



**SAN FRANCISCO
HUMAN SERVICES AGENCY**

Department of Benefits
and Family Support

Department of Disability
and Aging Services

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London Breed
Mayor

Trent Rhorer
Executive Director

MEMORANDUM

TO:	HUMAN SERVICES COMMISSION				
THROUGH:	TRENT RHORER, EXECUTIVE DIRECTOR				
FROM:	ANNA PINEDA, DEPUTY DIRECTOR ESPERANZA ZAPIEN, DIRECTOR OF CONTRACTS				
DATE:	NOVEMBER 9, 2023				
SUBJECT:	NEW CONTRACT: Cell-Ed (FOR PROFIT) TO PROVIDE MOBILE DISTANCE LEARNING PLATFORM AND SUPPORT				
CONTRACT TERM:	12/1/2023 – 06/30/2025				
CONTRACT AMOUNT:	<u>New</u>	<u>Contingency</u>	<u>Total</u>		
	\$49,500	\$4,950	\$54,450		
ANNUAL AMOUNT:	<u>Annual Amount</u>				
	\$49,500				
<u>Funding Source</u> FUNDING: PERCENTAGE:	<u>County</u>	<u>State</u>	<u>Federal</u>	<u>Contingency</u>	<u>Total</u>
	\$24,750		\$24,750	\$4,950	\$54,450
	50%		50%		

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EB

The Department of Benefits and Family Support (BFS) requests authorization to enter into a contract with Cell-Ed for the period of December 1, 2023 to June 30, 2025, in an amount of \$49,500 plus a 10% contingency for a total amount not to exceed \$54,450. The purpose of the contract is to provide a mobile distance learning platform for HSA participants.

Background

In July 2020, the California Department of Social Services (CDSS) partnered with Cell-Ed to provide participants the opportunity to receive education and training through their electronic devices to build skills and engage in countable Welfare-to-Work participation hours. The CDSS contract with Cell-Ed ended on September 30, 2023, however CDSS intends to conduct a procurement to continue these services. In order to bridge the gap between State contracts for these services, HSA issued an Informal Bid and Cell-Ed was awarded. Once CDSS begins a new contract, HSA plans to leverage the State contract for delivery of these services.

Services to be Provided

Contractor will provide a mobile learning platform accessible on any mobile device including basic models with texting capabilities (no smartphone, data plan or Wi-Fi required), tablets, laptops, desktop computers, call-in, text, Whats app, and smartphone application. A variety of training courses will be offered including but not limited to resume writing, interview skills, time management, communication skills, language learning, reading comprehension, basic math, workplace skills.

Individualized coaching sessions will be available to participants to support learning on the Cell-Ed platform and HSA staff will have access to the Partner Portal and Dashboard to track client progress through the distance learning application and report real-time participation data.

Cell-Ed mobile learning platform is accessible twenty-four (24) hours per day, seven (7) days per week. Cell-Ed will provide licenses for up to 1,000 users annually.

Selection

Contractor was selected through Informal Bid #1128 which was competitively bid in October 2023.

Funding

Funding for this contract is provided by Federal and City and County General Funds.

ATTACHMENTS

Appendix A – Services to be Provided

Appendix B – Budget

Appendix A – Services to be Provided
Cell-Ed
Mobile Distance Learning Platform and Support
December 1, 2023 – June 30, 2025

I. Purpose of Contract

The purpose of the contract is to provide a mobile distance learning platform for participants in CalWORKs, CAAP (County Adult Assistance Program), or Cal Fresh programs.

II. Definitions

CAAP	County Adult Assistance Program
CalWORKs	California Work Opportunity & Responsibility to Children
CalFresh	Formerly known as Food Stamps. A federal public assistance program that helps children and low-income households improve their diets by providing access to a nutritious diet.
CARBON	Contracts Administration, Reporting and Billing Online database
Contractor	Cell-Ed
DBFS	Department of Benefits and Family Support
JobsNOW	Human Services Agency’s Subsidized Employment Program
HSA	San Francisco Human Services Agency
Medi-Cal	Medicaid program administered by SFHSA
SFBN	San Francisco Benefits Network
Welfare-to-Work	Program within DBFS designed to assist welfare recipients to obtain or prepare for employment

III. Target Population

This program is designed to serve all populations and ethnicities residing in San Francisco participating in CalWORKs, CAAP, or CalFresh public assistance benefits who are referred by HSA staff.

IV. Description of Services

Contractor shall provide the following services during the term of this contract agreement:

- A. Mobile learning platform accessible on any mobile device including basic models with texting capabilities (no smartphone, data plan or Wi-Fi required), tablets, laptops, desktop computers, call-in, text, whats app, smartphone application.
- B. Variety of training courses offered to include but is not limited to resume writing, interview skills, time management, communication skills, language learning, reading comprehension, basic math, workplace skills.
- C. Individualized coaching sessions to participants to support learning on the Cell-Ed platform.
- D. Partner Portal and Dashboard to track client progress through the distance learning application and report real-time participation data.

V. Location and Time of Services

- A. Cell-Ed mobile learning platform shall be accessible twenty-four (24) hours per day, seven (7) days per week.
- B. Coaches are available during business hours, Monday through Friday, 8:30-5:00 pm and respond to learners within one business day.

VI. Reporting Requirements

- A. Written communication that contains client confidential information shall be transmitted through a secured method approved by HSA or by using ZixCorp.
- B. For assistance with reporting requirements or submission of reports, contact:
Leslie.lau1@sfgov.org
Contract Manager, Office of Contract Management
or
Rosalyn.Tillery@sfgov.org
Program Monitor, Welfare to Work Services

Appendix B – Calculation of Charges
Cell-Ed
Mobile Distance Learning Platform and Support
December 1, 2023 - June 30, 2025

Services	Quantity	Unit Price	Total
Essentials: Learner License Annual Fee Includes: Licenses for existing learners (up to 500), and 500 new learners: - access to Cell-Ed micro-learning catalog with live coaching - nudging and support: push alerts, reminders, and more - 24/7 cross-platform access: dial-in, apps or web-based - live coaching support	1000 users	\$45/year	\$45,000
Essentials: Partner Portal Access Includes: - visual, real-time data dashboards and on demand reporting - access to toolkit and training materials - ability to add new county staff administrators	1	\$4,500 / year	\$4,500
Total Annual			\$49,500

- I. Contingent amount up to \$4,950 may be available at the City’s Sole and absolute discretion
- II. **The total contract will not exceed \$54,450 for the period between December 1, 2023 and June 30, 2025**