Children & Families
Commission of Orange County

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BOARD OF SUPERVISORS

Agenda Item No. 10
May 7, 2008 Meeting

DATE: April 28, 2008

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

SUBJECT: **Renewal of Strategic Communication Services Agreement with Pacific Strategies Public Relations/Porter Novelli**

SUMMARY:
The Children and Families Commission of Orange County contracts with a team of experts for a comprehensive strategic communications and community outreach. Extending the agreement with the Pacific Strategies Public Relations/Porter Novelli team for local community marketing and outreach for a second year is recommended. This item includes a summary of Pacific Strategies/Porter Novelli accomplishments and recommendations for the next fiscal year.

Accomplishments – Fiscal Year 2007-2008
Pacific Strategies/Porter Novelli was tasked with developing a media outreach strategy to promote community events and partnerships. The team successfully coordinated with the following organizations to secure newspaper and television coverage:

- 2007 Orange County Fair – newspaper article in the *Orange County Register*
- Jump Start's Read for the Record Campaign – news story with *KDOC-TV's Daybeak OC*
- Kid Builders Program – newspaper articles in *OC Excelsior*, *Nguoi Viet*, and interview with *Irvine World News*
- 2007 Project Playhouse/HomeAid Orange County – participated on the Communications Committee generating multiple newspaper and television stories highlighting the Commission as the Presenting Sponsor with messaging that *children learn better when they have a home*
- 2008 Essentials for Young Lives Campaign/HomeAid Orange County – coordinated directly with HomeAid's Public Affairs Director on the campaign
- Reach Out and Read Congressional site visit to Garden Grove Health Center – coordinated television stories with *KOCE's The Real Orange*, *Garden Grove Channel 3* and *Time Warner Cable.*

Over the past year Pacific Strategies/Porter Novelli coordinated the media for the Casa Teresa grand opening event and the Barnes & Noble book fair. On behalf of the Commission the team will continue to support the development of the Orange County Register's new website OCMOMS.com, and the YMCA Santa Ana project. Under a separate agreement, the team has supported the local outreach for the kick-off of the National Children's Study.

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Community Outreach Plan – Fiscal Year 2008-2009
Pending Commission approval, Pacific Strategies/Porter Novelli will continue promoting the Commission funded programs and grantees that have the potential to generate media and public interest. The team has developed comprehensive case studies to pitch to the media throughout the upcoming year for programs and organizations including Casa Teresa, Neurodevelopmental Programs, Healthy Smiles for Kids, LEAPS (Learning, Early Intervention and Parent Support) at Newport-Mesa School District, MOMS (Maternal Outreach Management System) and Reach Out and Read.

The team recently assessed the Commission's community education programs and will develop implementation strategies for Commission review. The programs include the partnership with the American Automobile Association (AAA), HomeAid Orange County, Orange County Fair, Child Safety Campaign, OCMOMS website, and undefined Commission sponsored events and partnerships.

Pacific Strategies Public Relations/Porter Novelli Contract Renewal
The local community marketing and outreach team was originally selected through a search process that invited qualified firms to submit proposals for strategic communications services. The result of the review process was a recommendation to utilize the two firms for comprehensive services through this process. The White House Writers Group and Curt Pringle & Associates were also selected to provide national strategic communications and public affairs services. Their agreements will be reviewed at the Commission planning meeting in June 2008.

Commission approval to extend the agreement with Pacific Strategies Public Relations/Porter Novelli to June 30, 2009 for an additional $195,000 ($185,000 for FY08/09 and $10,000 for FY07/08) to implement community outreach strategies is recommended. The strategies will include media outreach and promoting community events with Commission participation.

In summary, total current fiscal year costs for the services is $135,000. The requested budget of $185,000 for FY 08/09 is based upon the full scope of services required to implement the communications program and is recommended for approval. In terms of the proposed budget, the following items should be noted:

1. At the request of the Commission, the firms began their work a month early, June 2007 to address the timeline to promote the Orange County Fair. No additional funds were added at that time to the contract for these services, but $10,000 is required to fully fund the contract for the balance of the fiscal year.
2. The $25,000 contract for the National Children's Study outreach plan and related actions was not included in the base contract for services.
3. The original agreement was established at a minimum funding level to allow for a review of actual performance. The budget level for implementation of a full scope of services is projected to be $200,000 per year.

STRATEGIC PLAN & FISCAL SUMMARY:
This program has been specifically reviewed in relation to the Strategic Plan and is consistent with all goal areas. The funding request is for an additional $195,000 for the term that began June 1, 2007 with an extension to June 30, 2009 for a total amount of $295,000. Funding for this item is included in the FY2008-2009 Budget in the Public Outreach and Communication category.

PRIOR COMMISSION ACTIONS:
May 2007 - Authorized agreement with Pacific Strategies Public Relations for an amount not to exceed $100,000.
May 2007 –Initiated $25,000 contract with Pacific Strategies Public Relations to support the National Children's Study.

RECOMMENDED ACTION:
Adopt resolution to extend Agreement C-227 with Pacific Strategies Public Relations to June 30, 2009 for strategic communications and community outreach services. Increase the contract amount by $195,000 for a total contract amount not to exceed $295,000.

ATTACHMENT:
1. Resolution authorizing extension of Agreement with Pacific Strategies Public Relations

Contact: Kelly Pijl

Attachment 1
Agenda Item No. 10
May 7, 2008

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

May 7, 2008

A RESOLUTION OF THE CHILDREN & FAMILIES COMMISSION OF ORANGE COUNTY AUTHORIZING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AN AMENDMENT TO AGREEMENT BETWEEN THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AND PACIFIC STRATEGIES PUBLIC RELATIONS, 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, on May 5, 2007, the Commission authorized Agreement C-227 with Pacific Strategies Public Relations, Inc., to provide strategic communications and community outreach services promoting the purposes of the Act and the Strategic Plan; and

WHEREAS, Commission desires to authorize the Executive Director or designee to negotiate the terms and final form of an Amendment to Agreement C-227 with Pacific Strategies Public Relations, Inc., to add an amount not to exceed $195,000 for a new maximum payment obligation not to exceed $295,000and extend the term of the Agreement through June 30, 2009 to continue to provide strategic communications and community outreach services; and

WHEREAS, Commission has reviewed the staff report for the May 7, 2008 Commission meeting relating to the scope of services to be provided and hereby finds and determines that the proposed Amendment is in furtherance of and consistent with the Commission's Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to enter into an Amendment to Agreement No. C-227 to add $195,000 for a revised total maximum payment obligation of $295,000 and extend the term of the Agreement through June 30, 2009.

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 authorizes the Executive Director to prepare and negotiate the final form of an Amendment to Agreement C-227 with Pacific Strategies Public Relations, Inc., to add an amount not to exceed $195,000 for a new maximum payment obligation not to exceed $295,000 and extend the term of the Agreement through June 30, 2009 to continue to provide strategic communications and community outreach services consistent with the staff report for the May 7, 2008 Commission meeting and the scope of services referenced therein;

Section 3 Commission hereby approves the Amendment to Agreement C-227 with Pacific Strategies Public Relations, Inc., to add an amount not to exceed $195,000 for a new maximum payment obligation not to exceed $295,000 and extend the term of the Agreement through June 30, 2009 to continue to provide strategic communications and community outreach services in support of the Act and the Strategic Plan as specified in the May 7, 2008 staff report.

Section 4 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Amendment on behalf of the Commission.

Section 5 A copy of the final Amendment to Agreement C-227 with Pacific Strategies Public Relations, Inc., when executed by the Commission Chair 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 to Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 6 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 Amendment, (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 7 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 May 7, 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: May 7, 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 Amendment to Agreement C-227 with Pacific Strategies Public Relations, Inc.)