

**Agenda Item No. 8  
July 2, 2014 Meeting**

**DATE:** June 23, 2014  
**TO:** Children and Families Commission of Orange County  
**FROM:** Christina Altmayer, Executive Director  
**SUBJECT:** Executive Officer's Report

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The following is the Executive Officer's Report for July 2, 2014:

**a. Financial Highlights**

First 5 California recently distributed Tobacco Tax revenue projections using updated information from the Department of Finance based on the Governor's Fiscal Year 2014/15 Revised Budget released May 13, 2014. The year-to-year decline as projected by First 5 California was revised through FY 2017/18 ranging from -2.06 percent to -3.52 percent. The Commission's Long Term Financial Plan includes a greater decline of -3.50 percent up to -4 percent for the same period. Incorporating the revised First 5 California projections into the current Financial Plan results in an additional \$3 million of projected revenue over the next four years. Staff will continue to closely monitor monthly revenue receipts, and any changes to Commission revenue projections will be presented for consideration in December with the annual update of the Long Term Financial Plan.

**b. Annual Audit Update**

The Commission auditors conducted their initial planning and interim fieldwork for the Fiscal Year 2013/14 financial statement audit the week of June 23. Business cycles considered during the fieldwork include financial and revenue management, cash disbursements, procurement, payroll, budget monitoring, and Federal/State programs management. Two weeks of final fieldwork will be scheduled during the month of August, and the audited financial statements will be presented to the Commission at the October meeting.

**c. Strategic Communications May and June Reports**

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The Strategic Communications Activities Reports for May and June are attached (Attachment 2 and 3).

**d. Center for Autism and Neurodevelopmental Disorders Update**

Dr. Minon and I continue to serve on the recruitment committee to select an Executive Director to coordinate the clinical, research and community programs under the Center. The recruitment is ongoing and has yielded several viable candidates with the goal of selecting a candidate by the end of July. Additionally, on June 24, we will be attending an all-day retreat to develop a strategic plan for the Center. I will continue to provide updates and report progress through the Pediatric Health Services Committee.

**e. Sustainability Efforts**

The Commission will be submitting an updated grant application to the Nonprofit Finance Fund (NFF) in partnership with First 5 LA to transition each organizations newborn screening and home visitation model to a Pay for Success model. This model will transition from a Commission-funded initiative to a more sustainable revenue model through each county's Medical and/or private insurance providers. The grant would provide technical assistance and support for a feasibility analysis and implementation plan. First 5 LA and the Commission had each submitted individual proposals which were considered, but not immediately recommended for funding. The Nonprofit Finance Fund has invited First 5 LA and the Commission to resubmit a collaborative proposal, given the common programmatic focus. We are currently working with our counterparts in Los Angeles to develop and submitted an updated proposal by end of July. The Nonprofit Finance Fund will consider the new proposal in August.

Additionally, Commission staff is working with the Orange County Community Foundation to prepare and submit a grant application to the Nicholas Endowment for capacity building support for the ACT Anaheim Collaborative. Under this grant proposal, the Commission would provide evaluation technical assistance to the cohort of funded grantees and serve as an advisor to the Community Foundation. The grant application will be submitted in July.

**f. State Budget Update**

The Governor signed a \$156.3 billion state budget for the fiscal year beginning July 1. The most significant item for Proposition 10 Commissions is funding to expand early education programs for low-income children. This budget agreement calls for a \$268 million investment in early learning and child development that will increase quality and expand access starting this year, with real intent for a multi-year plan to provide high-quality pre-kindergarten to every low-income four-year old, representing half of all four-year olds in California. Specifically, the budget will:

- Enhance preschool quality with \$50 million in ongoing Quality Rating and Improvement System (QRIS) block grants and one-time funds for professional development, quality projects and facility loans.
- Provide \$70 million to expand full-day, full-year California State Preschool Program for 11,500 more children by the end of the budget year.
- Provide \$17 million to restore 1,500 slots for other child care programs: an additional 500 children will be served through the Alternative Payment Program and 1,000 additional children served in General Child Care.
- Repeal the part-day California State Preschool Program family fee.
- Improve existing transitional kindergarten standards with state guidance on curriculum and early childhood education credits and/or work experience. Provide a five-year phase-in to allow new teachers to meet education and experience requirements.
- Provide \$69 million in increases to reimbursement rates for all early learning and child care programs (ages 0-5). The proposal increases the Standard Reimbursement Rate and Regional Market Rate.
- Call for multi-year strategy to serve an additional 31,500 children in out-years to reach the agreement to provide pre-kindergarten opportunities for all low-income four-year olds.

**ATTACHMENTS:**

1. Financial Highlights
2. Strategic Communications Report – May 2014
3. Strategic Communications Report – June 2014

# Financial Highlights

## As of May 31, 2014

### Comparison of Budget vs. Actual Fiscal Year 2013-14 Unaudited Period Ending 05/31/14

	<u>FY 2013-14 Amended Budget</u>	<u>FY 2013-14 Actual Expenses</u>	
<b>Financing Sources</b>			
Tobacco Tax Revenue	\$26,213,770	\$19,452,849	74.2%
Interest Earnings	150,000	187,223	124.8%
Other Revenue	<u>5,788,900</u>	<u>757,458</u>	
<b>Revenue Total</b>	<b>\$32,152,670</b>	<b>\$20,397,530</b>	
<b>Expenses</b>			
Healthy Children	\$17,689,920	\$10,435,695	59.0%
Strong Families	3,057,272	1,555,666	50.9%
Early Learning	10,587,720	4,432,844	41.9%
Capacity Building*	<u>3,181,383</u>	<u>1,999,106</u>	62.8%
<b>Program Services</b>	<b>\$34,516,295</b>	<b>\$18,423,311</b>	
Admin. Functions**	<u>2,551,302</u>	<u>2,102,473</u>	
<b>Total Operating Exp.</b>	<b>\$37,067,597</b>	<b>\$20,525,784</b>	

\*Includes Evaluation costs of \$472,494

\*\*Administrative costs and functions are defined by State Commission guidelines (Fiscal Memo No. 05-01, dated April 14, 2006) pursuant to Chapter 284, Statutes of 2005 (AB 109). Actual Administrative expenses of \$2,102,473 and encumbrances of \$561,259 were 7.19% of the Fiscal Year 2013-14 Amended Budget of \$37,067,597. Final administrative expenses are projected to be 8% at year end.

#### **Total Encumbrances as of May 31, 2014**

Healthy Children	\$9,580,006
Strong Families	\$1,650,735
Early Learning	\$6,770,649
Capacity Building	\$1,926,009
Admin. Functions	\$561,259

### Revenue and Cash Balance Update

The Commission's total Tobacco Tax Revenue through April 2014 as reported by First 5 California is \$21,575,963. Prop 10 revenues for July through April are 1% lower than the budget plan. As of May 31, 2014, tobacco revenue has been received through March 2013.

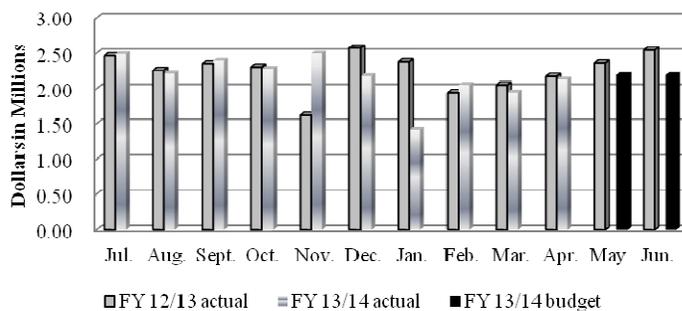
Interest earnings for July 2013 through May 2014 are \$187,223.

### Catalytic Funding Update

\$4,629,302 in Catalytic Funding was expensed in FY 2012-13. Another \$5,331,238 was contracted but has not yet been recognized as expenses. Another \$6,250,000 was distributed for Catalytic Homeless Programs in December 2013.

As of May 31, 2014, \$23,358,045 is encumbered for Round 1 for Round 2 programs. Over \$17 million is encumbered for Children's Dental and \$4.7 million for Developmental Services.

### Fiscal Year 2012-13 & 2013-14 Tobacco Monthly Revenues



### Forecasted Fiscal Year 2013-14 Ending Fund Balance From Commission Long Term Financial Plan

Beginning Fund Balance, July 1, 2013	\$71,964,399
Forecasted Revenue	32,152,670
Budgeted Program Expenses	(34,516,295)
Budgeted Administrative Expenses	(2,551,302)
Catalytic Projects	<u>(50,473,463)</u>
<b>Projected June 30, 2014 Fund Balance</b>	<b>\$16,576,009*</b>

\*Based on Commission action through February 2014. Projected fund balance does not include Catalytic funding. For financial planning purposes, Catalytic funding has been designated by Commission action and removed from available fund balance.



**To:** Kelly Pijl, External Affairs Director  
Children and Families Commission of Orange County

**From:** Todd Priest, Vice President  
Curt Pringle & Associates

**Date:** May 23, 2014

**Subject:** May 2014 Strategic Communications Monthly Report

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Below is a list of monthly activities, based on the contracted Scope of Work, that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates during the month of May 2014:

### **Governmental Advocacy**

Curt Pringle & Associates' (CP&A) scope of work includes outreach activities with the Orange County Legislative Delegation and with priority cities. Outreach activities include providing updates to the delegation regarding Commission activities and priorities. In addition, these activities include arranging site-visits to Commission-funded programs. Our firm does not currently 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.

#### *Legislation*

Curt Pringle & Associates continues to monitor State Legislation and budget activities that could impact the Children and Families Commission of Orange County. Over the next six weeks, the Budget sub-committees in both chambers will be evaluating the Governor's 2014/2015 Budget proposal. State law mandates that the Budget be approved by June 15.

CP&A continues to monitor bills of significance for the Commission:

- Assembly Bill 1500 (Dickinson) would revise the existing Stop Tobacco Access to Kids Enforcement (STAKE) which prohibits the distribution and sale of tobacco products via United States Postal Service or any package delivery service to any purchaser who is a minor. In its place, this bill would, with certain exceptions, prohibit the shipping or

transportation of tobacco products or electronic cigarettes to persons in California. Civil penalties would be established and the Board of Equalization or a law enforcement agency would be authorized to seize the tobacco products or electronic cigarettes.

AB 1500 was being held in the Assembly Appropriations Committee as of May 21, 2014.

- On May 22, Senate Pro Tem Darrell Steinberg modified his Transitional Kindergarten Bill (SB 837). The proposed legislation no longer establishes a state-funded pre-school program for all children. Instead, it funds pre-school for approximately 234,000 low-income children. The cost of the original proposal was \$1.5 billion, compared to \$378,000 under the revised proposal.
- Assembly Bill 1559 (Pan) would require an additional screening test for infants for Adrenoleukodystrophy (ALD). Since 1966, California has mandated that treating physicians test newborns for certain metabolic disorders. Today, the Newborn Screening program (NBS) has grown to include 76 disorders. Over 566,000 screenings are conducted annually, representing approximately 99.5% of the births in California. Assemblyman Richard Pan, a practicing pediatrician and former member of the Sacramento County First Five Commission, introduced AB 1559 that would add screening for ALD to the NBS program. ALD is a genetic disorder that, according to Dr. Pan, primarily impacts the brain, nerves, and adrenal glands of young boys.

AB 1559 has bi-partisan support and is being held pending in the Assembly Appropriations Committee.

### *2014/2015 Budget*

The Governor has increased his earlier revenue projection by an additional \$2.4 billion, bringing the total State Budget to slightly above \$156 billion. Half of the increased revenue, \$1.2 billion, will be allocated to Medi-Cal, which has experienced a dramatic expansion as a result of the Affordable Care Act. Roughly 30% of Californians will receive benefits through the expanded Medi-Cal program. In January, the Governor proposed allocating \$1 million to a pilot program for Pediatric Vision Services; however, with the increased revenue, that program expenditure has been increased to \$2 million. The 2014/2015 revenue projections include a 3.2% decline in State Cigarette taxes.

Assemblywoman Toni Atkins (D-San Diego) has been sworn-in as Speaker of the State Assembly. Speaker Atkins replaces John Perez (D-Los Angeles) who is leaving the Assembly due to term limits and is a candidate for State Controller. Prior to being elected to the Assembly, Atkins served on the San Diego City Council.

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. A total of three (3) tobacco initiatives have been cleared by the Secretary of State and were gathering signatures. CP&A has been monitoring the following initiatives and will continue to provide the Commission with updates as the deadlines near:

- Cigarette Tax to Fund Healthcare, Tobacco Use Prevention, Research, and Law Enforcement (13-0027) - Submission deadline: 5/27/14
- California Brain Research and Tobacco Act of 2014 (14-0005) - Submission deadline: 8/7/14
- California Brain Research and Tobacco Tax Act of 2014 (14-0003) - Submission deadline: 8/4/14

### *City Briefings*

One city in each Orange County Supervisorial District was targeted 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. City briefings have already been held in 2014 in the following four cities: Brea, Costa Mesa, Mission Viejo, and Tustin. Curt Pringle & Associates is working to schedule a briefing with the remaining identified city for the 2014 outreach, Santa Ana.

### *Education Community Outreach*

Curt Pringle & Associates developed an education community outreach plan which focuses on briefings with local appointed and elected education officials and will work to increase awareness as to the role the Commission plays in the early learning arena. Through the outreach efforts, we will broaden community support for the efforts of the Commission and potentially develop synergistic opportunities that will benefit children ages 0 – 5 in Orange County. The following briefings were held in May 2014:

- 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 mentioned that there was a monthly Assistant Superintendent meeting that the Commission may want to engage with. This would be a great opportunity for the Commission to work directly with the program implementers.
  - NMUSD indicated that they have included preschool in their Local Control and Accountability Plan (LACP).
  - NMUSD asked to participate in the Essentials for Young Lives campaign. A bin was delivered the following day.

- 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.
  - Superintendent Christensen also indicated that the Assistant Superintendent meeting would be a mutually beneficial forum for the Commission and school districts.
  - OUSD indicated that they have included preschool in their LACP.
- Curt Pringle & Associates is working to schedule briefings with the three remaining school districts: Garden Grove Unified School District, Magnolia School District, and Saddleback Valley Unified School District.

### **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. For the past three years, Curt Pringle & Associates has 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. Last year, the *Essentials* campaign collected over one million items, nearly doubling the number of items collected in 2012. Curt Pringle & Associates is again providing strategic campaign support for the 2014 *Essentials* drive, which included the following activities in May 2014:

#### Orange County

- Curt Pringle & Associates facilitated one Steering Committee meeting of the campaign in May 2014. CP&A prepared the agenda and associated documents for the meeting.
  - Participants at the Steering Committee meeting included:
    - Kelly Pijl, Children and Families Commission of Orange County
    - Gina Scott, HomeAid Orange County
    - Alyson Loyd, Curt Pringle & Associates
    - Jenna Watkinson, Vons
    - Oliver Jones, UPS
- Curt Pringle & Associates coordinated with the Orange County Sheriff's Department to finalize the Public Service Announcement. The PSA was completed mid-May and distributed via social media. It can be re-tooled for next year's *Essentials* drive and used to promote the drive well in advance of Mother's Day.
- Curt Pringle & Associates secured the participation of several new organizations and delivered *Essentials* bins to the following agencies:
  - City of Brea (new)
  - City of Mission Viejo (new)
  - Orange County Transportation Authority (new)

- Newport Mesa Unified School District (new)
  - Boys & Girls Club of Brea, Placentia, and Yorba Linda (new)
  - Assemblyman Curt Hagman's office (new)
  - Elks Lodge # 1475 – Orange (new)
  - County of Orange (existing)
  - Assemblyman Allan Mansoor's office (existing)
- 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 and drafted the script for the Delivery Day press event to be held on May 29, 2014 at Mary's Shelter.
  - Curt Pringle & Associates prepared and distributed several media deliverables for the Orange County campaign:
    - Public Service Announcement
      - Distributed through social media and e-blasts
    - Media Alert sent out prior to the Community Luncheon
      - OC Breeze attended the luncheon
    - General Press Release for distribution at Community Luncheon
      - Featured in the Orange County Register and the OC Breeze
    - Op-Ed by Sheriff Sandra Hutchens
      - Featured in the Daily Pilot
    - Media Alert for distribution prior Delivery Day Press Event
    - Final Press Release for distribution at the Delivery Day Press Event

### Sacramento

- Curt Pringle & Associates worked with and received approval from the Senate Rules Committee in Sacramento to hold the 5<sup>th</sup> Annual *Essentials for Young Lives* donation drive in the State Capitol. The drive in Sacramento took place May 2 – 9, 2014. 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 the posters to be placed in the bins.
- Curt Pringle & Associates delivered the bins and picked up the donations from the Capitol offices.
- Curt Pringle & Associates coordinated a press conference in the Capitol on May 5, 2014. Majority services filmed the press conference.
  - 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 – *Orange County*
    - Assemblyman Roger Dickinson, 7<sup>th</sup> District
    - Assemblyman Curt Hagman, 55<sup>th</sup> District – *Orange County*

- Assemblyman Don Wagner, 68<sup>th</sup> District – *Orange County*
- The press conference was also attended by:
  - Scott Larson, HomeAid Orange County
  - Moira Kenney, First 5 Association
  - Kelly Pijl, Children and Families Commission of Orange County
  - Julie Gallelo, First 5 Yolo County
  - Erin Maurie, First 5 Sacramento County
- Curt Pringle & Associates developed and distributed a media alert and press release for the Capitol drive. Information about the *Essentials* drive was featured in the Capitol Morning Report, the *Sacramento Bee*, and the Senate Daybook.
- Curt Pringle & Associates coordinated with the First 5 Commissions in Yolo County and Sacramento County and the First 5 Association to increase their involvement in the *Essentials* campaign in Sacramento. The Commissions provided assistance in the press conference coordination as well as the bin delivery and donation pick-ups.
- Curt Pringle & Associates is preparing letters to send to each legislative office in the Capitol thanking them for their participation in the *Essentials* drive. In addition, CP&A is developing separate thank you letters for those legislators that participated in the press conference.

#### *Other Community Partnership Opportunities*

- Curt Pringle & Associates is continuing to seek partnership opportunities with Allergan related to the Commission's pediatric vision program.
- Curt Pringle & Associates has had preliminary discussions regarding potential opportunities with Cox Communications and Time Warner Cable, specifically about the potential placement of the *Essentials* Public Service Announcement. CP&A will follow-up with these organizations regarding other opportunities.

#### **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 works with Commission staff to identify appropriate methodologies for distribution of key messages with the public.

Curt Pringle & Associates has been preparing several public awareness deliverables related to the *Essentials* campaign. These deliverables include 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.

**Upcoming Activities and Focus:**

- Wrap-up efforts 2014 *Essentials for Young Lives* campaign
- Planning efforts for the 2015 *Essentials for Young Lives* campaign
- BOE Administrative Fees
- City briefings – Santa Ana
- Education community briefings
- Further engagement with Allergan and Cox Communications
- Additional Legislative office briefings, as needed



**To:** Kelly Pijl, External Affairs Director  
Children and Families Commission of Orange County

**From:** Todd Priest, Vice President  
Curt Pringle & Associates

**Date:** June 20, 2014

**Subject:** June 2014 Strategic Communications Monthly Report

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Below is a list of monthly activities, based on the contracted Scope of Work, that were provided to the Children and Families Commission of Orange County by Curt Pringle & Associates during the month of June 2014:

### **Governmental Advocacy**

Curt Pringle & Associates' (CP&A) scope of work includes outreach activities with the Orange County Legislative Delegation and with priority cities. Outreach activities include providing updates to the delegation regarding Commission activities and priorities. In addition, these activities include arranging site-visits to Commission-funded programs. Our firm does not currently 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. Conversations were had with Orange County Assemblyman Tom Daly who chairs the Assembly Budget Sub-committee which oversees state administrative budget issues. His office provided us language which was to be inserted into the Budget, directing the BOE to provide a detailed breakdown of the fees, convene a stakeholders meeting, and submit at least three alternatives to the Joint Legislative Budget Committee for allocating the administrative fees.

As of this report drafting, it appears that the language was not successfully inserted in the State Budget before it was submitted to the Governor.

#### *Legislative/Budget Update*

Curt Pringle & Associates continues to monitor State Legislation and budget activities that could impact the Children and Families Commission of Orange County.

On June 15<sup>th</sup>, the Legislature approved the 2014/2015 Budget, which has now been sent to the Governor. The Governor is scheduled to sign the Budget on June 20<sup>th</sup> in San Diego. Included in

the \$156.4 billion spending plan is \$264 million for new children's programs, including funding for 11,500 pre-school slots or low-income 4-year olds. Originally, Senate Pro Tem Steinberg proposed funding for all pre-school children beginning at age four.

CP&A continues to monitor bills of significance for the Commission:

- Assembly Bill 1500 (Dickinson) would revise the existing Stop Tobacco Access to Kids Enforcement (STAKE) which prohibits the distribution and sale of tobacco products via United States Postal Service or any package delivery service to any purchaser who is a minor. In its place, this bill would, with certain exceptions, prohibit the shipping or transportation of tobacco products or electronic cigarettes to persons in California. Civil penalties would be established and the Board of Equalization or a law enforcement agency would be authorized to seize the tobacco products or electronic cigarettes.

AB 1500 failed to advance out of the State Assembly.

- Senate Bill 837 (Steinberg) originally would have provided pre-school to all 4-year olds. After passage of the State Budget, it has been amended to focus on teacher training.
- Assembly Bill 1559 (Pan) would require an additional screening test for infants for Adrenoleukodystrophy (ALD). Since 1966, California has mandated that treating physicians test newborns for certain metabolic disorders. Today, the Newborn Screening program (NBS) has grown to include 76 disorders. Over 566,000 screenings are conducted annually, representing approximately 99.5% of the births in California. Assemblyman Richard Pan, a practicing pediatrician and former member of the Sacramento County First Five Commission, introduced AB 1559 that would add screening for ALD to the NBS program. ALD is a genetic disorder that, according to Dr. Pan, primarily impacts the brain, nerves, and adrenal glands of young boys.

AB 1559 has passed the Senate Health Committee. It is currently pending in the Senate Appropriations Committee and is scheduled to be heard on June 30, 2014.

Curt Pringle & Associates continues to provide the Commission with a monthly state budget/legislative update.

### *Initiative Update*

Two (2) tobacco initiatives are still gathering signatures.

- California Brain Research and Tobacco Tax Act of 2014 (14-0003) - Submission deadline: 8/4/14
- California Brain Research and Tobacco Act of 2014 (14-0005) - Submission deadline: 8/7/14
- Cigarette Tax to Fund Healthcare, Tobacco Use Prevention, Research, and Law Enforcement (13-0027) – This initiative failed to qualify.

### *City Briefings*

One city in each Orange County Supervisorial District will be 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. City briefings have already been held in 2014 in the following four cities: Brea, Costa Mesa, Mission Viejo, and Tustin. Curt Pringle & Associates is working to schedule a briefing with the remaining identified city for the 2014 outreach, Santa Ana.

### *Education Community Outreach*

Curt Pringle & Associates developed an education community outreach plan which focuses on briefings with local appointed and elected education officials and will work to increase awareness as to the role the Commission plays in the early learning arena. Through the outreach efforts, we will broaden community support for the efforts of the Commission and potentially develop synergistic opportunities that will benefit children ages 0 – 5 in Orange County. Briefings were held in May with Newport-Mesa Unified School District and Orange Unified School District. The following briefings have been scheduled for July and August:

- Garden Grove Unified School District on July 8, 2014 with Superintendent Gabriela Mafi. A briefing packet will be prepared for this meeting.
- Magnolia School District on August 14, 2014 with Superintendent Ellen Curtin and Coordinator of School Readiness Jeannine Campbell. A briefing packet has been prepared for this meeting.
- Curt Pringle & Associates is working to schedule a briefing with the remaining school district for the 2014 outreach, Saddleback Valley Unified School District.

### **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. For the past three years, Curt Pringle & Associates has 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. Last year, the *Essentials* campaign collected over one million items, nearly doubling the number of items collected in 2012. Curt Pringle & Associates again provided strategic campaign support for the 2014 *Essentials* drive. This year,

the drive collected more than 1.2 million items – the most successful drive yet. Activities pertaining to the Essentials campaign in June 2014 included the following:

### Orange County

- Curt Pringle & Associates facilitated the 2014 *Essentials* Wrap-Up Steering Committee conference call in June 2014. CP&A prepared the agenda and associated documents for the meeting.
  - Participants on Steering Committee conference call included:
    - Kelly Pijl, Children and Families Commission of Orange County
    - Gina Scott, HomeAid Orange County
    - Alyson Loyd, Curt Pringle & Associates
    - Todd Priest, Curt Pringle & Associates
    - Jenna Watkinson, Vons
    - Oliver Jones, UPS
    - Carrie Braun, Orange County Sheriff's Department
  - Discussion included thoughts on what worked well this year, what to improve upon for next year, and new ideas to integrate into the drive.
- Curt Pringle & Associates attended the 2014 *Essentials* Wrap-Up Volunteer Committee meeting in June 2014.

### Sacramento

- Curt Pringle & Associates drafted letters to be 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.
- Curt Pringle & Associates drafted letters to be 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 have been placed on hold.
- Following the *Essentials* program, Curt Pringle & Associates continues to explore additional opportunities with Time Warner Cable.

### **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 works with Commission staff to identify appropriate methodologies for distribution of key messages with the public.

Curt Pringle & Associates prepared several public awareness deliverables related to the *Essentials* campaign. These deliverables include 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. Attachment A provides an overview of the press pieces that were published for the Essentials campaign.

In addition, CP&A worked with businesses and community groups to grow participation in the *Essentials* campaign, including securing participation from cities in which briefings have been held. New participants that were secured by CP&A include:

- City of Mission Viejo
- City of Brea
- Orange County Transportation Authority
- Elks Lodge #1475, Orange
- Newport-Mesa Unified School District
- Assemblyman Curt Hagman's District Office
- Assemblyman Allan Mansoor's District Office
- County of Orange public libraries

**Upcoming Activities and Focus:**

- Planning efforts for the 2015 *Essentials for Young Lives* campaign
- BOE Administrative Fees
- City briefings – Santa Ana
- Education community briefings – Saddleback Valley Unified School District
- Further engagement with Allergan and Time Warner Cable
- Additional Legislative office briefings, as needed



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

Media Outlet	Date	Description	Link
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>