



Pinellas County

Staff Report

File #: 16-591D, Version: 1

Subject:

Agreement with Enroll America for training and follow-up services for the County's Navigators program.

Recommended Action:

Approval and execution by the County Administrator of the Agreement with Enroll America for training and follow-up services on a fully-paid scholarship basis for the County's Navigators program.

Strategic Plan:

Ensure Public Health, Safety, and Welfare

2.2 Be a facilitator, convener and purchaser of services for those in need

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

5.3 Ensure effective and efficient delivery of county services and support

Summary:

The County was awarded the Get Covered Academy Endowment for training services and continued coaching for partner organizations across the country. These trainings are designed to help organizations meet their goals. The Academy Endowment represents a more than \$25,000.00 investment in customized training and coaching for the County. Enroll America is providing services on a tuition-free scholarship basis to the County's Navigators program. The Agreement runs retroactive to July 1, 2016 through July 1, 2017. In the first two quarters of Fiscal Year 2016, the Navigators provided individuals with direct assistance 1,726 times.

Background/Explanation:

Enroll America made the decision to award this scholarship, generously funded by the Robert Wood Johnson Foundation, to the County in recognition of the Navigators demonstrated potential to play a significant role in outreach and enrollment efforts in the community. The County would be otherwise unable to afford the significant cost of time, resources, and materials that Enroll America has committed to providing under this agreement.

The program focuses on the "science of enrollment," including outreach tactics, capturing and analyzing data, integrating the Get Covered Connector and similar scheduling tools into the outreach program, messaging, and following up with consumers after enrollment. Regular one-on-one coaching throughout the open enrollment period, as well as monthly communication with partners from around the country, will follow the in-person training.

Fiscal Impact:

N/A

Delegated Authority:

Authority for the County Administrator to sign this Agreement is granted under Code Section 2-62 (a) (1).

Staff Member Responsible:

Lourdes Benedict, Director, Human Services

Partners:

Robert Wood Johnson Foundation
Highpoint Neighborhood Family Center
James B. Sanderlin Family Center
Lealman Asian Neighborhood Family Center
Greater Ridgecrest Area Youth Development Initiative
Safety Harbor Neighborhood Family Center
Dr. Martin Luther King Jr. Neighborhood Family Center, Inc.
InterCultural Advocacy Institute, Inc.

Attachments:

Training Services Agreement
Enroll America "Doing Things" Model