



# CITY OF POMONA COUNCIL REPORT

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September 10, 2018

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Andrea Rico, Governmental and Community Affairs Manager

**Subject: Adopt a Resolution Authorizing the Acceptance and Appropriation of a \$27,500 Donation from the Pomona Community Foundation to Fund an Annual Contract with Healthify, AKA Purple Binder, to Provide On-line Public Access to a Voluntary Resource Data Base of the Supportive Services Available to the Pomona Community**

## OVERVIEW

**Recommendation** – That the City Council adopt the attached resolution:

1. Authorizing the acceptance of \$27,500 (101-1304-40845-00000) collected by the Pomona Community Foundation (PCF) from various local donors and Pomona community partners, and appropriating the same amount in the Government and Community Affairs budget (101-1304-52285-00000) to fund an annual service contract providing a voluntary data base of the supportive services available to the Pomona community; and
2. Authorizing a Professional Services Agreement with Healthify in the amount of \$27,500; and
3. Authorizing the City Manager to execute the agreements or contracts subject to approval as to form by the City Attorney.

**Fiscal Impact** – Adoption of the attached resolution will provide continued funding for a \$27,500 contract formerly funded by General Fund revenues and not included in the FY 2018/19 operating budget. The acceptance of \$27,500 from the Pomona Community Foundation (PCF) will be recorded in revenue account (101-1304-40845-00000). Staff will appropriate the same amount in the Government and Community Affairs budget (101-1304-52285-00000) to fund an annual service contract with Healthify.

**Previously Related Action** – For the past 8 years this service has been provided through the use of General Fund revenues and expended through the Government and Community Affairs division of the Administration Department of the General Fund.

## EXECUTIVE SUMMARY

When apprised of the pending loss of service provided by Purple Binder (public access to service provider information), a group of donors and Pomona's Promise community partners volunteered to donate various amounts in order to keep the service and renew the contract with Healthify (formerly known as Purple Binder). The Pomona Community Foundation has also agreed to serve as the fiscal

agent collecting the donations and remitting them to the City. The recommendations and proposed resolution amends the FY 2018/19 operating budget to accept the donation from PCF Community and authorizes the contract renewal.

## **DISCUSSION**

Pomona's Promise partners are committed to connecting Pomona families to needed services. One of the key strategies for the past 8 years has been the use of an online directory of community resources. This directory is accessible from any computer, tablet or phone at **pomonaspromise.org**. The Pomona's Promise directory allows residents to find detailed and up-to-date information on over 400 resources. Residents can search by need and location to find resources addressing needs such as housing, food, education, employment, and healthcare.

In 2017 7,380 families accessed the online resources directory. And in 2018 the site is on track to assist 15,000 families for a 115% increase. The program types residents search the most for are shelter, child care, emergency food and mentoring programs

This directory has been a 24/7 lifeline to our community since 2010. **Healthify** maintains the site. Their team ensures that all resources are up-to-date, updates the site with new features, and provides weekly reports on usage. Analytics on the Pomona's Promise directory provide visibility into the needs of our community. By meeting the community needs and ability to access services, the Pomona's Promise community partners can use this information to make data-driven decisions and allocations for the residents of Pomona.

Attachment 1. Resolution