



Children & Families
Commission of Orange County

2010 JUN 30 PM 2:57

**Agenda Item No. 6
July 7, 2010 Meeting**

DATE: 2010 JUN 29, 2010

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

SUBJECT: Strategic Communications Overview and Agreements

SUMMARY:

The Children and Families Commission of Orange County's organizational structure relies on expert consultant services to supplement the limited number of permanent staff positions. The Fiscal Year 2010-11 communications priorities were discussed at the June Commission meeting with consideration to the declining revenue and the increased need to support services to young children and their families. This item requests approval for the strategic communications professional services firms.

Background

The Commission has received recognition for its exemplary fiscal management practices. This past year has been a true test as the Commission has proactively developed funding plan options to address its projected decline in revenue and realign the budget with the Long-Term Financial Plan. This prudent and forward thinking approach meant hard decisions were made in terms of identifying strategies to restructure current programs, cutting costs in administrative areas, and working closely with grantees to preserve core programs in health, early learning and homeless prevention. The overall reduction in program funding went from more than \$50 million to a target amount of \$38 million for the next fiscal year.

The Commission's business model relies on a small core of internal staff and outsources professional services across a number of disciplines. Over the years the Commission has entered into professional services contracts to execute an effective communication and outreach program, these contracts total one-percent of the overall budget. This business philosophy has allowed the Commission to swiftly react to declining revenues and shifts in priorities. For example, the FY 2009-10 strategic communications costs were reduced mid-year to reflect budget constraints.

Strategic Communications Objectives

The team of communications consultants worked collaboratively to ensure the long-term sustainability of Proposition 10 funds, reinforcing local decision making to support health, early learning and family support programs, and to improve outcomes for children and families in Orange County. Over the past year the team has aligned their work effort to achieve the following objectives. Specific accomplishments tied to each objective are included in Attachment 1.

1. Protect revenue and local decision-making.
2. Develop community education campaigns on issues critical to young children to improve outcomes.
3. Expand communications tools to reach grantees, key stakeholders and Orange County residents through a variety of outlets in order to improve outcomes.
4. Provide strategic communications support to grantees to sustain and expand funding sources.

New social media tools were developed this past year including an e-newsletter, Commission linked blog, and Facebook account for the purpose of communicating Commission messages to a broader audience. The new communications tools were presented at the Grantee Summit in February and received a positive response from the participants, with a suggestion to provide technical assistance on social media communication. In response, a workshop for social media was convened on June 30, 2010 that included representatives from Commission funded programs. The workshop included an overview of new communication tools, best practices, and policies for social media implementation in the workplace.

Strategic Communications Budget – FY 2010-11

The FY 2010-11 Strategic Communications budget includes website maintenance and upgrades, community education programs, along with communication and legislative advocacy services. The allocation of \$525,000 that was approved as part of the FY 2010-11 budget represents 1.13 percent of the total annual budget which is consistent with the budget history for these expenses (Attachment 2). Of the total Strategic Communications budget a total of \$295,000 is allocated for professional services firms, a reduction from FY 2009-10 allocation of \$580,000. The allocation of the budget for each professional services firm is presented in the next section.

Strategic Communications Program - Professional Services Firms

The Commission reaffirmed the strategic communications priorities for the next fiscal year. The firms (Attachment 3) recommended to implement the work program includes new agreements with Curt Pringle & Associates, O'Haren Government Relations, and the White House Writers Group at reduced rates from the previous year. Extending the agreement with Pacific Strategies for on-call services is also recommended. The overall funding for the proposed consultant agreements are significantly reduced by almost 50 percent.

Curt Pringle & Associates

Curt Pringle & Associates (CPA) will continue to provide local and state government affairs services using their long standing relationships in California to coordinate policy briefings and communication with elected officials, business and community leaders. The firm will also provide strategic guidance on state legislative and regulatory issues and advocate on issues that impact the Commission's activities. CPA will lead the Essentials for Young Lives Campaign in partnership with HomeAid Orange County both locally and in Sacramento among other activities to implement the Commission's Strategic Communications priorities. The scope of work with CPA is expanded to include services such as additional content development for communications

pieces, but will be accomplished at a reduced rate. A new agreement with CPA is recommended not to exceed \$125,000.

O'Haren Government Relations

The firm of Isenberg/O'Haren was renamed following the departure of Phil Isenberg. Maureen O'Haren is recommended to continue providing legislative advocacy services as O'Haren Government Relations. The services will include consultation, strategic advice, and advocacy representation on matters of interest to the Commission. O'Haren's services will also include legislative and state budget strategy, message development, coordination with Sacramento lobbying, and developing information for advocacy purposes. O'Haren will provide the same general services as previous years, but at a reduced rate. A new agreement is recommended that will not exceed \$60,000.

The White House Writers Group

The STEM (Science, Technology, Engineering and Math) Conference in February 2010 generated new data and information supporting the importance of STEM education beginning at preschool and through college. The White House Writers Group (WHWG) will focus on highlighting and promoting the information that was presented by the conference speakers, identifying influential people in the United States to target with STEM information, and expand the STEM website as a tool to continue ongoing communication with the STEM conference participants. Reducing the agreement with the WHWG to \$80,000 is recommended and consistent with the single focus on STEM education and linkages to the Commission's early math initiatives.

Pacific Strategies

Pacific Strategies has been instrumental in developing and executing the social media strategy and assists with writing, message development and positioning. It is recommended the Commission retain Pacific Strategies to provide on-call support for this function. Pacific Strategies has remaining funds available resulting from the mid-year budget reduction that was implemented when the subcontract with Porter Novelli ended in January 2010. Since there are carry over funds available from the existing agreement with Pacific Strategies a no-cost extension will be executed and, as necessary, modifications within the contract and budget authority.

All professional services contracts are subject to a 30-day cancellation notice. Final contract amounts may need to be adjusted and/or reduced pending the ongoing budgetary analysis to address the declining Proposition 10 revenue tax allocation. Any recommended reductions will be brought to the Commission for action in October as part of the final FY 2010/11 budget actions.

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 a maximum \$295,000 for professional services for the term July 1, 2010 through June 30, 2011. Funding for this item is included in the FY 2010-11 Budget within the Strategic Communications budget category.

PRIOR COMMISSION ACTIONS:

- July 1, 2009 – Approved agreement with the White House Writers Group
- June 3, 2009 – Approved agreements with Curt Pringle & Associates, Isenberg/O’Haren and Pacific Strategies

RECOMMENDED ACTION:

Adopt Commission Resolution (Attachment 4) authorizing the Executive Director, or designee, to prepare and negotiate agreements with the organizations, for the terms and in the amounts and on the conditions as described in Attachment 3 to this Agenda Item.

ATTACHMENTS

1. Strategic Communications Accomplishments – 2010-11
2. Historical Spending on Communications
3. Strategic Communications Consultant Team
4. Resolution for new agreements with Curt Pringle & Associates, O’Haren Government Affairs, and the White House Writers Group

Contact: Kelly Pijl

STRATEGIC COMMUNICATIONS ACCOMPLISHMENTS - 2010-11

Objectives	Accomplishments and/or Examples of FY 2009-10 Projects	Estimate of % of time devoted to key objectives for FY 2009-10	Target FY 2010-11 % of time
Protect Revenue and Local Decision-Making	<ul style="list-style-type: none"> ▪ Educating state legislators and key policy makers ▪ Statewide media ▪ Delegation site visits ▪ 10 Year Impact Report ▪ Essentials for Young Lives (Statewide) 	45%	45%
Educate Community on issues critical to 0 to 5 to improve outcomes	<ul style="list-style-type: none"> ▪ Early Literacy Campaigns ▪ H1N1 ▪ Immunizations ▪ Whooping Cough ▪ Pediatric Specialty Loan Program ▪ Homeless Prevention ▪ STEM Education ▪ OC Fair 	20%	20%
Expand Communications tools to keep our partners and key stakeholders informed	<ul style="list-style-type: none"> ▪ Social media Initiatives BLOG/Facebook/Web site ▪ E-newsletter ▪ Web site redesign ▪ Annual Report ▪ Monthly highlights ▪ Summit ▪ Community Indicators 	20%	15%
Provide strategic communications support to grantees to sustain and expand funding sources	<ul style="list-style-type: none"> ▪ 10 People Making A Difference Campaign ▪ Essentials for Young Lives (Local) ▪ Community Health Fairs ▪ STEM Summit 	15%	20%

Historical Spending on Communications

As a Percent of Total Budget

	FY 08/09 Budget	FY 08/09 Actuals	FY 09/10 Budget	FY 10/11 Prelim Budget
Outreach & Communications (Includes website, community education, sponsorships, strategic communications)	\$818,427	\$566,982	\$450,000	\$430,000
Legislative Advocacy	\$95,000	\$87,410	\$95,000	\$95,000
Fund Development Work	\$150,000	\$150,000	\$150,000	
Communications Total	\$1,063,427	\$804,392	\$695,000	\$525,000
Total Annual Expenses	\$78,496,358	\$62,460,481	\$65,335,144	\$46,264,828
Percent Share on Communications	1.35%	1.29%	1.06%	1.13%

STRATEGIC COMMUNICATIONS CONSULTANT TEAM

The Consultant team for the FY 2010-11 Strategic Communications Plan is aligned to achieve the following objectives:

1. Protect Revenue and Local Decision-Making
2. Develop community education campaigns on issues critical to O to S to improve outcomes
3. Expand communications tools to reach grantees, key stakeholders and OC residents through a variety of outlets in order to improve outcomes
4. Provide strategic communications support to grantees to sustain and expand funding sources

Firm	Agreement #	FY 2010-11 Budget	FY 2009-10	Reduction
Curt Pringle & Associates	C-276	\$125,000	\$150,000	<\$25,000>
O'Haren Government Relations	C-277	\$60,000	\$95,000	<\$35,000>
The White House Writers Group	C-278	\$80,000	\$150,000	<\$75,000>
Pacific Strategies	C-264	\$30,000 ¹	\$185,000 ²	<\$171,000>
		\$295,000	\$580,000	<\$306,000>

¹ The budget includes approximately \$16,000 in carry over funds from the 2009-10 agreement and up to \$14,000 from the current budget for a total amount not to exceed \$30,000

² FY 2009-10 Budget included a subcontract with Porter Novelli through December 31, 2009. Costs were reduced to a projected new total of \$171,000 mid-year to reflect budget constraints and shifting workload priorities

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-10-C&FC

July 7, 2010

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE TO PREPARE AND NEGOTIATE AGREEMENTS WITH DESIGNATED ORGANIZATIONS TO PROVIDE STRATEGIC COMMUNICATION SERVICES; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENTS 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 Commission desires to enter into Agreements with each of the Organizations for the terms and in amounts specified in Attachment 3 to the July 7, 2010 staff report for this Agenda Item, hereinafter referred to as the "Consultant" in each of the Agreements authorized herein; and

WHEREAS, each Consultant desires to enter into the applicable Agreements in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable Agreements; and

WHEREAS, Commission has reviewed the staff report for the July 7, 2010 Commission meeting relating to the scope of services to be provided and hereby finds and determines that the proposed Agreements are 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 Agreements with each of the Consultants, for the terms and in amounts specified in Attachment 3 to the July 7, 2010 staff report for this Agenda Item; 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 authorizes the Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of Agreements with the Consultants, for the terms and in the amounts specified in Attachment 3 to the July 7, 2010 staff report for this Agenda Item, to provide Strategic Communication services consistent with the July 7, 2010 staff report and scope of services referenced therein; and

Section 3 The approval by the Executive Director or designee of the Agreements shall be conclusively evidenced by the execution of such Agreements by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the Agreements with the Consultants, and for the terms and in the amounts, specified in Attachment 3 to the July 7, 2010 staff report for this Agenda Item to provide Strategic Communication services as specified in the July 7, 2010 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 Agreements on behalf of the Commission.

Section 6 A copy of each final 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. Each final executed 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 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 July 7, 2010 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: ___-10-C&FC

Agenda Date: July 7, 2010

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(ies) of final executed Agreements)