

**COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS  
TUESDAY, NOVEMBER 15, 2022**

**MINUTE ORDER NO. 4**

**SUBJECT: EMERGENCY SERVICES - AUTHORIZE A CATEGORICAL EXEMPTION FROM COMPETITIVE PROCUREMENT FOR INFOLINE OF SAN DIEGO DOING BUSINESS AS 2-1-1 SAN DIEGO FOR AS NEEDED EMERGENCY ACTIVATION SERVICES (DISTRICTS: ALL)**

**OVERVIEW**

In 2005, the State of California Public Utilities Commission (CPUC) designated INFOLINE of San Diego, doing business as 2-1-1 San Diego, as the comprehensive information and referral services line for San Diego County. Since then, 2-1-1 San Diego has offered reliable, personalized, quick, and free access to County public information. As a nationally recognized call center leader, 2-1-1 San Diego provides 24/7 services in compliance with CPUC and the National Alliance for Information and Referral Systems Professional Information & Referral standards.

If authorized, this request for an as needed Emergency Activation Services contract would leverage the Office of Emergency Services' disaster preparedness, response and recovery services, regional partner support, and 2-1-1 San Diego's comprehensive call center resources. 2-1-1 has historically served as an important partner in public communication during times of crisis, helping the County identify gaps in information needs, rumors and misinformation circulating in the community, and gaps or resource needs in disaster impacted areas. This contract will be activated in the event of a large-scale or rapidly escalating emergency requiring a public call center response. Examples include wildfire, floods, earthquakes, and other disasters when emergency services are overwhelmed, and critical public information must be disseminated quickly and directly.

Activation of this contract will rapidly expand 2-1-1 San Diego call center capacity during an emergency, reduce impacts to 911 dispatch centers, and allow 2-1-1 to serve as the County's lead for a disaster response public call center, recovery support, and referral services. A key component of the contract's cost-effective strategy is the utilization of a large pool of trained Disaster Response Team volunteers and County Disaster Service Workers who will respond during disasters to accept calls from the public, managed by 2-1-1 San Diego.

This contract also ensures access to 2-1-1 San Diego information services in 200 languages, supporting the cultural diversity and needs of San Diego communities.

Board Policy A-87, Competitive Procurement, Section 2 identifies certain types of procurement for goods and services to be categorically exempt from competitive procurement and utility services is one such type. Today's action authorizes the Department of Purchasing and Contracting to use a categorical exemption for a utility service to continue the Countywide 2-1-1 San Diego toll-free call center, activated as needed, during a rapidly expanding emergency response and recovery.

**RECOMMENDATION(S)**  
**CHIEF ADMINISTRATIVE OFFICER**

In accordance with Board Policy A-87, Competitive Procurement, authorize the Director, Department Purchasing and Contracting, subject to successful negotiations and a determination of fair and reasonable price, to execute a contract with INFOLINE of San Diego doing business as 2-1-1 San Diego, for an as needed Emergency Activation Services for public outreach services when the County Emergency Operations Center (EOC) is activated for rapidly expanding emergency incidents. The contract is proposed for an initial one-year period, with four additional one-year options and an additional six months, if needed, and to amend the contract as needed to reflect changes to program, service requirements, and funding.

**EQUITY IMPACT STATEMENT**

San Diego County Office of Emergency Services (OES) is committed to achieving and fostering a Whole Community emergency management system that is fully inclusive of all individuals. Programs developed for emergency preparedness, mitigation, response, and recovery phases of emergency management support the health and well-being of our residents, businesses, and visitors, and address the equity needs of our County, before, during, and after disaster strikes.

Individual differences include, but are not limited to, ability, access and functional needs, age, life experience, military/veteran status, race, ethnicity, socio-economic class, marital status, parental status, gender/gender expression, sexual orientation, national origin, and religion. Through the integration of community-based organizations, partnerships with cities, special districts, tribes, service providers, government programs, and 2-1-1 San Diego referral services, OES supports and sustains an inclusive and equitable emergency management system.

This contract ensures access to disaster information in 200 languages, supporting the cultural diversity and inclusion needs of San Diego communities through sharing emergency information, aiding those with limited English proficiency, and engaging individuals with limited awareness about, or access to, vital services.

Services to be provided by 2-1-1 San Diego under this contract allow for a rapid response to unforeseen, quickly escalating emergency incidents, such as wildfires, floods, earthquakes, and other disasters.

**SUSTAINABILITY IMPACT STATEMENT**

Maintaining a central point of contact such as 2-1-1 San Diego for County information and support services enhances the ability to reach and aid residents and businesses to restore and sustain health and well-being. Clear, consistent, multi-lingual information speeds up the recovery process for those impacted, lessening the health, environmental, and economic impacts of disasters. Outreach efforts are planned and conducted in a sustainable way, leveraging digital, web, phone, and in-person activities, and lessening our reliance on printed documents.

Sharing information quickly and efficiently is essential in emergencies, such as clarifying what areas are evacuated, the location of emergency shelters, enhanced public understanding of life-saving emergency alert and warning messages, and disaster health and response services. The focus is proactively reaching at-risk, vulnerable, and underserved communities, enhancing equity and inclusion of impacted communities, and helping socio-economic groups historically burdened by wildfires, natural and human-caused hazards.

**FISCAL IMPACT**

There is no fiscal impact associated with today’s recommendation. Staff will return to the Board to appropriate funds, as necessary. There will be no change in net General Fund cost and no additional staff years.

**BUSINESS IMPACT STATEMENT**

A robust County 2-1-1 service contract supports the business community and economic viability of our region. Communications and referral support before, during, and after emergencies leverages business community partners, non-profit agencies, and public service providers to aid residents and businesses during incidents such as wildfires, storms, public health crises, and power outages. This contract also supports the County’s Sustainable and Thriving Environments strategic initiative by providing and promoting services that increase the well-being of our residents and increases consumer and business confidence.

**ACTION:**

ON MOTION of Supervisor Desmond, seconded by Supervisor Vargas, the Board of Supervisors took action as recommended, on Consent.

AYES: Vargas, Anderson, Fletcher, Desmond

ABSENT: Lawson-Remer

State of California)  
County of San Diego) §

I hereby certify that the foregoing is a full, true and correct copy of the Original entered in the Minutes of the Board of Supervisors.

ANDREW POTTER  
Clerk of the Board of Supervisors



**Signed**  
by Andrew Potter