

**DATE:** June 23, 2011

**TO:** Children and Families Commission of Orange County

**FROM:** Michael M. Ruane, Executive Director



**SUBJECT:** Strategic Communications Fiscal Year 2011-12 Work Plan

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**SUMMARY:**

Children and Families Commission of Orange County's Strategic Communications work is implemented by a team of staff members and consultants. A summary of the past year's accomplishment is included as Attachment 1. A proposed work plan for the next fiscal year, and a recommended scope of services for Curt Pringle & Associates to implement the new work plan is presented in this report.

**Strategic Communications Work Plan for Fiscal Year 2011-12**

The budget reductions required under AB 99 will not only impact grant programs but also the funding allocations for strategic communications. The approved Business Plan for Fiscal Year 2011-12 was based upon the following assumptions:

1. A limited level of community education and prevention activities is important and may be the most cost-effective way of accomplishing Commission goals (e.g. immunizations, child health and safety programs). In addition, social media and community partnerships will be utilized to the maximum extent possible. The recent *10 People Making a Difference in the Lives of Young Children* campaign is a good example of a low-cost, high impact community education program. Renewal of project management services performed by consultants is consistent with the proposed Business Plan. The on-call consultants for strategic communications were approved in June 2011.
2. Continued state legislative advocacy services and related communication services are important given the ongoing state budget challenges and potential impact on county commission funding and operations. This need must be balanced with the budget reductions and available funding. In the past, the Commission contracted with O'Haren Government Relations and Curt Pringle and Associates for these services. Streamlining the current activities and consolidating under a single professional services contract in order to implement the overall budget reduction target was recommended.
3. Any strategic communications activities related to the emerging field of Science Technology Engineering, and Math (STEM) education that has been developed with the Samuelli Foundation and other funding partners will be undertaken under the auspices of the OC STEM Initiative which is slated to be launched in Fiscal Year 2011-12. During Fiscal Year 2010-11, these activities were largely handled through the Commission's current agreement

with the White House Writers Group. The launch of OC STEM Initiative was recommended as a one-time catalytic funding opportunity which will help support the first three-years of the initiative. The Commission will be a partner in this effort similar to other joint funding collaborative that have been established with local and statewide foundations.

The assumptions outlined above will maintain critical strategic communication services that support Commission contractors and ensure that the public is aware of the impact of Proposition 10 funding in Orange County. The overall annual cost for Strategic Communications for Fiscal Year 2011-12 is \$246,000, which is less than one-percent of the Commission’s operating budget.

Category	Description	FY 2010/11 Budget	FY 2011/12 Budget
Strategic Communications	Community Education, Media, Website, and Legislative Advocacy	\$520,000	\$246,000

**State Legislative Advocacy and Public Affairs Services**

The proposed strategic communications work plan for the next fiscal year consolidates all local and state government affairs activities, and the management of HomeAid Orange County’s Essentials for Young Lives donation drive.

In past years, the Isenberg/O’Haren firm provided legislative advocacy services in Sacramento. Following the departure of Phil Isenberg from the firm last year, these services were provided by O’Haren Government Affairs at an annual cost of \$60,000. Curt Pringle & Associates coordinated with O’Haren on state legislative services, provided local government outreach, and managed the HomeAid Orange County’s Essentials for Young Lives donation drive for an annual cost of \$125,000.

An agreement with Curt Pringle & Associates (CPA) to implement the strategic communications work plan including local and state government affairs, and managing the Essentials for Young Lives donation drive is recommended at a total amount of \$120,000, with \$25,000 included under the budget allocation for the partnership with HomeAid Orange County. All professional services contracts are subject to a 30-day cancellation notice.

*Local and State Government Affairs*

Using their longstanding relationships throughout Orange County and southern California, CPA will coordinate outreach and communication regarding the Commission and Commission funded program activities. CPA’s extensive background and experience in state government will be used to provide legislative advocacy and lobbying services including consultation, strategic advice, and advocacy representation on matters of interest to the Commission including legislative and state budget strategies, and communicating the impact of Proposition 10 funding in Orange County.

*HomeAid Orange County’s Essentials for Young Lives Donation Drive*

Curt Pringle & Associates will manage the partnership with HomeAid Orange County to implement and promote the annual Essentials for Young Lives donation drive in Orange County

and the State Capitol. CPA will manage the media activities in Orange County and Sacramento. They will support the Honorary Chair, major sponsors and volunteers with the goal of increasing public awareness and the number and value of donated items.

**STRATEGIC PLAN & FISCAL SUMMARY:**

This program has been specifically reviewed in relation to the Strategic Plan, and is consistent with all goal areas. This funding request is for \$120,000 for professional services for the term July 1, 2011 through June 30, 2012. Funding for this item is included in the FY 2011-12 Budget within the Strategic Communications and Strong Families budget categories.

**PRIOR COMMISSION ACTIONS:**

- July 2010, June 2009 – Approved agreement with Curt Pringle & Associates

**RECOMMENDED ACTION:**

Adopt Commission Resolution (Attachment 2) authorizing the Executive Director, or designee, to prepare and negotiate Agreement C-285 with Curt Pringle & Associates, to provide Strategic Communication services for the term of July 1, 2011 to June 30, 2012 in an amount not to exceed \$120,000.

**ATTACHMENTS**

1. Strategic Communications Accomplishments for Fiscal Year 2010-11
2. Resolution for new Agreement C-285 with Curt Pringle & Associates for strategic communications services.

**Contact:** Kelly Pijl



## **Strategic Communications Accomplishments for Fiscal Year 2010-11**

The 2010-11 Strategic Communications activities were implemented by a team of consultants that included Curt Pringle & Associates, O'Haren Government Affairs, and the White House Writers Group.

### *Curt Pringle & Associates*

In addition to providing government affairs support, Curt Pringle & Associates (CPA) managed the partnership with HomeAid Orange County for the Essentials for Young Lives donation drive in Orange County and Sacramento. Over 230,000 essential items were collected in Orange County during the first week of May and distributed to the 16 homeless shelters that serve young mothers with babies. The donated items are valued at over \$200,000, a 58 percent increase in the value from the previous year. CPA enhanced the event by recruiting Sheriff Sandra Hutchens to serve as the Honorary Chair, and securing major sponsorships with VONS/Safeway grocery stores, and the United Parcel Service (UPS). CPA coordinated a press conference at the Capitol with Assemblyman Curt Hagman and Assemblywoman Cathleen Galgiani to announce the Sacramento donation drive. The members of California State Legislature collected over 3,000 items in their Capitol offices.

### *O'Haren Government Affairs*

Maureen O'Haren served as the Commission's legislative advocate in Sacramento and provided regular updates to Commission staff. She was instrumental in monitoring legislative activities at the Capitol including the impact and response to the funding reduction for CalWorks Stage 3 Child Care, the hearings for the Governor's Budget that proposed diverting Proposition 10 funds, the hearings and activities to implement AB 99 that took \$1 billion of Proposition 10 funds, and tracking the Assembly and Senate bills that impact children's health and education programs and services.

### *White House Writers Group*

Following up on the success of the 2010 STEM Summit, the White House Writers Group (WHWG) developed a series of articles that showcased the promising practices in the area of STEM education, promoted the relevance of STEM, and the importance of including STEM opportunities in early childhood development. The articles were posted to the STEM Lab website and distributed to a database of over 1,000 people that participated in the STEM Summit. The articles also included either video or audio clips with experts on the articles topic. Recently, the Commission has approved a catalytic investment in the new OC STEM Initiative that will include funders and organizations interested in STEM. White House Writers Group's work is planned to transition to the OC STEM Initiative to continue its support of the strategic communications plan.

**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY**

**RESOLUTION NO. \_\_\_-11-C&FC**

**July 6, 2011**

**A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE AGREEMENT NO. C-285 WITH CURT PRINGLE & 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 negotiate Agreement No. C-285 with Curt Pringle & Associates in an amount not to exceed \$120,000, to provide Strategic Communication services for the period July 1, 2011 through June 30, 2012, as specified in the July 6, 2011 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 No. C-285 with Curt Pringle & Associates, in an amount not to exceed \$120,000, to provide Strategic Communication services for the period July 1, 2011 through June 30, 2012, as specified in the July 6, 2011 staff report and scope of services referenced therein; and

**Section 3** The form of Agreement No. C-285 with Curt Pringle & 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 Agreement No. C-285 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 Agreement No. C-285 with Curt Pringle & Associates to provide Strategic Communication services as specified in the July 6, 2011 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 No. C-285 on behalf of the Commission.

**Section 6** A copy of the final Agreement No. C-285 with Curt Pringle & 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 July 6, 2011 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: \_\_-11-C&FC

Agenda Date: July 6, 2011

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-285 with Curt Pringle & Associates)