



**Agenda Item No. 4
November 6, 2013 Meeting**

DATE: October 29, 2013

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director

A handwritten signature in black ink that reads "Christina Altmayer".

SUBJECT: Biannual Strategic Communications Report and Agreement Renewal

SUMMARY:

The Children and Families Commission selected Curt Pringle & Associates to provide strategic communications services in November 2012. The one-year agreement included an option to renew up to two additional years based on performance, and required biannual presentations. This item includes the six-month report presented by Curt Pringle & Associates and a recommendation to renew the agreement for a second year.

DISCUSSION:

Strategic Communications Services Biannual Report

Curt Pringle & Associates (CPA) has provided professional services to implement strategic communications and government relations. The specific activities in the following three categories are included in the biannual report (Attachment 1) for May 2013 through October 2013.

- *Legislative Advocacy* – outreach to the Orange County Legislative Delegation to generate support for local funding and decision making to Proposition 10 investments.
- *Community Partnership* – foster relationships with Orange County organizations, leaders, and elected officials to bring awareness to the programs and services funded with Proposition 10 revenue.
- *Public Awareness* – broaden the base of support for young children’s programs through additional funding support, individual donations, and in-kind corporate support.

Strategic Communications Agreement Renewal

Curt Pringle & Associates was selected to provide strategic communications services following a targeted Request for Proposal (RFP) process. The approved Terms and Conditions specified deliverables and oversight requirements, and limited the term of the agreement to one-year with an option for renewal for two additional years based on performance. The Terms and Conditions (Attachment 2) have been updated for the second year.

Strategic communications activity reports are submitted monthly by CPA and are included in the Executive Officer’s Report. Mr. Pringle presented the first six-month report in May 2013, and will present the last six-month report at the November 2013 Commission meeting. Over the last 12-months CPA has coordinated meetings with legislative representatives and staff strengthening

Commissioners

Executive Director

the Commission's relationships and support in Sacramento. Meetings with city representatives in the five supervisorial districts have initiated further discussion and understanding of the Commission's support to programs within the city. The annual *Essentials Diaper Drive* that is managed by CPA for HomeAid Orange County and the Commission resulted in the collection of over a million items exceeding last year's donations by half; the continued support of corporate sponsors UPS, VONS Grocery Stores, and the Automobile Club of Southern California; and the participation of the Orange County Sheriff as honorary chair.

Continued strategic communications services are anticipated to support the Anaheim Community Services project, follow-up with the State Board of Equalization (BOE), and outreach to elected officials, and community and business leaders through the next year. Management of the 2014 *Essentials Diaper Drive* and the recruitment of business sponsors and community leaders are also required to meet or exceed the donations that are distributed to homeless shelters that serve women with babies and toddlers. Curt Pringle & Associates has met the performance requirements stated in the terms and conditions. Renewing the agreement with CPA for a second year is recommended.

STRATEGIC & 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 strategic communications services from November 1, 2013 through October 31, 2014. Funding for this item is included in the FY 2013/14 Budget within the Strategic Communications and Homeless Prevention budget categories.

PRIOR COMMISSION ACTIONS:

- May 1, 2013 – Received biannual strategic communications report for the period beginning November 2012 through April 2013
- November 2012 – Approved agreement with Curt Pringle & Associates, to provide strategic communication services for the term of November 1, 2012 to October 31, 2013
- May 2012 – Initiated a search process for professional services and extended the agreement with Curt Pringle & Associates to September 30, 2012
- 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 biannual strategic communications report for the period beginning May 2013 through October 2013.
2. Adopt resolution (Attachment 3) authorizing the Executive Director, or designee, to enter into a First Amendment to Agreement C-293 with Curt Pringle & Associates for strategic communications services for the second year of a three year optional agreement for the term of November 1, 2013 to October 31, 2014 in an amount not to exceed \$120,000.

ATTACHMENTS:

1. Strategic Communications Biannual Report – October 2013
2. Strategic Communications Bi-Annual Presentation Slides
3. Strategic Communications Services Agreement Terms and Conditions
4. Resolution with Curt Pringle & Associates

Contact: Kelly Pijl



To: Christina Altmayer, Executive Director
Children and Families Commission of Orange County

From: Curt Pringle, President
Curt Pringle & Associates

Date: October 25, 2013

Subject: Strategic Communications Bi-Annual Report – November 2013

Below is an overview of the activities that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates. These services were based on the contracted Scope of Work provided by the Commission and represent our activities and services for the second six months of the contract.

Government Relations

Curt Pringle & Associates' (CP&A) scope of work includes outreach activities with the Orange County Legislative Delegation and with priority cities. Outreach activities include providing updates to the delegation regarding the Commission activities and priorities. In addition, these activities included arranging site-visits to Commission-funded programs. Our firm does not provide lobbying services to the Commission.

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 first year of the two-year legislative session ended on September 13, 2013. Unless they are called into Special Session by the Governor, the Legislature will not reconvene until January 6, 2014.
- CP&A continues to monitor bills of significance for the Commission:
 - Senate Bill 768 (De León) 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 backfill funds to the California Children and Families First Trust Fund. The bill is currently pending in the Senate Appropriations Committee.

Note: In addition to monitoring legislation that could impact the Children and Families First Trust Fund, CP&A also monitors initiatives that could have an impact on the Commission. Two such proposed initiatives have been filed with the Secretary of State.

In October, what is being called the *California Healthcare, Research and Prevention Tobacco Tax Act of 2014* was submitted to the Secretary of State's office. They in-turn have now sent the proposed initiative language to the State Attorney General's office who will review the language and release an official Title and Summary, clearing it for circulation. The initiative proposes to increase the tax on tobacco products by \$2 per pack. The revenue generated by the tax would be allocated as followed: 82% Healthcare, 13% Tobacco Prevention, and 5% Disease Research. The initiative includes a backfill provision for the California Children and Families Trust Fund (Proposition 10).

Early this year, separate initiative called the *California Residents College Accessibility and Affordability Act of 2014*, was submitted and would have increased tobacco taxes by \$1 per pack in order to fund financial aid programs for students enrolled in either the UC or CSU school systems. This initiative failed to submit the required valid signatures in the allotted timeframe.

- Assembly Bill 290, authored by Assemblyman Luis Alejo, attempts to reduce the rate of childhood obesity in California by requiring 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. This bill was signed by the Governor on October 11, 2013. Currently licensed providers are required to receive 15 hours of training, not including nutritional training. The provisions of this new law will take effect on January 1, 2015. CP&A will prepare a Fact Sheet on AB 290 that could be used by the Commission should a commission-funded grantee inquire about the new law.
- CP&A continues to monitor certain federal issues, where appropriate, that could impact children ages 0 - 5 in Orange County.
 - California has been projected to have the largest number of Head Start cuts, roughly 5,600 slots. The potential number of Head Start slots that could be lost in Orange County is still undetermined. In addition, the Congressional Budget Office has indicated that the Treasury will likely run out of cash in late October or early November, thereby requiring congressional and presidential approval to increase the debt limit in order to continue to pay certain bills. The loss of Head Start positions and the potential closure of some government agencies if the debt limit issue is not resolved before funding runs out could impact the delivery of some support services to families with children under the age of five.
- CP&A drafted a Commission letter that was sent to each member of the Orange County Congressional delegation regarding the taxes on certain tobacco products, most notably cigars. While the Commission does not take positions on whether or not any tobacco products should be taxed, communication was drafted to inform the Orange County

delegation of the discrepancy that exists in federal law as it relates to cigars under the *Prevent All Cigarette Trafficking (PACT) Act*. The PACT Act amended the law which governs the collection of taxes and trafficking of cigarettes and smokeless tobacco. The discrepancy was how it relates to cigar purchases that are made through the mail or via the internet. These purchases do not have tobacco taxes applied to them, whereas a cigar purchased from a merchant store does. It is important to note that the PACT Act does not regulate sales taxes, but merely the taxes that are placed on tobacco products. This issue could potentially impact the Commission given it receives its revenue through a voter-approved tax on tobacco products in California. This issue was the result of the Commission pro-actively responding to a request made during the Public Comment portion of their meeting and was done in coordination with the state First 5 Commission.

- In order to ensure the County’s Legislative Delegation and elected officials were aware of the Commission’s new office location, Curt Pringle & Associates drafted a letter which included the new office address and updated contact information.
- Curt Pringle & Associates continues to provide Commission staff with the monthly state budget/legislative update that may be included in their weekly updates to the Commission. They included the following topics:
 - State Budget Updates
 - Tobacco Tax Initiatives Updates
 - Childhood Obesity – Day Care Law

Legislative Briefings

Curt Pringle & Associates scheduled briefings for the Commission with members of the Orange County Legislative Delegation and their staff. The briefings included an overview of the Commission’s activities and an update on the catalytic investments made by the Commission following the AB 99 court decision. Briefing legislative offices on Commission activities is critical. Even though the courts overturned AB 99, it is important to continue to re-affirm and earn the support of our legislative delegation. Briefings have been held with the following legislative offices since May:

- Senator Lou Correa
- Assemblyman Travis Allen
- Assemblyman Don Wagner

Meetings with the two remaining legislative offices, Senator Mimi Walters and Assemblyman Curt Hagman are currently being scheduled.

City Briefings

Working with Commission staff, one city in each of the Orange County Supervisorial Districts was identified this year, and a city briefing was arranged to in order to increase awareness among city leaders and staff about Commission funded-programs and partnerships the Commission has with local service providers in the communities. Often we see that local

officials are unaware that the Commission is helping to fund programs that are valued and have a positive impact in their city. The briefings are also an opportunity to discuss county-wide programs, as well as afford the Commission the opportunity to learn about the efforts being done in specific cities where commission-funded programs might be able to engage and/or participate. Finally, these briefings have served as an opportunity to increase involvement in the annual *Essentials for Young Lives* drive, which is funded by the Commission. Each city we have met with so far has expressed a desire to either participate or increase their participation in the *Essentials* drive next year.

Curt Pringle & Associates scheduled, prepared briefing materials, and attended meetings with the following cities since May 2013:

- City of Garden Grove
 - Attended by City Manager Matt Fertal and Community Services Director Kimberly Huy
 - Topics: Boys and Girls Club, Healthy Smiles, Center for Autism, Shelter Programs

- City of Huntington Beach
 - Attended by Mayor Connie Boardman
 - Topics: Collette's Children's Home, Oak View Community

- City of Irvine
 - Attended by Mayor Steven Choi, City Manager Sean Joyce, and Community Service Manager Corinne Schneider-Jones
 - Topics: Center for Autism, School Readiness program, upcoming city-sponsored events for young children

- City of San Juan Capistrano (Scheduled for October 28, 2013)
 - Attended by City Manager Karen Brust

A briefing was held during the first half of the contract year with the City of Fullerton and included Councilwoman Jennifer Fitzgerald and City Manager Joe Felz.

Beyond meeting with one city in each supervisorial district, Curt Pringle & Associates is working to schedule two additional briefings in this calendar year. Meetings will be scheduled with the cities of Anaheim and Santa Ana. CP&A will also work with Commission staff to identify priority cities in each supervisorial district for 2014.

Commission Strategic Plan Outreach

CP&A developed and organized two targeted Roundtable Discussions in Orange County in order to solicit suggestions and feedback related to the implementation priorities of the Commission's Strategic Plan. One of the Roundtable Discussions was held with legislative staff members and hosted at the Healthy Smiles for Kids of Orange County office in Garden Grove. Healthy Smiles was selected as the meeting location because it houses or is directly adjacent to other Commission grantees (including the Boys & Girls Club of Garden Grove and the CHOC Clinic). Participants at the legislative roundtable were provided a tour of the Healthy Smiles facility after

the meeting so they could see first-hand the Commission's investment into pediatric oral health. The other meeting was held at the Orange County Business Council (OCBC) with representatives of the business community in attendance.

Curt Pringle & Associates helped to lead both discussions in conjunction with Commission staff.

- Legislative Group – Curt Pringle & Associates contacted each Assembly and Senate office in Orange County seeking their participation. In addition, based upon the city briefings conducted this year, staff members from the cities of Irvine, Huntington Beach, Fullerton and Garden Grove were also invited to participate. Representatives from the following offices attended:
 - Senator Mimi Walters
 - Assemblyman Allan Mansoor
 - Assemblywoman Sharon Quirk-Silva
 - Assemblyman Travis Allen
 - Assemblywoman Diane Harkey
 - Assemblyman Don Wagner
 - City of Irvine

- Business Group - Working with OCBC's Vice President of Workforce Development, CP&A reached out to a variety of Chambers of Commerce and business organizations in the Orange County. This included geographical and ethnic-based groups. The meeting was attended by:
 - Alicia Berhow, Orange County Business Council
 - Jerry Wheeler, Huntington Beach Chamber of Commerce
 - Linda DiMario, Irvine Chamber of Commerce

While the Roundtable Discussions elicited diverse, beneficial feedback on the Commission's Strategic Plan, they also provided the Commission with another opportunity to increase awareness and develop additional community support. Although the AB 99 court decision upheld that Prop 10 funds cannot be taken by the legislature, we have and will continue to communicate and outreach to our local legislative delegation. Commission staff was able to obtain comments and suggestions directly related to the implementation of the Strategic Plan.

Future Outreach Opportunities

Curt Pringle & Associates has begun developing an "education community" outreach plan for consideration by Commission staff. The plan will focus on local appointed and elected education officials and will work to increase awareness as to the role the Commission plays in the early learning arena. Through the outreach efforts, we will broaden community support for the efforts of the Commission and potentially develop synergistic opportunities that will benefit children ages 0 - 5 in Orange County. CP&A proposed working with Gregg Haulk, representative of the Superintendents in Orange County, to grow awareness among the education community.

Community Partnership

Essentials for Young Lives

This year marked the sixth year that the Commission has partnered with HomeAid Orange County on the *Essentials for Young Lives* campaign. For the past three years, Curt Pringle & Associates has provided the campaign management, sponsorship development, media and marketing services. The *Essentials* campaign is an important program that brings greater awareness to the Commission through not only press and marketing, but also through gaining support and participation from elected officials, the businesses community, and groups throughout Orange County and at the State Capitol. This year, the *Essentials* campaign collected over one million items, nearly doubling the number of items collected in 2012. Curt Pringle & Associates provided strategic campaign support through the following activities:

Orange County Campaign

- Curt Pringle & Associates established and coordinated regular Steering Committee meetings throughout the campaign. The Steering Committee provided guidance and input on many of the aspects of the 2013 campaign and helped to garner greater support for the effort. Steering Committee members included representatives from: the Commission, Curt Pringle & Associates, HomeAid Orange County, UPS, Vons, the Orange County Sheriff's Department, and the County of Orange.
- Curt Pringle & Associates has placed a priority on building and broadening private sector involvement in the program. CP&A secured corporate sponsorships from Vons and UPS, both important partners in the 2011 and 2012 campaigns. In addition, CP&A secured the continued participation of the Koll Company, a partner from the 2012 campaign, and the Automobile Club of Southern California as a new sponsor for the 2013 *Essentials for Young Lives* campaign.
- Curt Pringle & Associates again secured the active participation of Orange County Sheriff Sandra Hutchens as Honorary Chair for the campaign, as well as the support of her staff at the Orange County Sheriff's Department. Sheriff Hutchens was recognized by the Commission at the September 2013 Commission meeting for her participation in and support of the *Essentials for Young Lives* campaign. This was the third year CP&A secured the support of Sheriff Hutchens and the Orange County Sheriff's Department for the program. Their participation provides the Commission with earned-media opportunities, which means there are no costs to the Commission or the program. In addition, Curt Pringle & Associates developed an op-ed on the *Essentials* campaign authored by Sheriff Hutchens. CP&A worked with the Sheriff's department to edit the piece and distributed the piece to the *Orange County Register*.
- Curt Pringle & Associates planned, facilitated, and attended the *Essentials for Young Lives* Community Partner Luncheon that was held at the Village of Hope on May 2, 2013. The event provides the Commission and grantees an opportunity to raise awareness amongst each of the shelter programs that benefit from the campaign. Grantees are encouraged to invite their Board of Directors and volunteers to attend the

event. CP&A performed the following tasks associated with the management of this event:

- Drafted and distributed a media alert prior to the event and a press release for distribution after the event
 - Developed press kits
 - Secured Vons as the corporate sponsor for the luncheon
 - Secured Michele Gile of KCBS/KCAL to serve as Master of Ceremonies
 - Drafted event outline and talking points for speakers
 - Secured the attendance of several local and legislative elected offices
 - Secured the attendance of key sponsors, including Vons and UPS
 - Provided day-of assistance with set-up for the event
- In order to create additional awareness and media opportunities, Curt Pringle & Associates coordinated and attended a May 22 press event that was held at Pathways of Hope in Fullerton. The event was held to draw attention to the delivery of the collected items collected. Pathways of Hope was selected by the *Essentials for Young Lives* Steering Committee as the location for the event because, not only are they a recipient of the *Essentials* items, but they were also preparing to break ground on a new transitional housing project that is funded in part by the Commission. CP&A performed the following tasks associated with the management of this event:
 - Drafted and distributed a media alert prior to the event and a press release for distribution after the event
 - Developed press kits
 - Secured the participation of UPS, Vons, and the Orange County Sheriff's Department
 - Drafted the event outline and talking points for the speakers
 - Provided day-of assistance with set-up for the event
 - Curt Pringle & Associates provided general support for the campaign including: assisting with the development of collateral materials, the delivery and pick-up of collection bins throughout the County, and developing thank you letters to be sent to legislative offices for their participation in the drive.

State Capitol Drive

- Curt Pringle & Associates coordinated the 4th Annual *Essentials for Young Lives* donation drive in the State Capitol. CP&A secured approval from the Senate Rules Committee to host the donation drive in legislative offices throughout the Capitol. The *Essentials for Young Lives* drive is one of only two donation drives that are approved in the Capitol each year. The Capitol drive brings greater awareness among Legislators throughout the state of Commission activities, programs, and the partnerships established with the business community.
- Curt Pringle & Associates secured the participation of 136 of 140 legislative offices in the *Essentials for Young Lives* drive.
- Curt Pringle & Associates staff traveled to Sacramento to deliver baskets to each legislative office on May 3, 2013. CP&A staff returned to Sacramento on May 10, 2013

to pick up baskets from the legislative offices and deliver the donated items to a local shelter programs in the Sacramento area. The shelter was selected in coordination with the local First 5 Commission in Sacramento.

- Curt Pringle & Associates coordinated the *Essentials for Young Lives* press conference in the State Capitol which was held on May 6, 2013. CP&A performed the following tasks associated with the management of this event:
 - Drafted and distributed a media alert prior to the event and a press release for distribution at the event
 - Developed press kits
 - Secured the participation from several legislators, representing bi-partisan support across diverse sections of California, including:
 - Senator Lou Correa, D-Santa Ana
 - Senator Cathleen Galgiani, D-Modesto
 - Senator Mimi Walters, R-Irvine
 - Assemblyman Tom Daly, D-Anaheim
 - Assemblyman Roger Dickinson, D-Sacramento
 - Assemblyman Curt Hagman, R-Chino Hills
 - Assemblyman Richard Pan, D-Sacramento
 - Assemblywoman Sharon Quirk-Silva, D-Fullerton
 - Drafted the event outline and talking points for the speakers
 - Secured the sponsorship of Vons to create the stage for the press conference

Other Community Partnership Opportunities

- Curt Pringle & Associates has been assisting Commission staff with their due-diligence and research regarding a potential project in Anaheim. Their efforts are the result of a report commissioned by the Anaheim Community Foundation, which identified several gaps in services that exist related to programs serving young children. 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 providers could potentially operate and serve the needs of the community from one facility.

Curt Pringle & Associates is based in Anaheim, and their principal served as Mayor of Anaheim for eight years. As Mayor, he worked with many of the organizations and service providers in Anaheim. CP&A is providing guidance in regards to the current services available in Anaheim, as well as where those services are being offered or accessed successfully. With CP&A's assistance, the Commission can better evaluate how success might be achieved in Anaheim given that many services are currently geographically dispersed. Curt Pringle provided an overview at the September Commission meeting on an agenda item related to this topic. By providing the Commission with an in-depth understanding of the community and the services currently being provided, the Commission is better able to evaluate potential opportunities in the community that will lead to successfully the closing the service gaps.

- Curt Pringle & Associates continues to communicate with Allergan about future partnership opportunity involvement in the Commission pediatric vision program. In

addition, CP&A has had preliminary discussions regarding potential opportunities with Cox Communications whereby the Commission and/or its grantees could be highlighted.

- Curt Pringle & Associates coordinated and attended a meeting between Christina Altmayer and Dr. Wallace Walrod, economist for OCBC. Dr. Walrod's research and efforts include data regarding certain outcomes for children in Orange County. In addition, both Dr. Walrod and the Commission are involved in the development of the Community Indicators Report, which provides statistical data and describes trends, including specific measurements and information related to young children. The purpose of the meeting was to explore potential opportunities related to the report, as well as additional areas where the Commission might be able to connect related to statistical data.

Public Awareness

- Curt Pringle & Associates drafted media alerts and press releases for the following *Essentials for Young Lives* campaign events:
 - Community Partner Luncheon
 - Sacramento Press Conference
 - Pathways of Hope Press Event

The *Essentials* campaign was highlighted in the following outlets:

- Assemblyman Tom Daly press release
 - Assemblywoman Sharon Quirk-Silva press release/YouTube video
 - Laguna Beach Patch
 - JDTP Law website
 - *Orange County Register*
- Following the Commission's May meeting, Curt Pringle & Associates wrote and distributed a press release regarding the Commission's action to invest \$1.5 million in a pediatric vision program. This program was especially important to highlight as it shows the Commission's continuing commitment to support new programs that will have a direct impact on young children's ability to learn. Our firm distributed the press release to over fifteen media outlets, including the *Orange County Register*, *Los Angeles Times*, *Orange Coast Magazine*, *Orange County Business Journal*, and *OC Metro*.
 - Curt Pringle & Associates facilitated coverage and coordinated placement with two reporters from the *Orange County Register* regarding the 2013 *Essentials for Young Lives* press event that was held on May 22. The press event was highlighted twice on the *Orange County Register* website and in several community newspapers.
 - Curt Pringle & Associates developed a press release on the first of four Health Access Issue briefs which was received by the Commission at the July meeting. 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. Additionally, CP&A developed a press release which highlighted the full report.

- Curt Pringle & Associates developed a press release on the award of \$8.7 million to the Commission by First 5 California for the Child Signature Program which was announced at the September Commission meeting. The press release highlighted that the grant funds will be used to improve the quality of early learning programs in Orange County. CP&A secured approval of a quote from the Executive Director of First 5 California, Camille Maben. The press release was distributed to over 15 media outlets including the *Orange County Register* and the *Los Angeles Times* and was featured on the Commission's website and social media outlets.

15th Anniversary of the Passage of Proposition 10

- Curt Pringle & Associates coordinated with the office of Supervisor Janet Nguyen to prepare a resolution on behalf of the Orange County Board of Supervisors for presentation at the Commission meeting on November 6, 2013. In addition, Supervisor Janet Nguyen will highlight the 15th Anniversary of the Passage of Proposition 10 during Board comments at the Board of Supervisors' meeting on November 5, 2013.
- CP&A coordinated with the Orange County Business Council to highlight the 15 year Anniversary in their member newsletter.

Upcoming Activities and Focus:

- City of San Juan Capistrano briefing, October 28, 2013
- Additional city briefings in Anaheim and Santa Ana
- Additional Legislative office visits, as needed
- BOE Administrative Fees
- Development of 2014 City Outreach plan
- Drafting of plan for Education Community Outreach
- Further engagement with Allergan and Cox Communications
- Planning efforts for the 2014 *Essentials for Young Lives* campaign

STRATEGIC COMMUNICATIONS BI-ANNUAL REPORT

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

Curt Pringle & Associates

November 6, 2013



Scope of Services

Government Relations

Community Partnerships

Public Awareness

Government Relations

- California Legislature

- ▣ Potential Budget impacts
- ▣ Tobacco-related legislation/initiatives

- Board of Equalization

- ▣ Escalating administrative fees

- City Briefings

- ▣ Garden Grove (District 1)
- ▣ Huntington Beach (District 2)
- ▣ Irvine (District 3)
- ▣ Fullerton (District 4)
- ▣ San Juan Capistrano (District 5)

Community Partnerships

- Essentials for Young Lives



Honorary Chair Sheriff Sandra Hutchens



Community Partnerships

- Essentials for Young Lives



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Community Partnerships

- ❑ Essentials for Young Lives
 - ❑ Orange County Drive
 - ❑ State Capitol Drive
- ❑ Potential Project in Anaheim
- ❑ Opportunities with the business community
 - ❑ Orange County Business Council
 - ❑ Chambers of Commerce

Public Awareness

- Press Releases/Op-Eds
- 15th Anniversary of Proposition 10
- Other Activities

Upcoming Services and Strategic Focus

- **Government Relations**
 - ▣ Education community outreach
 - ▣ 2014 priority city identification
- **Community Partnerships**
 - ▣ 2014 Essentials for Young Lives campaign
- **Public Awareness**

Thank You

- Curt Pringle
- Todd Priest
- Alyson Price



Curt Pringle & Associates/Strategic Communications Services	
Terms and Conditions	
Objective	Implement strategic communications strategies that further the Commission's goals in the areas of legislative advocacy, community partnership, and public awareness.
Overview of Services	<ol style="list-style-type: none"> 1. Legislative Advocacy - outreach activities with the Orange County Legislative Delegation both in Sacramento and at the local district offices. 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 - develop 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 - manage and promote events and activities supported by the Commission. The <i>Essentials for Young Lives</i> 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.
Terms of Funding	
Funding/Term	<ul style="list-style-type: none"> • \$10,000 monthly retainer (\$120,000 annual maximum) November 1, 2013 to October 31, 2014 • Second year of the three-year optional agreement based on performance (November 1, 2012 to October 31, 2015) • 90-day termination for both parties
Deliverables	<ul style="list-style-type: none"> • Establish quarterly targets of deliverables to be completed by the consultant as well as annual metrics. Examples of deliverables/metrics: <ul style="list-style-type: none"> ▪ Key message(s) to succinctly communicate who the Commission is and what the Commission does. ▪ Annual briefing plan and implementation schedule for elected officials at the state, county, and city levels. ▪ Messaging strategies to communicate with legislators, community groups, and business leaders on issues relating to the threats or impacts to Proposition 10. ▪ Targeted communication products such as editorial letters, public briefings, etc. ▪ Monthly state budget and legislative update paragraph for inclusion in the Weekly Update to the Commission.
Oversight	<ul style="list-style-type: none"> • Monthly written report on the status of the agreement for inclusion in the monthly Executive Officer's Report to the Commission. • Biannual presentation on the status of the agreement to the Board of Commissioners.

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-13-C&FC

November 6, 2013

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-293 WITH CURT PRINGLE & ASSOCIATES FOR STRATEGIC COMMUNICATIONS SERVICES; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AMENDMENT 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, 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 a First Amendment to Agreement C-293 with Curt Pringle & Associates, in an amount not to exceed \$120,000, to provide Strategic Communications services for the period November 1, 2013 through October 31, 2014, as specified in the November 6, 2013 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 a First Amendment to Agreement C-293 with

Curt Pringle & Associates, in an amount not to exceed \$120,000, to provide Strategic Communications services for the period November 1, 2013 through October 31, 2014, as specified in the November 6, 2013 staff report and scope of services referenced therein; and

Section 3 The form of the First Amendment to Agreement C-293 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 the First Amendment to Agreement C-293 shall be conclusively evidenced by the execution and delivery of the Amendment to Agreement by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves the First Amendment to Agreement C-293 with Curt Pringle & Associates to provide Strategic Communications services, as specified in the November 6, 2013 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-293 with Curt Pringle & Associates on behalf of the Commission.

Section 6 A copy of the final Amendment to Agreement, when executed, 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 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 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 November 6, 2013 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: __-13-C&FC

Agenda Date: November 6, 2013

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 First Amendment to Agreement C-293 with Curt Pringle & Associates)