



Agenda Item 5
October 7, 2015

DATE: September 22, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Strategic Communications Agreement

ACTION: Receive Strategic Communications Report and adopt resolution authorizing amendment to agreement with Curt Pringle & Associates for strategic communications services

SUMMARY:

The Children and Families Commission of Orange County selected Curt Pringle & Associates (CPA) to provide strategic communications services in November 2012 with a renewal option for up to three years expiring October 30, 2015. An additional one-year extension for continued support from CPA, given the support and assistance required over the next year related to the State Board of Equalization (BOE) is requested. The significant growth in the BOE's administrative costs on Proposition 10 funds continues to be a high priority issue to the Commission and CPA has provided important technical assistance on this issue. This item requests extending the agreement with CPA for continuity and expertise with the BOE issue, as well as other strategic communications activities, for one year through October 2016. This item also includes the monthly strategic communication report for September 2015.

DISCUSSION:

Curt Pringle & Associates (CPA) will complete the third year of a three-year agreement to provide strategic communications services on October 31, 2015. The strategic communications services include legislative support to protect local funding, assisting in creating community partnerships with Orange County leaders, and public awareness through the *Essentials for Young Lives* annual diaper drive. Regular reports are submitted each month by CPA on the status of their services and are included in the Executive Officers reports to the Commission. The Strategic Communications report is included as Attachment 1.

Curt Pringle & Associates Accomplishments

Over the past year, CPA has coordinated meeting with legislative representatives and staff, which has strengthened the Commission's relationships and support in Sacramento. Key accomplishments during the 2014/15 contract term included:

- Board of Equalization strategic counsel and support - Curt Pringle has provided leadership to respond to the increasing administrative costs charged by the Board of Equalization (BOE). He has worked closely with the Commission Executive Director and the First 5 Association Executive Director to identify potential legislative strategies to address the issue. He continues to provide recommendations regarding the BOE administrative fees, legislative strategies and

other tobacco related issues. Working in partnership with the First 5 Association, several positive legislative actions were taken this year, including authorization for an audit by the Joint Legislative Audit Committee (JLAC).

- Education and community awareness of the Commission's impact - Throughout the year meetings were held with representatives from selected cities and school district administrators to broaden the understanding of the Commission's support of programs within the city and school district boundaries and to identify opportunities to leverage resources. This year, meetings were held with the cities of Anaheim, Lake Forest, Orange, Placentia, and Westminster. The school districts included Laguna Beach, Los Alamitos, Tustin Unified, and Westminster.
- Management of the Essentials for Young Lives Campaign - Curt Pringle & Associates manages the *Essentials for Young Lives* annual diaper drive for HomeAid Orange County and the Commission. In addition to managing the overall campaign, CPA developed sponsors, actively supported media and marketing services and event planning. The 2015 diaper drive collected 1.8 million items, which is the highest number of items collected to date. The essential baby items were distributed to homeless shelters in Orange County. This year an increased number of elected officials, businesses, and community groups participated in the campaign. Corporate sponsors that continued to support the local drive include: Albertson/VONS Foundation, Automobile Club of Southern California, Bank of America, CHOC Children's, Kimberly Clark Corporation, Northgate Markets, St. Joseph's Health Systems, and United Parcel Service (UPS). Representative from First 5 commissions in the Sacramento area joined Orange County at the State Capitol for a press conference with eight Legislators to promote the diaper drive in the Capitol building and the partnership with the Proposition 10 commissions.

Strategic Communications Consultant Agreement Extension

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 to one year with options to renew for up to two additional years based on performance. October 31, 2015 concludes the third and final year for the agreement that was initially approved by the Commission in November 2012.

The Commission relies on technical and project management consultants to help develop and implement strategies established by the Commission. In May 2014, the Commission approved a slate of project management, evaluation and administrative support consultants following a Request for Qualifications (RFQ) process. The consultant agreements are for a one year term with options for renewal for up to three additional one year terms. The Consultant Services RFQ is scheduled to be repeated no later than July 1, 2017.

Curt Pringle & Associates has been instrumental in the discussions and education required to remedy the financial issue with the State Board of Equalization. County commissions throughout California have prudently planned for the expected decline in tobacco tax revenue. However, the unanticipated and exorbitant increase in the administrative costs charged by the BOE continues to be a hardship. The current cost to Orange County is over \$1 million annually. Given the critical timing of these issues, extending the contract for a one-year is recommended.

Curt Pringle & Associates will also continue to provide other strategic communications services consistent with their approved scope of work. This will include outreach to cities and school districts, and management of the 2016 *Essentials for Young Lives* diaper drive. Curt Pringle & Associates continues to meet the performance requirements stated in the terms and conditions. Extending the agreement with CPA for an additional 12 months and aligning with the Fiscal Year 2017/18 Consultant Services RFQ process is recommended. The terms and conditions (Attachment 2) have been updated for the extended period.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan and is consistent with all goal areas. The funding request is for \$120,000 for professional strategic communications services from November 1, 2015 through October 31, 2016. Funding for this item is included in the FY 2015/16 Budget in the Strategic Communications and Homeless Prevention budget categories.

PRIOR COMMISSION ACTIONS

- October 2014 - Authorized Second Amendment to Agreement with Curt Pringle & Associates for the term of November 1, 2014 to October 31, 2015
- November 2013 – Approved agreement with Curt Pringle & Associates for the term November 1, 2013 to October 31, 2014
- 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
- 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 Strategic Communications Report - September 2015.
2. Adopt resolution (Attachment 3) authorizing the Executive Director, or designee, to enter into a third amendment to Agreement C-293 with Curt Pringle & Associates for strategic communications services for the term of November 1, 2015 to October 31, 2016 in an amount not to exceed \$120,000.

ATTACHMENTS:

1. September 2015 Strategic Communications Summary Report
2. Strategic Communications Services Agreement Terms and Conditions
3. Resolution with Curt Pringle & Associates

Contact: Kelly Pijl



To: Kelly Pijl, Communications and Policy Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: September 24, 2015

Subject: September 2015 Strategic Communications Summary Report

The following is a summary of activities that were provided by Curt Pringle & Associates to the Children and Families Commission of Orange County for the month of September, 2015.

Legislative Advocacy

Board of Equalization Administrative Fees

- The Joint Legislative Audit Committee met on August 25th and unanimously voted to request the State Auditor to audit the BOE's tobacco and licensing programs. The committee expressed their desire for the audit to examine both the administrative costs as well as the tobacco licensing costs. The State Auditor estimated it will take five months to complete the audit.

State Legislation Update

- Special Session Legislation (ABX2 11 & SBX2 10) is still pending that would increase the tobacco retailer license fee application from \$100 to \$265. It would also establish an annual license renewal fee of \$265. Funds would be used to offset the current shortfall in the licensing and enforcement program, which is impacting the Commission's administrative costs.
- Governor Brown signed AB 53, requiring children under the age of two be properly secured in the back seat of a motor vehicle and facing the rear of the vehicle.
- AB 47 has been sent to the Governor. It would require that by June 30, 2018, children who are not enrolled in transitional kindergarten have access to the California State Preschool Program the year prior to them entering kindergarten, provided their parents wish to enroll them and contingent upon sufficient Budget funding.
- Several Bills are still active which would broaden the definition of "tobacco product" to include electronic cigarettes, and increase the minimum legal age to purchase or consume tobacco in California from 18 to 21 years of age.

Statewide Initiatives Update

- *Tobacco Taxes*
The California Medical Association, American Lung Association, and a state employee union (SEIU) have filed two initiatives that would add an additional \$2 tax on each pack of cigarettes. Both initiatives include a back-fill provision for Proposition 10. The proponents have until 1/05/16 to gather 365,880 valid signatures to place either or both of the initiatives on ballot.
- *Vaccinations - Referendum*
A referendum to overturn SB 277 has been submitted to the Secretary of State and is currently in the signature gathering phase. SB 2711 eliminated the “personal beliefs” exemption for the immunization requirements to enter public school. Referendum signatures must be submitted within 90 days of the law being enacted. The deadline to submit 365,880 valid signatures is 9/28/15.

Briefings

- Coordinated a briefing on September 2nd with the City of Placentia. The briefing was attended by the Acting City Administrator and several staff members.
- Currently in the process of scheduling a briefing with the Fullerton Unified School District.

Public Awareness

- CP&A met with United Parcel Services (UPS) and HomeAid Orange County to begin discussion on the 2016 *Essentials For Young Lives Campaign*.
- In response to the devastating fires in Northern California, CP&A is assisting HomeAid Orange County in making connections with the First 5 Association. The purpose of the outreach is to connect those entities who participated in the the State Capitol *Essentials* drive with two shelters that were lost as a result of the fires.
- Along with Commission staff, hosted Anaheim City Councilwoman Kris Murray at the OC Forum luncheon.



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 support, community partnership, and public awareness.
Overview of Services	<ol style="list-style-type: none"> 1. Legislative Support - 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 community partnerships with 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 maximum) November 1, 2015 to October 31, 2016 • 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"> ▪ 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. ▪ Key message(s) to succinctly communicate who the Commission is and what the Commission does.
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. ___-15-C&FC

October 7, 2015

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE THE THIRD AMENDMENT TO AGREEMENT C-293 WITH CURT PRINGLE & ASSOCIATES TO PROVIDE 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, On November 7, 2012, Commission authorized the Executive Director or designee to prepare and negotiate Agreement with the Curt Pringle & Associates for strategic communications services;

WHEREAS, The Commission desires to prepare and negotiate a Third Amendment (“Amendment”) to Agreement C-293 with the Curt Pringle & Associates (hereinafter referred to as “Contractor”) to provide strategic communications services for the terms and in the amount as described in Attachment 2 to the October 7, 2015 staff report for this agenda item; and

WHEREAS, Contractor desires to enter into the Amendment to Agreement C-293 in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable Agreement; and

WHEREAS, Commission has reviewed the staff report for the October 7, 2015 Commission meeting relating to the scopes of services to be provided and hereby finds and determines that the proposed Amendment is in furtherance of and consistent with the Commission’s Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to execute the Amendment with Contractor for the terms and in the amount specified in Attachment 2 to the October 7, 2015 staff report for this Agenda Item.

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the Amendment to Agreement C-293 with the Contractor as described in the October 7, 2015 staff report for this Agenda Item to provide strategic communications services for the terms and in the amount consistent with Attachment 2 to the October 7, 2015 staff report and scope of services referenced therein.

Section 3 The form of the Amendment to Agreement C-293 with the Contractor, for the terms and in the amount specified Attachment 2 to the October 7, 2015 staff report for this Agenda Item shall be substantially similar to the form of the standard Amendment to a Professional Services Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee and Commission Counsel. The approval by the Executive Director or designee of the Amendment shall be conclusively evidenced by the execution of such Amendments by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the Amendment with Contractor as described in the October 7, 2015 staff report for this Agenda Item to provide strategic communications services for the terms and in the amount specified in Attachment 2 to the October 7, 2015 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 Amendment to C-293 on behalf of the Commission.

Section 6 A copy of the Amendment to Agreement C-293 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. Each final executed Amendment to Agreement C-293 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(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 October 7, 2015 to wit:

AYES Commissioners: _____

NOES Commissioner(s): _____

EXCUSED Commissioner(s): _____

ABSTAINED Commissioner(s): _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, ROBIN STIELER, Interim 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.

Robin Stieler
Interim Clerk of the Commission, Children and Families Commission
of Orange County, County of Orange, State of California

Resolution No: __-15-C&FC

Agenda Date: October 7, 2015

Item No. __



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

ROBIN STIELER, Interim Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed Agreements)