

**Agenda Item 7
May 6, 2015**

DATE: April 24, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Strategic Communications Bi-Annual Report and Board of Equalization Update

ACTION: Receive the Strategic Communications Bi-Annual Report

SUMMARY:

The Children and Families Commission selected Curt Pringle & Associates to provide strategic communications services in November 2012, which included a renewable option for up to three years. The agreement was renewed for the third year effective November 1, 2014 through October 31, 2015. The terms of the agreement require regular updates on the status of strategic communications activities. This item includes the mid-year strategic communications report prepared by Curt Pringle & Associates for the period beginning ending April 2015.

DISCUSSION:

Curt Pringle & Associates (CPA) is required to submit a mid-year report on strategic communications services that include activities in three categories; government relations, community partnerships, and public awareness. The agreement with CPA does not include lobbying services. 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. Curt Pringle & Associates also provides expert counsel on dealings with the Board of Equalization (BOE) and outreach to State Legislators.

Strategic Communications Bi-Annual Report

The Strategic Communications Bi-Annual report (Attachment 1) is an update on the current status of the projects managed by Curt Pringle & Associates. The firm continues to monitor Senate and Assembly Bills that could have a potential impact on the health, early education or development of young children. They have coordinated briefings with representatives of the Orange County Legislative Delegation, city leaders and school district superintendents to expand awareness of the Commission's investments in programs that benefit young children and families.

Activities to support HomeAid Orange County's *Essentials for Young Lives* annual diaper drive have increased as the May event approaches. Curt Pringle & Associates manages the implementation in Orange County and at the State Capitol. The event has significantly expanded under CPA's management in both the collection of diapers and essential items for babies, as well as the increased partnerships with organizations that provide financial and in-kind support. There is also broader awareness due to press releases and news articles, public service announcements, cable television interviews, and events promoting the diaper drive. Curt Pringle & Associates recently secured a partnership with Kimberly-Clark to donate their Huggies brand diapers. Kimberly-Clark operates a large distribution facility in Fullerton.

STRATEGIC PLAN & FISCAL SUMMARY:

There are no funding recommendations for this item. This program was specifically reviewed in relation to the Strategic Plan and is consistent with all goal areas. Funding for the strategic communications services for \$120,000 from November 1, 2014 through October 31, 2015 was approved on October 1, 2014. Funding for this item is included in the FY 2014/15 Budget within the Strategic Communications and Homeless Prevention budget categories.

PRIOR COMMISSION ACTIONS

- October 2014 - Received Strategic Communications Bi-Annual Report through September 2014 and authorized Second Amendment to Agreement with Curt Pringle & Associates for strategic communications services for the third year of a three year agreement
- May 2014 - Received biannual strategic communications report for the period beginning November 2013 through April 2014
- November 2013 – Received biannual strategic communications report for November 2012 through April 2013 and approved amendment for a second term of November 1, 2013 to October 31, 2014
- May 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
- 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 ACTION:

Receive the Strategic Communications Bi-Annual Report for the period beginning November 2014 through April 2015.

ATTACHMENT:

1. Strategic Communications Bi-Annual Report – April 2015

Contact: Kelly Pijl



To: Christina Altmayer, Executive Director
Children and Families Commission of Orange County

From: Curt Pringle, President
Curt Pringle & Associates

Date: April 17, 2015

Subject: Strategic Communications Bi-Annual Report – April 2015

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 April 30, 2015.

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. Included in the language was a requirement that:

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.

A Hearing on the BOE administrative fees was held on March 10th. The BOE provided the Committee a report which identified several alternatives to fund their existing tobacco enforcement efforts, including shifting the cost of enforcement to the General Fund, and assessing an annual tobacco license renewal fee.

- CP&A prepared briefing materials for Assemblymen Travis Allen, Bill Brough and Don Wagner for the Hearing, per the Budget trailer bill, held between the Budget Subcommittee IV and Revenue & Taxation Committee to discuss BOE Administrative Fees.
- Conducted briefings with BOE Members Fiona Ma (Nov 24th) and Diane Harkey (Feb 10th).

Legislative/Budget Update

Curt Pringle & Associates continued to monitor and update Commission staff on pending State Legislation and budget activities that could impact the Children and Families Commission of Orange County. The following is a brief summary of bills being tracked on behalf of the Commission:

AB 47 (McCarthy - D)

State Preschool: Report

Status: Pending in Assembly Education Committee

Requires the Department of Education to report to the Legislature and the Department of Finance, by July 1, 2016, a plan to expand state preschool to all eligible low-income children who do not have access to state preschool or transitional kindergarten.

AB 814 (Daly - D)

Tax Information: Administration

Status: Pending in Assembly Revenue & Taxation Committee

A spot-bill that dealt with BOE administrative fees.

AB 1117 (Garcia - D)

Medi-Cal Vaccination Rate

Status: Pending in Assembly Health Committee

Establishes the California Childhood Immunization Quality Improvement Fund in order to increase the immunization rate amongst children 2 years of age.

SB 24 (Hill - D) and SB 140 (Leno - D)

E-Cigarettes: Licensing and Restrictions

Status: Passed Senate Health Committee, Pending in Senate Appropriations

Requires sellers of e-cigarettes to obtain a retailers license, and e-cigarettes must be in childproof packaging.

SB 151 (Hernandez - D)

Tobacco Products: Minimum Age Requirements

Status: Passed Senate Health Committee, Pending in Senate Appropriations

Raises the legal age to purchase or consume tobacco products to 21 years of age.

SB 277 (Pan - D)

Public Health: Vaccinations

Status: Passed Senate Health Committee, Pending in Senate Education

Eliminates the "personal beliefs" exemptions from vaccinations requirements to enter into public or private elementary or secondary school, child care center, day nursery, nursery school, family day care home, or development center. The bill would exempt a home-based private school if the pupils are residents of the household or are members of a single family.

SB 591 (Pan - D)

California Tobacco Act of 2015

Status: Pending in Assembly Health and Governance & Finance

Establishes a tax of \$2 on each pack of cigarettes to fund tobacco-use prevention, healthcare and law enforcement.

Note: Currently the bill does not contain a limit on administrative fees nor does it included a Commission back fill. Those 2 provisions were removed by the author on April 15th.

SB 792 (Mendoza - D)

Day Care Facilities: Immunizations

Status: Passed Senate Health, Pending in Human Services

Prohibits a person from being employed at a day care center or a day care home if they have not been immunized according to the schedule for routine adult immunizations, as recommended by the CDC's Advisory Committee on Immunization Practices. Immunization against human papillomavirus (HPV) is exempt.

State Legislator Briefings

- Coordinated and participated at the legislative roundtable breakfast and briefings during the First 5 Legislative Advocacy Day on February 10, 2015.
 - Breakfast attendees: Senator Pat Bates, Senator Bob Huff, Senator Janet Nguyen, Assemblywoman Ling-Ling Chang, and Assemblyman Don Wagner.
 - Briefings held with: Assemblyman Bill Brough, Assemblyman Matt Harper, and the offices of Assemblyman Travis Allen and Senator Tony Mendoza.

City and Education Community Briefings

One city in each Orange County Supervisorial District was targeted in 2014/2015 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 have been identified for the following cities and school districts during the contract term:

Supervisory District	City Briefing	School District Briefing
1st	Westminster	Westminster School District <i>Scheduled for April 29</i>
2nd	Los Alamitos	Los Alamitos Unified School District
3rd	Orange	Tustin Unified School District ✓
4th	Placentia	Fullerton Unified School District
5th	Lake Forest ✓	Laguna Beach Unified School District <i>Scheduled for June 2</i>

✓ = Completed

Community Partnership

Essentials for Young Lives

This year marks the 8th year the Commission has partnered with HomeAid Orange County on the *Essentials* campaign. This was the fifth 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. Curt Pringle & Associates provides strategic campaign support for the 2015 *Essentials* drive, which included the following activities:

Orange County Activities

- Curt Pringle & Associates facilitated each of the 2015 *Essentials* Steering Committee meetings. The intent of the Steering Committee is to provide strategic guidance and support for the donation drive. The committee is responsible for coordinating activities at their respective organizations and providing direction to the Campaign Committee who implements the drive.
 - CP&A scheduled each meeting, prepared the agendas and drafted 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
 - Melinda Andrade/Katie Pringle/Todd Priest, Curt Pringle & Associates
 - Carrie Braun/ Ray Grangoff, Orange County Sheriff's Department
 - Oliver Jones, UPS
 - Jenna Watkinson, Albertsons/Vons

- CP&A has secured approximately \$60,000 in financial and/or in-kind contributions from the business community for the 2015 drive. This is consistent with the Commission's program suitability efforts. Supporters include:
 - Albertsons/Vons Foundation
 - Automobile Club of Southern California
 - NBC4
 - St. Joseph Health Systems
 - Bank of America
 - CHOC Children's Hospital of Orange County
 - Time Warner Cable
 - Cox Communications
 - Northgate Markets
 - Kimberly Clark

- Curt Pringle & Associates worked with HomeAid Orange County to develop collateral materials for the campaign including the campaign brochure, fact sheets, and posters.

- CP&A is coordinating the *Essentials* kick-off Community Luncheon at Pathways of Hope in Fullerton on April 22, 2015. Activities included:
 - Secured Vikki Vargas, NBC4 Orange County Bureau Chief, as Master of Ceremonies
 - Drafted talking points for all speakers
 - Set-up the event and secured support from OC Sheriff Department
 - 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 elected officials, corporate and community partners to secure their attendance at the event
 - Worked with Pathways of Hope to feature a mother and child currently residing at the shelter

- Curt Pringle & Associates is currently coordinating the logistics for the Delivery Day press event which will be held May 28, 2015 at Regina House. Activities included:
 - Drafting talking points for all speakers

- Drafting a media alert and press release for the event and prepared press kits for distribution
- Working with reporters to distribute information on the event
- Working 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
 - Press release highlighting the Commission partnership on *Essentials*
 - General press release
 - Op-ed authored by Dr. Maria Minon, which was distributed on April 27, 2015
 - NBC4 Community website article featuring the Community Luncheon
 - Media alert, press release, and press kits for the Community Partner Luncheon
 - Media alert, press release, and press kits for the Delivery Day Press Event scheduled for May 28, 2015

Sacramento Activities

- Curt Pringle & Associates worked with the Senate Rules Committee to obtain approval to conduct the *Essentials for Young Lives* donation drive in the State Capitol. The drive will be held from May 1 – 8 in the State Capitol.
- CP&A has worked with HomeAid Orange County to develop collateral materials for the campaign including the campaign brochure, fact sheets, and posters.
- CP&A is coordinating a press conference that will be held on May 4, 2015 in the State Capitol.
- CP&A is coordinating with several Northern California First 5 Commissions, as well as the First 5 Association to increase their involvement in the *Essentials* campaign in Sacramento.
- CP&A has developed the media materials for the Capitol campaign which included a media alert highlighting the press conference as well as a press release that was distributed on May 4, 2015.
- CP&A has contact each legislative office to encourage their involvement in the State Capitol drive.

Other Community Partnership Opportunities

- Discussions with Allergan remain on hold due to pending transfer of ownership of the company.
- Curt Pringle & Associates met with Cox Communications regarding potential partnership opportunities. Information was shared with Cox regarding the Early Learning STEM conference held in February 2015.
- We 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.

- Curt Pringle & Associates prepared several public awareness deliverables related to the *Essentials* campaign. These deliverables were developed for distribution in April and May 2015 and included a press release highlighting the Commission’s partnership and press releases for both the Orange County and Capitol campaigns, an op-ed authored by Dr. Maria Minon 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 the County of Orange and Orange County libraries.
- CP&A secured an in-kind donation from both Time Warner Cable and Cox Communications to run a Public Service Announcement on the *Essentials* drive that will air approximately 100 times during the month of April.
- CP&A arranged for Christina Altmayer to appear on Time Warner Cable’s Local edition. The interview appeared throughout Northern Orange County, their service area.
- CP&A arranged for Scott Larson, HomeAid, to appear on the Cox “Civic” Connection with Lacy Kelly. The interview will be air throughout south Orange County and on digital outlets the month of April. The interview clearly states the important partnership with the Commission on the *Essentials* program.

- CP&A arranged an interview for Scott Larson, HomeAid, on Time Warner Cable's Local Edition that will air in North Orange County the month of April. The interview clearly states the important partnership with the Commission on the *Essentials* program.