

Date: 03/03/2022

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Attention: Merced City Council  
City of Merced  
678 W. 18<sup>th</sup> Street  
Merced, CA 95340

**RE: City of Merced Request for Proposals for Community Funding**

Dear City Council Members,

On behalf of Merced Lao Family Community Inc., (MLFC), I would like to express our sincere gratitude for the opportunity to apply for the City of Merced Request for Proposal for Community Funding as part of the American Rescue Plan Act.

MLFC is a 501(c) (3) non-profit, community-based organization, established in 1981, for the purpose of assisting Southeast Asians to acculturate and assimilate into the mainstream Western society. For over forty years, MLFC has proudly served the Southeast Asian community in Merced County. MLFC's mission is to encourage self-respect and self-sufficiency for all Merced County community members; to maintain pride in cultural histories, to offer positive support and hope for the future and to empower the people in Merced County; to meet their needs and address their issues. The organization's primary focus is to determine and service the needs of the local Southeast Asian community, to lead the populace into becoming well-informed, productive, and contributing members of the community at large. Our scope of work consists of (1) efficient and effective mental health services through engagement and education, as well as ongoing practices on improvement with patient care in clinical and non-clinical settings and environments; (2) providing general and social services to the Southeast Asian community, including but not limited to: immigration assistance, police community aid, Medical, translation and interpretation services and housing assistance. Our organization is the only Mutual Assistance Association in Merced County serving the Southeast Asian community.

The COVID-19 pandemic has presented immense challenges for all communities, particularly low-income and vulnerable communities like the Southeast Asian community in Merced County. The challenges that the Southeast Asian community of Merced County faced in obtaining essential social and healthcare services prior to the COVID-19 pandemic is further exacerbated during this time. The fact that many service providers have switched to providing services virtually further creates inequities in accessing these critical services as many low-income, vulnerable Southeast Asian community members have language barriers, are unable to navigate services online, and often do not have access to smart phones, computers, or internet service to apply for and participate in these virtual services.

MLFC is requesting an amount of **\$138,950** to develop and implement the COVID-19 Mitigation Program aimed at reducing barriers to critical social and health virtual services for low-income, technologically challenged Southeast Asian individuals during the COVID-19 public health crisis. MLFC has experienced an influx of requests from Southeast Asian

families and individuals for assistance with applying for housing, food, and healthcare services now that applications for these service providers are done online. Through the proposed program, MLFC aims to ensure that the vulnerable Southeast Asian community members in Merced County are provided with the necessary resources and tools to meet their most basic needs during the COVID-19 public health crisis.

With more than forty years of experience serving the Southeast Asian community of Merced County, MLFC remains one of the highly trusted sources of service and information for the Southeast Asian community. Throughout the years, MLFC has provided countless projects, programs and services to promote the well-being of our community; physically, mentally and spiritually. Such projects, programs and services include but are not limited to:

Mental Health Prevention & Early Intervention	Employment Placement Services
Mental Health for Hmong Women	Translation/Interpretation Services
Wellness & Recovery Center	Social Services
Mental Health Peer Support	Teen/Youth Advisory Council & Support
Mental Health Education & Case Management	Child Abuse Prevention-Home Visitor Programs
Community Outreach & Awareness	Early Childhood Education
Information & Referral Services	Family Preservation & Family Support

Within the past five years, MLFC has developed and implemented fourteen (14) programs and projects that serve the general community of Merced County (see page 11 for a list of past and current programs). MLFC's contact information is below.

Organization: Merced Lao Family Community, Inc.  
 Address: 1748 Miles Court, Suite B, Merced, CA 95348  
 E-mail: mlfc@laofamilymerced.org  
 Telephone: (209) 384-7384  
 Fax: (209) 384-1911  
 Contact: Paul Thao, Executive Director  
 Authorized Representative: Paul Thao, Executive Director

If you require additional information of clarification, please do not hesitate to reach out to me. Thank you for presenting Merced Lao Family Community, Inc. with the opportunity to apply for the City of Merced Request for Proposals for Community Funding opportunity.

Sincerely,

  
 Paul Thao  
 Executive Director

## 1. INDIVIDUAL STAFF REQUIREMENT

While MLFC has a long-running history of successfully implementing programs like this, we need additional staff to successfully develop and implement a program of this scale. To ensure the successful implementation of the proposed COVID-19 Mitigation Program, MLFC will utilize one (1) 100% FTE Case Manager, one (1) 100% FTE Outreach Specialist and one (1) 10% FTE Program Director to oversee and manage the program. The Case Manager and Outreach Specialist will work collaboratively with the Program Director to ensure the scope of work is achieved in a timely and efficient manner. The Program Director will oversee the overall program, while the Case Manager and Outreach Specialist will manage day-to-day operations of the program. The proposed program will utilize space at the MLFC office to conduct day-to-day operations.

### **Program Director: Paul Thao**

Under the authority of the Board of Directors and in accordance with established policies and procedures, the Program Director will assume the tasks and responsibilities of directing overall operations, budget and capital assets of the organization. This position will direct the overall programming of the organization, promoting the organization and its programs in media and the general public, managing the image of the organization in a senior public relations role. This position will be responsible in developing and maintaining professional liaison with all levels of program and funding entities. In collaboration with staff members of MLFC, the Program Director will plan the overall programming direction and activities of the program. This position is responsible for the achievement of goals and objectives of the organization. The Program Director will work with other staff to ensure the successful delivery of all scopes of work. Paul has over twenty (20) years of successful administration with the organization and has a proven track record of successfully directing similar programs.

### **Case Manager: TBD**

Under the supervision of the Program Director, the Case Manager will carry out the day-to-day operations of the program. This position will require an individual who is experienced in working with the Southeast Asian community in Merced County and be bi-lingual in English and Hmong, Mien and/or Laotian. This individual shall be culturally competent in understanding the Southeast Asian community and be able to engage the target population using culturally appropriate approaches. This individual must possess strong communication skills and be proficient in Microsoft Office, be technologically savvy to utilize remote telecommunication portals and programs, understand COVID-19 regulations, and be knowledgeable about the application process for social services in Merced County. The Case Manager must be self-motivated and able to work independently as well as collaboratively with others. Additionally, this individual shall be experienced in understanding the requirements and application process of various county and city agencies and organizations. This individual shall be familiar with remote and online services utilized by various Merced County and Merced City agencies and organization. Emphasis will be placed on individuals with experienced regarding the online application process of the Merced Housing Authority, Human Service Agency (HSA), Social Security, Social Security and other remote and online governmental sites and services.

**Outreach Specialist: TBD**

Under the supervision of the Program Director, the Outreach Specialist will carry out the day-to-day operations of the program. This position will require an individual who is experienced in working with the Southeast Asian community in Merced County and be bi-lingual in English and Hmong, Mien and/or Laotian. This individual shall be culturally competent in understanding the Southeast Asian community and be able to engage the target population using culturally appropriate approaches. This individual must possess strong communication skills and be proficient in Microsoft Office, be technologically savvy to utilize remote telecommunication portals and programs, understand COVID-19 regulations, and be knowledgeable about the application process for social services in Merced County. The Outreach Counselor must be self-motivated and able to work independently as well as collaboratively with others.

**2. PROPOSED PROJECT AND SCOPE OF SERVICES**

As a culturally responsive and inclusive organization, MLFC continues to be the leader in servicing the unique needs of the Southeast Asian community of Merced. MLFC remains committed to ensuring that our community continues to recover from the ongoing effects of COVID-19. To ensure the Southeast Asian community is provided with the necessary resources and information to mitigate the effects of COVID-19, MLFC is proposing the COVID-19 Mitigation Program. This program aims to reduce barriers to critical social and health virtual services for low-income, technologically challenged Southeast Asian individuals during the COVID-19 public health crisis. Many service providers have shifted to providing services virtually, which present new challenges for vulnerable Southeast Asian community members who have language barriers, are unable to navigate services online, and often do not have access to smart phones, computers, or internet service to apply for and participate in these virtual services. MLFC has experienced an influx of requests from Southeast Asian families and individuals for assistance with applying for housing, food, and healthcare services now that applications for these service providers are done online. Through the proposed program, MLFC aims to ensure that the vulnerable Southeast Asian community members in Merced County are provided with the necessary resources and tools to meet their most basic needs during the COVID-19 public health crisis.

The program goals include 1) educating Southeast Asian community members about policy changes and application processes for public assistance programs 2) increasing access to critical social and healthcare services for vulnerable, low-income Southeast Asian individuals in Merced County and 3) mitigating the impact of COVID-19 on vulnerable communities.

The core activities of this program include the following:

**A. Community Meetings**

MLFC will convene community meetings to ensure the Southeast Asian community is provided with up-to-date information regarding process changes for public assistance programs from local, state and federal government agencies. This includes changes in the application process from the Merced Housing Authority, Human Services Agency, and Social Security Administration. Through this effort, MLFC will work collaboratively

with the Southeast Asian community, community leaders and local agency representatives to ensure our community is provided with up-to-date information regarding application process changes. MLFC aims to improve the quality of information to ensure our community remains in good standing with their government assistance programs. MLFC will coordinate and facilitate quarterly meetings to provide updates regarding changes in policies and application processes to the Southeast Asian community of Merced. Emphasis will be placed in the recruitment of clan leaders, community leaders and community advocates. The purpose is to utilize the collaborative efforts of individuals who actively engage the Southeast Asian community of Merced to maximize outreach and education efforts regarding policy and application changes and requirements for public assistance programs.

**B. Translation Services**

The Outreach Specialist and Case Manager will provide in-person and remote translation services while helping individuals navigate the online application process for critical social and healthcare services. Translation services will also be offered during community meetings.

**C. Community Outreach**

The Outreach Specialist will perform outreach for specific public information and education programs across all local agencies; disseminate information to the public; and work with various councils, committees, and staff to build ensure adequate resources for the Southeast Asian community. The Outreach Specialist will promote consistent awareness of local government changes through booth and tabling efforts. The Outreach Specialist will support the organization's goal by working collaboratively with agency committees through focus groups and meetings, working with citizen groups and councils as needed regarding their ideas and concerns for the community. In addition, the Outreach Specialist will develop questionnaires, flyers, social media content, presentations, staff report and/or other supporting documents to be used in meetings and to gather public input.

**D. Housing Application Assistance**

Many older adults and elders within the Southeast Asian community lack the technological know-how and English proficiency to properly utilize and navigate remote and online services for various application process as required by many government agencies, prominently the Merced Housing Authority. With the shift to remote and online application, many within the Southeast Asian community are unaware that all applications must be submitted online. As such, MLFC has experienced an influx of individuals and families who's housing voucher were denied or delayed. Housing remains one of the most important basic necessities, and MLFC aims to ensure that those within our community who are fortunate enough to qualify for housing assistance remains in good standing to maintain their status with the Merced Housing Authority.

**E. General Services**

The Case Manager and Outreach Specialist will provide a variety of services that has historically been sought from within the Southeast Asian community of Merced. This includes employment services, affordable housing, public safety, health services, farm

safety and education, utility assistance, food programs, Welfare services, senior citizen services and immigration services. To mitigate inequitable access to these services, the Case Manager and Outreach Specialist will provide direct assistance in engaging families and individuals to ensure they are provided with all the necessary resources and tools to utilize these assists. The Case Manager will assist in the qualification and application process to mitigate the barriers and challenges of English proficiency. Additionally, the Case Manager will provide direct, in-person assistance and act as a liaison between individuals and/or families requesting services. The Case Manager and Outreach Specialist will connect individuals and/or families to local assets and actively engage in the application process.

**F. Case Management Services**

Case Management Files (CMF) will be maintained for all registered clients, with appropriate and confidential case notes on services provided. CMF files will be utilized to assist individuals to ensure they remain in compliant with government agency standing. Upon successful registration of client, MLFC will collect the following types of monitoring information to ensure thorough completion of application(s) and follow ups.

The proposed project will be conducted from July 1, 2022 to June 30, 2023.

<b>Program Goals:</b>				
<ol style="list-style-type: none"> <li>1. Educate Southeast Asian community in Merced County about policy changes and application processes for public assistance programs during the COVID-19 PHE</li> <li>2. Increase access to critical social and healthcare services for vulnerable, low-income Southeast Asian individuals in Merced County</li> <li>3. Mitigate the impact of COVID-19 on vulnerable communities in Merced County</li> </ol>				
<b>Objective</b>	<b>Activities</b>	<b>Staff Leads</b>	<b>Timeline</b>	<b>Deliverables</b>
1. Employ Outreach Specialist and Case Manager to manage the program	<ol style="list-style-type: none"> <li>1a. Recruit for two full-time employees</li> <li>1b. Train and onboard employees</li> </ol>	Program Director	July 1, 2022 – July 30, 2023	Staff resumes
2. Conduct research on changes in policies and application processes for public assistance programs	<ol style="list-style-type: none"> <li>2a. Research recent policy and administrative changes for public assistance services</li> <li>2b. Engage with local government entities regarding policy and administrative changes for public assistance programs</li> </ol>	Outreach Specialist  Case Manager  Program Director	August 1, 2022 – June 30, 2023	Summary of research findings and resources

	2c. Compile and maintain resources			
3. Host quarterly community meetings with Southeast Asian community members, community leaders, and local agency representatives to provide updates regarding changes in policies and application processes for public assistance programs	<p>3a. Schedule and host quarterly meetings for up to 30 community members</p> <p>3b. Set up office space for in-person meetings and set up audio-visual equipment to allow for virtual participation</p> <p>3c. Produce and disseminate communication to market the meetings to target audience</p> <p>3d. Develop agendas and meeting materials</p> <p>3e. Secure appropriate guest speakers for meetings</p> <p>3f. Provide 3 staff during the meeting for facilitation and administrative support</p> <p>3g. Maintain attendance records</p> <p>3h. Create, distribute, collect, and analyze meeting evaluations</p>	<p>Program Director Outreach Specialist</p> <p>Case Manager</p>	September 1, 2022 – June 30, 2023	Confirmed schedule of community meetings, meeting agendas, attendance lists, and materials from each meeting
4. Provide translation services for limited English speakers during	4a. Attend meetings to translate for non-English speaking attendees	<p>Outreach Specialist</p> <p>Case Manager</p>	September 1, 2022 – June 30, 2023	Documentation of number of times translation services were provided

one-on-one consultations and community meetings	4b. Conduct one-on-one consultations in the client's preferred language			
5. Engage with local agencies and community groups in disseminating accurate information about accessing social and health services to the public	5a. Reach out to local government agencies to obtain the most up-to-date information on policies and programmatic changes as it relates to public assistance programs  5b. Compile meeting notes and resources  5c. Disseminate information to target audience in culturally and linguistically appropriate manner	Outreach Specialist	September 1, 2022 – June 30, 2023	Documentation of meetings and outreach activities
6. Provide one-on-one consultation on Merced Housing Authority's online application process for housing assistance	6a. Conduct intake with clients to determine their specific needs for essential housing services  6b. Assist clients in navigating the complex application process and applying for housing and/or maintaining their housing voucher using online applications	Case Manager	September 1, 2022 – June 30, 2023	Case files for each consultation and log of consultations
7. Provide one-on-one consultation to vulnerable individuals on	7a. Conduct intake with clients to determine their specific needs for	Outreach Specialist  Case Manager	September 1, 2022 – June 30, 2023	Case files for each consultation and log of consultations

critical services such as employment assistance, housing, public safety, healthcare, food, etc.	essential social and healthcare services  7b. Assist clients in navigating the complex application process for public assistance programs and applying for services using online applications			
8. Maintain case management files for all registered clients	7a. Create and maintain case files for clients	Case Manager	September 1, 2022 – June 30, 2023	Case files for each consultation and log of consultations

**2. PROGRAM BUDGET**

MLFC is requesting an amount of \$138,950 to develop and implement the COVID-19 Mitigation Program aimed at reducing barriers to critical social and health virtual services for low-income, technologically challenged Southeast Asian individuals during the COVID-19 public health crisis.

**3. REFERENCES**

**Organization:** Merced County Department of Behavioral Health and Recovery Services  
**Address:** 301 E 13 St., Merced, CA 95341  
**Contact Person:** Sharon Jones, MHSA Coordinator  
**E-mail:** sharon.jones@countyofmerced.com  
**Telephone:** (209) 381-6800, Ext. 3611  
**Amount of Contract:** \$347,339 per year  
**Date & Type of Service:** 07/01/2007 – Present  
Southeast Asian Community Advocacy Program (SEACAP)

**Organization:** The Fresno Center (TFC)  
**Address:** 4879 E Kings Canyon Rd, Fresno, CA 93727  
**Contact Person:** Dr. Ghia Xiong, Director of The Living Well Center  
**E-mail:** ghia.xiong@fresnocenter.org  
**Telephone:** (559) 255-8395  
**Amount of Contract:** \$45,000 per year  
**Date & Type of Service:** 02/01/2017 – Present  
California Reducing Disparities Project (CRDP)

**Organization:** Asian Business Institute & Resource Center  
**Address:** 7035 N Fruit Ave, Fresno, CA 93711  
**Contact Person:** Blong Xiong, Executive Director  
**E-mail:** blongxiong@sbcglobal.net

**Telephone:** (559) 402-0067

**Amount of Contract:** \$5,000

**Date & Type of Service:** 01/01/2021 – 11/30/2021

USDA California Technical Assistance Collaborative

EXHIBIT A

No.	Program Name	Funder	Date	Amount	Contact Name	Contact Phone Number
1	Southeast Asian Community Advocacy Program (SEACAP)	Merced County Behavioral Health and Recovery Services	7/1/2007-Current	\$347,339.00	Sharon Jones	(209) 381-6800
2	Prevention and Early Intervention in Integrated Primary Care (PEI IPC)	Merced County Behavioral Health and Recovery Services	5/7/2014-Current	\$123,453.00	Sharon Jones	(209) 381-6800
3	Prevention and Early Intervention - Cultural Broker	Merced County Behavioral Health and Recovery Services	5/7/2014-Current	\$89,422.00	Sharon Jones	(209) 381-6800
4	Police Community Aid (PCA)	City of Merced	8/14/2013-Current	\$22,434.00	Kelly Fincher	(209) 388-8650
5	California Reducing Disparities Project (CRDP)	The Fresno Center	2/1/2017-Current	\$49,400.00	Dr. Ghia Xiong	(559) 255-8395
6	California Mental Health Equity Project	The Fresno Center	7/1/2021-Current	\$20,000.00	Dr. Ghia Xiong	(559) 255-8395
7	COVID-19 Community Health Project	Sierra Health Foundation	10/1/2021-Current	\$24,293.00	Cindy Quezada	(916) 922-4755
8	COVID-19 Outreach and Education	Merced Department of Public Health	12/28/2021-Current	\$20,000.00	Magan Black	(209) 381-1025
9	Southeast Asian Extended Tele-Community Health	Sierra Health Foundation	10-15/2020-7/31/2021	\$39,954.00	Nora Dunlap	(916) 922-4755
10	Food4All	Nourish California	3/16/2021-11/30/2021	\$5,000.00	Gabby Tilley	(213) 254-5123
11	Central California Alliance for Health - Food Distribution	Central California Alliance for Health	4/1/2021-6/30/2021	\$22,792.00	Jessica Finney	(510) 290-3914
12	The California Endowment	The California Endowment	12/1/2020-11/30/2021	\$25,000.00	Brian Mimura	(559) 443-5312
13	Southeast Asian Tobacco Avoidance Program	Asian Pacific Partners for Employment, Advocacy and Leadership	4/1/2021-6/30/2021	\$4,900.00	Marielle Reataza	(510) 879-7759
14	USDA Small Farmer Technical Assistance	Asian Business Institute and Resource Center	1/04/2021-10/31/2021	\$5,000.00	Blong Xiong	559) 402-0067

# COMPOSITE BUDGET

Name of Agency: Merced Lao Family Community, Inc.

Date: March 1, 2022

## City of Merced Request for Proposals for community funding

	Budget	Modify	Total Budget
<b>Personnel Services</b>			
Salaries and Wages	\$83,760.00		\$83,760.00
Fringe Benefits	\$21,778.00		\$21,778.00
<b>TOTAL PERSONNEL</b>	\$105,538.00		\$105,538.00
<b>Operations</b>			
Space/Rent	\$6,048.00		\$6,048.00
Utilities	\$900.00		\$900.00
Communication	\$420.00		\$420.00
Travel/Transportation	\$900.00		\$900.00
Equipment-Car-Maintenance	\$250.00		\$250.00
2 Computers	\$3,000.00		\$3,000.00
Office Supplies	\$900.00		\$900.00
Printing/translation	\$840.00		\$840.00
Other- Property- Insurance	\$1,800.00		\$1,800.00
PPE-\$1,500.00	\$1,500.00		\$1,500.00
Stripen for four worksho education COVID-19 Commnity leaders eah \$25.00/ a leader for 25 leaders	\$2,500.00		\$2,500.00
Refresment for education trainings for four workshop \$350/one X 4=	\$1,400.00		\$1,400.00
Booth display for event in the community	\$900.00		\$900.00
Both dispay materials for the Merced Hmon NY	\$1,500.00		\$1,500.00
<b>Sub-Total Operating Expenes</b>	\$22,858.00		\$22,858.00
<b>Indirect Costs 10%</b>	\$10,554.00		\$10,554.00
<b>Subtotal Operational Costs</b>	\$138,950.00		\$138,950.00
<b>Total Expenditures:</b>	\$138,950.00		\$138,950.00

## PERSONNEL BUDGET

NAME OF AGENCY: Merced Lao Family Community, Inc.

DATE: March 1, 2022

### City of Merced Request for Proposals for community funding

1	2	3	4	5	6	
JOB TITLE	Hourly Rate	Annual Salary Rate of Position	Number of Budgeted Positions	Number of Months Budgeted	Percentage of Time to Components	Total Funds Requested
Program Coordinator		\$ 72,000.00	1	12	15%	\$10,800.00
Outreach Counselor		\$35,520.00	1	12	100%	\$35,520.00
Case Manager		\$37,440.00	1	12	100	\$37,440.00

Benefits Details	
FICA - 6.2%	\$5,193.12
SUI & SDI- 7.0%	\$5,863.20
Work. Comp. - 2%	\$1,675.20
Other (Health, etc.) - 5.8%	\$4,858.08
Life/Pension Plan - 5%	\$4,188.00
<b>Total Benefits - 26%</b>	<b>\$21,777.60</b>

<b>Total Salaries</b>	<b>\$83,760.00</b>
<b>Total Benefits</b>	<b>\$21,777.60</b>
<b>Grand Total</b>	<b>\$105,537.60</b>

## COMPONENT BUDGET NARRATIVE

DATE: March 1,2022

**SERVICE COMPONENT: City of Merced Request for Proposals for community funding**

<b>Space:</b> \$504.00/ Month X12 Month=	<b>\$ 6,048.00</b>
<b>Utilities:</b> \$50.00/ Month X 12 Months=	<b>\$ 900.00</b>
<b>Communication:</b> \$35.00/month X12 months=	<b>\$ 420.00</b>
<b>Travel:</b> Local mileage 150 mile/month. X 12 months. X \$.50 per mile =	<b>\$ 900.00</b>
<b>Equipment-car-Maintenance:</b> \$ 250.00/Year=	<b>\$ 250.00</b>
<b>Computers</b> \$1500.00/1 computer for 2 computers=	<b>\$3,000.00</b>
<b>Office Supplies:</b> Desktop supplies such as pens, papers, staplers etc. \$50/month. X 12 months. =	<b>\$ 900.00</b>
<b>Printing and translation:</b> \$70.00/Month X 12 months=	<b>\$ 840.00</b>
<b>Property insurance=</b> \$150.00/month X 12 months=	<b>\$1,800.00</b>
<b>PPE=</b> \$1,500.00 /Year=	<b>\$1,500.00</b>
<b>Stipend</b> for the education workshop for the COVID-19 for Community leaders. \$25.00/one leaders for 25 community leaders for 4 workshops =	<b>\$ 2,500.00</b>
<b>Refreshment</b> for community leader education meeting \$350.00/1 meeting X 4 meetings =	<b>\$1,400.00</b>
<b>Both display</b> during the community events= \$75.00/month X 12 months =	<b>\$ 900.0</b>
<b>Merced Hmong New Year</b> Both display materials \$500.00/day for three days=	<b>\$1,500.00</b>
<b>Sub-Total Operating Expense=</b>	<b>\$ 22,858.00</b>
<b>Indirect Costs:</b> Administrative Costs/Over Head Costs at approximately 10% of Personnel =	<b>\$ 10,554.00</b>