



**Agenda Item No. 6  
November 7, 2012 Meeting**

**DATE:** October 25, 2012

**TO:** Children and Families Commission of Orange County

**FROM:** Christina Altmayer, Interim Executive Director

A handwritten signature in black ink, appearing to read "Christina Altmayer", is written over the printed name.

**SUBJECT:** Approve Strategic Communications Services Agreement

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**SUMMARY**

The Children and Families Commission of Orange County confirmed the need to retain professional strategic communications services and initiated a targeted Request for Proposal (RFP) process in May 2012. Three qualified firms were interviewed by a panel of Commissioners chaired by Commissioner Campbell. The panel recommends the selection of Curt Pringle & Associates to provide strategic communications services.

**Strategic Communications Services**

The Commission confirmed the continuation of strategic communications services in the following three categories.

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 *Essentials for Young Lives* 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. Public awareness activities will be funded as part of the Commission's program budget as appropriate.

**Commissioners**

**Interim Executive Director**

**Request for Proposal (RFP) Process**

Three firms were invited to submit proposals to provide strategic communications services, and three qualified proposals were received. A panel of three Commissioners reviewed the written proposals, interviewed the firms, and has recommended the selection of Curt Pringle & Associates. The recommended agreement is for one-year with an option to renew the agreement based on performance for up to two additional years. The proposed term sheet with specific deliverables and oversight requirements is included as Attachment 1.

**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 \$120,000 for professional strategic communications services from November 1, 2012 through October 31, 2013. Funding for this item is included in the FY 2012-13 Budget within the Strategic Communications and Homeless Prevention budget categories.

**PRIOR COMMISSION ACTIONS:**

- 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. Approve the terms and conditions for a strategic communications agreement with Curt Pringle & Associates (Attachment 1).
2. Adopt resolution (Attachment 2) authorizing the Interim Executive Director, or designee, to prepare and negotiate Agreement C-293 with Curt Pringle & Associates, to provide Strategic Communication services for the term of November 1, 2012 to October 31, 2013 in an amount not to exceed \$120,000.

**ATTACHMENTS:**

1. Strategic Communications Term Sheet
2. Resolution with Curt Pringle & Associates

**Contact:** Kelly Pijl



<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, 2012 to October 31, 2013</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. \_\_\_-12-C&FC**

**November 7, 2012**

**A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE INTERIM EXECUTIVE DIRECTOR OR DESIGNEE, TO PREPARE AND NEGOTIATE AGREEMENT C-293 WITH CURT PRINGLE & ASSOCIATES FOR STRATEGIC COMMUNICATIONS SERVICES; AND, AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENT 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 Interim 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 Interim Executive Director, or designee, to prepare and negotiate 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, 2012 through October 31, 2013, as specified in the November 7, 2012 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 Interim Executive Director, or designee, to prepare and negotiate the terms, conditions and final form of 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, 2012 through October 31, 2013, as specified in the November 7, 2012 staff report and scope of services referenced therein; and

**Section 3** The form of 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 Interim Executive Director or designee. The approval by the Interim Executive Director of Agreement C-293 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 C-293 with Curt Pringle & Associates to provide Strategic Communications services, as specified in the November 7, 2012 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 C-293 with Curt Pringle & Associates on behalf of the Commission.

**Section 6** A copy of the final 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 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 Interim 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.



**EXHIBIT A TO RESOLUTION OF COMMISSION**

(Attach copy of final executed Agreement C-293 with Curt Pringle & Associates)