



**Agenda Item No. 10  
September 4, 2013 Meeting**

**DATE:** August 27, 2013  
**TO:** Children and Families Commission of Orange County  
**FROM:** Christina Altmayer, Executive Director   
**SUBJECT:** Executive Officer's Report

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The following is the Executive Officer's Report for September 4, 2013.

**A. Informational Items –*Financial Update***

Year-End Financial Results

Final revenue amounts have been posted by First 5 California for Fiscal Year 2012/13. Tobacco tax revenue for Orange County was \$27 million or \$974,000 (3.4%) below budget. This represents a decline of 6.77% from the prior year, FY 2011-12, as compared with a budget 3.5% decline. The FY 2012/13 Comprehensive Annual Financial Report will be provided at the October Commission meeting with a final report of revenue and expenses along with budget-to-actual detail by program area. Preliminary unaudited results show expenses under budget in excess of the lower than budgeted tobacco revenue resulting in a higher than projected year-end fund balance.

Orange County Employees Retirement System (OCERS)

On July 15, 2013, the Board of Retirement approved an early payment discount on employer contributions paid for the year beginning July 1, 2014. Payment must be made to OCERS by January 15, 2014 to receive a discount rate of 7.25% used in calculating the present value of discounted cash flows. Commission staff will report estimated savings from participating in the early payment discount for FY 2014/15 along with the FY 2014/15 retirement rates once available.

On November 18, 2013, the Board of Retirement has two important topics on the agenda. At the request of Trustee Freidenrich, the OCERS Actuarial Funding Policy, with its related Amortization Periods will be considered. Also, at the request of Trustee Prevatt, the OCERS Assumed Earnings Rate Policy (currently at 7.25%) will be reconsidered. A representative from the Board of Retirement's actuarial consulting firm will be presenting on both of these items. An update will be provided in the December Executive Officer's report. The OCERS actions are being monitored closely since changes in assumptions could impact the employee and employer required contributions.

**B. Strategic Communications Report for July and August 2013**

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. Their reports on

Commissioners

Executive Director

strategic communications activities for July and August 2013 are included as Attachments 1 and 2.

### **C. GEMS Information Technology**

The Commission currently contracts with Mosaic Network, Inc. to serve as the Performance Outcome Management System vendor. The current agreement ends in June 2014, with an option to renew for an additional two-year term. Three additional Commissions in Southern California also contract with Mosaic: Riverside, Santa Barbara, and Ventura. This year, a regional user work group was formed to consider similarities and differences to the GEMS software product that each Commission uses. Discussions have included the potential of developing one contract for information technology services between the counties.

To date, participants have reviewed data elements that each county collects and have agreed upon common data elements for about 95% of the data. Participating counties have also developed a recommended list of common system requirements and common reporting features. If a shared contracting approach is developed, there would be one time transition costs however a shared contract could be structured to realize decreasing costs over time. Staff will return to the Commission at a later date as decision points are available. The intent is to target implementation of a common system for July 1, 2014 with a system completed and ready for training by April 1, 2014.

### **D. El Sol Clinic Update**

The July Commission meeting was held at the El Sol Science and Arts Academy, a charter school in the Santa Unified School District. The school has recently embarked on a major capital construction for the rebuilding the school campus. El Sol has successfully raised the required funds to build a new Wellness Center to which the Commission allocated \$500,000. The Commission meeting provided an opportunity for the Commissioners to review the current and future facilities, and walk through the preschool classrooms and the current Wellness Center. El Sol provides an opportunity platform for Commission funded partners to provide services in Santa Ana such as math literacy through the MIND Research Institute, oral health from Healthy Smiles, and health insurance enrollment. El Sol has become a national model for dual immersion education and as a successful charter school in an economically disadvantaged community.

The table on the following page is in response to questions that were asked during the presentation and reflective of the work done by all three health service providers that are in collaboration at the site, which include University of California, Irvine School of Nursing, Healthy Smiles, and Share Our Selves (SOS) community clinic. Sixty five percent of children ages 0-5 that are in El Sol programs or a sibling of a child enrolled at El Sol have Medi-cal (75% for ages 6-18) and six percent of the 0-5 children in El Sol or sibling at El Sol are uninsured.

	<b>Total Number served at the El Sol Site*</b>		
	<b>Adult</b>	<b>Children 6-18</b>	<b>Children 0-5</b>
<b>University of California, Irvine School of Nursing</b>	92	943	199
<b>Healthy Smiles</b>		697	93
<b>SOS Clinic</b>	570	20	1
<b>TOTAL</b>	<b>662</b>	<b>1653</b>	<b>303</b>

\*In fiscal Year 12/13, the only provider that received Commission funding is Healthy Smiles.

The services included in the count above represent-

- Healthy Smiles
  - 49 clinic days (services include diagnostic exams, fluoride varnish, sealants, and restorative treatments)
  - 4 Prevention days (screenings and fluoride varnish)
  - Oral Health Education workshop (parents, teachers and children)
- University of California, Irvine (School of Nursing)
  - Health Education K- 8<sup>th</sup> grade (Nutrition, Disease prevention, Understanding the cell, Musculo skeletal/physical activity Cardiovascular system, Respiratory System Environmental Health)
  - School Screenings K-8 (Vision, Color Vision, BMI, Scoliosis)
  - Influenza Clinic
- Share Our Selves (SOS Clinic)
  - Credentialing and Privileging for all partner clinicians
  - Provides indirect and direct staffing for Wellness Center
  - Insurance Enrollment
  - Director medical care (including chronic disease management)

Commission will continue to work with El Sol and the clinical partners to develop a comprehensive approach to meet the needs of the students at El Sol and the surrounding community. Staff will continue to provide regular updates on the progress of the El Sol Wellness Clinic.

**ATTACHMENTS:**

1. Strategic Communications Monthly Report, July 2013
2. Strategic Communications Monthly Report, August 2013



**To:** Kelly Pijl, External Affairs Director  
Children and Families Commission of Orange County

**From:** Todd Priest, Vice President

**Date:** July 31, 2013

**Subject:** July 2013 Strategic Communications Monthly Report

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Below is a list of monthly activities, based on the contracted Scope of Work, that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates during the month of July 2013:

### **Governmental Advocacy**

#### *Legislative/Budget Update*

- Curt Pringle & Associates continues to monitor State Legislation and budget activities that could impact the Children and Families Commission of Orange County. Recently, State Controller John Chiang announced that California's revenue for month of June exceeded \$13 billion, which is more than 10% above the Governor's projections. Total revenue for the State finished at just slightly above \$100 billion for fiscal year 2012/2013. Current budget revenues far exceeded the 2011/2102 budget which was \$84.4 billion. While this budget revenue news is positive, primarily a result of increased sales and personal income taxes, the Controller cautions that California still has approximately \$9.6 billion in debt and lawmakers needs to be mindful when making appropriations. The State Legislature is currently out of session and is expected to return back to Sacramento on August 5, 2013.
- CP&A has been monitoring two bills of significance for the Commission:
  - One significant piece of legislation that we are monitoring is Senate Bill 768. This bill is currently being held in committee. SB 768 would impose an additional tax on cigarettes under the Cigarette and Tobacco Products Law. It would increase the tax upon the distribution of tobacco products. SB 768 would establish the 2014 Tobacco Act which imposes an additional cigarette tax at a rate of \$2 per pack. The bill currently contains a provision that requires the Board of Equalization to back-fill funds to the California Children and Families First Trust Fund. Despite the Senate Pro Tem indicating that the bill would not advance in 2013, health advocates and their allies, including the Service Employees

International Union (SEIU), announced they would be making a strong push to advance the bill this session.

- Curt Pringle & Associates is also monitoring a bill aimed at reducing the rate of childhood obesity (Assembly Bill 290). This bill is currently being held at the Assembly Appropriations Suspense File. It would require licensed teachers or directors of day care centers who receive health and safety training to obtain at least one hour of childhood nutritional training as part of their preventive health practices course. Currently licensed providers are required to receive 15 hours of training, not including nutritional training. AB 290 would take effect on January 1, 2015.
- Curt Pringle & Associates continues to provide Commission staff with the monthly state budget/legislative update that may be included in a weekly update to the Commission. The budget/legislative update for July is referenced in this report.

### *Legislative Briefings*

- Curt Pringle & Associates scheduled and attended a briefing with Arthur Sandoval, staff to Senator Lou Correa, on July 12, 2013. The briefing was attended by Christina Altmayer and Kelly Pijl, and included an update on the catalytic investments made by the Commission following the AB 99 decision as well as an overview of the Commission-funded programs in the 34<sup>th</sup> Senate District. A brief discussion regarding the Commission's activities and autism was held with Senator Correa.
- Curt Pringle & Associates scheduled and attended a briefing with Assemblyman Travis Allen's Chief of Staff, Emanuel Patrascu, on July 16, 2013. The briefing was attended by Christina Altmayer and Kelly Pijl and included an update on the catalytic investments made by the Commission following the AB 99 decision, as well as an overview of the Commission-funded programs in the 72<sup>nd</sup> Assembly District.
- Curt Pringle & Associates has scheduled a briefing with Assemblyman Don Wagner for August 9, 2013. The briefing will include an update on the catalytic investments made by the Commission following the AB 99 decision as well as an overview of the Commission-funded programs in the 68<sup>th</sup> Assembly District.
- Curt Pringle & Associates is working to schedule briefings with the remaining Orange County legislative offices:
  - Assemblyman Curt Hagman
  - Senator Mimi Walters

### *City Briefings*

- Curt Pringle & Associates has scheduled a briefing for the Commission with Connie Boardman, Mayor of the City of Huntington Beach for August 8, 2013. The briefing, to be attended by Christina Altmayer and Kelly Pijl, will include an overview of the Commission, an update on catalytic investments made by the Commission following the

AB 99 decision, and an overview of the Commission-funded programs in the City of Huntington Beach.

- Curt Pringle & Associates is coordinating a meeting time for the Commission with Steven Choi, Mayor of the City of Irvine and Sean Joyce, City Manager of the City of Irvine in August.

### **Community Partnership**

#### *Essential for Young Lives*

##### Orange County Campaign

- Curt Pringle & Associates secured the participation from the Orange County Sheriff's Department at the September Commission meeting to receive recognition for their support of the 2013 *Essentials for Young Lives* drive.

#### *Other Community Partnership Opportunities*

- Curt Pringle & Associates continues to communicate with Allergan about future partnership opportunity involvement in the pediatric vision program.
- Curt Pringle & Associates is discussing opportunities with Cox Communications to partner with the Commission.

### **Public Awareness**

- Curt Pringle & Associates developed a press release on the first of four Health Access Issue briefs. The press release emphasized the Commission investments in community clinics and the increase in the number of children ages 0 to 5 being served through those facilities. The press release also highlighted the new Share Our Selves (SOS) El Sol Wellness Clinic as a recipient of Commission funds. The release was distributed to over fifteen media outlets and was posted to the Commission's website.
- Curt Pringle & Associates highlighted a KTLA news video on their social media site which featured the Commission. The news clip provided information on the OC Fair's "We Care Wednesday" for July 24, 2013 that provided free admission to individuals who brought in a new book for the Commission's partnership project with THINK Together.

*Note: In anticipation of the Commission's upcoming office relocation, Curt Pringle and Associates has provided the Commission with a change of address letter that can be sent to elected officials.*

### **Upcoming Activities and Focus:**

- Additional Legislative office visits, as needed
- BOE Administrative Fees

- Further engagement with Allergan
- Further engagement with Cox Communications
- City briefing, City of San Juan Capistrano
- Planning efforts for the 2014 *Essentials for Young Lives* campaign
- Briefing with the Orange County Business Council



**To:** Kelly Pijl, External Affairs Director  
Children and Families Commission of Orange County

**From:** Todd Priest, Vice President

**Date:** August 23, 2013

**Subject:** August 2013 Strategic Communications Monthly Report

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Below is a list of monthly activities, based on the contracted Scope of Work, that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates during the month of August 2013:

### **Governmental Advocacy**

#### *Legislative/Budget Update*

- Curt Pringle & Associates continues to monitor State Legislation and budget activities that could impact the Children and Families Commission of Orange County. The Legislature was out of session most of July, returning the first week of August.
- CP&A has continued to monitored bills of significance for the Commission:
  - As previously reported, Senator Kevin De Leon (Los Angeles) has introduced Senate Bill 768 would impose an additional tax on cigarettes under the Cigarette and Tobacco Products Law. It would increase the tax upon the distribution of tobacco products. SB 768 would establish the 2014 Tobacco Act which imposes an additional cigarette tax at a rate of \$2 per pack. The bill currently contains a provision that requires the Board of Equalization to back-fill funds to the California Children and Families First Trust Fund. Senate Pro Tem Darrell Steinberg (Sacramento) has indicated that SB 768 will not advance any further through the Senate this year, but several interest groups and health advocates continue to urge that the bill advance this year. No action has been taken since May.
  - Curt Pringle & Associates continues to monitor AB 290, authored by Assemblyman Luis Alejo (Salinas). AB 290 attempts to reduce the rate of childhood obesity in California. The bill is being held in the Senate Appropriations Suspense File. Bills that could have a financial impact on the State are often held in what is referred to as the “Suspense File” in order to allow

Legislators to review them in connection with available resources and competing requests. AB290 would require licensed teachers or directors of day care centers who receive health and safety training to obtain at least one hour of childhood nutritional training as part of their preventive health practices course. Currently licensed providers are required to receive 15 hours of training, not including nutritional training. AB 290 would take effect on January 1, 2015.

- Curt Pringle & Associates is monitoring the potential impacts that the federal budget sequestration could have on the federal Head Start. At this juncture, the Obama Administration estimates that more than 57,000 children nationwide will be eliminated from the program. California has been projected to have the largest number of cuts, roughly 5,600 slots. The potential number of Head Start slots that could be lost in Orange County is unknown at this time. It should be noted that various health advocacy groups have reported differing impacts.
- Curt Pringle & Associates continues to provide Commission staff with the monthly state budget/legislative update that may be included in a weekly update to the Commission.

### *Legislative Briefings*

- Curt Pringle & Associates prepared briefing materials for the Commission in advance of the briefing with Assemblyman Don Wagner. The briefing materials included a biography of Assemblyman Wagner, an overview of his committee membership, Assembly District 68 map, and the AB 99 vote record.
- Curt Pringle & Associates scheduled and attended a briefing with Assemblyman Don Wagner on August 9, 2013. The briefing was attended by Christina Altmayer and Kelly Pijl, and included an update on the catalytic investments made by the Commission following the AB 99 decision as well as an overview of the Commission-funded programs in the 68<sup>th</sup> Assembly District.
- Curt Pringle & Associates is working to schedule briefings with the remaining Orange County legislative offices:
  - Assemblyman Curt Hagman
  - Senator Mimi Walters

### *City Briefings*

- Curt Pringle & Associates prepared briefing materials for the Commission in advance of the briefing with the City of Huntington Beach. The briefing materials included a meeting agenda, a biography of Mayor Connie Boardman, a city map, and city statistics including population by age group and household income.
- Curt Pringle & Associates scheduled and attended a briefing for the Commission with Connie Boardman, Mayor of the City of Huntington Beach on August 8, 2013. The briefing, attended by Kelly Pijl, included an overview of the Commission, an update on

catalytic investments made by the Commission following the AB 99 decision, and an overview of the Commission-funded programs in the City of Huntington Beach.

- Curt Pringle & Associates prepared briefing materials for the Commission in advance of the briefing with the City of Irvine. The briefing materials included a meeting agenda, a biography of Mayor Steve Choi, a city map, and city statistics including population by age group and median household income.
- Curt Pringle & Associates scheduled and attended a briefing for the Commission with Steven Choi, Mayor and Sean Joyce, City Manager, of the City of Irvine on August 21, 2013. The briefing, attended by Christina Altmayer and Kelly Pijl, included an overview of the Commission, an update on catalytic investments made by the Commission following the AB 99 decision, and an overview of the Commission-funded programs in the City of Irvine.
- Curt Pringle & Associates is working to schedule a briefing with representatives from the City of San Juan Capistrano for September.

## **Community Partnership**

### *Other Community Partnership Opportunities*

- Curt Pringle & Associates has been assisting Christina Altmayer and Kelly Pijl regarding the potential efforts in Anaheim. After a virtual tour of Magnolia Place program in Los Angeles, several community organizations in Anaheim begin discussing the viability of a similar program in Anaheim, whereby several providers could operate and serve the needs of the community from the same facility. Curt Pringle & Associates is providing guidance in regards to the current services available in a variety of locations. In particular, CP&A is helping the Commission evaluate how success might be achieved in Anaheim given that many services are currently geographically dispersed.
- Curt Pringle & Associates continues to communicate with Allergan about future partnership opportunity involvement in the pediatric vision program.
- Curt Pringle & Associates is discussing opportunities with Cox Communications to partner with the Commission.
- Curt Pringle & Associates attended the Orange County Business Council Workforce Development Committee meeting with Christina Altmayer and Kelly Pijl. Altmayer was the keynote speaker.
- Curt Pringle & Associates coordinated a meeting between Christina Altmayer and Dr. Wallace Walrod, economist for OCBC, which will be held in early September. Dr. Walrod's efforts often include data and benchmark information on young children.

## **Public Awareness**

- As the Commission was dark in August, there were no press pieces generated by Curt Pringle & Associates.

## **Upcoming Activities and Focus:**

- Communications meeting on August 30
- Additional Legislative office visits, as needed
- BOE Administrative Fees
- Further engagement with Allergan
- Further engagement with Cox Communications
- City briefing, City of San Juan Capistrano
- Planning efforts for the 2014 *Essentials for Young Lives* campaign