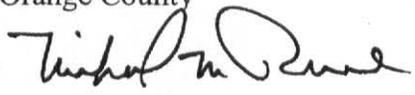




DATE: May 28, 2008

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director 

SUBJECT: **Strategic Public Affairs and Communication Services – White House Writers Group and Curt Pringle & Associates**

SUMMARY:

The Children and Families Commission of Orange County contracts with qualified firms to provide public affairs and strategic communication services to support the Commission vision that all children are healthy and ready to succeed. Following a competitive renewal process, the White House Writers Group and Curt Pringle & Associates collaborated as a team last year to successfully provide national and statewide support. Currently the combined amount for the joint agreement is \$250,000. Renewing separate agreements with both firms to continue these services is recommended.

White House Writers Group

The White House Writers Group (WHWG) has provided national outreach and communication services including the promotion of Commission programs as national models and the development of relationships with national foundations. Accomplishments over the last year include recruiting the Bridgespan Group for the strategic assessment project, maintaining a productive partnership with Meredith Publishing, and supporting the National Children's Study outreach efforts. The WHWG continues to meet the established performance goals throughout their six-years of service to the Commission. Last year the WHWG was selected to continue to provide strategic communication services following a comprehensive search process.

Renewing the agreement for one-year for a total amount of \$150,000 is recommended. Over the next year the WHWG will continue to provide national communication services with a specific focus on the National Innovation Network program. The firm will coordinate with the Innovation Network partners to synthesize the program information, and develop effective communication tools for potential corporate sponsors and policymakers.

Curt Pringle & Associates

As part of the White House Writers Group team, Curt Pringle & Associates (CP&A) successfully provided statewide communications services last year. The services included developing statewide communication strategies to support the Commission's legislative program and related activities. CP&A provided consistent public affairs and communication services including ongoing communications with the state Assembly and Senate delegation, both at the district offices and in Sacramento, and assisted with the planning and implementation of the Regional

Legislative Day in Sacramento. The services provided by CP&A will be critical in the upcoming year as county commission funds are targeted as a source for bridging the state budget gap.

Curt Pringle & Associates is a full-service public relations, public affairs and government relations firm. Approving a one-year agreement for a total amount of \$150,000 is recommended. This amount represents an increase from the \$100,000 currently allocated under the joint agreement and reflects the shift in responsibilities to the firm, and the expanded scope of services required for the upcoming year. The firm will provide local and statewide public affairs assistance with an emphasis on community outreach, communications and public policy strategy. Services include coordination with local and state communication strategies, and strategic management of state policy matters. The agreements with CP&A and the White House Writers Group can be terminated on 30-days notice by either party.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with the all outcome goals. The White House Writers Group will focus their work on the National Innovation Network and other national efforts such as the National Children's Study. The funding request is \$150,000 and is included in the FY2008-2009 Budget within the Capacity Building Support budget category. Curt Pringle & Associates will provide services to support all Commission programs. The funding request is for \$150,000 and is included in the FY2008-2009 Budget within the Public Outreach and Communication budget category.

PRIOR COMMISSION ACTIONS:

June 2007, July 2006, July 2005, July 2004, July 2003, July 2002 – Adopted agreement with the White House Writers Group

RECOMMENDED ACTIONS:

1. Adopt resolution authorizing the Executive Director or designee to prepare and negotiate Agreement C-257 with the White House Writers Group, Inc. for the period of July 1, 2008 to June 30, 2009 in the amount of \$150,000.
2. Adopt resolution authorizing the Executive Director or designee to prepare and negotiate Agreement C-258 with Curt Pringle & Associates for the period of July 1, 2008 to June 30, 2009 in the amount of \$150,000.

ATTACHMENTS:

1. Resolution for White House Writers Group
2. Resolution for Curt Pringle & Associates

Contact: Kelly Pijl

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

June 4, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AGREEMENT NO. C-257 WITH WHITE HOUSE WRITERS GROUP, INC., AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Consultant/Professional Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and enter into Agreement No. C-257 with White House Writers Group, Inc. in an amount not to exceed \$150,000 for the term July 1, 2008 through June 30, 2009 to provide national strategic public affairs and communication services as specified in the June 4, 2008 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope of Services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission hereby authorizes the Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of Agreement C-257 with White House Writers Group, Inc., in an amount not to exceed \$150,000 for the term July 1, 2008 through June 30, 2009 to

provide national strategic public affairs and communication services consistent with the June 4, 2008 staff report and scope of services referenced therein; and

Section 3 The form of Agreement C-257 with White House Writers Group, Inc. shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of the Agreement C-257 shall be conclusively evidenced by the execution and delivery of the Amendment by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves the Agreement No. C-257 with White House Writers Group, Inc. to provide national strategic public affairs and communication services as specified in the June 4, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, Agreement C-257 on behalf of the Commission.

Section 6 A copy of the final Agreement C-257 with White House Writers Group, Inc., when executed by the Commission Chair, or Executive Director, and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Amendment shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Service Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on June 4, 2008 to wit:

AYES: Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: ___-08-C&FC

Agenda Date: June 4, 2008

Item No. ____



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. C-257 with White House Writers Group, Inc.)

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

June 4, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AGREEMENT NO. C-258 WITH CURT PINGLE AND ASSOCIATES; AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Consultant/Professional Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and enter into Agreement No. C-258 with Curt Pringle and Associates in an amount not to exceed \$150,000 for the term July 1, 2008 through June 30, 2009 to provide statewide strategic public affairs and communication services as specified in the June 4, 2008 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope of Services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission hereby authorizes the Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of Agreement C-258 with Curt Pringle and Associates, in an amount not to exceed \$150,000 for the term July 1, 2008 through June 30, 2009 to

provide statewide strategic public affairs and communication services consistent with the June 4, 2008 staff report and scope of services referenced therein; and

Section 3 The form of Agreement C-258 with Curt Pringle and Associates shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of the Agreement C-258 shall be conclusively evidenced by the execution and delivery of the Amendment by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves the Agreement No. C-258 with Curt Pringle and Associates to provide statewide strategic public affairs and communication services as specified in the June 4, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, Agreement C-258 on behalf of the Commission.

Section 6 A copy of the final Agreement C-258 with Curt Pringle and Associates, when executed by the Commission Chair, or Executive Director, and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Amendment shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Service Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on June 4, 2008 to wit:

AYES: Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-08-C&FC

Agenda Date: June 4, 2008

Item No. ____



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. C-258 with Curt Pringle and Associates)