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ORANGE COUNTY
BOARD OF SUPERVISORS

Agenda Item No. 6
September 3, 2008 Meeting

DATE: August 12, 2008

TO: Children and Families Commission of Orange County

FROM: Michael M. Ruane, Executive Director

SUBJECT: Kid Builders Program - Interim Printing Proposal

SUMMARY:

The Children and Families Commission of Orange County's Kid Builders program includes activities for parents and caregivers to do with their young children in six developmental areas to help them be healthy and ready to learn when they enter kindergarten. Meredith Publishing Group printed 60,000 sets of the Kid Builders books in both English and Spanish in 2007 that are distributed to organizations providing services and programs to young children throughout Orange County. The Kid Builders program is under review as a follow-up to The Bridgespan Group strategic assessment. This item requests approval for an interim printing to meet the current demand for English Kid Builders books.

Kid Builders Current Distribution

The expanded distribution of Kid Builder books has occurred successfully, with a variety of programs currently distributing Kid Builder materials, including the following:

- Family Resource Centers
- Reach Out and Read sites
- Orange County Health Care Agency Public Health Nurses
- Maternal Outreach Management Systems (MOMS)
- Child Abuse Prevention Center, Children's Bureau
- School Readiness Programs
- Private and Faith-based Early Care Providers
- Newport Mesa Unified School District – LEAPS Special Needs Program
- Shelter Projects
- Boys and Girls Clubs

Interim Printing Recommendation

At this time, the supply of English books for ages 3, 4 and 5 (see enclosed) has been completely distributed and there is a waiting list of agencies requesting these books should they become available. There is an English book for ages 0-2 and Spanish books for both ages 0-2 and 3-5. Approximately 20,000 of each of the Spanish books, and over 10,000 of the English 0- 2 books have been distributed.

While the program is being evaluated for future direction, an interim printing of 15,000 of the English books for ages 3, 4 and 5 is recommended. This will allow the Kid Builders books to be

distributed across both languages and age groups, and maintain the positive momentum gained with this program to date. Meredith Publishing is able to print these books at a discounted cost of \$5.75 per book.

Kid Builder Program Evaluation

The Evaluation and Training Institute (ETI) completed an evaluation in July 2008 of the impact Kid Builders has had on the programs that receive and distribute the books including an assessment of the distribution methods, the incorporation of the books in the program activities, and how families respond to the books. These evaluation reports on the Kid Builders program are being assessed for a recommendation to the Commission that will be included as part of The Bridgespan Group implementation plan proposal.

STRATEGIC PLAN & FISCAL SUMMARY:

The program has been specifically reviewed in relation to the Strategic Plan and is consistent with the Ready to Learn outcome goal. Funding for this item is included in the FY2008-2009 Budget within the Kid Builders Program budget category.

PRIOR COMMISSION ACTIONS:

1. January 2007 - Authorize agreement with Meredith Corporation to print 60,000 sets of Kid Builders books, in both Spanish and English, for continued program implementation in the amount of \$645,600.
2. July 2006 – Authorize \$325,000 for the printing costs of a total of 10,000 sets of Kid Builder books.

RECOMMENDED ACTION:

Adopt resolution authorizing Executive Director or designee to prepare and enter into Agreement PSV-3 with Meredith Corporation to print 15,000 English language Kid Builders books for ages 3, 4 and 5 for interim program implementation for a one-time payment in an amount not to exceed \$88,000.

ATTACHMENT:

1. Resolution authorizing agreement with Meredith Corporation
2. Kid Builders Book Cover

Contact: Kelly Pijl

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-08-C&FC

September 3, 2008

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR OR DESIGNEE TO PREPARE AND NEGOTIATE AGREEMENT NO. PSV-3 WITH MEREDITH CORPORATION; AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a standard Master Agreement for Services ("Master Agreement"), which was approved by the Commission; and

WHEREAS, the Commission desires to authorize the Executive Director or designee to prepare and negotiate Agreement No. PSV-3 with Meredith Corporation, for a one-time payment in an amount not to exceed \$88,000 to print 15,000 copies of English language Kid Builders books for ages 3, 4 and 5 as specified in the September 3, 2008 staff report for this Agenda Item; and

WHEREAS, Commission has reviewed the staff report relating to the Scope of Services to be provided and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and

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

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

Section 2 Commission hereby authorizes the Executive Director or designee to prepare and negotiate the terms, conditions and final form of Agreement PSV-3 with Meredith Corporation, for a one-time payment in an amount not to exceed \$88,000 to print 15,000 copies of English language Kid Builders books for ages 3, 4 and 5 consistent with the September 3, 2008 staff report and scope of services referenced therein; and

Section 3 The form of Agreement PSV-3 with Meredith Corporation shall be substantially similar to the form of the standard Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee. The approval by the Executive Director of Agreement PSV-3 shall be conclusively evidenced by the execution and delivery of the Agreement by the Commission Chair to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. PSV-3 with Meredith Corporation to print 15,000 copies of English language Kid Builders books for ages 3, 4 and 5 as specified in the September 3, 2008 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, Agreement PSV-3 on behalf of the Commission.

Section 6 A copy of the final Agreement PSV-3 with Meredith Corporation, 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 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 his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Service Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on September 3, 2008 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: __-08-C&FC

Agenda Date: September 3, 2008

Item No. ____



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

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. PSV-3 with Meredith Corporation)

Kid
builders

3

4

5

year olds

 Help Me Grow

Kid builders

Building Healthy Bodies & Growing Minds

