adjusted black/white rate ratios for HIV/AIDS, colorectal cancer, and breast cancer are higher than state ratios. Birth outcomes, a potential indicator of women's health prior to and during pregnancy, are also disparate by race, with black women being more likely to deliver very low (RR=2.8) and low birth weight (RR=1.8) babies, and to experience fetal (RR=2.3) and infant deaths (RR=2.9).

Pinellas County proposes to serve all individuals and families within the County's geographic service area. Pinellas County intends to target uninsured and underinsured individuals/families including Medically Underserved Populations identified in several areas throughout the County.

In 2012 and updated in 2013, six departments within the County, including Human Services, Justice and Consumer Services, Community Development, Economic Development, Code Enforcement, and Planning, prepared a report for the Board of County Commissioners called the *Economic Impact of Poverty*. The first phase of the analysis focused on identifying the areas within Pinellas County that have high concentrations of poverty, their geographies,

Pinellas County Board of County Commissioners | Project Narrative

demographics, and economic impact on the County. After examining the entire County, five communities were identified to have 16% or more of their population living at or below 100% of the Federal Poverty Level (FPL). The low-income individuals residing within these communities account for an estimated 45% of Pinellas County's total low-income population.

East Tarpon Springs encompasses two census tracts found within a portion of zip code 34689. This area has an estimated population of 8,534, with approximately 20% of the total population living at or below 100% of the FPL.

North Greenwood is the second largest at-risk community encompassing 11 census tracts that fall within Zip Codes 33755 and 33756. This area has an estimated population of 55,221 with 25% of the total population living at or below 100% of the FPL.

Highpoint encompasses three census tracts that fall within zip code 33760, with a small portion falling on the periphery of zip code 33771. This area has an estimated population of 20,192 with approximately 27% of the population living at or below 100% of the FPL.

Lealman encompasses seven census tracts that fall within Zip Codes 33702, 33709, 33714, and 33781. This area has an estimated population of 43,355 with 19% of the population living at or below 100% of the FPL.

South St. Petersburg is the largest at-risk community, encompassing 21 census tracts that fall within Zip Codes 33701, 33705, 33711, 33712, and 33713. This area has an estimated population of 74,275 with approximately 25% of the population living at or below 100% of the FPL. Within this community, there is a high concentration of poverty where 48% of people live in poverty (census tract 216). St. Petersburg also experiences the largest volume of street homeless individuals in the County.

Pinellas County's longstanding commitment to the needs of the uninsured and underinsured

The BCC's strategic initiatives have always focused on improving the quality of life of Pinellas' residents. HS supports these initiatives by providing programs and services such as the Pinellas County Health Program, Mobile Medical Unit, Homeless Prevention, Disability Advocacy, and Veterans Services that encourage and promote improved health outcomes, maintain self-sufficiency of low-income Pinellas County residents, and create and sustain viable neighborhoods. HS has provided access to these services through outreach, case management, eligibility determination and enrollment into programs for county residents for over 50 years; residents have come to rely on the County for these resources.

Consumers Served

The marketing and outreach campaign will target approximately 150,000 individuals throughout each year, with Navigators providing direct assistance to approximately 5,000 individuals at eight full-time sites with an additional two locations located in the greatest areas of need in the County for outreach and consumer appointments. We anticipate the greatest number of consumers will be assisted during the open enrollment period each year (11/01/15 – 1/31/16 in the first year). In the remaining months of the Project each year, the County will focus outreach and marketing on Special Enrollment Periods along with coverage to care issues and education.

Eligible Uninsured in Pinellas County

According to 2013 CMS data for the Percent of Estimated Eligible Uninsured People for Outreach Targeting, there are approximately 3.4 million uninsured residents in Florida and approximately 156,534 uninsured residents in Pinellas County, 4.5% of the State's total. In the 2015 enrollment year, approximately 1.6 million Marketplace QHP selections occurred during Open Enrollment Period in the State of Florida. According to the U.S. Department of Health and Human Services 2015 Plan Selections by Zip Codes in the Marketplace through February 22, 2015, 58,339 individuals enrolled into a health plan in Pinellas County. This represents a 64.7% increase in enrollments over the total 2014 Plan Selections by Zip Codes in the Marketplace of 35,412 individuals in Pinellas County. The Project will be open to all uninsured and underinsured residents but targets individuals/families whose incomes range between 0 - 400% of the federal poverty level. Navigators will be available to assist those individuals with re(enrollment) and address any issues related to their existing coverage including any complaints, grievances, or technical difficulties.

Servicing the Target Area

Pinellas County proposes to serve all individuals and families within the County's geographic service area. HS has identified several communities with a higher concentration of uninsured or underinsured residents. While Navigators will assist any individual with their (re)enrollment needs, HS intends to strategically locate staff in communities with the greatest need.

Based on locations most easily accessible by consumers from the previous years, consumers will be assisted at 10 sites throughout the County. Eight full-time sites will be located at the HS offices and Pinellas County Department of Health locations. Two additional sites including neighborhood/ community centers will be utilized for direct assistance during open enrollment periods and by appointment the rest of the year.

In addition to assisting consumers with enrollment into a QHP, Navigators will work with

Pinellas County Board of County Commissioners | Project Narrative

enrollees on post-enrollment assistance which may include referrals for consumers with complaints, questions, or grievances, and helping consumers go from coverage to care. Consumers may also seek the assistance of a Navigator for questions about premiums, coverage documents, claims denials and a consumer's rights with respect to coverage.

Addressing Barriers for Uninsured, Underserved, Vulnerable and Special Needs Populations

The County has over 50 years experience in serving the uninsured, underserved, vulnerable, and special needs population. Over the past two years, Navigators have become very familiar with issues and barriers that this population faces. All Navigators receive cultural and linguistic training that focuses on best practices for sensitivity, diversity and language barrier awareness.

In addition, the County is planning to include a new training for Navigators called "Bridges out of Poverty," a unique and powerful tool designed specifically for social, health, and legal services professionals. Based in part on Dr. Ruby K. Payne's myth shattering *A Framework for Understanding Poverty*, Bridges reaches out to service providers, especially those in health and human services, whose daily work connects them with the lives of people in poverty. According to Payne, people in poverty face challenges virtually unknown to those in middle class or wealth-challenges from both obvious and hidden sources.

The County has contracted with and trained several bilingual Navigators. HS works with Marketplace Interpretation services when staff are not available in the individual's primary language. Navigators have also assisted with computer literacy of individuals by helping them to create email accounts as well as navigate the Marketplace website, www.healthcare.gov.

Navigation Staffing

HS will contract to hire 11 Navigators, ensure all applicants undergo the required training and receive the appropriate (re)certifications. In the current project, there are 11 Navigators knowledgeable of the marketplace. HS intends to renew the contract with qualified Navigators and hire additional individuals, if needed, to meet the goals of the project.

Existing and additional relationships

HS has relationships in the community with employers, employees, consumers (both insured and uninsured), and self-employed individuals who may become eligible for enrollment in a qualified health plan. County staff proactively participate in numerous health coalitions, business and community groups, and churches in the region that provide homeless and housing services, mental health and substance abuse treatment, legal assistance, nutrition, education, employment and job training services.

The County has partnerships with municipalities and community stakeholders to provide programs and services and seeks further resource linkages with these entities to develop sustainable models of services. Many County departments provide services or have direct contact with consumers such as the Tax Collector, Property Appraiser; Utilities, Convention and Visitors Bureau, Communications, Sheriff's Office, and Economic Development. These departments have long-term relationships and the ability to access the private and non-profit sectors.

Previous Awardee and Funding Request

In 2013-2014, Pinellas County was awarded a \$600,000 Cooperative Agreement, while in 2014-2015, the County was awarded \$535,156. Due to the reduction in funding, the County needed to scale back the number of hours per Navigator in addition to some of the marketing expenses. Restoring the agreement to a full \$600,000 would allow for more consistent scheduling and work hours for the Navigator staff. In addition, the County is looking to add additional training, and fully restoring the marketing and outreach budget to target the special populations and communication barriers experienced by underserved, low-income individuals identified in this application.

2. Scope of Activities

Maintain expertise in eligibility, enrollment, and program specifications

HS has provided services that include outreach, eligibility determination and enrollment into programs for county residents for over 50 years. Eligibility determination consists of interviewing clients and reviewing their information against a set of criteria. If clients meet the criteria, they are enrolled into the various programs through an electronic database. Case managers are well-versed in community, local, state and federal government programs to provide clients with referrals and access to other benefits or assistance they could receive.

All Navigators contracted through this grant award will be (re)certified and licensed annually as required by the State of Florida to provide eligibility, enrollment and program specific services to consumers. Training programs will be reinforced and current updates provided throughout the 36-month project period.

Servicing the target area & maintaining a physical presence

Pinellas County proposes to serve all individuals and families within the County's geographic service area. HS has identified several communities with a higher concentration of uninsured or underinsured residents. While Navigators will assist any individual with their enrollment needs, HS intends to strategically locate staff in communities with the greatest need.

Pinellas County Board of County Commissioners | Project Narrative

Pinellas County, through its two recent Cooperative Agreements with CMS, has identified 10 sites throughout the county where the locations are most easily accessible by consumers and consumers can receive in-person, face-to-face assistance. Eight full-time sites will be located at the HS offices and Pinellas County Department of Health locations. Two additional sites including neighborhood/community centers in our identified will be utilized for outreach and education events and for navigational services by appointment. Yearly contracts have been established between the County and each site and can be renewed annually with subsequent renewals for up to 36 months based on the award of the Cooperative Agreement.

Raising awareness through public education and outreach activities

All Navigators will be expected to create opportunities for individuals to enroll, and to sponsor and participate in outreach activities. All Navigators will be retrained to conduct public outreach and education presentations raising Marketplace awareness. For the current project period, the County developed a communications and marketing plan that 1) raises awareness about navigational services provided by the County and where interested consumers can receive assistance; 2) proactively reaches out to community organizations, schools, colleges, nonprofit agencies, business groups, and other stakeholders about the Marketplace and Navigator services.

Communications & Marketing Plan

HS will continue to utilize a variety of marketing channels to distribute its message including all the County's communication resources and social media. The marketing campaign will begin in October 2015 and run throughout the project period with varying levels of intensity based on the open enrollment periods and levels of enrollment. HS will advertise more heavily in the initial years of the project period to increase the visibility of the Navigator program and build on the known presence in the community.

A year round marketing presence will start two weeks prior to the beginning and continue through the end of Open Enrollment. During our annual push we will have 30 second Public Service Announcements in English and Spanish air on local cable networks. Through Bright House cable we will have English ads on CNN, ESPN, FOX and GALA, and Spanish ads on InfoMas (BN9 en Espanol). Through Univision we will have Spanish ads on WVEA Univision, WFTT and EVEA. Through Telemundo we will have Spanish ads on WRMD-TEL, during Caso Cerrado and Telenoticias Tampa.

We will run English language print ads in Tampa Bay newspapers and the Weekly Challenger. Spanish language print ads will be run in Centro, as well as on the leader board of the Centro website, with a guaranteed 100,000 impressions during annual Open Enrollment periods.

Pinellas County Board of County Commissioners | Project Narrative

We will also utilize the County social media accounts on Facebook, Twitter and Instagram to reach our target audiences quickly and extend our reach. Social media posts will be made year round, with heavier promotion during Open Enrollment. These posts will allow us to advertise specific events and activities as well as the overall program and available services.

The County acknowledges that not all citizens, especially those living in poverty, may have access to cable television and/or social media. Traditional marketing tools including posters and brochures will be updated, printed and distributed in publicly accessible locations, including libraries, schools, health centers, and community partner locations throughout the county. We will utilize our existing relationships with the Pinellas County Library system, Pinellas County School Board, and Neighborhood Family Centers to display program posters in the community with our service locations and contact information.

Provide information and services in a fair, accurate, and impartial manner

As a public agency, HS is ethically obligated to provide information to residents in a non-partisan manner and free of any conflict of interest. Sensitivity skills training will be provided to all Navigators to reinforce effectively communicating with individuals from culturally diverse backgrounds, those in poverty, and with those who may have disabilities in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Staff will be provided “Bridges Out of Poverty” training which is a unique and powerful tool designed specifically for social, health, and legal services professionals. Based in part on Dr. Ruby K. Payne's myth shattering *A Framework for Understanding Poverty*, Bridges reaches out to service providers especially those in health and human services whose daily work connects them with the lives of people in poverty. According to Payne, people in poverty face challenges virtually unknown to those in middle class or wealth--challenges from both obvious and hidden sources.

Even with training, we acknowledge that Navigators may be limited in communicating effectively due to the high levels of poverty. Navigators will spend additional time with the individual or family as necessary to complete the enrollment process. In addition, post enrollment assistance is available to each consumer to facilitate use of the benefits of health insurance coverage.

HS educates low income clients regarding medical programs that they may be eligible for such as Medicaid, Medicare, CHIP and the local Pinellas County Health Program, and will continue to assist eligible individuals with enrollment if they qualify for these types of coverage.

Facilitate the selection of a Qualified Health Plan (QHP)

The County's Navigators will assess the consumer's needs and level of understanding. They then

Pinellas County Board of County Commissioners | Project Narrative

will assist the consumer with the application process to receive an eligibility determination through the Marketplace, explain to consumers the health plans and differences between options they are eligible for, and aid participants in fully understanding their health care choices. Navigators or volunteers will explain how Advance Premium Tax Credits and Cost Sharing work if the consumer is eligible and assist clients with resolving any issues or disputes, choosing a Qualified Health Plan, and with activating the eligible coverage. We acknowledge that Navigators may need additional time to walk through the enrollment process and post enrollment “Coverage to Care” roadmap more thoroughly with individuals living in poverty.

The County, upon award, will assist approximately 5,000 individuals annually.

Provide referrals to agencies for enrollees with grievances, questions, or complaints

Navigators will assist consumers with health insurance grievances through the Healthcare.gov toll-free line and provide referrals to state and local agencies for consumers who have grievances, questions, or complaints. The County will utilize other county, state and federal agencies as well as formal partnerships within the community to support strong referral relationships that provide expert assistance with complex consumer problems and legal issues. Due to lower educational levels and/or lack of health literacy knowledge, Navigators are available to assist, interpret, review materials received from the Marketplace and/or insurance provider and explain any follow-up actions necessary. Navigators will continue to work with individuals as long as needed to assure their understanding of materials, options and needed actions.

Post-enrollment assistance plan

Through the second quarter of Year Two, 312 consumers made an appointment for post-enrollment assistance with a majority (246) requesting assistance using their coverage. Navigators will continue to provide assistance with individuals once coverage has been established to ensure maximum services and benefits are realized. Consumers may also seek the assistance of a Navigator for questions about premiums, coverage documents, claims denials and a consumer’s rights with respect to coverage. Navigators will utilize “Coverage to Care” documentation and work with partnering agencies and organizations to connect individuals when appropriate and upon request.

Provide culturally-competent and linguistically appropriate information

Pinellas County provides a robust and comprehensive diversity training program for its Navigators. This training focuses on best practices for sensitivity, diversity and language barrier awareness. This year, Navigators will also be offered “Bridges Out of Poverty” training. This training makes them aware of and sensitive to the myriad of factors that affect a consumer’s

Pinellas County Board of County Commissioners | Project Narrative

needs and the way in which they may conceptualize health and healthcare. In all cases, the Pinellas County Navigators have been taught to listen to every consumer's individual needs regarding healthcare before assisting them in understanding their plan options.

The County adheres to CLAS standards for printed educational materials as well as the contracting of bilingual Navigators from diverse cultural backgrounds. Current Pinellas County Navigators are fluent in all of the predominant languages in our community including: Spanish, French and Creole. The County intends to renew contracts with these Navigators. In addition, the Navigators are trained to assist consumers with access to translators through Healthcare.gov.

The geographical placement of our Navigator staff was strategically assigned to gain the highest value relative to language skills for our consumers throughout the community.

Working with individuals - limited English proficiency, disabilities, underserved

County Navigators assist individuals with limited English proficiency, individuals with disabilities, and underserved and vulnerable populations through a variety of programs and services. Through the second quarter of Year Two, several bilingual Navigators were contracted with and are able to assist 198 individuals whose primary language is one other than English.

Access by persons with disabilities

The County and project partners have made services available and accessible to individuals with disabilities throughout the County. All service centers are ADA compliant and accessible to individuals with physical disabilities. Every navigator location in Pinellas County provides handicapped parking, is wheelchair accessible, and has areas for curbside drop-offs.

Navigator staff will make every effort to provide any additional reasonable accommodations when possible to support individuals with disabilities. Accommodations may include reconfiguration of the office space, different seating options, assistance using the computer, and/or more time for an appointment as needed and requested by the individual. The County anticipates increasing its targeted, grassroots marketing efforts to reach individuals facing extensive poverty and disabilities.

Existing and new relationships

HS has strong relationships with various organizations, employers and employees. County staff proactively participates in numerous health coalitions, business groups, churches and community groups in the region that provide homeless and housing services, mental health and substance abuse treatment, legal assistance, nutrition, education, employment and job training services.

Pinellas County Board of County Commissioners | Project Narrative

In 2015, the County worked extensively with the County Library System for outreach events and distribution of marketing materials. Neighborhood Family Centers throughout the County were instrumental in distribution of materials and communicating with local residents about the available services of Navigators.

The County also worked cooperatively with Covering Tampa Bay, a coalition of Navigator grantees, Certified Application Counselor Organizations and In-Person Assisters in the broader Tampa Bay region. The County plans to continue to build on these relationships in the upcoming grant periods.

On a national scale, the County works with the local Enroll America outreach team. In this new application, the County anticipates contracting with Enroll America to participate in their “Get Covered Connector” outreach and scheduling tool which increases access and ease of making appointments. These relationships and the materials developed and provided by these organizations help build the health literacy of individuals with a lack of knowledge of health insurance coverage and cost.

Efforts to establish ongoing linkages throughout the County to sustain outreach and enrollment activities will be addressed through participation in strategic planning meetings with stakeholders that include but are not limited to municipalities, community agencies, colleges, neighborhood associations.

Conflict of Interest Standards

Persons serving as Pinellas County Health Care Navigators are required to comply with county guidelines and standards adopting the Florida Statutes Section 112 (entitled, Code of Ethics for Public Officers and Employees). State of Florida law also sets guidance for navigators in the Florida Statutes Section 626.995 (entitled, Navigators) et. seq. A copy of the Conflict of Interest Policy is provided to all Navigators upon employment.

Training Standards

Navigators and volunteers will maintain expertise in eligibility, enrollment, and program specifications through a variety of training and compliance monitoring standards. Navigators will attend required trainings including the annual 20 hour HHS training, any training requirements set forth by the State, as well as County identified training in the areas of sensitivity, diversity, and the specific “Bridges Out of Poverty” training. Navigators will be required to participate in continuing education trainings provided and to undergo a period of shadowing/mentorship with an experienced navigator from the lead agency before providing assistance independently.

3. Ensuring Privacy and Security of Consumer PII

Compliance with Security Standards for computers, laptops or tablets

Pinellas County government maintains an Information Security Policy that addresses security standards and applicable use for computers, county networks, and databases. This Policy provides information security instructions applicable to all users (employees and third parties) who use computer systems. All users are expected to comply with this Policy as a condition of continued employment or access to the Enterprise Network. To date the County has had no instances of security breaches associated with this project. Staff actively discusses the standing plan of action, including reporting any violation through the appropriate human resource channels for disposition in accordance with Sections 1411g of the Affordable Care Act.

Completion of Required Training and Security/Privacy Compliance

Upon employment, all Navigators begin an annual process to complete 20 hours of training from HHS and become (re)certified and licensed by the State; certifications are mandatory to be able to assist consumers as Navigators. Training related to privacy and security of consumer PII is an important module of the training received.

Consumer Awareness, Authorization and Rights regarding Navigator Duties

During the initial meeting between a consumer and a Pinellas County Navigator, the consumer is provided with a consent form covering our privacy policy and etiquette for handling PII, along with a complete description of the Navigator's Roles and Responsibilities. The Navigators functions and responsibilities include, but not limited to, expertise and qualifications in eligibility, enrollment and program specifications of QHPs, their ability to serve individuals in a culturally and linguistically appropriate way, their ability to handle grievances and complaints, privacy rights, and a Navigator's inability to accept a fee, gift, or financial cash incentive. A complete list of roles and responsibilities is provided to each individual and can be furnished upon request for this grant application.

A Navigator may orally communicate these roles and responsibilities to individuals with low literacy levels. The consumer must provide authorization, via this consent form, prior to the Navigator obtaining any personally identifiable information. The consumer is also notified that they may revoke the authorizations of the Navigator at any time. Upon completion of navigational services, this consent form is scanned, filed securely and the original is returned to the consumer.

Navigator Training to Protect Consumer PII

Navigator training addresses the handling of PII or other sensitive data. Navigators do not handle or keep any information that is classified as PII. When working with a consumer, the Navigator allows the consumer to enter all PII data into the computer using the keyboard and mouse for additional confidentiality. Any email correspondence containing PII is safeguarded with encryption to mitigate the risk of information loss. During large enrollment events, the County ensures individual security standards, including privacy screens and partition spaces.

Should a consumer not be able to enter their own personal information due to a disability or low computer skills, the Navigator, with the consumer's consent, will enter the information. The consumer has a full-screen view of the data entered by the Navigator on their behalf for review and consent.

Evaluating staff qualifications for receiving, securing and handling PII

The employment application and interview process evaluates an individual's qualifications for handling PII data. In addition, all Navigators are mentored and periodically evaluated throughout the year to ensure adherence with PII standards.

Background Checks

In order to be retained for employment, candidates must pass two levels of screenings including the employment agency's application process and background check, and the State of Florida background check for registration. The County currently contracts with Randstad, an employment agency, to provide Navigators for the grant awarded in 2013. Randstad contracts with Infomart to run criminal background checks and verify social security accounts. In 2013, the Florida Legislature passed legislation requiring individuals acting as "Navigators" under the ACA to be registered with the Florida Department of Financial Services (DFS). Registration with DFS includes submission of fingerprints for a criminal background check. Certain crimes would either permanently bar an individual from registration or disqualify an applicant for specified periods. An applicant who has committed a felony of the first degree, a capital felony, a felony involving money laundering, fraud, or embezzlement, or a felony directly related to the financial services business is permanently barred from applying for a license. Additional information for applicants with a criminal history seeking to register as a navigator can be found on the DFS website: <http://www.myfloridacfo.com/Division/Agents/Licensure/General/PriorCrimHist.htm>

Finally, the County's Navigator application includes former employment verification and two positive references.

Track record handling and protecting consumer PII

To date, the County has had no security breaches, or mishandling of consumer PII related to this project. Navigators review the proper procedures for handling consumer PII and discuss different scenarios for handling PII on a monthly basis. All of the consent forms signed by consumers are retained on a secure server at the County. No paper copies are retained by staff.

4. Accomplishments

Track record in developing and maintaining relationships with stakeholders

As stated previously, the County has an extensive network of relationships with stakeholders, especially those that serve the low-income and uninsured populations.

Track record in assisting consumers

HS has provided health and social services to the indigent, homeless and otherwise vulnerable populations within its surrounding communities for 50 years. Services center on access to care, self sufficiency and improved quality of life. Development of the Navigator Project applies the same concepts. As our Navigators conduct Outreach and Enrollment activities, our priority is to do a total assessment of the consumer's needs and if the consumer does not qualify for Marketplace coverage, we work diligently to connect them with one of our community partners skilled in that consumer's area of need.

Through the first project year, the County individually assisted 2,421 consumers through the eligibility and enrollment process. Through the second quarter of the current project year, Navigators individually assisted 2,331 consumers through the eligibility and enrollment process. Improvements in targeting harder to reach populations and increases in marketing efforts will surpass the number of consumers assisted over the initial full project period.

Track record conducting public outreach and education activities

In Year One, HS reached 21,867 consumers and generating over 1,636 requests for individual appointments. Supporting these efforts, the County produced 600 posters, 154,000 tri-fold brochures and business cards. The County established a website, PinellasCounty.org/navigator, opened a phone line and conducted social media efforts.

Through the second quarter of Year Two, HS marketing efforts touched over 150,000 individuals. Outreach was provided to over 1,049 individuals with individual direct assistance provided to 2,331 individuals.

Many events are orchestrated with partners in the Covering Tampa Bay collaborative to ensure

Pinellas County Board of County Commissioners | Project Narrative

that we minimize overlap. We have cultivated partnerships with community leaders, churches, and community organizations such as the Pinellas County School Board, Career Source Pinellas, Pinellas County Library System and Enroll America. These partnerships have enabled us to reach citizens in places they have become familiar with and trust.

By utilizing the County's communication's resources, HS is able to identify marketing strategies that best enable us to reach the populations we intend to serve. With a fully funded marketing and outreach budget, we will have the flexibility to adjust the plan during the year to increase efforts or placements in areas where we are seeing success and decrease areas that are running flat or are not meeting goals.

Track record in providing information to individuals of varying literacy levels

The County works primarily with low income residents assisting with a variety of services. This population has been shown to have lower educational levels, and may lack the educational, financial, and health literacy necessary to navigate the new healthcare system on their own. Through cultural sensitivity/linguistic training received accompanied by the provision of services and assistance with applying for various federal benefits, all staff members are skilled at providing information in a cultural and linguistic manner appropriate to the individual.

Track record working with individuals - limited English proficiency

In 2013, HS assisted over 560 individuals whose primary language spoken is a language other than English. The top five languages used by consumers served by the Navigators include Spanish, Vietnamese, Haitian Creole, Russian and French. Through the second quarter of the second grant period of 2014, HS assisted 197 individuals whose primary language spoken is a language other than English. HS makes every effort to hire individuals with culturally diverse backgrounds, and provides training for all Navigators in serving these populations.

Beyond working with those whose primary language spoken other than English, Navigators also must work with individuals who English proficiency is low due to low levels of education. Navigators may spend additional time working with these individuals by orally communicating Marketplace materials and the website to them to ensure that they understand.

Track record working with individuals with disabilities

All physical locations contracted with by the County to provide Navigational services are ADA compliant. In addition, Navigators have made every effort to assist individuals and families with disabilities when possible by making any additional physical accommodations including configuration of office space or providing different seating arrangements, additional time for

appointments, and/or assisting with the use of computers upon request.

Accomplishments as a result of receiving Navigator funding

Over 1/3 of uninsured in Pinellas County became insured... According to 2013 CMS data for the Percent of Estimated Eligible Uninsured People for Outreach Targeting, there are approximately 3.4 million uninsured residents in Florida and approximately 156,534 uninsured residents in Pinellas County, 4.5% of the State's total. In the 2015 enrollment year, approximately 1.6 million Marketplace QHP selections occurred during Open Enrollment Period in the State of Florida and 58,339 individuals enrolled into a health plan in Pinellas County.

This represents a 64.7% increase in enrollments over the total 2014 Plan Selections by Zip Codes in the Marketplace of 35,412 individuals in Pinellas County and represents 37.3% of the estimated uninsured in the County. Through the second quarter of Year 2 of the grant, Pinellas County Navigators directly assisted 2,331 individuals with outreach and marketing efforts conservatively topping 150,000 individuals. If awarded, Navigators will be continue to be available to assist these individuals with re(enrollment) and address any issues related to their existing coverage including any complaints, grievances, or technical difficulties.

Referrals to other agencies/benefits... Through the second quarter of Year Two, Pinellas County Navigators also assisted 198 individuals with a referral to another healthcare coverage option including Medicare, VA/TriCare, and the County's own Pinellas County Health Program. An additional 194 individuals were deemed eligible by Medicaid or CHIP. While the Marketplace is an option for many consumers, sometimes other options may provide coverage for individuals meeting certain eligibility requirements. Navigators are trained to understand the different coverage options available locally and the resources to make the necessary referrals for clients.

New and Stronger Partnerships and Relationships established... The County, as a local government, has a variety of relationships with different organizations and providers in the community. However, through the Navigators program, the County has the opportunity to build upon these relationships and start ones with providers and organizations immersed in the local communities and neighborhoods. For example, the County has a contractual relationship with the local Pinellas County Department of Health. The County has built upon that relationship to serve clients by establishing a physical presence in each health department location that makes servicing the client a one-stop shop and reduces barriers to coverage. Secondly, the relationship with the neighborhood and family community centers has given the County a physical presence in the low-income communities where barriers to coverage are more likely.

5. Expertise of Personnel

Level of expertise before and after receipt of previously awarded funding

Before the passage of the Affordable Care Act and *presently*, County staff continue to provide eligibility assistance to consumers for either the County’s health plan or federal/state programs and continues to provide assistance to consumers for disability or veterans benefit programs.

Upon receiving the Cooperative Agreement for the past two years, the County has contracted with additional staff specific to the ACA and with the required certifications/trainings necessary to assist consumers with the Marketplace as well as referring consumers to other benefits for which they may be eligible.

In the current project, there are 11 Navigators who are motivated, trained, and knowledgeable of the marketplace; HS intends to renew the contract with qualified Navigators and hire additional individuals to meet the goals of the project. All of the current staff are Certified Navigators and have been assisting individual with enrollment and coverage issues as well as performing outreach and education activities for over 18 months. They have participated in annual trainings and ongoing updates as needed and required by federal, state and local agencies.

Additional funding for new activities related to developing staff expertise

In addition to required annual training, HS is looking to add the “Bridges Out of Poverty” training which is a unique and powerful tool designed specifically for social, health, and legal services professionals. Based in part on Dr. Ruby K. Payne's myth shattering *A Framework for Understanding Poverty*, Bridges reaches out to service providers especially those in health and human services whose daily work connects them with the lives of people in poverty. According to Payne, people in poverty face challenges virtually unknown to those in middle class or wealth-challenges from both obvious and hidden sources.

Secondly, HS is looking to contract with Enroll America to utilize their “Get Connected” tool. This online resource will raise consumer awareness and direct consumers towards assistance with an experienced, certified Navigator. Navigators will receive training to use the tool and understand the resources provided by Enroll America that may be beneficial to the consumer.

Staff expertise in Private Health insurance market and Health Insurance Marketplace

In 2013-2014, 27 individuals completed training and certification/recertification. This includes contracted employees, County employees, and those who left the program. As of May 31, 2015, HS maintains 11 contracted Navigators. These 11 Navigators have at least 18 months of experience as Navigators for the Marketplace. None of the current Navigators previously held a

Pinellas County Board of County Commissioners | Project Narrative

license for the private insurance market. In 2015-2016, HS will contract to hire/retain 11 Navigators in addition to recruiting volunteers for the program to effectively assist, educate, and enroll eligible residents within the Marketplace.

The Project Manager, Geni Trauscht, has worked for Pinellas County Human Services for 10 years. Prior to that, she worked many years for the State of FL Dept of Children & Families supervising and training staff in various social service programs. Since joining HS, Geni has held positions of Social Worker I & II, Team Leader, Contract Manager, Project Manager and is currently a Section Manager. In March 2015, Geni assumed oversight of the Navigator Program and its staff. She has proactively engaged with the staff and has been participating in weekly calls with the grant's Project Officer and the County's Navigator Coordinator

All Navigators receive ongoing training in working with individuals in poverty and the barriers they may face including cultural and language barriers, low education levels or literacy and health literacy barriers.

Staff expertise with conducting outreach and public education

HS staff has provided outreach education for medical services to homeless individuals since 1988. Current Navigators have worked collaboratively in conducting outreach in the community, and developing new strategies for marketing and outreach throughout the year. During the first year, the County conducted either hosted or participated in hundreds of events reaching over 21,900 consumers. Through the second quarter of Year Two, the County's outreach and marketing reach has topped 150,000 individuals. The County recognizes that by increasing a customer's knowledge of health insurance coverage, especially among those with low educational levels and barriers faced by those in poverty, Navigators may be more successful in enrolling the consumer.

Staff expertise assisting consumers in obtaining health coverage determinations

All navigators have been trained and certified to provide navigation services; 11 Navigators continue to provide assistance to consumers in obtaining health coverage determinations, finding available options in both the Federal Marketplace as well as through other federal and non-federal programs. Through the second quarter of Year Two, Navigators assisted a total of 2,331 individuals of which 975 received assistance with eligibility determinations.

Efforts will be made to retain the existing 11 Navigators, while new hires for the program will receive the required training and mentoring necessary to assist consumers enrolling in health coverage. All Navigators are trained in working with clients of low educational levels and a range of financial circumstances. This year, HS will be adding training from the Bridges Out of

Poverty program.

Staff expertise working with individuals of limited English proficiency

All Navigators receive extensive training in working with individuals of limited English proficiency, individuals with disabilities and vulnerable populations. The County staff mentor and provide additional support to Navigators given the County's commitment and historical experience of working with these populations. Through the second quarter of Year Two, Navigators assisted 197 individuals whose primary language spoken is one other than English.

Staff expertise and ability to perform work that is culturally and linguistically appropriate

Pinellas County provides a robust and comprehensive diversity training program for its Navigators. This training makes them aware of and sensitive to the myriad of factors that affect a consumer's needs and the way in which they may conceptualize health and healthcare. In all cases, the Pinellas County Navigators have been taught to listen to every consumer's individual needs regarding healthcare before assisting them in understanding their plan options.

During this training, Navigator objectives focused on best practices for sensitivity, diversity and language barrier awareness. Examples of how Pinellas County's Human Services Navigator Training adheres to CLAS standards include providing brochures and other material printed in common languages and the hiring of bilingual Navigators from diverse cultural backgrounds.

The geographical placement of our Navigator staff was strategically assigned to gain the highest value relative to language skills for our consumers throughout the community.

Maintaining and executing expertise in eligibility, enrollment and program specifications.

As documented throughout this Project Narrative, the County is committed to maintaining and executing the Navigator Program through the use of our well-qualified and trained Navigator staff in conjunction with the County's comprehensive communications and outreach plan and experience in targeting populations that will benefit the most from assistance with understanding the healthcare marketplace. Staff will become re-certified and complete all the required and optional federal, state and local training programs. Staff will focus on addressing barriers to care from enrollment to use of the consumer's benefits. The County will continue to be a leading public service agency in assisting its residents to maximize all available options for health coverage and benefits.

Pinellas County Board of County Commissioners | Budget Narrative Justification | 2016 Non-Competing Continuation Application

Budget Justification	Year 2 (2016-2017)		Year 3 (2017-2018)
	Federal	Other Sources	
PERSONNEL – <i>The County contracts for temporary personnel to carry out the Navigator duties.</i>			
Not Applicable	\$0	\$0	\$0
TOTAL PERSONNEL	\$0	\$0	\$0
FRINGE BENEFITS – <i>Contract employees do not include fringe benefits.</i>			
Not Applicable	\$0	\$0	\$0
TOTAL FRINGE	\$0	\$0	\$0
TRAVEL – <i>Travel identified in this budget further the County’s efforts to accomplish specific project goals including mileage to local outreach sites from satellite offices and for program monitoring..</i>			
<u>LOCAL TRAVEL</u>			
Navigator Program Coordinator 125 trips @ 20 miles avg/trip @ \$0.54 cents/mile	\$1,350	\$0	\$1,172
Navigator Program Analyst 100 trips @ 20 miles avg/trip @ \$0.54 cents/mile	\$1,080	\$0	\$1,170
Navigators 220 trips @ 20 miles avg/trip @ \$0.54 cents/mile	\$2,376	\$0	\$2,340
<u>OUT-OF-STATE TRAVEL</u>			
Enroll America Conference – Navigator Program Coordinator <i>State of Enrollment: Getting America Covered</i> Airfare (\$250 – TPA to Wash DC); Registration (\$450) Lodging (\$249/night; 3 nights); Per Diem (\$69/day; 3 days); Transportation (\$100)	\$1,754	\$0	\$0
TOTAL TRAVEL	\$6,560	\$0	\$4,682

Pinellas County Board of County Commissioners | Budget Narrative Justification | 2016 Non-Competing Continuation Application

Budget Justification	Year 2 (2016-2017)		Year 3 (2017-2018)
	Federal	Other Sources	
EQUIPMENT - <i>The County does not anticipate any equipment purchase for this program.</i>			
Not Applicable	\$0	\$0	\$0
TOTAL EQUIPMENT	\$0	\$0	\$0
SUPPLIES – <i>The County will utilize general office supplies to carry out daily activities of the program. Supplies include general office supplies (pens, pencils, paper, etc) and personalized name badges for each Navigator.</i>			
General Office Supplies \$240/yr for use by 11 Navigators	\$2,640	\$0	\$500
Customized Magnetic Name Badges Replacements, as needed Y2	\$50	\$0	\$40
TOTAL SUPPLIES	\$2,690	\$0	\$540
CONTRACTUAL ¹ – <i>The County contracts with an employment agency, Randstad, to hire temporary staff as needed. The Billable Rate includes the base salary plus the 38.3% fee charged by Randstad and an additional \$.37 per labor hour ACA fee also charged by Randstad. Original 3% base salary annual raise decreased to 2% to offset increased Randstad fee structure.</i>			
Navigator Program Coordinator ² 52 wks @ 40 hrs/wk x Billable Rate \$41.28/hr (Base Salary equivalent to GS-12 @ \$29.58/hr)	\$0	\$85,862	\$0
Navigator Program Analyst ³ 52 wks @ 40 hrs/wk x Billable rate \$31.40/hr (Base Salary equivalent to GS-9 @ \$22.44/hr)	\$65,312	\$0	\$67,141
Nine (9) Navigators ⁴ 18 wks @ 40 hrs/wk x Billable Rate \$28.06/hr 34 wks @ 32 hrs/wk (Base Salary equivalent to GS-9 @ \$20.02/hr)	\$181,829 \$274,764	\$0 \$0	\$186,675 \$282,087
TOTAL CONTRACTUAL	\$521,905	\$85,862	\$535,903

Budget Justification	Year 2		Year 3
	Federal	Other Sources	Federal
<p>OTHER – <i>The County covers the cost to the Navigators to obtain their State of Florida license at \$105pp in addition to a subscription for wireless aircard services that enable Navigators to complete their duties from any location. The remaining expenses in this category are the anticipated marketing expenses for Navigators participate in outreach events, advertising, and creating and printing promotional materials for consumers. Year 2 expenses allowing for possible turnover of trained staff.</i></p>			
Florida State Fingerprinting & Licensing for Navigators <i>\$105 pp x 11 Navigators</i>	\$210	\$0	\$210
Monthly Fee and Usage Fees for Aircard Service 11 Navigators over 12 months @ \$40/month	\$5,280	\$0	\$5,280
Monthly Fee and Usage Fees for Cell Phones 3 Phones over 12 months @ Approx \$80/month	\$960	\$0	\$960
Marketing Plan Expenses: <u>Enroll America: Get Covered Connector Tool</u> Increase awareness and access to in-person assistance. Helps consumers search for help by zip code, review options and schedule an appointment on line, receive notifications and reminders via email and/or text, and access contact info for local assisters.	\$10,000	\$0	\$10,000
<u>BOOTH/REGISTRATION FEES</u> Various Outreach Events	\$500	\$0	\$500
<u>SOCIAL MEDIA</u> Includes advertising on Facebook, Twitter, Instagram and monthly posts year round, weekly during open enrollment	\$10,000	\$0	\$9,000

Pinellas County Board of County Commissioners | Budget Narrative Justification | 2016 Non-Competing Continuation Application

Budget Justification	Year 2		Year 3
	Federal	Other Sources	Federal
<u>PRINT ADS</u> Advertising in Tampa Bay newspapers, Weekly Challenger, and Spanish language paper, Centro	\$6,625	\$0	\$4,000
<u>TELEVISION</u> 30-second PSAs on TV WOW! (Channels Bravo, Family, Food Network, FX, Hallmark, HGTV, Lifetime, OWN, TBS, TNT and USA Network), Verizon (ESPN Deportes, FOX Deportes and Galavision), Entravision (WVEA Univision, WFTT and EVEA), Telemundo (WRMD-TEL)	\$12,900	\$0	\$8,500
<u>BROCHURES</u> Tri-Fold, Full Color Brochure (additional qty from Y1) English and Spanish Language	\$1,720	\$0	\$225
<u>POSTERS</u> ACA Posters (additional qty from Y1) Eng/Spa	\$500	\$0	\$100
<u>BUSINESS CARDS</u> (additional qty from Y1)	\$150	\$0	\$100
TOTAL OTHER	\$48,845	\$0	\$38,875
TOTAL DIRECT CHARGES	\$580,000	\$85,862	\$580,000
INDIRECT CHARGES – Include approved indirect cost rate.			
% indirect rate (includes utilities and accounting services)	\$0	\$0	\$0
TOTAL	\$580,000	\$85,862	\$580,000

¹ *This contract is secured through the County's Purchasing Ordinance, found in Sections 156-190 of the Pinellas County Code. For the Navigators program, HCS outlines the specific services/tasks to be performed and as outlined in the Navigator's Program Scope of Work and works with the County HR staff to outline the scope for Randstad. Once the scope is outlined and approved, HCS works directly with Randstad on the hiring of the contracted employees. Randstad provides background checks on each candidate and manages payroll for the contracted employees. Contractors employed for the Navigator Program are supervised by the Project Manager, a Pinellas County staff member.*

² *The **Navigator Program Coordinator** directs the overall operation of the project; responsible for overseeing the implementation of project activities, coordination with other agencies, development of materials, provisions of in-service and training, conducting meetings; designs and directs the gathering, tabulating and interpreting of required data; responsible for overall project evaluation and for staff performance evaluation; and is the responsible authority for ensuring necessary reports/documentation are submitted to CMS/CCIIO. This position relates to all project objectives. Also performs all Navigator functions.*

³ *The **Program Analyst** provides administrative assistance to the Program Coordinator and Project Director in planning, researching, directing and implementing project efforts for best practices, outcome measurements, funding and budget administration and project planning; technical assistance for staff with all data collection programs and procedures; development of materials. This position relates to all project objectives. Also performs all Navigator functions.*

⁴ ***Navigators** provide outreach, education, and enrollment services to families and individuals eligible for insurance programs through the Marketplace. The Navigator is responsible for meeting projected enrollment goals, coordinating outreach & enrollment efforts by working collaboratively with other staff, member clinics and working with community based organizations. The Navigator also provides ongoing post enrollment assistance utilizing the Coverage to Care materials designed by CMS.*

Statement of Assurance: Funding from this opportunity will not be used for activities already funded through section 1311(a) of the Affordable Care Act or section 2793 of the Public Health Service Act, including to make payments to other types of Marketplace enrollment and eligibility assisters that are funded through section 1311(a) of the Affordable Care Act or to recipients of funds awarded to State under Consumer Assistance Program grants.

Other Sources: Pinellas County, through its Health Care for the Homeless Program, receives additional funding from the U.S. Department of Health & Human Services, Health Resources and Services Administration (HRSA) for Outreach and Enrollment. This funding is used to pay for the Navigator Program Coordinator position.

Pinellas County Board of County Commissioners

2016-2017 Work Plan & Timeline | 2016 Non-Competing Continuation Application

Goal 1: Complete Navigator Training & Certification and Maintain Expertise of Personnel			
Key Action Steps	Timeline	Expected Outcome	Person/Area Responsible
1.2 Successfully complete all required and applicable federal and/or state consumer assistance training.	September 2016	100% of Navigators including the Program Analyst and Navigator Program Coordinator will complete the required trainings and pass the certification test annually.	Project Director, Lisa Freeman
1.3 Schedule weekly conference calls and quarterly in-person meetings and training, when available, with staff members to review policies, procedures, updates, etc., and to answer any staff questions and concerns	September 2016 – September 2017	All staff attend and have an outlet to share experiences with other Navigators, and can provide direct feedback (positive and negative) to program administrators that can help improve the program and consumer experience.	Project Director, Lisa Freeman
1.4 All Navigators are expected to review the weekly newsletters and participate in CMS webinars when available.	October 2016 – September 2017	Navigators review the most recent updated information provided by CMS on best practices, policy updates, and frequently asked questions.	Navigator Program Coordinator, Erin Richards

Goal 2: Increase Visibility of County Navigator Services			
Key Action Steps	Timeline	Expected Outcome	Person/Area Responsible
2.1 Participate in or host outreach and enrollment events.	October 2016 – September 2017	Approximately 60,000 individuals are expected to attend outreach events annually	Navigator Program Coordinator, Erin Richards
2.2 Implement marketing and communications plan	October 2016 – September 2017	Conduct outreach to up to 300,000 annually through a comprehensive marketing plan	Project Director, Lisa Freeman Communications staff
2.3 Maintain a physical presence by strategically locating staff in targeted areas of the county where greatest numbers of uninsured may be reached	October 2016 – September 2017	Access to Navigators is within a reasonable distance with the least amount of barriers for those seeking assistance	Project Director, Lisa Freeman

Pinellas County Board of County Commissioners | 2016 Non-Competing Continuation Application | Work Plan & Timeline

Goal 3: Provide Navigator Services to Consumers			
Key Action Steps	Timeline	Expected Outcome	Person/Area Responsible
3.1 Perform outreach and enrollment assistance activities	October 2016 – September 2017	Navigators successfully perform all duties outlined for outreach and enrollment assistance activities to 5500 consumers annually meeting identified goals outlined in the scope of work. 850 consumers expect to be assisted with selecting/enrolling in a QHP (including reenrollments)	Navigator Program Coordinator, Erin Richards Program Analyst, Pedro Limas Navigators
3.2 Provide information in a fair, accurate and impartial manner	September 2016 – September 2017	Services provided are in a manner consistent with the consumers needs (cultural and linguistic, disabilities, languages spoken)	Navigator Program Coordinator, Erin Richards Program Analyst, Pedro Limas Navigators
3.3 Provide post-enrollment assistance to consumers enrolled in health care coverage	September 2016 – September 2017	Consumers maintain their coverage and understand how to utilize the available services	Navigator Program Coordinator, Erin Richards Program Analyst, Pedro Limas Navigators

Pinellas County Board of County Commissioners | 2016 Non-Competing Continuation Application | Work Plan & Timeline

3.4 Refer consumers to other benefit programs, when appropriate	September 2016 – September 2017	100% of consumers who do not sign up through the Marketplace for ACA coverage are referred to other benefit programs/services. Among those we expect to refer 150 consumers to the state Medicaid/CHIP office.	Navigator Program Coordinator, Erin Richards Program Analyst, Pedro Limas Navigators
---	---------------------------------	--	--

Goal 4: Maximize Program Impact			
Key Action Steps	Timeline	Expected Outcome	Person/Area Responsible
4.1. Evaluate progress and revise strategies as appropriate with emphasis on reaching individuals in the identified target areas of the county with the highest number of uninsured.	November 2016 – September 2017	Targeted areas are being saturated through a comprehensive marketing and outreach plan.	Project Director, Lisa Freeman Navigator Program Coordinator, Erin Richards

Pinellas County Board of County Commissioners | 2016 Non-Competing Continuation Application | Work Plan & Timeline

Goal 5: CMS is Informed on Grantee Progress through Timely Grant Reporting/Updates			
Key Action Steps	Timeline	Expected Outcome	Person/Area Responsible
5.1. □ Prepare and Submit Weekly, Monthly, Quarterly, and Annual reporting	September 2016 – September 2017	100% of reports are uploaded to the grants management and HIOS systems on time.	Project Director, Lisa Freeman Navigator Program Coordinator, Erin Richards
5.2. □ Participate in weekly/bi-weekly conference calls with the Project Officer	September 2016 – September 2017	The County will update the Project Officer regularly of progress to date and incorporate any recommendations.	Project Director, Lisa Freeman Navigator Program Coordinator, Erin Richards

Pinellas County Board of County Commissioners

2016 Non-Competing Continuation Application | 2015-2016 Performance Summary

Developing & maintaining relationships with key stakeholders

Pinellas County Human Services (HS) has strong relationships with various organizations, employers and employees. County staff proactively participate in numerous health coalitions, business groups, churches and community groups in the region that provide homeless and housing services, mental health and substance abuse treatment, legal assistance, nutrition, education, employment and job training services.

In 2015-2016, the County continued to work extensively with the County Library System for outreach events and distribution of marketing materials. Neighborhood Family Centers throughout the County were instrumental in distribution of materials and communicating with local residents about the available services of Navigators.

The County also worked cooperatively with Covering Tampa Bay, a coalition of Navigator grantees, Certified Application Counselor Organizations and In-Person Assisters in the broader Tampa Bay region.

On a national scale, the County works with the local Enroll America outreach team. We contracted with Enroll America to use their “Get Covered Connector” outreach and scheduling tool which increased access and ease of making appointments. This allowed consumers to search for available appointments through our website, as well as the Enroll America/ Get Covered America website by location, language, date and time. We also supplied all of our partners with direct links to the scheduling tools so that they could assist consumers with scheduling an appointment when a Navigator was not immediately available. These relationships and the materials developed and provided by these organizations help build the health literacy of individuals with a lack of knowledge of health insurance coverage and cost.

Assisting consumers with obtaining health coverage

As of May 19, 2016 our Navigators assisted 1,934 consumers with general inquiries about health coverage and an additional 2,449 consumers represented by the applicant who were seeking enrollment assistance. We have held or attended 101 public outreach and education events with an attendance of 17,584 consumers. We have an additional 321,207 consumer impressions through our diverse marketing campaign.

Conducting public education and outreach

HS utilized a variety of marketing channels to distribute its message including all the County's communication resources and social media. The marketing campaign began in October 2015 and runs throughout the project period with varying levels of intensity based on the open enrollment periods and levels of enrollment.

Our marketing push started two weeks prior to the beginning and continued through the end of Open Enrollment. We had 30 second Public Service Announcements in English and Spanish air on local cable networks. Through TV WOW! We ran English ads on Bravo, Family, Food Network, FX, Hallmark, HGTV, Lifetime, OWN, TBS, TNT and the USA Network. Through Verizon there were Spanish ads on ESPN Deportes, FOX Deportes and Galavision. Through Entravision we had Spanish ads on WVEA Univision, WFTT and EVEA. Through Telemundo we will have Spanish ads on WRMD-TEL, as well as their website, mobile website and social media through Facebook and Twitter.

We had English language print ads in the Tampa Bay Times newspapers and the Weekly Challenger. We also had additional English and Spanish language print ads in a variety of the community level papers throughout the County. A series of PSAs also ran on Q105, a local popular radio station, during open enrollment.

We utilized the County social media accounts on Facebook, Twitter and Instagram to reach our target audiences quickly and extend our reach. Social media posts continue to be made year round, with heavier promotion during Open Enrollment. These posts allow us to advertise specific events and activities as well as the overall program and available services. We have used Boosted Twitter posts to target specific events, geographic locations and languages.

The County acknowledges that not all citizens, especially those living in poverty, may have access to cable television and/or social media. We updated our traditional marketing tools including posters and brochures, printed and distributed in publicly accessible locations, including libraries, schools, health centers, and community partner locations throughout the county. We utilized our existing relationships with the Pinellas County Library system, Pinellas County School Board, and Neighborhood Family Centers to display program posters in the community with our service locations and contact information.

Serving individuals with varying levels of education, financial & health literacy

Pinellas County provides a robust and comprehensive diversity training program for its Navigators. This training focuses on best practices for sensitivity, diversity and language barrier

awareness. This year, Navigators were also offered “Bridges Out of Poverty” training. This training made them aware of and sensitive to the myriad of factors that affect a consumer’s needs and the way in which they may conceptualize health and healthcare. In all cases, the Pinellas County Navigators have been taught to listen to every consumer’s individual needs regarding healthcare before assisting them in understanding their plan options.

The County adheres to CLAS standards for printed educational materials as well as the contracting of bilingual Navigators from diverse cultural backgrounds. Current Pinellas County Navigators are fluent in all of the predominant languages in our community including: Spanish, Haitian Creole and French. We employ a total of eleven navigators, including the Program Coordinator and Program Analyst, five of whom are bilingual, four Spanish and one Haitian Creole/French. In addition, the Navigators are trained to assist consumers with access to translators through Healthcare.gov.

The geographical placement of our Navigator staff was strategically assigned to gain the highest value relative to language skills for our consumers throughout the community and is reviewed quarterly.

Serving individuals with limited English proficiency, disabilities, underserved

County Navigators assisted individuals with limited English proficiency, individuals with disabilities, and underserved and vulnerable populations through a variety of programs and services. As of May 19, 2016 Navigators assisted 656 individuals whose primary language is one other than English.

The County and project partners have made services available and accessible to individuals with disabilities throughout the County. All service centers are ADA compliant and accessible to individuals with physical disabilities. Every navigator location in Pinellas County provides handicapped parking, is wheelchair accessible, and has areas for curbside drop-offs.

Navigator staff make every effort to provide any additional reasonable accommodations when possible to support individuals with disabilities. Accommodations may include reconfiguration of the office space, different seating options, assistance using the computer, and/or more time for an appointment as needed and requested by the individual.

Our Navigators assist consumers with health insurance grievances through the Healthcare.gov toll-free line and provide referrals to state and local agencies for consumers who have grievances, questions, or complaints. The County utilizes other county, state and federal agencies as well as formal partnerships within the community to support strong referral relationships that

provide expert assistance with complex consumer problems and legal issues. Due to lower educational levels and/or lack of health literacy knowledge, Navigators are available to assist, interpret, review materials received from the Marketplace and/or insurance provider and explain any follow-up actions necessary. Navigators continue to work with individuals as long as needed to assure their understanding of materials, options and needed actions.

Our Navigators assisted 691 consumers with post-enrollment assistance September 2015 through May 19, 2016. Navigators continue to provide assistance with individuals once coverage has been established to ensure maximum services and benefits are realized. Consumers also seek the assistance of a Navigator for questions about premiums, coverage documents, claims denials and a consumer's rights with respect to coverage. Navigators continue utilize "Coverage to Care" documentation and work with partnering agencies and organizations to connect individuals when appropriate and upon request.

Collaborating with community stakeholders

We actively collaborate with community stakeholders, coalitions, and the CMS Regional Offices to develop strategies for education and outreach to consumers and increase health literacy. During Open Enrollment we attend weekly calls as part of Covering Tampa Bay, a Coalition of Navigator grantees, Certified Application Counselor organizations, In-Person Assisters and other health and advocacy groups. April Washington, HHS Region IV, representatives from the Regional CMS office and leads of all of our coalition partners participate in the calls. We share resources and technical information, tips and tricks for assisting consumers, as well as information about all of our upcoming events. Each of the assister organizations posts their office information and events on www.coveringtampabay.org so that we can find the closest available assistance for consumers. We also coordinate our events by time and location to reach the maximum amount of consumers. In addition to the weekly calls during open enrollment, we have Quarterly meetings to share additional talking points and strategies for outreach and enrollment. We attend calls with our CMS Project Officer, weekly during open enrollment and bi-weekly year round, to discuss reports and strategies for enrollment, outreach and engagement. We also attend Quarterly meetings for the Tampa Bay Healthcare Collaborative, a broad network of health provider and social service organizations. This allows us to both increase the visibility of our program to potential partners, and distribute program materials to organization leads which are then distributed throughout their wider networks.

Pinellas County Board of County Commissioners

2016 Non-Competing Continuation Application | Privacy & Security Compliance Summary

Process for Ensuring Compliance with Privacy and Security Standards

Statement Attesting Compliance

Pinellas County Board of County Commissioners, the lead agency for the Cooperative Agreement to Support Navigators in Federally-facilitated and State Partnership Exchanges, has complied with and will continue to comply with the FFM Privacy and Security Standards laid out in the 2015 Terms and Conditions that accompanied our Notice of Award in September 2015.

To date, the County has had no security breaches, or mishandling of consumer PII related to this project. Navigators review the proper procedures for handling consumer PII and discuss different scenarios for handling PII on a monthly basis. All of the consent forms signed by consumers are retained on a secure server at the County. No paper copies are retained by staff.

Navigator Training to Protect Consumer PII

Navigator training addresses the handling of PII or other sensitive data. Navigators do not handle or keep any information that is classified as PII. When working with a consumer, the Navigator allows the consumer to enter all PII data into the computer using the keyboard and mouse for additional confidentiality. Any email correspondence containing PII is safeguarded with encryption to mitigate the risk of information loss. During large enrollment events, the County ensures individual security standards, including privacy screens and partition spaces.

Should a consumer not be able to enter their own personal information due to a disability or low computer skills, the Navigator, with the consumer's consent, will enter the information. The consumer has a full-screen view of the data entered by the Navigator on their behalf for review and consent.

Consumer Awareness, Authorization and Rights regarding Navigator Duties

During the initial meeting between a consumer and a Pinellas County Navigator, the consumer is provided with a consent form covering our privacy policy and etiquette for handling PII, along with a complete description of the Navigator's Roles and Responsibilities. The Navigators functions and responsibilities include, but not limited to, expertise and qualifications in eligibility, enrollment and program specifications of QHPs, their ability to serve individuals in a culturally and linguistically appropriate way, their ability to handle grievances and complaints, privacy rights, and a Navigator's inability to accept a fee, gift, or financial cash incentive. A

Pinellas County | Privacy & Security Compliance Summary

complete list of roles and responsibilities is provided to each individual and can be furnished upon request for this grant application.

A Navigator may orally communicate these roles and responsibilities to individuals with low literacy levels. The consumer must provide authorization, via this consent form, prior to the Navigator obtaining any personally identifiable information. The consumer is also notified that they may revoke the authorizations of the Navigator at any time. Upon completion of navigational services, this consent form is scanned, filed securely and the original is returned to the consumer.

Ensuring Privacy and Security of Consumer PII

Compliance with Security Standards for computers, laptops or tablets

Pinellas County government maintains an Information Security Policy that addresses security standards and applicable use for computers, county networks, and databases. This Policy provides information security instructions applicable to all users (employees and third parties) who use computer systems. All users are expected to comply with this Policy as a condition of continued employment or access to the Enterprise Network. To date the County has had no instances of security breaches associated with this project. Staff actively discusses the standing plan of action, including reporting any violation through the appropriate human resource channels for disposition in accordance with Sections 1411g of the Affordable Care Act.

Background Checks

In order to be retained for employment, candidates must pass two levels of screenings including the employment agency's application process and background check, and the State of Florida background check for registration. The County currently contracts with Randstad, an employment agency, to provide Navigators for the grant awarded in 2013. Randstad contracts with Infomart to run criminal background checks and verify social security accounts. In 2013, the Florida Legislature passed legislation requiring individuals acting as "Navigators" under the ACA to be registered with the Florida Department of Financial Services (DFS). Registration with DFS includes submission of fingerprints for a criminal background check. Certain crimes would either permanently bar an individual from registration or disqualify an applicant for specified periods. An applicant who has committed a felony of the first degree, a capital felony, a felony involving money laundering, fraud, or embezzlement, or a felony directly related to the financial services business is permanently barred from applying for a license. Additional information for applicants with a criminal history seeking to register as a navigator can be found on the DFS website: <http://www.myfloridacfo.com/Division/Agents/Licensure/General/PriorCrimHist.htm>

Finally, the County's Navigator application includes former employment verification and two positive references.

Completion of Required Training and Security/Privacy Compliance

Upon employment, all Navigators begin an annual process to complete 20 hours of training from HHS and become (re)certified and licensed by the State; certifications are mandatory to be able to assist consumers as Navigators. Training related to privacy and security of consumer PII is an important module of the training received.

Evaluating staff qualifications for receiving, securing and handling PII

The employment application and interview process evaluates an individual's qualifications for handling PII data. In addition, all Navigators are mentored and periodically evaluated throughout the year to ensure adherence with PII standards.

Pinellas County Board of County Commissioners

Business Assessment | FY16 Non-Competing Continuation Application

A. General Information

1. Does the organization have a Board of Directors with specific functions and responsibilities (by-laws)? *The Board of County Commissioners is the legislative and governing body of Pinellas County. The seven-member commission is responsible for establishing policies to protect the health, safety and general welfare of Pinellas County residents.*

As a local government entity, the State constitution gives the Board of County Commissioners the power to adopt ordinances (local laws), approve the County budget and set millage rates, and establish the requirements for the departments under its control. The Board governs all unincorporated areas of the county directly; municipalities may call upon the County for specialized services.

2. Are minutes of the Board of Directors' meetings maintained? *The Clerk of the Circuit Court of the Board of County Commissioners attends all meetings of the Board of County Commissioners and other designated County Boards and produces, records, indexes and distributes the official minutes of these meetings.*
3. Is there an organizational chart or similar document establishing clear lines of responsibility and authority? *The County Administrator serves the citizens of the County as it applies to the policies and decisions of the Board of County Commissioners. In all, the Administrator is responsible for the operations of the departments that fall under the Board of County Commissioners. A copy of the organizational chart may be found at <http://www.pinellascounty.org/budget/GeneralOrgChart.pdf>*
4. Are duties for key employees of the organization defined? *All positions within county government have a classification encompassing the general duties of various jobs within the description. The specific job description within a department (Position Requirement Profile) is maintained within the department, as it is more detailed about the duties of the individual position.*
5. Does the organization have grants or cost-reimbursement contracts with other U.S. Department of Health and Human Services components or other Federal agencies? *Pinellas County's Department of Human Services currently has grant funding from the U.S. Department of Health and Human Services' Health Resources Services Administration (HRSA) for a Federally Qualified Health Center for the Homeless Program (330)(h). In 2012, the department was also awarded a capital construction grant from HRSA.*
6. Have any aspects of the organization's activities been audited recently by a Government agency or independent public accountant? *The County Commission contracts with an independent accounting firm to perform an audit of the functions and financial activities of the Board and each of the five Constitutional Offices. Each of these entities is independently audited and subject to materiality based upon their own expenditure levels. The audits of the five Constitutional*

Officers along with the Board are then combined into a Comprehensive Annual Financial Report (CAFR).

7. Has the organization obtained fidelity bond coverage for responsible officials and employees of the organization? *Bonds are purchased for all Officers (County Commissioners, and any Appointing Authority required by ordinance or statute to have a bond). Currently bonded are: Commissioners, Tax Collector, Clerk of Court, Sheriff. We also purchase a separate crime policy for ALL employees of Pinellas County.*
8. Has the organization obtained fidelity bond insurance in amounts required by statute or organization policy? *Yes*

B. Accounting System

1. Is there a chart of accounts? *Yes, Pinellas County Government uses an Oracle based financial management system that fully complies with all GAAP and GASB requirements.*
2. Is a double-entry accounting system used? *Yes- Pinellas County uses an Oracle Financial Accounting System.*
3. Does the organization maintain the basic books of account as applicable? *All of the below are components of the Oracle Financial Accounting System*
- a. General ledger - *Yes*
 - b. Operating ledger - *Yes*
 - c. Project (Job) cost ledger - *Yes*
 - d. Cash receipts journal - *Yes*
 - e. Cash disbursement journal- *Yes*
 - f. Payroll journal - *Yes*
 - g. Income (sales) journal - *Yes*
 - h. Purchase journal - *Yes*
 - i. General journal – *Yes*
4. Does the accounting system adequately identify receipt and disbursement for each grant (or contract)? *Yes, Pinellas County uses Oracle Projects Accounting Module to separately account for grant transactions.*
5. Does the accounting system provide for the recording of expenditures for each program by required budget cost categories? *Yes- Pinellas County has implemented and integrated Hyperion Budget software with the Oracle Financial Accounting system. Budgets are developed by fund, cost center, program, and project.*
6. Does the accounting system provide for recording the non-Federal share and in-kind contributions (if applicable for a grant program)? *Yes- Oracle Projects Module separately records a breakdown of non-federal share and in-kind contributions using a task structure. Tasks are fully customizable.*

7. Does the organization prepare financial statements at least annually? If not, how often?
Yes all financial reports can be accessed via the following link:
<http://www.pinellasclerk.org/aspInclude2/ASPInclude.asp?pageName=transparency2.htm>
8. Have the financial statements been audited within the past 2 years by an independent public accountant? *Yes- Pinellas County has annual independent audits performed by an independent accounting firm.*
9. Does the organization have a bookkeeper or accountant? If no, who is in charge of the accounting section? *Yes- we have many accountants. The Clerk of the Circuit Court and Comptroller of Pinellas, Ken Burke, CPA, is the official accountant to the Board of County Commissioners.*
10. Is there an accounting instruction manual? *Yes*

C. Budgetary Controls

1. Does the organization use an operating budget to control project funds? *Yes- Pinellas County has implemented and integrated Hyperion Budget software with the Oracle Financial Accounting system. Budgets are developed by fund, cost center, program, and project.*
2. Are persons in the organization who approve budget amendments authorized to do so by the Board of Directors or top management? *Yes- The Pinellas County Board of County Commissioners adopts the budget and approves all budget amendments.*
3. Are there budgetary controls in effect to preclude incurring obligations in excess of:
- Total funds available for an award? *Yes- budgetary control extends to the project level which includes grants/awards*
 - Total funds available for a budget cost category? *Yes- budgetary control is at the program level*
4. Are cash requirements and/or drawdowns limited to immediate need? *Yes- our standard process is to draw funds in arrears as a reimbursement of costs incurred and paid*

D. Personnel

1. Are personnel policies established in writing or in the process of preparation which detail at a minimum:
- Duties and responsibilities of each employee's position? *Yes*
 - Qualifications for each position? *Yes*
 - Salary ranges associated with each job? *Yes*
 - Promotion Plan? *Yes*
 - Equal Employment Opportunity? *Yes*
 - Annual performance appraisals? *Yes*
 - Types and levels of fringe benefits paid to professionals, nonprofessionals, officers, or governing board members? *Yes*

All departments in the Unified Personnel System are subject to the Personnel Rules adopted by the Unified Personnel Board. These rules and policies were formulated to comply with federal and state laws and to ensure fair treatment for employees and sound services to citizens. Each department also has its own set of policies and procedures to guide employees in performing their jobs.

2. Is employee compensation reasonable and comparable to that paid for similar work in the competitive labor market? *The Unified Personnel System compensation policy is designed to establish wage and salary ranges that reflect the value of the various jobs, as determined by a formal system of continuing job evaluation and review, taking into account the duties and level of responsibility for each job. It ensures that, for comparable jobs, pay rates and benefits are competitive with the external job market in which the County competes for talent and reflective of the internal value of each position.*
3. Are salary comparability surveys conducted? *Yes, a full survey is conducted annually over the Tampa Bay region. Specific sectors are done on an as needed basis.*

How often? *Annually*

4. Are salaries of personnel assigned to Government projects about the same as before assignment? *Yes, salaries are not adjusted based on the funding source of a project or a change in project assignment. Salaries are adjusted to reflect changes in responsibilities requiring different knowledge, skills, and abilities as determined by evaluation and review. Within Pinellas County Government, all projects are "Government" projects.*

Identify reasons for significant increases. *N/A*

5. Does the organization maintain a payroll distribution system which meets the required standards as contained in the applicable cost principles for that organization? *Yes- Pinellas County follows OMB Circular A-87- Cost Principles for State, Local, and Indian Tribal Governments*
6. Does the organization maintain daily attendance records for hourly employees? *Yes- All classified Pinellas County employees are required to submit bi-weekly electronic time sheets that reflect total hours worked on a daily basis.*

Does this show actual time employees sign in and out? *Yes- the Navigators use a separate time accounting system that records actual time*

7. Does the payroll distribution system account for the total effort (100%) for which the employee is compensated by the organization? *Yes- All classified Pinellas County employees are required to submit bi-weekly electronic time sheets that reflect total hours worked on a daily basis.*
8. Who signs and certifies work performed in items 5, 6, and 7 above? *Direct supervisors electronically sign-off on all time sheets using Oracle workflow. The Navigator Supervisor manually signs time sheets for the contracted employees.*

9. Where duties require employees to spend considerable time away from their offices, are reports prepared for their supervisors disclosing their outside activities? *Yes- travel reports are required to include a description of destination and purpose for all travel.*

E. Payroll

1. Does preparation of the payroll require more than one employee? *Yes- We have a payroll division within the Finance Division of the Clerk's office.*
2. Are the duties of those individuals preparing the payroll related? *Yes*
3. Are the names of employees hired reported in writing by the personnel office to the payroll department? *Yes- the payroll system is electronically integrated with the human resources system within the Oracle Financial Accounting System.*
4. Are the names of employees terminated reported in writing by the personnel office to the payroll department? *Yes- the payroll system is electronically integrated with the human resources system within the Oracle Financial Accounting System. Personnel termination actions are included in the electronic integration.*
5. Is the payroll verified at regular intervals against the personnel records? *Yes- the payroll system is electronically integrated with the human resources system within the Oracle Financial Accounting System. Personnel records are included in the electronic integration.*
6. Are all salaries and wage rates authorized and approved in writing by a designated official or supervisor? *Yes- the payroll system is electronically integrated with the human resources system within the Oracle Financial Accounting System. Salary rates are included in the electronic integration.*
7. Are vacation and sick leave payments similarly authorized and approved? *Yes- the payroll system is electronically integrated with the human resources system within the Oracle Financial Accounting System. Vacation time accruals are integrated and requests for vacation and sick leave payments are included in the approval workflow.*
8. Is there verification against payments for vacation, sick leave, etc., in excess of amounts approved and/or authorized? *Yes- payments are limited to accrued balances and all payments must be approved via workflow.*
9. Is the payroll double-checked as to:
- a. Hours? *Yes*
 - b. Rates? *Yes*
 - c. Deductions? *Yes*
 - d. Extensions, etc.? *Yes*

10. Are signed authorizations on file for all deductions being made from employees' salaries and wages? *Yes- electronic signatures are captured for all deductions*
11. Is the payroll signed prior to payment by the employee preparing the payroll? *Yes- electronic signatures are captured for all employee time sheet submissions, manual signatures are captured for the contract employees*

The employee checking the payroll? *Yes-electronic signatures are captured via workflow for all payroll transactions, manual signatures are captured for the contract employees*

12. Are salary payrolls approved by an authorized official prior to payment? *Yes- electronic signatures are captured via workflow*
13. Are employees paid by check or direct deposit? *Direct deposit is the standard for all payroll payments. New employees may receive 1-2 paper checks prior to direct deposit activation.*
- If no, how are they paid?
New employees are paid by check for the first 1-2 payroll periods.

14. If paid by check, are the checks pre-numbered? *Yes, all check stocks are pre-numbered*

15. Are checks drawn and signed by employees who do not:
- Prepare the payroll? *Yes*
 - Have custody of cash funds? *Yes*
 - Maintain accounting records? *Yes*
- Yes, Pinellas County maintains separation of duties consistent with generally accepted accounting principles*

13. Are payroll checks distributed to employees by someone other than the supervisor? *Yes- all payroll checks are direct deposit. Supervisors will distribute the first couple paychecks until direct deposit is authorized.*

14. Is there a payroll bank account? *Yes there is a separate impress payroll account*

If no, will one be opened if recipient is selected for award? *N/A*

15. Is the payroll bank account reconciled by someone other than payroll staff or personnel who sign and distribute the pay checks? *Yes, Pinellas County maintains separation of duties consistent with generally accepted accounting principles*

F. Consultants

1. Are there written policies or consistently followed procedures regarding the use of consultants which detail at a minimum:
- Circumstances under which consultants may be used? *Yes*

- b. Consideration of in-house capabilities to accomplish services before contracting for them?
Yes
- c. Requirement for solicitation or bids from several contract sources to establish reasonableness of cost and quality of services to be provided? *Yes*
- d. Consulting rates, per diem, etc.? *Yes*

Pinellas County government procurement rules (local ordinance) includes contracting for professional services CONSULTANT COMPETITIVE NEGOTIATION ACT (CCNA) as per Florida Statute (F.S.) 287.055

- 2. Are consultants required to sign consulting agreements outlining services to be rendered, duration of engagement, reporting requirements, and pay rates? *Yes – all consulting agreements are comprehensive and include services to be rendered, duration of engagement, reporting requirements, and pay rates*

G. Property Management

- 1. Are records maintained which provide a description of the items purchased, the acquisition cost, and the location? *Yes- Pinellas County maintains a detailed fixed asset accounting system*
- 2. Are detailed property and equipment records periodically balanced to the general ledger? *Yes- at least annually*
- 3. Are detailed property and equipment records periodically checked by physical inventory? *Yes- annual inventory*
- 4. Are there written procedures governing the disposition of property and equipment? *Yes, Pinellas County maintains policies and procedures for the transfer and disposal of excess and surplus property consistent with requirements set forth in Florida Statutes, Chapter 274.*
- 5. Are periodic reports prepared showing obsolete equipment, equipment needing repair, or equipment no longer useful to the organization? *Yes, this is part of the inventory and fixed assets system.*
- 6. Does the organization have adequate insurance to protect the Federal interest in equipment and real property? *Yes, Pinellas County is self-insured per Florida Statutes, Chapter 768.28, but also maintains catastrophic insurance coverage for all property.*

H. Purchases

- 1. Does the organization have written purchasing procedures? *Yes, Pinellas County has a Purchasing Policy and Procedures Manual and has codified purchasing rules within the Pinellas County Code*

If not, briefly describe how purchasing activities are handled. *N/A*

2. Does the policy/procedure consider such matters as quality, cost, delivery, competition, source selection, etc.? *Yes, the Policy is a very comprehensive document which includes all aspects of the procurement process.*
3. Has the responsibility for purchasing been assigned to one department, section, or individual within the organization? *Yes, the Pinellas County Purchasing Department.*

If not, explain. *N/A*

4. Is the purchasing function separate from accounting and receiving? *Yes, the Purchasing Department is organizationally under the Board of County Commissioners, accounting is maintained by Finance Division under the Comptroller, and receiving is handled by the department who initiated the request for the service/commodity.*
5. Are competitive bids obtained for items such as rentals or service agreements over certain amounts? *Yes, the Purchasing manual details when to use competitive bids, proposals, etc.*
6. Are purchase orders required for purchasing all equipment and services? *Yes, purchase orders are used for procurement of goods and services.*
7. Is control maintained over items or dollar amounts requiring the contracting or grants management officer's advance approval? *Yes*

Describe controlling factors.

Pinellas County Purchasing Policy and Procedure Manual (excerpt):

The responsibilities of OMB include initiating, reviewing and/or administering grant applications and grants and Contracts in accordance with the approved grant procedures, intergovernmental agreements, and determining and coordinating alternative means of financing acquisitions consistent with approved cash management goals and the approved budgets for all Non-Purchasing Contracts.

The project manager is responsible for initiating expenditures that are consistent with federal and state regulations for the specific project and expenditures that meet the conditions of the grant agreement. The budget is to be monitored to ensure compliance with purchasing and accounting policies and guidelines and to ensure spending stays within the established budget.

The project manager reviews prepared contracts, if included in the project's approved budget, with outside vendors for all specifications and conditions required by the grant agreement.

8. Is the accounting department notified promptly of purchased goods returned to vendors? *Yes, the purchasing module is integrated into the Oracle Financial Accounting System*
9. Is there an adequate system for the recording and checking of partial deliveries and checking deliveries against purchase orders? *Yes, check of deliveries and updating the Oracle Purchasing Module is the responsibility of the receiving department*
10. When only a partial order is received, is the project account credited for the undelivered portion of the purchase order? *Yes, this is part of the receiving process performed by the receiving department.*

11. Are the vendor invoices checked for:
- a. Prices and credit terms? *Yes*
 - b. Extensions? *Yes*
 - c. Errors and omissions? *Yes*
 - d. Freight charges and disallowances? *Yes*

Invoices are routed to the receiving department via workflow prior to payment by Finance Division.

12. Are vouchers, supporting documents, expenses, or other distributions reviewed and cleared by designated staff before payment is authorized? *Yes, all supporting documentation is included in the workflow for electronic approval and authorization*

I. Travel

1. Does the organization have formal travel policies or consistently followed procedures which, at a minimum, state that:
- a. Travel charges are reimbursed based on actual costs incurred or by use of per diem and/or mileage rates? *Yes*
 - b. Receipts for lodging and meals are required when reimbursement is based on actual cost incurred? *Yes*
 - c. Per Diem rates include reasonable dollar limitations? *Yes*
Subsistence and lodging rates are comparable to current Federal per diem and mileage rates? *Yes*
 - d. Commercial transportation costs are incurred at coach fares unless adequately justified? *Yes*
Travel requests are approved prior to actual travel? *Yes*
 - e. Travel expense reports show purpose of trip? *Yes*

The Guidelines for Payment and/or Reimbursement of Travel Expenses for Pinellas County Officers and Employees became effective November 1, 2003. The purpose of these guidelines is to foster equity, uniformity and efficiency in the payment and/or reimbursement of authorized travel expenses for officers and employees within Pinellas County government. The Guidelines cover all of the minimum requirements identified in the NOFA.

J. Internal Controls

1. Is there a separation of responsibility in the receipt, payment, and recording of cash?
- a. For example: Are the duties of the record keeper or bookkeeper separated from any cash functions such as the receipt or payment of cash? *Yes*
 - b. Or, is the signing of checks limited to those designated officials whose duties exclude posting and/or recording cash received, approving vouchers for payment, and payroll preparation?

Yes, Pinellas County maintains separation of duties consistent with generally accepted accounting principles

2. Are all checks approved by an authorized official before they are signed? *Yes, the Oracle Financial Accounting System routes transactions through workflow for appropriate authorization and approval. Some transactions are sent to finance via a Miscellaneous Template once approved by authorized personnel*
3. Are all accounting entries supported by appropriate documentation (e.g., purchase orders, vouchers, vendor payments)? *Yes, each transaction within the Oracle Financial Accounting System includes electronic/scanned support.*
4. Does the organization have an internal auditor or internal audit staff? *Yes – the Pinellas County Office of the Auditor General performs internal audits*
5. Is there a petty cash fund where responsibility is vested in one individual; limited to a reasonable amount; restricted as to purchase; and counted, verified, and balanced by an independent employee at time of reimbursement? *Yes, there are separate petty cash funds located where appropriate, each maintained by a designated petty cash custodian.*
6. Are all checks pre-numbered and accounted for when general purpose bank account is reconciled? *Yes, all checks are reconciled and accounted for during the monthly bank reconciliation process.*
7. If a mechanical or facsimile signature is used for cash disbursements, is the signature plate, die, key, electronic card, etc., under strict control? *Yes, security and strict control is maintained over signature plate access and use.*
8. Are bank accounts reconciled by persons not handling cash in the organization? *Yes, Pinellas County maintains separation of duties consistent with generally accepted accounting principles*
9. Are all employees who handle funds required to be bonded against loss by reason of fraud or dishonesty? *Bonds are purchased for all Officers (a.k.a Commissioners, and any Appointing Authority required by ordinance or statute to have a bond). Currently bonded are: Commissioners, Tax Collector, Clerk of Court, Sheriff. We also purchase a separate crime policy for ALL employees of Pinellas County.*