



Measure A

Essential Health Care Services Initiative

Investments in Hayward

Presentation to the City of Hayward City Council

Presented By
County Supervisor Richard Valle

Special City Council Meeting
May 13, 2014 at 7:00PM
777 B Street, Hayward, CA 94541

Measure A

Essential Health Care Services Initiative

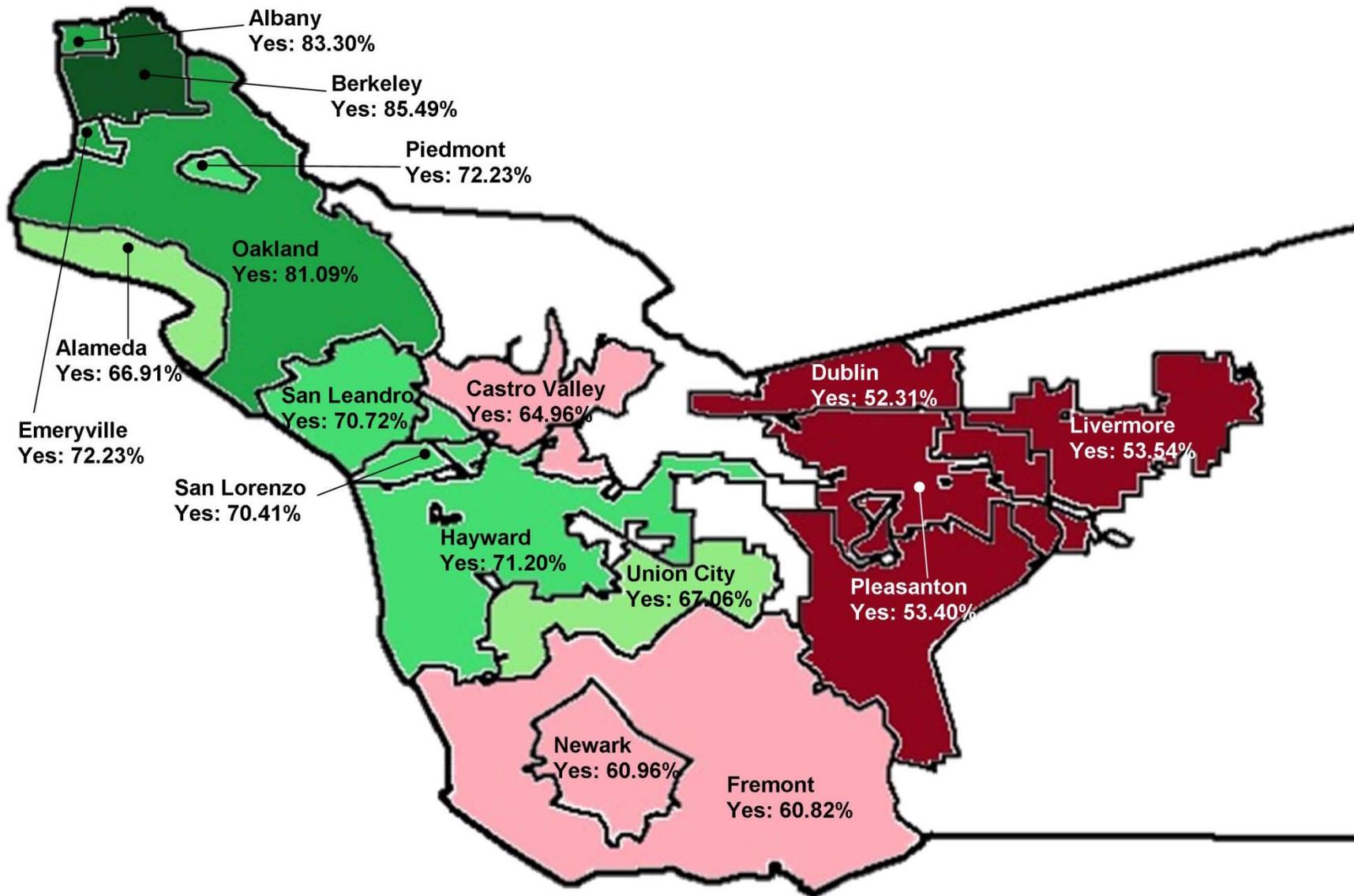
- Background & History
- General Criteria
- Allocation History & Process
- St. Rose Hospital Allocations
- Hayward Allocations
- Impacts
- Questions & Discussion

Measure A

Essential Health Care Services Initiative

- On March 2, 2004, 71% of county voters passed Measure A, the essential health care services tax ordinance.
- One-half percent retail transactions and use tax for: “additional financial support for emergency medical, hospital inpatient, outpatient, public health, mental health and substance abuse services to indigent, low-income and uninsured adults, children and families, seniors and other residents of Alameda County.”

2004 Measure A Election Results By City



Measure A & B-1 Election Results (% Yes)

	Measure A
Alameda County	71.07%
City of Alameda	66.91%
Albany	83.30%
Berkeley	85.49%
Dublin	52.31%
Emeryville	82.18%
Fremont	60.82%
Hayward	71.20%
Livermore	53.54%
Newark	60.96%
Oakland	81.09%
Piedmont	72.23%
Pleasanton	53.40%
San Leandro	70.72%
Union City	67.06%
Unincorporated/Eden Township	NA
Unincorporated/Murray Township	NA

Measure A & B-1 Election Results (% Yes)

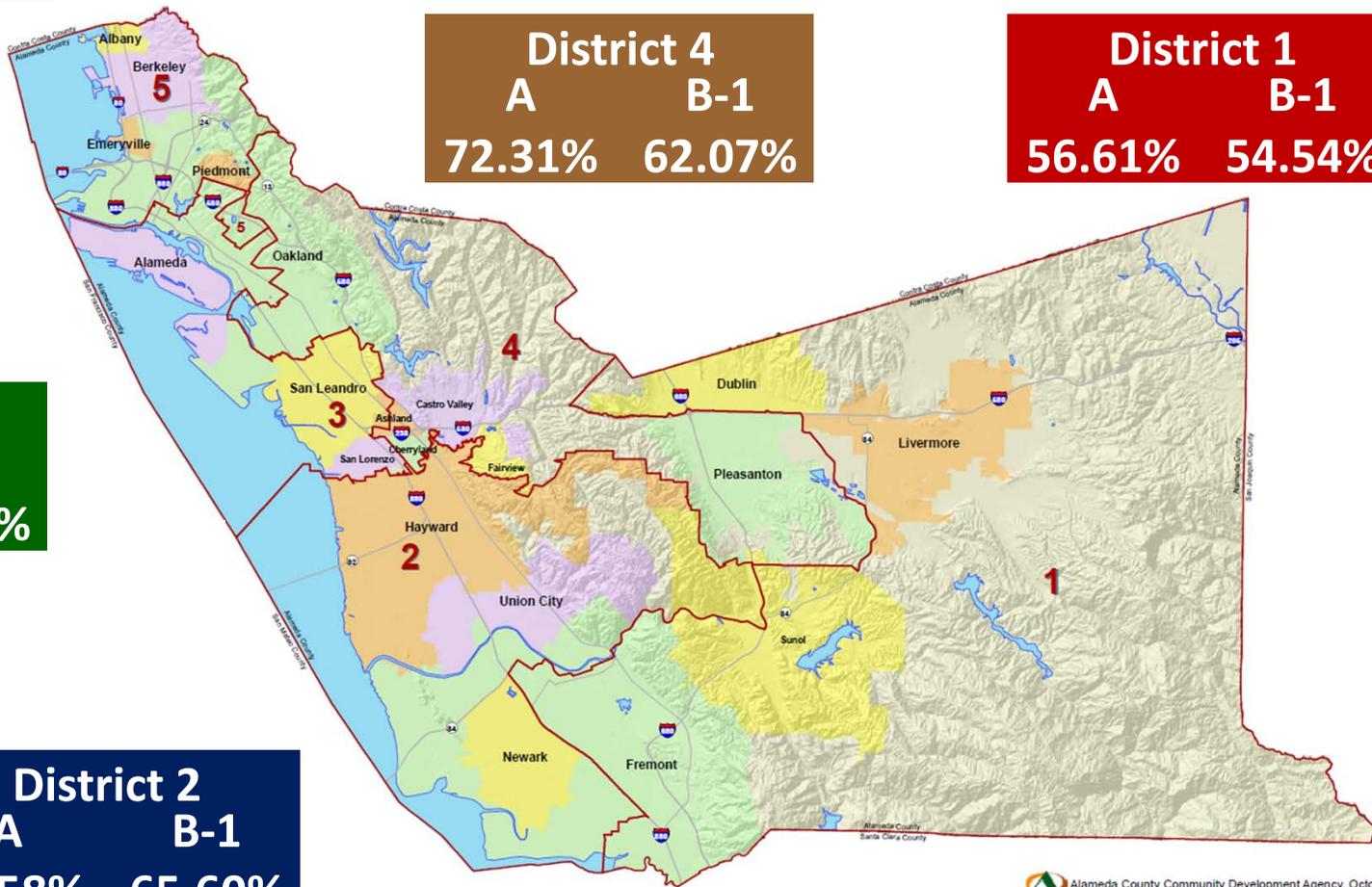
District 5
A B-1
82.81% 78.47%

District 4
A B-1
72.31% 62.07%

District 1
A B-1
56.61% 54.54%

District 3
A B-1
73.73% 68.27%

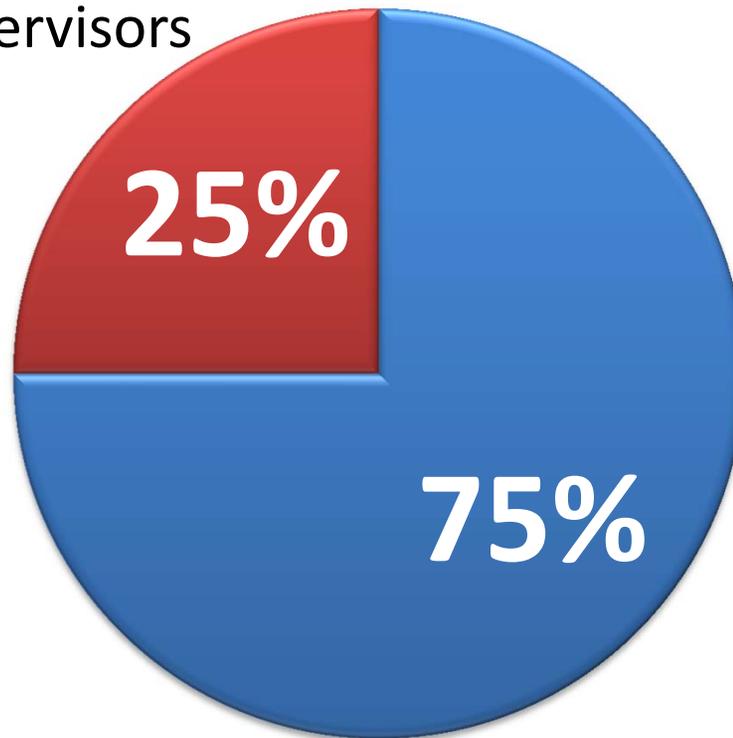
District 2
A B-1
66.58% 65.60%



Measure A

Essential Health Care Services Initiative

Annual revenue allocated
by Board of Supervisors



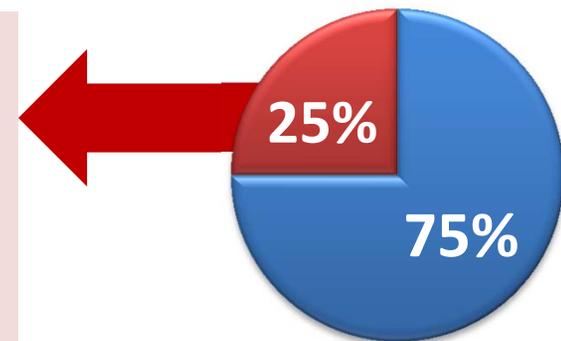
Annual revenue transferred to
Alameda Health System (formerly
Alameda County Medical Center)

Measure A

Essential Health Care Services Initiative

Board of Supervisors allocates based on the **demonstrated need** and the County's **commitment to a geographically dispersed network of providers** for the following purposes:

- 1) Critical medical services provided by community-based health care providers;
- 2) To partially offset uncompensated care costs for emergency care and related hospital admissions; and
- 3) For essential public health, mental health and substance abuse services.



Measure A General Criteria

1. Grants approved for 3 fiscal years unless otherwise specified or adjusted by the Board;
2. Funds reflect geographic and cultural diversity of the County and provide services in most geographically accessible manner possible;
3. Funds spent on priority population, specifically indigent, low-income and uninsured adults, children and families, and seniors;

Measure A General Criteria

4. Funds distributed according to administrative protocols or systems and to existing safety net providers to minimize administrative costs and duplicate processes; and
5. Promote coordination among providers and an integrated service delivery approach;

Measure A Allocation History

March 2, 2004

71% of county voters passed Measure A Ordinance.

June 12, 2007

BOS approved 3-year allocation to include COLA, increased BOS Discretionary funds, and establishment of reserve.

November 30, 2010

BOS approved 3-year allocation and directed HCSA to set public hearing for \$6.1 million of unallocated funds.

November 6, 2012

BOS approved 3-year allocation (FY 2013-2014 to 2015-2016).

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

December 14, 2004

BOS approved 3-year allocation in 4 categories based on county-wide public hearings.

March 30, 2010

BOS approved postponement of reauthorization and one-year authorization of allocation with 25% reduction due to declining sales tax revenue.

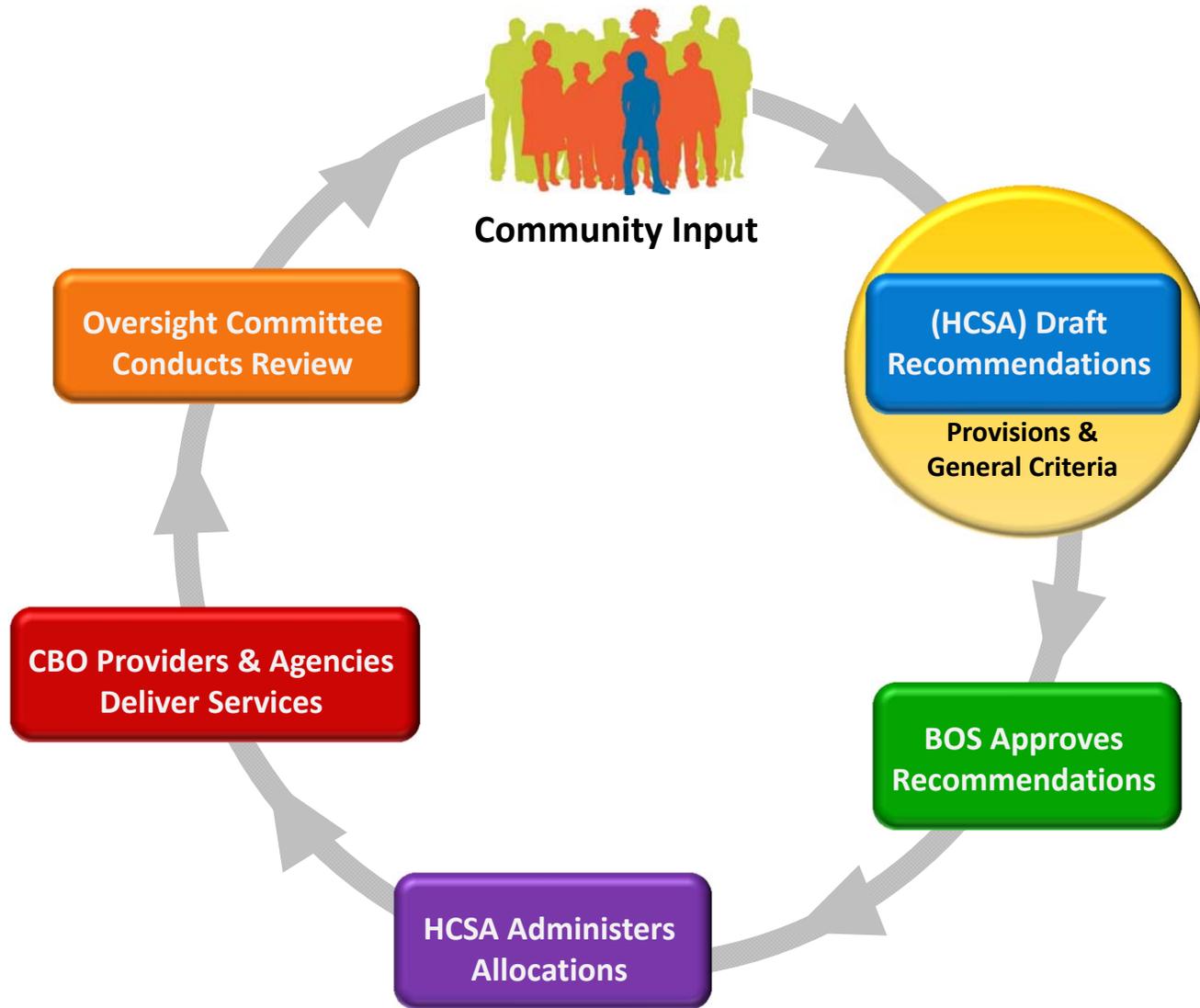
April 12, 2011

BOS changed allocation to two years and approved allocations for \$6.1 million of unallocated funds following public hearing.

June 30, 2019

Measure A ordinance sunsets.

Measure A Allocation Process



2004-2014 Total Measure A Allocation to St. Rose Hospital

\$16,282,024*

Federal Matching Funds

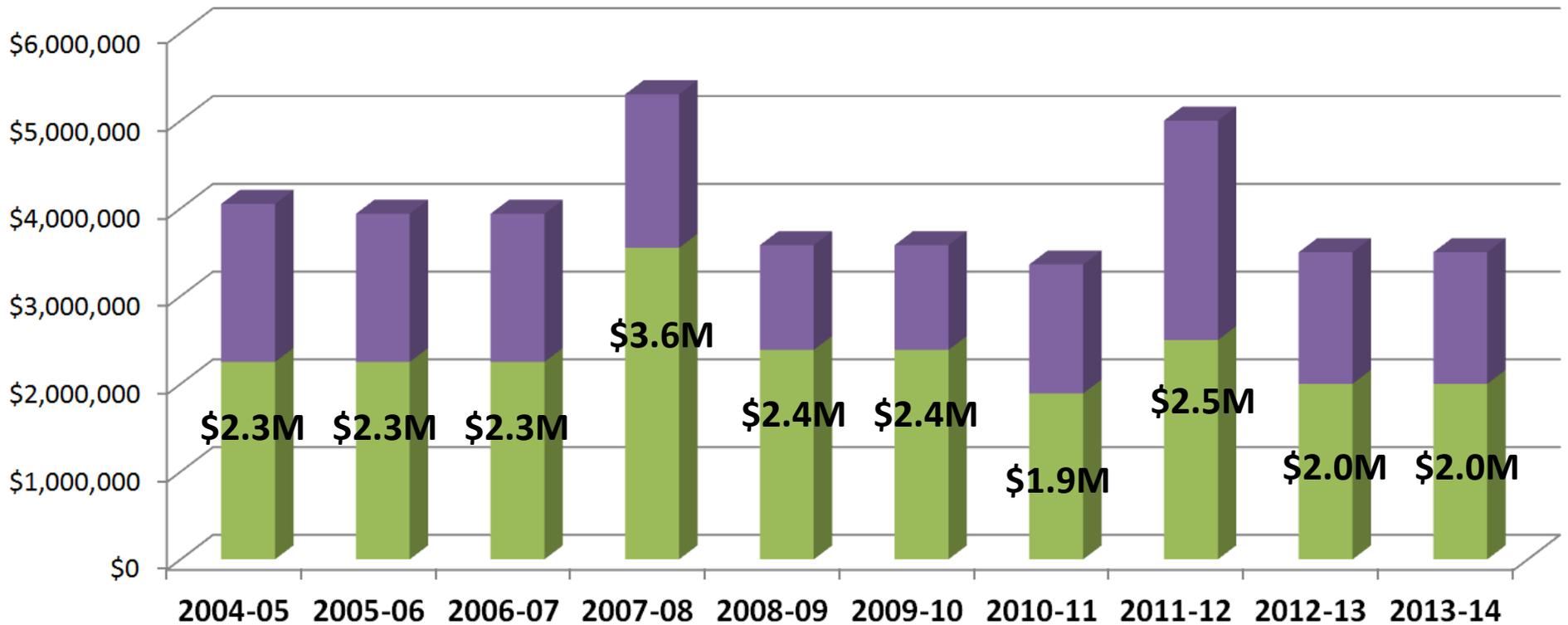
\$23,464,319

Measure A Allocation

\$39,746,343

Measure A + Federal
Matching Funds

2004-2014 Measure A Allocation to St. Rose Hospital



 Measure A Funding

 Federal Matching Funds

Alameda Health System (AHS) & St. Rose Hospital Operating Expenses

Alameda Health System	Alameda Health System (Highland Hospital Only)	St. Rose Hospital
\$597,736,000	\$289,360,000	\$122,122,141

Measure A Providers in Hayward

- Alameda County Office of Education (\$390,000)
- Alameda Health System (\$90,786,904)**
- Bi-Bett Corporation (\$34,665)
- Center for Community Benefit (\$20,000)
- Center for Healthy Schools and Communities (\$4,900,000)**
- Community Resources for Independent Living (\$5,400)
- East Bay Community Recovery Project (\$2,824)
- Eden Information & Referral, Inc. (\$4,560)
- Eden Youth and Family Center (\$30,000)
- Hayward Day Labor Center (\$122,566)

NOTE: Does not include providers located outside of Hayward that serves Hayward residents. The amounts refer to most current annual Measure A allocation to each provider. **These allocations are to providers that serve Hayward and other parts of the county.

Measure A Providers in Hayward

- Hayward Fire Station Health Portal (\$750,000)
- Hayward High School (\$30,000)
- Hayward Unified School District (\$99,696)
- Healthy Communities, Inc. (\$15,000)
- La Familia Counseling Service (\$193,248)
- Tennyson Health Center (\$70,000)
- Tiburcio Vasquez Health Center, Inc. (\$430,740)
- Silva Pediatric Clinic (\$100,000)
- Spectrum Community Services, Inc. (\$250,000)
- St. Rose Hospital (\$2,000,000)
- Women's Cancer Resource Center (\$2,500)

NOTE: Does not include providers located outside of Hayward that serves Hayward residents. The amounts refer to most current annual Measure A allocation to each provider.



\$2.17 million of Measure A funding will be used to support capital expenses to build the new Firehouse Clinic at Station 7 and provide health services.

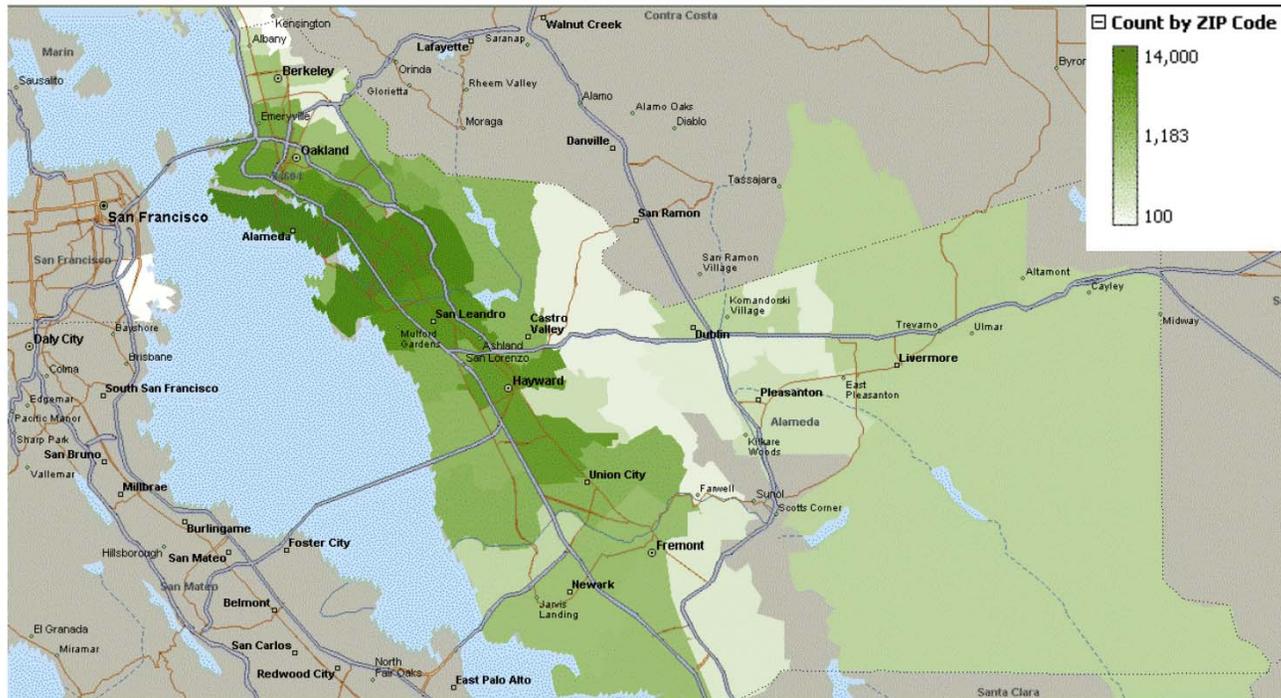
Measure A Investments in Hayward

- Alameda Health System (formerly Alameda County Medical Center) services to Hayward residents
- Measure A allocations to providers located in Hayward
- Measure A allocations to providers **not** located in Hayward who serve Hayward residents

Measure A Impacts in Hayward



Ambulatory Surgery, ED and IP Data for Alameda Hospital, Highland Hospital & San Leandro Hospital



Source: OSHPD Calendar Year 2012

Measure A Impacts in Hayward



Annual Number of Hayward Inpatient and ED Visitors to Alameda Health System (AHS) Hospitals

Alameda Hospital	Highland Hospital	San Leandro Hospital	Alameda Health System Hospital
212	9,013	1,856	11,081

Source: OSHPD Calendar Year 2012

Measure A Impacts in Hayward



11,841 outpatient visits provided in 2012
to Hayward residents

9,772 medical visits provided by Hayward
Wellness Center (ambulatory clinic) in 2012

Measure A Impacts in Hayward



Silva Pediatric Clinic

2,000 more visits, such as preschool immunizations, well baby care, dental services, urgent care, and mental health services, provided by St. Rose Hospital Silva Pediatric Clinic compared to the previous year to underserved and underinsured children.

20% reduction in teen pregnancies from the previous year attributed to expanded health education and case management services to high-risk youth and their parents and/or guardians by St. Rose Hospital Silva Pediatric Clinic.

Measure A Impacts in Hayward

La Familia Counseling Service

Since 2004, more than **50,700** community members have been served through the Family Resource Center (FRC) located in South Hayward.

Programs and services include food pantry, clothing closet, case management, immunization clinic, Medi-Cal clinic, food stamp clinic, Healthy Families enrollment, and Kaiser Child Health Plan.



The screenshot displays the website for La Familia Counseling Service. At the top, there is a navigation menu with links for HOME, ABOUT US, PROGRAMS, NEWS, FUNDING, and CONTACT. Below the menu is a large photograph of a diverse family of six people smiling. A quote, "A full spectrum of wellness services," is overlaid on the image. Underneath the photo is the "OUR MISSION" section, which states: "La Familia Counseling Service is an inclusive Latino community-based, multicultural organization committed to strengthening the emotional wellness of individuals and the preservation of families. [read more](#)".

Below the mission statement are four service categories, each with an icon and an address:

- LA FAMILIA COUNSELING SERVICES**: 26081 Mocine Ave. Hayward, CA 94544 (Icon: Heart)
- COMMUNITY SERVICES**: 22366 Fuller Ave. Hayward, CA 94541 (Icon: Group of people)
- FAMILY PRESERVATION**: 1525 B Street Hayward, CA 94541 (Icon: Eye)
- DEVELOPMENTAL SERVICES**: 1525 B Street Hayward, CA 94541 (Icon: Person)

Measure A Impacts in Hayward



Between July 2012 and April 2014,

- More than **3,530** patients were served through the Mission and Silva Hayward sites.
- **90** parents were engaged, **150** students participated in afterschool programs and **3,000** students participated in presentations at Tennyson High School.

Measure A Essential Health Care Services Initiative

Questions & Discussions



Alameda County Health Care Services Agency