

**File Number:** 170424  
(Provided by Clerk of Board of Supervisors)

**Grant Resolution Information Form**  
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: **Public Health/Community Outreach Campaign**
2. Department: **Department of Public Health**
3. Contact Person: **Rachael Kagan** Telephone: **415-554-2507**
4. Grant Approval Status (check one):  
 Approved by funding agency  Not yet approved
5. Amount of Grant Funding Approved or Applied for: **\$664,567**  
**2 positions (salary + benefits) Total: \$664,567 [Year 1: \$ 326,705; Year 2: \$337,862]**
- 6a. Matching Funds Required: \$ **N/A**  
b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: **San Francisco General Hospital Foundation**

b. Grant Pass-Through Agency (if applicable):

8. Proposed Grant Project Summary:

**This grant will cover the costs for two positions in the Health Department: Patient Communications Manager and Web Communications Manager, who are part of the grant-funded Public Health/Community Outreach Campaign. Both positions are essential to improve the hospital's ability to attract and retain patients, and for patients to understand that the hospital is part of the San Francisco Health Network, with a comprehensive array of services available to them.**

**The Patient Communications Manager is responsible for patient communications and marketing strategy and implementation for the San Francisco Health Network (SFHN). The network was formed by the Department of Public Health (DPH) in 2014, bringing its hospitals (Zuckerberg San Francisco General and Laguna Honda) and primary clinics together into one health care system. The newly formed SFHN serves more than 100,000 people in San Francisco each year, which is 40+% of the city's Medi-Cal covered patients. The manager will support the network's business goals and build a foundation to communicate with its current patients as well as the city's Medi-Cal, Medicare and uninsured populations, and other prospective patients. The manager will devise and execute methods to help the network find, enroll and serve patients throughout their lifetimes, in primary, specialty and hospital care. Retention of current patients and attraction of new patients are key network goals that this position will help to achieve.**

**The Web Communications Manager is responsible for developing the overall web site and social media vision for DPH's services, including hospital services, and managing the implementation, improvement, coordination and maintenance of these sites. The manager will implement projects including user needs assessment, design and analysis, testing, marketing, implementation, measurement and documentation. The manager will coordinate the assessment, strategy and creation of Web services in support of SF Department of Public Health communications strategies, and the SF Health Network's business goals.**

**The Public Health/Community Outreach campaign is funded by \$8 million of a larger \$75 million gift from Priscilla Chan and Mark Zuckerberg to the San Francisco General Hospital Foundation, which is described in a gift agreement dated 2/6/15, (excerpt from page 3, item iv):**

**\$8 million, of the Donor’s Gift of \$75 million, shall be paid to the City, or expended by the Foundation on behalf of the City and with the City’s and the Foundation’s joint approval, to help achieve the goals of the Foundation’s public health/community outreach campaign, which will feature the high quality and caliber of patient care SFGH provides to attract new patients to the San Francisco Health Network (“SFHN”) while continuing to serve as the only trauma care provider and primary safety net care provider for San Francisco’s most vulnerable, to position SFGH as a leader in training, research and education for the next generation of health care leaders, and to emphasize the importance of private philanthropic support for the future of SFGH.**

**The action requested currently is to use a portion of the \$8 million to fund necessary staffing to accomplish the campaign.**

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: **February 1, 2017** End-Date: **January 31, 2019**  
**Please note these are estimates, based on the hiring process.**

10a. Amount budgeted for contractual services: **N/A**

- b. Will contractual services be put out to bid?
- c. If so, will contract services help to further the goals of the Department’s Local Business Enterprise (LBE) requirements?
- d. Is this likely to be a one-time or ongoing request for contracting out?

11a. Does the budget include indirect costs?  Yes  No

b1. If yes, how much? \$

b2. How was the amount calculated?

c1. If no, why are indirect costs not included?

Not allowed by granting agency

To maximize use of grant funds on direct services

Other (please explain):

c2. If no indirect costs are included, what would have been the indirect costs?

**The Overhead rate would be 31.338%. See real dollar amounts in chart below, totaling 102,383 for year 1 and 105,879 for year 2.**

Class	Job Class Title	FY16-17 Annual Salary	FY16-17 Annual Fringe	FY16-17 Total
0922	Manager I	125,902	51,688	177,590
1314	Public Relations Officer	105,137	43,978	149,115

FY17-18 Annual Salary	FY17-18 Annual Fringe	FY17-18 Total
128,606	54,590	183,196
108,554	46,112	154,666

16-17 OH Rate

0922 - 55,653

1314 - 46,730

= 102,383

17-18 OH Rate

0922 - 57,410

1314 - 48,469

=105,879

12. Any other significant grant requirements or comments:

This grant will fund a Patient Communications Manager, 0922, 1 FTE and a Web Communications Manager, 1314, 1 FTE. The funding will support each position for 24 months for a total of \$664,567.

**GRANT CODE (Please include Grant Code and Detail in FAMIS):**  
Grant Code HCAD12/17, Index Code HCHACADMINGR

**\*\*Disability Access Checklist\*\*\*(Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Existing Site(s) | <input checked="" type="checkbox"/> Existing Structure(s) | <input checked="" type="checkbox"/> Existing Program(s) or Service(s) |
| <input type="checkbox"/> Rehabilitated Site(s)       | <input type="checkbox"/> Rehabilitated Structure(s)       | <input type="checkbox"/> New Program(s) or Service(s)                 |
| <input type="checkbox"/> New Site(s)                 | <input type="checkbox"/> New Structure(s)                 |   |

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:


Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Matthew Valdez  
(Name)

EEO Programs Manager, Office of Equal Employment Opportunity and Cultural Competency  
(Title)

Date Reviewed: 1-27-17

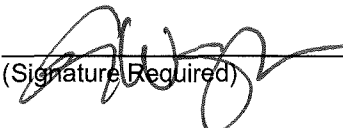
  
(Signature Required)

**Department Head or Designee Approval of Grant Information Form:**

Barbara A. Garcia, MPA  
(Name)

Director of Health  
(Title)

Date Reviewed: 1/27/17

  
(Signature Required)