



**Agenda Item No. 8  
October 2, 2013 Meeting**

**DATE:** September 23, 2013  
**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 October 2, 2013.

**A. Update on the 15-Year Anniversary Report**

As part of the 15-year anniversary of the passage of Proposition 10, staff has begun the community outreach process to solicit feedback on the priorities to implement the strategic plan. I have met with the School Readiness Nurses and Early Learning Specialists that are funded by the Commission at every elementary school district, and I have met with members of the Orange County Business Council. My presentation briefly highlighted the Commission's investments in children's programs and challenges for the upcoming years as Proposition 10 revenue declines. The discussions have focused on the future challenges to sustain the systems that have been created for young children both in funding, but also as a priority to policymakers. The next few weeks will provide additional opportunities to meet with non-profit leaders, community representatives and legislative aides to the Orange County delegation for their input on how the Commission can best realize the mission and goals defined in the Strategic Plan. This feedback will be incorporated into the 15 Year Report, scheduled for presentation in November. Staff is coordinating with the First 5 Association to partner with First 5 commissions throughout the state to recognize the 15-year anniversary. Our local media strategy will include documenting compelling personal stories supported by consolidated evaluation data to communicate the Commission's impact over the past 15-years.

**B. Commission Work Plan for Renewal Funding Recommendations**

The current Commission program grants are due to terminate on June 30, 2014. In July 2013, the Commission approved a work plan for the review of the grants and development of recommendations regarding renewal. The 87 programs represent \$22,808,760 of total funding (FY 13/14 budgeted amounts) and are responsible for almost all services funded by the Commission. Based on direction provided to staff, the Chair will be requesting Commissioners to serve on funding review panels in each of the three goal areas (Healthy Families, Early Learning and Strong Families). Key factors that will be the basis of the review include; agency performance against desired outcomes and their annual work plan, cost per recipient versus intensity of services, compliance with agreement terms and conditions, and review of emerging community needs. The process will mirror the one employed in February 2011 for the AB99 program reductions.

Commissioners

Executive Director

Prior to consideration of any funding actions, the Commission will consider the updated Long Term Financial Plan (LTFP) in November. There will be a special ad hoc meeting of the administrative subcommittee to review the LTFP prior to the Commission's consideration. The updated LTFP will include the latest year-end financial information and updated revenue projections. The renewal process will kick off in December with a review of the grants included in the renewal, key objectives, and budget targets for each category. Commissioners and review panel members will be provided the opportunity to review information specific to each grant and request additional information. The second meeting is planned for January where recommendations will be finalized and prepared for Commission action in February 2014.

### **C. Technology Solutions Request for Application**

The Commission approved the release of a Capacity Building Request for Application (RFA) focused on Technology Solutions as part of the funding plan for FY 13/14. Funding awards are intended to improve the quality of programs to children ages 0-5 through the strategic application of technology, and/or bolster the technical capacity of Orange County nonprofit organizations to enhance programs for young children.

Selected organizations may receive one-time funding of up to \$50,000 (average award amount is anticipated to be \$25,000) to build capacity through the effective application of technology solutions that impact service delivery. Up to \$250,000 total funding is available. Projects must be consistent with the vision that all children are healthy and ready to learn, as outlined in the Commission's Strategic Plan. Detailed information on the funding criteria, eligibility, information sessions, and application instructions for the 2013 Technology Capacity Building Award are available on the Commission website.

The application was posted to the Commission's website on September 13 and staff has been working with other regional funders, nonprofit technical assistance providers, commission funded non profits, and various other outreach networks to notify nonprofit agencies of the funding opportunity. Staff will host two applicant conferences in October with applications due to the Commission on October 23, 2013 at 3:00 p.m. Commission staff will work with the Chair to create an ad hoc review panel that will prepare funding recommendations for the Commission's December 4, 2013 meeting.

### **D. Strategic Communications Report for September**

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The Strategic Communications Activities Report for September 2013 is attached. The biannual report, presentation, and renewal agreement recommendation will be included in the November 2013 agenda.

### **ATTACHMENT:**

1. Strategic Communications Report



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

**From:** Todd Priest, Vice President

**Date:** September 20, 2013

**Subject:** September 2013 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 CP&A during the month of September 2013:

**Governmental Advocacy**

*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. The first year of the two-year legislative session ended on September 13, 2013. Unless they are called into Special Session by the Governor, the Legislature will not reconvene until January 6, 2014.
- CP&A continues to monitor bills of significance for the Commission:
  - Senate Bill 768 would impose an additional tax on cigarettes under the Cigarette and Tobacco Products Law. It would increase the tax upon the distribution of tobacco products. SB 768 would establish the 2014 Tobacco Act which imposes an additional cigarette tax at a rate of \$2 per pack. The bill currently contains a provision that requires the Board of Equalization to back-fill funds to the California Children and Families First Trust Fund. This bill did not advance before the session came to a close.
  - Curt Pringle & Associates continues to monitor AB 290, authored by Assemblyman Luis Alejo (Salinas), attempting to reduce childhood obesity. The bill is currently sitting on the Governor's desk. He has until October 13 to sign or veto this bill. Should the Governor not take action on this bill by October 13, it will automatically be enacted into law. AB 290 aims to reduce the rate of childhood obesity in California by requiring licensed teachers or directors of day care centers who receive health and safety training to obtain at least one hour of

childhood nutritional training as part of their preventive health practices course. Currently licensed providers are required to receive 15 hours of training, not including nutritional training. If enacted, it would take effect on January 1, 2015.

- CP&A continues to monitor certain federal issues, where appropriate, that could impact children ages 0 - 5 in Orange County. California has been projected to have the largest number of Head Start cuts, roughly 5,600 slots. The potential number of Head Start slots that could be lost in Orange County is still undetermined. In addition, the Congressional Budget Office has indicated that the Treasury will likely run out of cash in late October or early November, thereby requiring congressional and presidential approval to increase the debt limit in order to continue to pay certain bills. The loss of Head Start positions and the potential closure of some government agencies if the debt limit issue is not resolved before funding runs out could impact the delivery of some support services to families with children under the age of five.
- CP&A assisted in the drafting of a Commission letter that will be sent to the Orange County Congressional delegation regarding the taxation on certain tobacco products, most notably cigars. This effort was done at the direction of Commission at their September meeting. While the Commission does not takes positions on whether or not certain products should be taxed, communication was drafted in order to inform the Orange County delegation of the discrepancy that exists in federal law related to cigars in the *Prevent All Cigarette Trafficking (PACT) Act*. The PACT Act amended the Jenkins Act, which governs the collection of taxes on and trafficking in, cigarettes and smokeless tobacco. The discrepancy is in the application of the PACT Act as it relates to cigar purchases that are made through the mail or via the internet. These purchases do not have tobacco taxes applied to them, whereas a cigar purchased from a merchant store does. It is important to note that the PACT Act regulates tobacco product taxations and not sales taxes. This issue could potentially impact the Commission given it receives its revenue through a voter-approved tax on tobacco products in California.
- Curt Pringle & Associates continues to provide Commission staff with the monthly state budget/legislative update that may be included in their weekly updates to the Commission.

#### *Legislative Briefings*

- Curt Pringle & Associates is working to schedule briefings with the remaining Orange County legislative offices. Now that the Legislature is in recess, Legislators will be spending more time in their Districts. All but two members of our delegation have received a briefing this year.

#### Remaining:

- Assemblyman Curt Hagman
- Senator Mimi Walters

## *City Briefings*

- Curt Pringle & Associates has contacted the City Manager's office in San Juan Capistrano to arrange a briefing. This will be fifth city briefing done so far this year.

One city in each Orange County Supervisorial District was targeted this year in order to increase the awareness of city leaders and staff as to partnerships that the Commission has with many of their local service providers. Often we see that local officials are unaware that the Commission is helping to fund programs that are valued and have a positive impact in their community. These briefings are also an opportunity to learn about the efforts being done in the community where commission-funded programs might be able to engage and/or participate. Finally, these briefings have served as an opportunity to increase involvement in the annual *Essentials for Young Lives* drive, which is funded by the Commission. Each city we have met with so far has expressed a desire to either participate or increase their participation in the drive next year.

## *Strategic Plan Outreach*

- This November will mark the 15<sup>th</sup> anniversary of the passage of Proposition 10. Noting that opportunity, CP&A is developing and organizing two targeted Roundtable Discussions in Orange County in order to solicit suggestions and feedback related to the implementation priorities of the Commission's Strategic Plan. The first meeting will be held at the Orange County Business Council (OCBC), followed by a second meeting focused on obtaining input from Orange County's Legislative offices. That meeting will be held at the Healthy Smiles for Kids of Orange County office in Garden Grove. Healthy Smiles was selected as the meeting location because it serves three of the Commission grantees (including the Boys & Girls Club of Garden Grove and the CHOC Clinic). In addition, participants will be provided a tour of the facility as well as see first-hand the Commission's investment into pediatric oral health. Curt Pringle & Associates will lead both discussions in conjunction with Commission staff.
  - Business Group - Working with OCBC's Vice President of Workforce Development, CP&A has reached to the various Chambers of Commerce and business organizations in the Orange County. This included geographical and ethnic-based groups. This meeting is scheduled for September 24, 2013.
  - Legislative Group – Curt Pringle & Associates has contacted each Assembly and Senate office in Orange County seeking their participation. In addition, based upon city briefing conducted this year, staff members from the cities of Irvine, Huntington Beach, Fullerton and Garden Grove have also been invited to participate. This meeting is scheduled for October 7, 2013.

The Roundtable Discussions provide the Commission another opportunity to increase awareness and develop additional community support. Although the AB 99 court decision upheld that Prop 10 funds cannot be taken by the legislature, we have and will continue to communicate and outreach to our local legislative delegation. However, the AB 99 court decision did afford us the opportunity to focus more attention on the outreach efforts made to local governments and other organizations in Orange County.

- Curt Pringle & Associates has begun developing an “education community” outreach plan for consideration by Commission staff. The plan will focus on 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 0-5 in Orange County.

## **Community Partnership**

### *Essentials for Young Lives*

- Curt Pringle & Associates assisted HomeAid Orange County with the development of content for their presentation to the Commission on September 4, 2013. Specifically, CP&A provided information related to the *Essentials for Young Lives* donation drive in the State Capitol including information on the program’s success, involvement by legislators in the effort, and photos for the presentation. HomeAid’s presentation demonstrated the broad-reaching impact that the Commission’s investment in the *Essentials for Young Lives* donation drive has, not just in Orange County, but throughout California. The presentation helped validate the Commission’s investment in the program, as the 2013 campaign collected a full year’s supply of diapers for the Commission-funded shelters. And given that diapers are not inexpensive items, the funding provided to shelters will now be used for direct services to their residents and children ages 0 - 5.

One of the focused efforts for this campaign, led by CP&A, was to build and broaden private sector involvement in the program. With the business community and other group support such as VONS, UPS, the Automobile Club of Southern California, and the Orange County Sheriff’s Department, the 2013 campaign nearly doubled the donations received during the previous year.

- Curt Pringle & Associates secured the attendance of Orange County Sheriff Sandra Hutchens at the Commission meeting on September 4, 2013. The Sheriff was recognized by the Commission for her participation in and support of the *Essentials for Young Lives* campaign as Honorary Chair. This was the third year CP&A secured Sheriff Hutchens and the Orange County Sheriff’s Department involvement in the program. Their participation provides the Commission with earned-media opportunities, which means there are no costs to the Commission or the program.

### *Other Community Partnership Opportunities*

- Curt Pringle & Associates has been assisting Commission staff with their due-diligence and research regarding a potential project in Anaheim. Their efforts are the result of a report commissioned by the Anaheim Community Foundation, which outlined several gaps in services. After a virtual tour of Magnolia Place program in Los Angeles, several community organizations in Anaheim begin discussing the viability of a similar program in Anaheim, whereby providers could potentially operate and serve the needs of the community from one facility. Curt Pringle & Associates is based in Anaheim, and their principal served as Mayor of Anaheim for eight years. As Mayor, he worked with many

of the organizations and service providers in Anaheim. CP&A is providing guidance in regards to the current services available in Anaheim, as well as where those services are being offered or accessed successfully. With CP&A's assistance, the Commission can better evaluate how success might be achieved in Anaheim given that many services are currently geographically dispersed. Curt Pringle provided an overview at the September Commission meeting on an agenda item related to this topic. By providing the Commission with an in-depth understanding of the community and the services currently being provided, the Commission is better able to evaluate potential opportunities in the community that will lead to the closing the service gaps.

- Curt Pringle & Associates continues to communicate with Allergan about future partnership opportunity involvement in the Commission pediatric vision program. In addition, CP&A has had preliminary discussions regarding potential opportunities with Cox Communications.
- Curt Pringle & Associates coordinated and attended a meeting between Christina Altmayer and Dr. Wallace Walrod, economist for OCBC. Dr. Walrod's research and efforts include data regarding certain outcomes for children in Orange County. In addition, both Dr. Walrod and the Commission are involved in the development of the Community Indicators Report, which provides statistical data and describes trends, including specific measurements and information related to young children. The purpose of the meeting was to explore potential opportunities related to the report, as well as additional areas where the Commission might be able to connect related to statistical data.

### **Public Awareness**

- Curt Pringle & Associates developed a press release on the award of \$8.7 million to the Commission by First 5 California for the Child Signature Program. The press release highlighted that the grant funds will be used to improve the quality of early learning programs in Orange County. CP&A secured approval of a quote from the Executive Director of First 5 California, Camille Maben. The press release was distributed to over 15 media outlets including the *Orange County Register* and the *Los Angeles Times* and was featured on the Commission's website and social media outlets.

### **Upcoming Activities and Focus:**

- Roundtable discussion with business leaders on the strategic plan, September 24, 2013
- Communications meeting on September 27, 2013
- Roundtable discussion with legislative offices on the strategic plan, October 7, 2013
- Additional Legislative office visits, as needed
- BOE Administrative Fees
- City briefing, City of San Juan Capistrano
- Drafting of plan for Education Community Outreach
- Further engagement with Allergan and Cox Communications
- Planning efforts for the 2014 *Essentials for Young Lives* campaign