

**Santa Cruz County Health Services Agency
Public Health Division**



Using Salesforce to Forecast Funding Streams and Manage Agreements

Santa Cruz County Public Health and Summit Technologies LLC
County Health Executives Association of California (CHEAC) Annual Meeting
October 4, 2023

Project Goals

- Improve infrastructure to respond to future threats
- Lower costs to increase outputs
- Make better decisions

Presenters

Megan Holland

Administrative Services Manager
Santa Cruz County Public Health Division

Joel Ginsberg

Senior Departmental Administrative Analyst
Santa Cruz County Public Health Division

Brian Stevenson

Principal Salesforce Architect
Summit Technologies LLC



Santa Cruz County Public Health
County population: 271k
140 employees
Annual budget \$16.7m pre-COVID
\$34m FY23-24

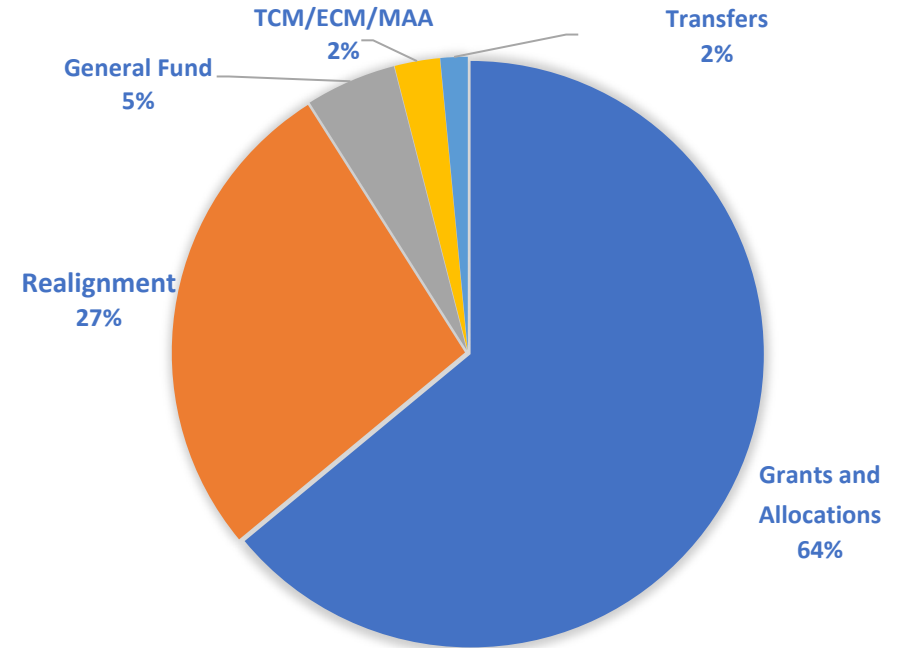


Summit Technologies
16 consultants
190 clients, 500 projects
5-Star Rating on Salesforce AppExchange

**What's one challenge
you have managing
agreements or predicting
the spend-down of grants?**

Challenge: Complex funding streams ...

... and an accounting system that doesn't track to grant budgets



PI Financials	July	Aug	Sept	Oct	Nov
Revenue	N/A	N/A	\$988,733	\$2,254,827	\$4,238,967
Realignment	N/A	N/A	-\$524,342	\$1,589,979	\$2,195,137
Grants	N/A	N/A	\$343,150	\$321,341	\$1,938,293
Fees	N/A	N/A	\$243,611	\$414,683	\$383
Opp Trsf In	N/A	N/A	-\$6		
Expenses	N/A	N/A	\$3,38		
Salaries	N/A	N/A	\$3,35		
Serv & Supplies	N/A	N/A	-\$17		
OT Chrt & Fixed asset	N/A	N/A	\$1		
Intrafund Transfer	N/A	N/A			
NCC	N/A	N/A	\$2,98		
Quarter 1					

Row Labels	Budget	Actual
REVENUE	(30,122,107)	(4,238,967)
05-LICENSES, PERMITS AND FRANCHIS	(82,000)	80,000
07-FINES, FORFEITURES & ASSMNTS	(80,500)	44,473
15-INTERGOVERNMENTAL REVENUES	(28,918,997)	(4,133,630)
19-CHARGES FOR SERVICES	(440,983)	(128,221)
23-MISC. REVENUES	(599,627)	4,131
25-OTHER FINANCING SOURCES	0	(105,720)
EXPENDITURE	31,397,104	7,850,883
50-SALARIES AND EMPLOYEE BENEF	21,208,305	7,479,830
60-SERVICES AND SUPPLIES	6,409,403	415,631
70-OTHER CHARGES	4,096,263	24,005
80-FIXED ASSETS	115,738	0
95-INTRAFUND TRANSFERS	(432,605)	(68,582)
Grand Total	1,274,997	3,611,916

- Spending reports always in arrears
- No easy way to connect expenses to approved budgets
- No easy way to project burn rates

Challenge: A blizzard of duplicated data flowing through forms, spreadsheets, and workflows

Forms, forms, forms!

GSD 889 Competitive Quote Form

Request for Grant Number

HEALTH SERVICES AGENCY - Purchase Request Form

Tracking spreadsheets

Specific Grants

Preparedness/AMRC	DO NOT CODE UNLESS INSTRUCTED BY Manager	Amount	Invoice #	Approver
Preparedness	MACHO MRC Grant	362110	H26112	Kathleen C
Preparedness	CDPH-ENO Grant	362110	H26904	Kathleen C
Preparedness	HPP COVID-19 Grant	362110	H34802	Kathleen C
CARE Team	HRSA RW Part B - COVID Relief	362300	H26802	Socorro G
CARE Team	HRSA RW Part C-Covid	362300	H26905	Socorro G
ELC Care	COVID Response (Gerard Murai Only)	362215	H26907	Megan/Julian
ELC PPP	COVID Response	362215	H60001	Emily C/Joel G

Grant/Pot

Grant/Pot	Coding	Amount	Date of Service	Invoice #
FEMA	PO 21B02280			
FEMA	362115/62381			
ELC	PO02412			
ELC	362215/62381			
FEMA	21 E00265			
FEMA	362115/62381			
FEMA	H26805			
FEMA	21P00251			
FEMA	362115/62500			
FEMA	H26805			
FEMA	21E 00252			

Rules and workflows

Step 1. Overview System Use

Step 2. Pre-Proc Steps

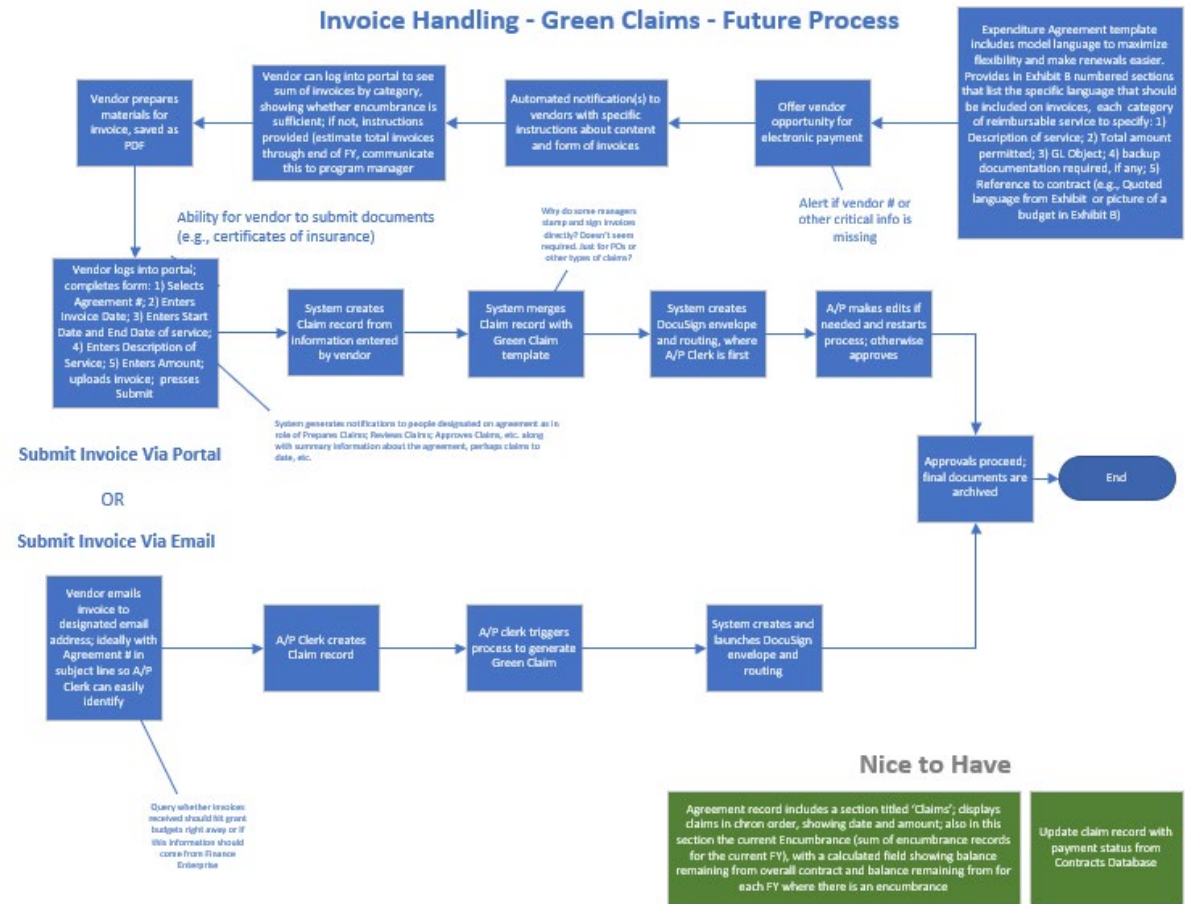
Step 3. Invoice Processing

Response to Challenge: Tie it all together

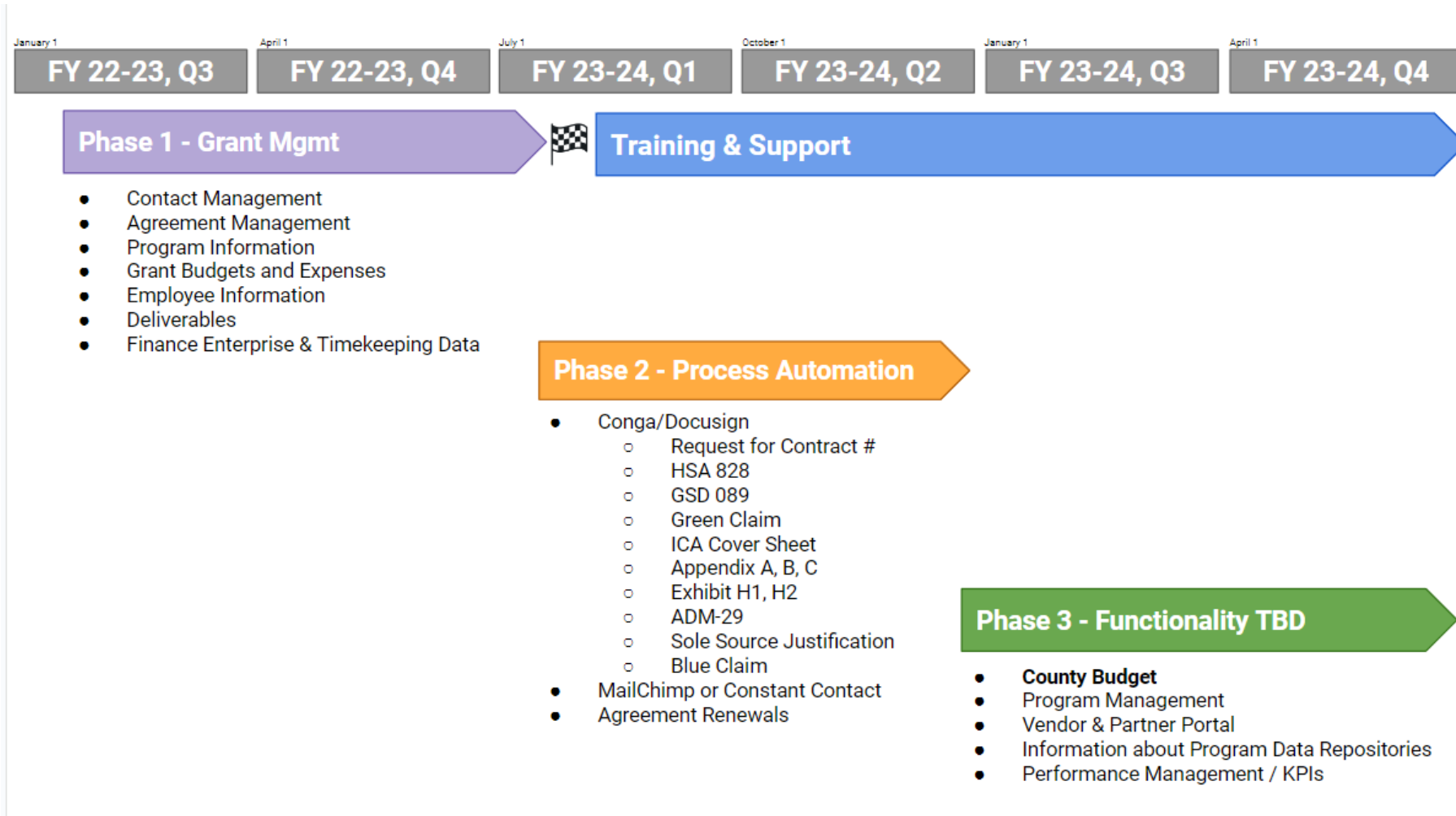


Project Approach

- See an opportunity
- Prioritize functionality
- Redesign business processes
- Create “data dictionary” of needed fields
- Create a vision and build support
- Select software and a vendor
- Design, revise, test
- Soft launch



Implementation Roadmap



Demonstration

DEPARTMENT OF PUBLIC HEALTH x +

https://santacruzcountyhsa.lightning.force.com/lightning/r/Agreement_c/a1R3d00001CgVaEAK/view

Search...

Santa Cruz Home Organizations Contacts Agreements Reports Dashboards Files Recycle Bin Groups Help CERJ Spend Plan Approved... Y3Q1 Expenditure Report... Y3Q1 Expenditure Report... More

Agreement **DEPARTMENT OF PUBLIC HEALTH 23R0314** + Follow Edit Delete Clone

Details Additional Information Forms Audit

General Information

Grant Name	COVID19 ELC Expansion Funds	Agreement Number	23R0314
Agreement Name	DEPARTMENT OF PUBLIC HEALTH 23R0314	Amount	\$11,079,439.00
Organization Name	DEPARTMENT OF PUBLIC HEALTH	Start Date	1/15/2021
Agreement Type	Revenue	End Date	7/31/2023
Funder Agreement Number		Fiscal Year	2020-2021;2021-2022;2022-2023;2023-2024
Status	Agreement Executed	Agreement Months	31
Division	Public Health Division	Execution Date	
Branch	Public Health Administration	Signing Authority	
Program	ELC Expansion	Predecessor Agreement	
Target Population			

System Information

Created By	Joel Ginsberg, 5/31/2023, 5:32 PM	Last Modified By	Summit Technologies, 9/19/2023, 9:43 AM
Record Type	Revenue Agreement	Owner	Joel Ginsberg

Agreement Contact Roles (4) 4 items • Sorted by Contact • Updated a minute ago

Contact	Role	Title	Organization
<input type="checkbox"/> Alyssa Rodriguez	Receives Spend Plan Reports		CALIFORNIA DEPARTM...
<input type="checkbox"/> Emily Chung	Program Additional Contact	CHF OF PUBLIC HEAL...	County of Santa Cruz
<input type="checkbox"/> Joel Ginsberg	Grant Manager	SR DEPTL ADMIN AN...	County of Santa Cruz
<input type="checkbox"/> Moiz Rydhan	Receives Progress Reports		CALIFORNIA DEPARTM...

[View All](#)

Suffixes (1) 1 item • Sorted by Suffix Name • Updated a minute ago

Suffix Na...	GL Key	GL Object	JL Key	Amount
<input type="checkbox"/> 23R0314-01	362215 (POPULATION HEALT...	40894 (ST-OTHER)	H69015 (COVID19 ELC Expansion Funds)	\$6,500,000.00

[View All](#)

Expenditure Agreements (27)

Suffix Na...	Agreement Name	Amount
23H0285-01		\$99,870.57
23H0285-1-01		\$249,870.57
23H0241-02		\$15,000.00
23H0220-01		\$143,490.00
23H0284-01		\$97,350.00
23H0232-01		\$48,371.28
23H0207-02		\$62,000.00
23H0207-02		\$78,917.75
23H0295-01		\$60,000.00
24H0295-01		\$100,000.00
24H0295-01-01		\$250,000.00
23H0297-01		\$156,000.00

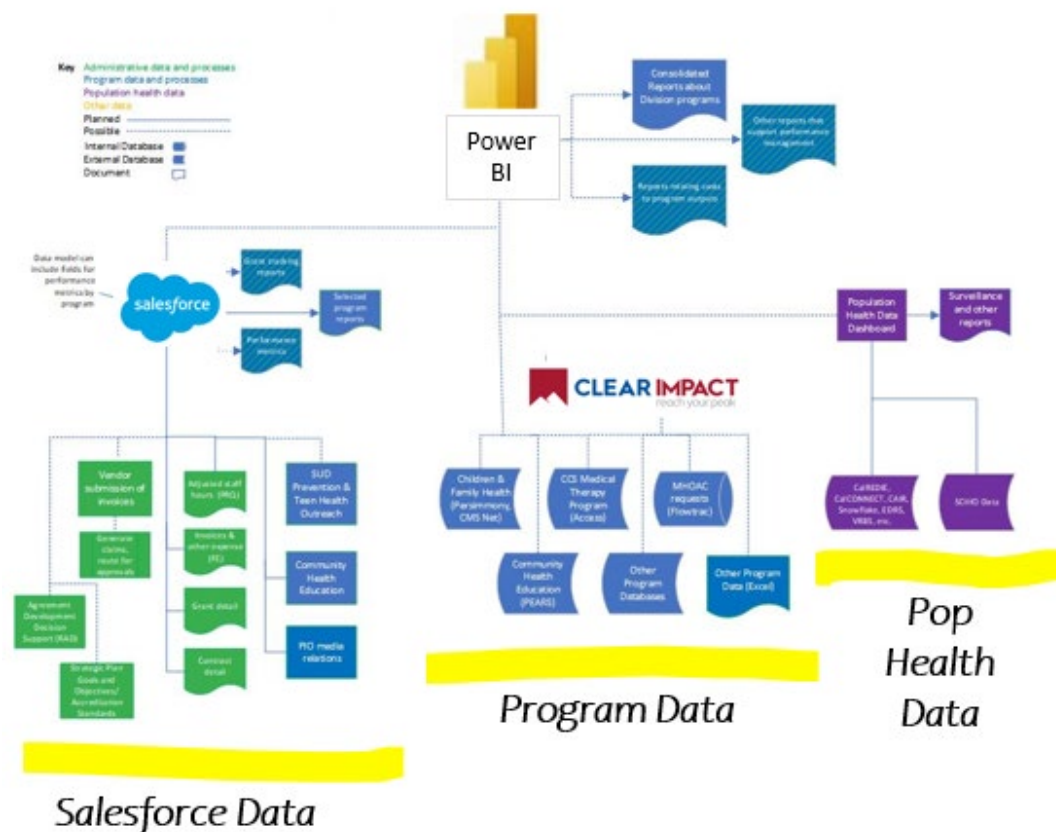


Overall Data Strategy

We are also working with **Intrepid Ascent** to:

- Inventory our data repositories (86 so far!)
- Configure Power BI to reference Salesforce and internal repositories to visualize/dashboard data
- Create internal and public-facing dashboards, such as:
 - Program 360°
 - Description
 - All available metrics
 - All revenues
 - All expenses
 - All staff
 - All partners
 - Hiring pipeline
 - Dashboards to support program planning
 - Dashboards to measure program impact
- We are also piloting Clear Impact for RBA

Santa Cruz Public Health Data Infrastructure Future State



Looking to the Future

We're already learning useful things:

- We've been underestimating the benefits rate in our spend plans: (actuals are 53% versus our assumption of 48%)
- Revealed that some contracts burning through funds faster than expected, raising risk of depleting funds too early
- Actual staff time was 5-10% lower than projection

Public Health funding has shifted dramatically in recent years. Future budgets are likely to be more challenging.

This tool is designed to help us manage our funding streams and agreements more nimbly and at lower cost. We hope we have created a sophisticated and feature-rich tool that is intuitive and usable with minimal training.

Strong Administration → Improved Outcomes

Questions and Discussion

We are happy to share! If you would like more information about Santa Cruz County Public Health's Salesforce implementation, please contact:

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