

**Agenda Item 6  
October 1, 2014**

DATE: September 18, 2014

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Agreement with Curt Pringle & Associates for Strategic Communications Services and Bi-Annual Report

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**SUMMARY:**

The Children and Families Commission selected Curt Pringle & Associates to provide strategic communications services in November 2012 and renewed the agreement for a second year in November 2013. The agreement included a renewal option for up to three years. This item requests renewing the agreement for a third and final year as defined in the terms and conditions approved by the Commission. This item also includes the monthly strategic communication report for September 2014.

**DISCUSSION:**

Curt Pringle & Associates (CPA) will complete the second year of a three-year agreement to provide strategic communications services on October 31, 2014. The strategic communications services include legislative advocacy to protect local funding, community partnerships to broaden awareness among 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 Bi-Annual report is included as Attachment 1.

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 2013/14 contract term included the following:

- 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 Brea, Costa Mesa, Mission Viejo, Tustin and Santa Ana. The school districts included Garden Grove, Magnolia, Newport-Mesa, Orange and Saddleback.
- 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 has scheduled and participated in meetings with members of the BOE and State legislators, including Assemblyman Tom Daly. Assemblyman Daly led the development of supplemental

language for the Legislative Analyst's Office (LAO) report identifying a specific timeline for the BOE to provide an explanation of the methods used to allocate costs for the tobacco programs.

- 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 provided sponsorship development, media and marketing services, and event planning. The 2014 diaper drive collected *over a million items, highest number of items collected to date*, that 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 including UPS, VONS Grocery Stores and the Automobile Club of Southern California continued to support the local drive. Representative from First 5 commissions in the Sacramento area joined Orange County at the State Capitol for a press conference that included six legislators to promote the diaper drive in the Capitol building and the partnership with the Proposition 10 commissions.

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 options to renew for up to two additional years based on performance. Strategic communications services are anticipated to continue outreach to cities and school districts, follow-up with the State Board of Equalization, and manage the 2015 *Essentials for Young Lives* diaper drive. Curt Pringle & Associates has met the performance requirements stated in the terms and conditions. The terms and conditions (Attachment 2) have been updated for the third year. Renewing the agreement for a third year is recommended. No changes to the scope of work are proposed.

#### **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, 2014 through October 31, 2015. Funding for this item is included in the FY 2014/15 Budget in the Strategic Communications and Homeless Prevention budget categories.

#### **PRIOR COMMISSION ACTIONS:**

- May 2014 - Received the biannual strategic communications report for the period beginning November 2013 through April 2014
- November 2013 – Received biannual strategic communications report for the period beginning May 2013 through October 2013 and approved agreement with Curt Pringle & Associates for the term November 1, 2013 to October 31, 2014
- 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 Strategic Communications Bi-Annual Report - September 2014.
2. Adopt resolution (Attachment 3) authorizing the Executive Director, or designee, to enter into a Second Amendment to Agreement C-293 with Curt Pringle & Associates for strategic communications services for the third year of a three year optional agreement for the term of November 1, 2014 to October 31, 2015 in an amount not to exceed \$120,000.

**ATTACHMENTS:**

1. Strategic Communications Bi-Annual Report – September 2014
2. Strategic Communications Services Agreement Terms and Conditions
3. 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:** September 19, 2014

**Subject:** Strategic Communications Bi-Annual Report – September 2014

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The following 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 six-month period ending September 30, 2014.

### **Government Relations**

Curt Pringle & Associates' (CP&A) scope of work includes outreach activities with the Orange County Legislative Delegation and with priority cities and agencies that were jointly-identified by the Children and Families Commission of Orange County (Commission) and CP&A. Outreach activities include providing updates to the delegation regarding the Commission's 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.

#### *Board of Equalization – Administrative Fees*

Curt Pringle & Associates continues to work with Christina Altmayer, Kelly Pijl and others regarding the excessive Board of Equalization (BOE) administrative fees being charged to the Commission. As part of our efforts, CP&A work with Assemblyman Tom Daly who led the effort on behalf of the Commission to insert specific language into a Budget trailer bill, requiring specific actions be taken by the BOE. The requirements are contained in the Supplemental Report on the State Budget, which was released by the Legislative Analyst's Office (LAO) on September 4, 2014.

#### *Item 0860 -001-0001—State Board of Equalization*

*1. Cost of Programs Related to Cigarettes and Tobacco Products. By October 15, 2014, the State Board of Equalization (BOE) shall submit to the Joint Legislative Budget Committee and to the fiscal subcommittees of the Legislature a report that provides:*

- *A detailed breakdown of BOE's expenditures on the Cigarette and Tobacco Products Tax Program and on the Cigarette and Tobacco Products Licensing Program for the most recent fiscal year for which information is available. This breakdown shall include the number of hours by classification as well as a description of the activities undertaken by personnel in each classification.*

- *A step-by-step explanation of the methods used to allocate costs for the Cigarette and Tobacco Products Tax Program and for the Cigarette and Tobacco Products Licensing Program among various funds, including, but not limited to, the California Children and Families First Trust Fund.*

*By February 1, 2015, the BOE shall convene a stakeholder meeting to discuss potential approaches for future funding of the Cigarette and Tobacco Products Licensing Program.*

*By April 1, 2015, the BOE shall submit a report describing at least three alternative approaches for future funding of the Cigarette and Tobacco Products Licensing Program. At least one of these alternatives shall provide for increasing the share of costs covered by licensing fees and another shall include increasing the share of costs covered by the General Fund.*

Curt Pringle & Associates also facilitated a meeting with Assemblywoman Diane Harkey on July 24, 2014 to discuss the BOE administrative fee issue.

In addition, Curt Pringle & Associates met with and provided guidance to Christina Altmayer and Bill Podlich, from the Orange County Shared Spaces Foundation, concerning the non-profit status of the Commission's office location. As a result, CP&A facilitated a meeting with BOE Member Michelle Steel's staff on July 22, 2014 to work towards final resolution on this issue.

### *Legislative/Budget Update*

Curt Pringle & Associates continued to monitor State Legislation and budget activities that could impact the Children and Families Commission of Orange County. The 2013-2014 Legislative Session ended on August 31, 2014. The Governor has until September 30 to sign or veto bills passed before September 1, 2014. Bills approved by the Legislature and not acted upon by the Governor prior to the September 30 deadline become law. The next legislative session will begin on January 5, 2015. There will be several new legislators taking office next year given term limits. CP&A will monitor the election results and prepare a briefing schedule for next year.

The bills of significance for the Commission during this legislative session and the respective actions taken include:

- Assembly Bill 1500 (Dickinson), originally intended to revise the Stop Tobacco Access to Kids Enforcement (STAKE) was amended near the end of session to maintain STAKE in its current form, but would have added electronic cigarettes to the list of banned products that can be delivered through the mail to individuals under 18 years of age.

The bill ultimately failed passage in the Assembly Appropriations Committee.

- Senate Bill 837 (Steinberg) as originally presented would have provided pre-school to all 4-year olds. However, as part of the 2014/2015 State Budget, 11,500 low-income transitional kindergarten slots were approved, with additional slots being made available in subsequent years. SB 837 was amended to allocate \$15,000,000 from the Department of Education's budget to fund professional development for teachers, of which \$10,000,000 will be used for professional development related to transitional kindergarten. The bill required that the California Children and Families Commission, and others, be consulted on the course work.

The bill ultimately failed passage in the Assembly Appropriations Committee.

- Assembly Bill 1559 (Pan) requires that infants be screened for Adrenoleukodystrophy (ALD) as soon as a federal Recommended Uniform Screening Panel (RUSP) is approved. ALD is a genetic disorder that primarily impacts the brain, nerves, and adrenal glands of young boys. The Newborn Screening program (NBS) currently includes 76 disorders. Over 566,000 screenings are conducted annually, representing approximately 99.5% of the births in California.

AB 1559 was approved by the Legislature and, as of the printing of this report, was still pending action by the Governor.

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. There were three (3) tobacco initiatives that were cleared by the Secretary of State and gathered signatures. None of these initiatives qualified for the November 2014 ballot.

Curt Pringle & Associates continued to provide the Commission with a monthly state budget/legislative update, as appropriate. They included the following topics:

- State Budget Updates
- Tobacco Tax Initiatives Updates
- Specific Legislative Updates

### *State Legislator Briefings*

Curt Pringle & Associates continues to schedule and provide briefings to members of the Orange County Legislative Delegation and their staff. The briefings include 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. There were no formal briefings held with legislative offices during the second half of the contract term. However, there were several activities that included the participation and coordination with legislative offices. These activities included:

- Curt Pringle & Associates coordinated with Assemblyman Allan Mansoor's office and Assemblyman Curt Hagman's office to host the Essentials for Young Lives donation drive in their district offices.
- Curt Pringle & Associates is coordinating with Assemblyman Don Wagner's office regarding his potential participation on a panel presentation for the Early Learning STEM Conference scheduled for February 5, 2014.
- Curt Pringle & Associates is coordinating with former State Senator Marion Bergeson to seek her participation in serving as the Honorary Chair for the Summit on the Status of Young Children in Orange County to be held Fall 2015.

### *City Briefings*

One city in each Orange County Supervisorial District was targeted in 2014 in order to increase the awareness amongst city leaders and staff as to partnerships the Commission has with many of their local service providers. We often see that local officials are unaware that the Commission is helping to fund programs that provide significant value and have a positive impact in their community. The city briefings are also an opportunity to learn about the efforts underway within the community where Commission-funded programs might be able to engage and/or participate. Additionally, these briefings serve as an opportunity to increase involvement in the annual *Essentials for Young Lives* drive, which is funded by the Commission.

Briefings were held in the first half of the contract term in the following cities: Brea, Costa Mesa, Mission Viejo, and Tustin.

The fifth and final city briefing is scheduled to be completed prior to the conclusion of the report period.

- City of Santa Ana on September 23, 2014 with City Manager David Cavazos. This discussion will include information on the Early Development Index, as well as the Early Learning STEM Conference and the Summit on the Status of Young Children. A briefing packet is being prepared for this meeting.

### *Education Community Outreach*

Curt Pringle & Associates developed an education community outreach plan which focused on briefings with local appointed and elected education officials and works to increase awareness as to the role the Commission plays in the early learning arena. Through these outreach efforts, we are working to enhance connections between the Commission and school districts while potentially developing synergistic opportunities that benefit children ages 0 – 5 in Orange County.

Briefings were held with the following districts:

- Newport-Mesa Unified School District on May 1, 2014. Attendees included: Ann Huntington, Assistant Superintendent of Student Support Services; Susan Astarita, Assistant Superintendent of Elementary Education; Merry Grasska, Coordinator of

Health Services; and Denise Knutsen, Director of Early Childhood Education & Afterschool Programs. CP&A prepared a briefing packet for the Commission prior to the meeting.

- The Assistant Superintendents suggested that the Commission engage with the Assistant Superintendents on a more frequent basis, as they meet monthly. Other school district officials also indicated that this would be a great opportunity for the Commission to work directly with program implementers.
  - NMUSD indicated that they have included preschool in their Local Control and Accountability Plan.
  - NMUSD participated in the Essentials for Young Lives campaign.
- Orange Unified School District on May 16, 2014. Attendees included: Michael Christensen, Superintendent and Anne Truex, Executive Director of Elementary Education. CP&A prepared a briefing packet for the Commission prior to the meeting.
    - OUSD indicated that they have included preschool in their Local Control and Accountability Plan.
  - Garden Grove Unified School District on July 8, 2014 with Superintendent Gabriela Mafi. A briefing packet was prepared for this meeting.
    - Superintendent Mafi provided information on a concept similar to Paul Tough's presentation to the Commission in June 2013, emphasizing increasing motivation and how children are encouraged, especially during their formative years.
  - Saddleback Valley Unified School District on August 12, 2014 with Assistant Superintendent of Educational Services Kathy Dick, Assistant to the Superintendent and Director of Pupil Services Tammy Blakely, and Early Learning Specialist Coordinator Olivia Yahya. A briefing packet was prepared for this meeting and the Local Control and Accountability Plan was reviewed.
    - There was a discussion of including the early learning specialist program in the Local Control and Accountability Plan when it could be amended next year. SVUSD inquired if there was any data they could use to support this as they have been performing their own longitudinal study of the Learning Links program. The Commission discussed the EDI data and noted that they will share the evaluation process employed by the Commission in evaluating the Learning Links program when it has been finalized.
  - Magnolia School District on August 14, 2014 with Superintendent Ellen Curtin and Coordinator of School Readiness Jeannine Campbell. A briefing packet was prepared for this meeting and the Local Control and Accountability Plan was reviewed.
    - The Commission learned that the Early Learning Specialists had not been briefed since the expansion and relocation of The Center for Autism and Neurodevelopment Disorders. The Commission will provide a formal briefing to the Early Learning Specialists so they can have the necessary information to use the Center for Autism as a resource.

## Community Partnership

### *Essentials for Young Lives*

This year marks the seventh year that the Commission has partnered with HomeAid Orange County on the *Essentials for Young Lives* campaign. This was the fourth year that Curt Pringle & Associates provided 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 approximately 1.2 million items in Orange County, surpassing the one million items that were collected in 2013. Curt Pringle & Associates provided strategic campaign support for the 2014 *Essentials* drive, which included the following activities in the second half of the contract term:

### Orange County

- Curt Pringle & Associates facilitated the 2014 *Essentials for Young Lives* Steering Committee meetings, which concluded during this report's timeframe. The intent of the Steering Committee is to provide strategic guidance and support for the donation drive. The committee was responsible for coordinating activities at their respective organizations and providing direction to the Campaign Committee who implemented the 2014 drive.
  - CP&A prepared the agendas and associated documents for the Steering Committee meetings.
  - Steering Committee membership included:
    - Kelly Pijl, Children and Families Commission of Orange County
    - Gina Scott, HomeAid Orange County
    - Anita Rodriguez-Lambert, HomeAid Orange County
    - Alyson Loyd, Curt Pringle & Associates
    - Carrie Braun, Orange County Sheriff's Department
    - Oliver Jones, UPS
    - Jenna Watkinson, Vons
    - Evelyn Leyva, County of Orange
    - Sonia Lister, JDTP
- Curt Pringle & Associates secured the participation of several new organizations and delivered Essentials bins to the following agencies:
  - New*
    - City of Brea
    - City of Mission Viejo
    - Orange County Transportation Authority
    - Newport Mesa Unified School District
    - Boys & Girls Club of Brea, Placentia, and Yorba Linda
    - Assemblyman Curt Hagman's office
    - Elks Lodge # 1475 – Orange
  - Existing*
    - County of Orange, including all county public libraries

- Assemblyman Allan Mansoor's office
- Curt Pringle & Associates worked with HomeAid Orange County to develop collateral materials for the campaign including the campaign brochure, fact sheets, and posters.
- Curt Pringle & Associates coordinated the logistics for the Delivery Day press event held on May 29, 2014 at Mary's Shelter. Activities included:
  - Drafted talking points for all speakers
  - Set-up the event and secured support from key sponsors such as Vons and UPS
  - Drafted a media alert and press release for the event and prepared press kits for distribution
  - Worked with reporters to distribute information on the event
  - Worked with key corporate and community partners to secure their attendance at the event
- Curt Pringle & Associates developed the following media deliverables for the campaign:
  - Outline and script for a Public Service Announcement produced by the Orange County Sheriff's Department
  - General press release that was distributed on April 7, 2014
  - Op-ed authored by Julia Lozano, former resident at Precious Life Shelter, on the impact of *Essentials*, which was distributed on April 7, 2014
  - Media alert, press release, and press kits for the Community Partner Luncheon which was held on April 23, 2014
  - Op-ed authored by Sheriff Sandra Hutchens that was distributed on April 28, 2014
  - Media alert, press release, and press kits for the Delivery Day Press Event scheduled for May 29, 2014
  - Outline and script for a "thank you" video currently being produced by the Orange County Sheriff's Department
- Curt Pringle & Associates coordinated meetings with Vons, UPS, and the Orange County Sheriff's Department after the campaign ended to discuss planning efforts for the 2015 *Essentials* drive.

### Sacramento

- Curt Pringle & Associates worked with the Senate Rules Committee in Sacramento on the 5<sup>th</sup> Annual *Essentials for Young Lives* donation drive, which was held from May 2 – 9 in the State Capitol. Over 4,500 items were collected and distributed to shelters in Sacramento and Yolo counties.
- Curt Pringle & Associates worked with HomeAid Orange County to develop collateral materials for the campaign including the campaign brochure, fact sheets, and posters.
- Curt Pringle & Associates coordinated a press conference that was held on May 5, 2014 in the State Capitol. Majority services filmed the press conference and CP&A secured a copy of the video. The following legislators participated in the press conference:
  - Senator Lois Wolk, 3<sup>rd</sup> District

- Senator Cathleen Galgiani, 5<sup>th</sup> District
  - Assemblyman Tom Daly, 69<sup>th</sup> District
  - Assemblyman Roger Dickinson, 7<sup>th</sup> District
  - Assemblyman Curt Hagman, 55<sup>th</sup> District
  - Assemblyman Don Wagner, 68<sup>th</sup> District
- Curt Pringle & Associates coordinated with the First 5 Commissions across the state and the First 5 Association to increase their involvement in the *Essentials* campaign in Sacramento. The First 5 Association, First 5 Sacramento, and First 5 Yolo participated in the drive and provided significant assistance in the logistics coordination for the bin delivery and pick-up, as well as the press conference.
  - Curt Pringle & Associates developed the media deliverables for the Capitol campaign which included a media alert highlighting the press conference as well as a press release that was distributed on May 5, 2014.
  - Curt Pringle & Associates drafted letters that were sent to each legislative office to thank them for their participation in the 5<sup>th</sup> Annual *Essentials for Young Lives* donation drive and inform them of the results of the campaign. In addition, CP&A drafted letters that were sent to the legislators that attended the *Essentials* press conference to thank them for the participation and support of the drive.

#### *Other Community Partnership Opportunities*

- Discussions with Allergan remain on hold due to their focus being diverted to potential acquisition.
- Curt Pringle & Associates met with Cox Communications on September 3, 2014 about potential partnership opportunities. Information was shared with Cox regarding the Early Learning STEM conference being held in February 2015. We will continue to work with Cox to identify future opportunities, such as grant funding opportunities and program support.
- Curt Pringle & Associates coordinated a meeting with UPS and the Commission to discuss the Champions for Children’s Literacy initiative held on September 17, 2014. UPS indicated interest in the program and is discussing internally the next steps for potentially participating in this initiative.

#### **Public Awareness**

Curt Pringle & Associates has worked with Commission staff to develop key communication deliverables, including the development of standard messages describing the Commission and its purpose, as well as specific program messages. In addition, CP&A worked with Commission staff to identify appropriate methodologies for distribution of key messages with the public. For the second half of the contract term, the following public awareness activities were conducted:

- Curt Pringle & Associates prepared several public awareness deliverables related to the *Essentials* campaign. These deliverables were developed for distribution in April and May 2014 and included press releases for both the Orange County and Capitol campaigns, an op-ed authored by a former shelter resident, an op-ed authored by Sheriff Hutchens, a script for the development of a Public Service Announcement, and media alerts for major campaign events. In addition, CP&A worked with businesses and community groups to grow participation in the *Essentials* campaign, including securing participation from cities and chambers of commerce. Attachment A provides an overview of the coverage received from the press related to the *Essentials* campaign.
- Curt Pringle & Associates is working with Cox Communications to identify potential opportunities to spotlight Commission programs and activities. Specifically, Cox discussed promoting the *Essentials* campaign in 2015. In addition, there are possible opportunities through both their civic and community relations team for further promotion.

**Upcoming Activities and Focus:**

- Planning efforts for the 2015 *Essentials for Young Lives* campaign
- BOE Administrative Fees
- Additional Legislative office briefings, as needed
- Planning efforts for the 2015 city and education outreach briefings
- Follow-up with UPS regarding the Champions for Children’s Literacy initiative



**Summary of Media – 2014 *Essentials* for Young Lives**

<b>Media Outlet</b>	<b>Date</b>	<b>Description</b>	<b>Link</b>
Orange County Breeze	4/23/14	Published Vons sponsorship press release	<a href="http://www.oc-breeze.com/2014/04/23/51078_7th-annual-essentials-for-young-lives-drive-kicks-off-with-10000-check-from-vons/">http://www.oc-breeze.com/2014/04/23/51078_7th-annual-essentials-for-young-lives-drive-kicks-off-with-10000-check-from-vons/</a>
Orange County Breeze	4/27/14	Article about the Community Partner Luncheon	<a href="http://www.oc-breeze.com/2014/04/27/51260_homeaid-funding-drive-jumpstarted-by-vons-foundation/">http://www.oc-breeze.com/2014/04/27/51260_homeaid-funding-drive-jumpstarted-by-vons-foundation/</a>
OC Register	4/30/14	Published Vons sponsorship press release	<a href="http://www.ocregister.com/articles/county-612064-orange-lives.html">http://www.ocregister.com/articles/county-612064-orange-lives.html</a>
Daily Pilot	5/5/14	Published Sheriff Hutchens' op-ed	<a href="http://www.dailypilot.com/opinion/tn-dpt-me-0504-commentary1-20140502,0,4705864.story">http://www.dailypilot.com/opinion/tn-dpt-me-0504-commentary1-20140502,0,4705864.story</a>
Sacramento Bee	5/5/14	Published media alert for Capitol press conference	<a href="http://blogs.sacbee.com/capitolalertlatest/2014/05/am-alert-331.html">http://blogs.sacbee.com/capitolalertlatest/2014/05/am-alert-331.html</a>
Daily Pilot	5/29/14	Published press release on donation drive outcomes	<a href="http://www.dailypilot.com/news/tn-dpt-me-0530-biz-news-20140529,0,6366072.story">http://www.dailypilot.com/news/tn-dpt-me-0530-biz-news-20140529,0,6366072.story</a>
KCAL 9	5/29/14	Video coverage of Delivery Day press event	<a href="http://losangeles.cbslocal.com/video/10215787-ups-delivers-diapers-to-new-mothers/">http://losangeles.cbslocal.com/video/10215787-ups-delivers-diapers-to-new-mothers/</a>



<b>Curt Pringle &amp; Associates/Strategic Communications Services Terms and Conditions</b>	
<b>Objective</b>	Implement strategic communications strategies that further the Commission's goals in the areas of legislative advocacy, community partnership, and public awareness.
<b>Overview of Services</b>	<ol style="list-style-type: none"> <li>1. <b>Legislative Advocacy</b> - 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.</li> <li>2. <b>Community Partnership</b> - 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.</li> <li>3. <b>Public Awareness</b> - 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.</li> </ol>
<b>Terms of Funding</b>	
<b>Funding/Term</b>	<ul style="list-style-type: none"> <li>• \$10,000 monthly retainer (\$120,000 annual maximum) November 1, 2014 to October 31, 2015</li> <li>• Three-year agreement, with years two and three optional based on performance (November 1, 2012 to October 31, 2015)</li> <li>• 90-day termination for both parties</li> </ul>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>• 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"> <li>▪ Key message(s) to succinctly communicate who the Commission is and what the Commission does.</li> <li>▪ Annual briefing plan and implementation schedule for elected officials at the state, county, and city levels.</li> <li>▪ Messaging strategies to communicate with legislators, community groups, and business leaders on issues relating to the threats or impacts to Proposition 10.</li> <li>▪ Targeted communication products such as editorial letters, public briefings, etc.</li> <li>▪ Monthly state budget and legislative update paragraph for inclusion in the Weekly Update to the Commission.</li> </ul> </li> </ul>
<b>Oversight</b>	<ul style="list-style-type: none"> <li>• Monthly written report on the status of the agreement for inclusion in the monthly Executive Officer's Report to the Commission.</li> <li>• Biannual presentation on the status of the agreement to the Board of Commissioners.</li> </ul>

**CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY**

**RESOLUTION NO. \_\_\_-14-C&FC**

**October 1, 2014**

**A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR, OR DESIGNEE, TO PREPARE AND NEGOTIATE A SECOND 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 Second 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, 2014 through October 31, 2015, as specified in the October 1, 2014 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.

**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 Second 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, 2014 through October 31, 2015, as specified in the October 1, 2014 staff report and scope of services referenced therein.

**Section 3** The form of the Second 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 Second 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 Second Amendment to Agreement C-293 with Curt Pringle & Associates to provide Strategic Communications services, as specified in the October 1, 2014 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 Second 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 October 1, 2014 to wit:

AYES Commissioner(s): \_\_\_\_\_

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: \_\_-14-C&FC

Agenda Date: October 1, 2014

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