



**Agenda Item No. 4
May 2, 2012 Meeting**

DATE: April 25, 2012

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

A handwritten signature in black ink, appearing to read "Michael M. Ruane", is written over the printed name.

SUBJECT: Strategic Communications Work Program for FY 2012-13

SUMMARY:

The professional advisory services status report, including Strategic Communications, was presented at March 2012 Children and Families Commission of Orange County meeting. This follow-up item includes a description and status of current services and options for continued services for discussion and action.

Strategic Communication Services

There are three specific categories for the strategic communications services currently provided to the Commission; legislative advocacy, community partnerships, and public awareness.

1. Legislative Advocacy includes outreach activities with the Orange County Legislative Delegation both in Sacramento and at the local district offices, as well as a registered lobbyist, if required. The outreach may include responses to Assembly and Senate bills or other legislative actions that may have a potential impact to Proposition 10. Legislative advocacy also includes informational briefings and site visits to Commission funded programs. The objective is to protect local funding and decision making to Proposition 10 investments.
2. Community Partnership activities include developing relationships and support with key organizations, local elected officials, and community leaders. Information is provided on the programs supported by the Orange County Commission and the impact of the programs to the overall health and education to young children and families. The objective is to create a broad awareness among Orange County's leaders for the programs and services funded with local Proposition 10 revenues.
3. Public Awareness is managing and promoting events and activities supported by the Commission. The *Essentials for Young Lives* donation drive is a public awareness activity highlighting the partnership with HomeAid Orange County. The objective is to broaden the base of support for critical programs through additional direct funding support, individual donations and in-kind corporate support.

Status of Current Program

Following an extensive review of strategic communication needs and a competitive executive search process, Curt Pringle & Associates (CPA) has provided strategic communications services

since 2007. A separate agreement with CPA was first established in 2008, and the services have been renewed annually based upon performance review. CPA provides the services of a registered lobbyist, and in this election year CPA has coordinated briefings with candidates that are seeking election to state office in order to raise their awareness of the impact and services sponsored by the Commission. CPA provides regular updates on legislative and state budget issues, coordinates meetings with city council members and community leaders to implement or expand programs and services for children and families, and initiated corporate sponsorships opportunities to sustain programs such as the customization for the Kit for New Parents. Curt Pringle & Associates also manages the *Essentials for Young Lives* donation drive both in Orange County and Sacramento highlighting the partnership with HomeAid to support homeless children and families.

Review of Strategic Communications Options

Strategic Communications is primarily an administrative expense that supports the programs and services sponsored by the Commission. Commission direction is requested at this time to determine the priority for strategic communications services for the next fiscal year. The options to consider are to continue the current program, or limit services to one or more of the tasks previously described; Legislative Advocacy, Community Partnership, and Public Awareness.

Retaining a separate registered lobbyist for the Commission as part of the legislative advocacy activities is no longer required and not recommended. However, if lobbyist services are deemed necessary, sharing the cost of services with the statewide First 5 Association or utilizing an on-call sub-contract with the County of Orange could be pursued. In addition, Commission participation in the Orange County Association of California Cities and the Orange County Business Council has been beneficial, and both organizations have opposed state legislation proposals impacting local decision making for the Commission. Continued participation with both organizations is recommended.

Should the Commission decide to continue the strategic communications program in the new fiscal year, initiating an executive search process for a multi-year professional services agreement that can be annually renewed throughout a five-year term based on performance is recommended. In the meantime, extending the agreement with Curt Pringle & Associates through September 2012 for the remainder of the current legislative session is recommended.

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 \$30,000 to extend professional services to September 30, 2012. Funding for this item is included in the FY 2012-13 Budget within the Strategic Communications budget category.

PRIOR COMMISSION ACTIONS:

- March 2012 - Received update on strategic communications professional advisory services
- July 2011 – Approved agreement with Curt Pringle & Associates, to provide Strategic Communication services for the term of July 1, 2011 to June 30, 2012

RECOMMENDED ACTIONS:

1. Receive report on the Commission's Strategic Communications services and current program.
2. Provide policy direction for strategic communications services and direct staff to initiate a search process for professional services.
3. Adopt Commission Resolution (Attachment 2) authorizing the Executive Director, or designee, to amend Agreement C-285 with Curt Pringle & Associates for Strategic Communication services extending the term to September 30, 2012 and increasing the funding in an amount not to exceed \$30,000.
4. Authorize Executive Director to return with an update at the next meeting with recommendations for agreements for strategic communications services.

ATTACHMENTS:

1. Strategic Communications Program Options
2. Resolution to amend agreement with Curt Pringle & Associates

Contact: Kelly Pijl

Strategic Communications Program Options

Legislative Advocacy	Community Partnerships	Public Awareness Campaigns
<ul style="list-style-type: none"> • Outreach to members of the Orange County Legislative delegation <ul style="list-style-type: none"> ○ Informational briefings and site visits to funded programs ○ Responding to Senate or Assembly bills or legislative actions that impact Proposition 10 ○ Currently includes services of a registered lobbyist 	<ul style="list-style-type: none"> • Develop relationships and support for Proposition 10 programs and services with key community leaders and organizations • Communicate the impact and results of Proposition 10 investments in Orange County 	<ul style="list-style-type: none"> • Coordinate with funded program to promote events and activities to raise the public awareness of the program or event and broaden base of support • Engage participation of the Orange County Legislative Delegation, community leaders, businesses, stakeholders, and the public at-large <p><i>Currently supporting the HomeAid Orange County Annual Essentials for Young Lives donation drive</i></p>

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-12-C&FC

May 2, 2012

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE, TO PREPARE AND NEGOTIATE A FIRST AMENDMENT TO AGREEMENT C-285 WITH CURT PRINGLE & ASSOCIATES TO CONTINUE TO PROVIDE STRATEGIC COMMUNICATIONS SERVICES; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AMENDMENT TO AGREEMENT ON BEHALF OF THE COMMISSION

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 July 6, 2011, Commission authorized the Executive Director or designee to negotiate and enter into Agreement C-285 with Curt Pringle & Associates, hereinafter referred to as “Consultant,” to provide strategic communications services for the period of July 1, 2011 through June 30, 2012, in an amount not to exceed \$120,000.

WHEREAS, the Commission desires to enter into a First Amendment to Agreement C-285 with the Consultant, to add an amount not to exceed \$30,000 for a total Maximum Payment Obligation of \$150,000 and extend the term of the Agreement by three months through September 30, 2012 to continue to provide strategic communications services as specified in the May 2, 2012 staff report for this Agenda Item, and

WHEREAS, the Consultant desires to enter into the First Amendment to Agreement C-285 in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable Amendment to Agreement; 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 Amendment to 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 a First Amendment to Agreement C-285 with Curt Pringle & Associates to add an amount not to exceed \$30,000 for a total Maximum Payment Obligation of \$150,000 and extend the term of the Agreement by three months through September 30, 2012 to continue to provide strategic communications services consistent with the May 2, 2012 staff report and scope of services referenced therein; and

Section 3 The approval by the Executive Director or designee of the final First Amendment to Agreement C-285 shall be conclusively evidenced by the execution of such Amendment to Agreement by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the First Amendment to Agreement C-285 with the Consultant, to add an amount not to exceed \$30,000 for a total Maximum Payment Obligation of \$150,000 and extend the term of the Agreement by three months through September 30, 2012 to continue to provide strategic communications services as specified in the May 2, 2012 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, the First Amendment to Agreement C-285 on behalf of the Commission.

Section 6 A copy of the final First Amendment to Agreement 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 C-285 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 designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Amendments to Agreement(s), (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement(s), and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement(s) 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 May 2, 2012 to wit:

AYES: Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, SUSAN NOVAK, 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.

SUSAN NOVAK
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-12-C&FC

Agenda Date: March 7, 2012

Item No. __



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

SUSAN NOVAK, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Amendment to Agreement C-285 with Curt Pringle & Associates)