



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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July 11, 2008

To: Supervisor Yvonne B. Burke, Chair  
Supervisor Gloria Molina  
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Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: William T Fujioka  
Chief Executive Officer

## ENHANCEMENT OF THE LACOUNTYHELPS.ORG WEB SITE

This memorandum provides advance notification to your Board that the Chief Executive Office (CEO) intends to amend the sole source, delegated authority agreement number AO-07-059 with ECONorthwest Inc. to enhance the LACountyHelps.org web-site application to provide support for two multi-agency demonstration projects. The contract amount will be augmented by \$120,000, bringing the total contract amount to \$240,000, and the termination date will be extended from December 31, 2008 to December 31, 2010. ECONorthwest Inc. is the developer of the original LACountyHelps.org application, launched on June 1, 2006, and ECONorthwest Inc. currently hosts and maintains the system.

On June 24, 2003, your Board approved and authorized the use of \$300,000 from the Information Technology Fund (ITF) to support the implementation by the CEO's Service Integration Branch (SIB) of the Los Angeles Services Identification and Referral (LASIR) system, subsequently renamed LACountyHelps.org. Your Board further authorized the expenditure of another \$300,000 from SIB's budget that, to date has been used to pay for research, outreach, and system maintenance costs. A matrix outlining total expenditures for the LACountyHelps.org application and the cost for these additional Phase II enhancements is attached for your information.

Currently, LACountyHelps.org allows the public an opportunity to anonymously enter data about their family situations and receive information about health and human services for which they may be eligible. Along with this information, users receive

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service center contact information, printable forms and applications, information about required documentation, and maps and driving directions to service centers. LACountyHelps.org is currently available in English and Spanish. In Phase II, which is under development, LACountyHelps.org is undergoing enhancement with the addition of functionality improvements to the pre-screener module, and the inclusion of 24 additional programs.

With this latest contract extension, we are planning to expand the functionality of LACountyHelps.org one step beyond the calculation of potential eligibility to use it for a demonstration project that will pilot LACountyHelps.org at two multi-service demonstration sites: the 8300 South Vermont Corridor and the new County/Community-based partnership with the Children's Bureau at Magnolia Place and other Community-based providers. The planned LACountyHelps.org enhancements will allow clients of the demonstration sites to complete an application for benefits online. LACountyHelps.org will collect all the client-specific information required to fully complete the program application. The client information collected will be stored in a secure Client Repository. The Client Repository will reside at the data center of the County Internal Services Department and it will contain:

- A common set of data elements known as the Universal Face Sheet (UFS) that will be shared across Authorized Agents, that is staff from participating County departments and Community-based Organization providers; and
- A set of program-specific data elements that will be available only to the Authorized Agents who are responsible for the administration of that particular program.

The pilot will allow clients to complete applications online for five selected programs: Medi-Cal, CalWORKs, Food Stamps, Healthy Families, and Healthy Kids. Clients participating in this pilot will sign a consent form that will permit Authorized Agents to share client's information.

ECONorthwest Inc. is the vendor that developed OregonHelps for Multnomah County, Oregon, and customized the software for the states of Arizona and New Jersey, and the County of Los Angeles. Recently, ECONorthwest Inc. customized their software for the State of New Jersey to allow users there to submit online applications for social services programs. ECONorthwest Inc. is the only vendor that has worked with the software since its development. In addition to being the only proven customizer of the software, contracting with ECONorthwest Inc. will reduce the time necessary to enhance the LACountyHelps.org application and diminish the risks of implementation problems.

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We anticipate this planned enhancement of LACountyHelps.org will be completed in approximately three months after the agreement amendment is executed. We have used existing pool dollars allocated for customizations in the current agreement to cover the initial development costs of the data collection component.

Additional enhancements include the translation of LACountyHelps content into seven additional languages (Armenian, Cambodian, Chinese, Korean, Russian, Tagalog, and Vietnamese). The translation of the LACountyHelps content will be done by contractor(s) selected through an open competitive process that will be the subject of a subsequent communication to your Board.

If you have any questions, please contact me or your staff may contact Connie Sullivan at (213) 974-5121, or via e-mail at [csullivan@ceo.lacounty.gov](mailto:csullivan@ceo.lacounty.gov). We intend to move forward with this agreement in two weeks.

WTF:MS:KH  
CSS:JA:hn

Attachment

c: Richard Sanchez, Acting Chief Information Officer

## LACountyHelps Website Enhancements

### COST MATRIX

Description	Cost	CEO Funds Total Budgeted = \$500,000*	CIO ITF Funds Total Budgeted = \$300,000
<b>Encumbrances &amp; Expenditures for Phase I</b>			
<i>Research and Planning</i>	\$96,250	\$96,250	
<i>OregonHelps Perpetual License</i>	\$15,000	\$15,000	
<i>Outreach Effort (production and distribution of outreach materials)</i>	\$22,386	\$22,386	
<i>Development and implementation of LACountyHelps Phase I (completed on June 1, 2006)</i>	\$92,560	\$92,560	
<i>3-year Hosting, Maintenance and Support</i>	\$25,220	\$25,220	
<b>Total Encumbrances &amp; Expenditures for Phase I</b>	<b>\$251,416</b>	<b>\$251,416</b>	<b>\$0</b>
<b>Encumbrances and Expenditures for Phase II</b>			
<i>Development of LACountyHelps Phase II additional programs (excluding content translation into 7 additional languages)</i>	\$120,000		\$120,000
<i>Development of LACountyHelps Phase II additional customization to complete applications for benefits online (excluding content translation into 7 additional languages)</i>	\$110,000	\$110,000	
<i>1-year Application Hosting at the Internal Services Department</i>	\$61,100	\$61,100	
<i>1-year Maintenance and Support of Additional LACountyHelps Components to complete applications for benefits online</i>	\$10,000	\$10,000	
<b>Total Encumbrances and Expenditures for Phase II</b>	<b>\$301,100</b>	<b>\$181,100</b>	<b>\$120,000</b>
<b>Total Phase I and Phase II Encumbrances &amp; Expenditures</b>	<b>\$552,516</b>	<b>\$432,516</b>	<b>\$120,000</b>

\*Additional funds of \$200,000 were encumbered in CEO FY 2008-09 budget to cover for the Phase II enhancement to complete applications for benefits online