Agenda Item 9
September 2, 2015

DATE: August 21, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director

SUBJECT: Executive Officer's Report

ACTION: Receive Executive Officer's Report

A. Financial Update Report and Quarterly Investment Report

Year-End Financial Results - Final revenue amounts have been posted by First 5 California for Fiscal Year 2014/15. Tobacco tax revenue for Orange County was $25.9 million or 2.8% above budget. This represents a decline of only 1.7% from the prior year. Commission staff will be recommending the additional revenue above budget of $700,000 be added to the unallocated Catalytic funding. All revenue and expenses will be detailed in the Comprehensive Annual Financial Report presented at the October Commission meeting. Amendments and carryover amounts for the Fiscal Year 2015/16 budget will also be presented at the October meeting. The Quarterly Investment Report (Attachment 1) for April through June 2015 was prepared by the Orange County Treasurer.

Orange County Employees Retirement System (OCERS) - On July 20, 2015, the Board of Retirement approved an early payment discount on employer contributions paid for the year beginning July 1, 2016. The early payment must be made to OCERS in January 15, 2016 to receive a discount rate of 5.8% to be used in calculating the present value of discounted cash flows. The estimated savings from participating in the early payment discount and recommendation to take advantage of this cost-saving opportunity will be presented to the Commission in December. On June 15, 2015, the Board of Retirement adopted Fiscal Year 2016/17 employer and employee retirement rates. The new rates will be comparable to the current year. Plans I and J rates covering Commission employees hired before January 1, 2013 are decreasing from 35.79% to 33.15%. The Plan U rate for Commission employees hired after January 1, 2013 will decrease from 32.28% to 30.05%.

B. Annual Financial Audit Update

Commissioners Sandy Barry and Sandy Pierce met with the external auditor Roger Alfaro from Vavrinek, Trine, Day & Co. in July to officially launch the annual financial audit. The annual audit process requires both audit entrance and exit meetings with Commissioner representatives. The audit results and findings will be presented at the audit exit meeting scheduled for October 1. Two weeks of final fieldwork for the Commission's annual financial audit took place in August. The auditors focused on the Commission's financial statements, the expanded First 5

audit requirements issued by the State Controller's Office, and the first-year implementation of the new pension reporting standards. The Comprehensive Annual Financial Report will be presented at the October meeting. The report will include audit reports for the financial statements and First 5 expanded audit requirements.

C. Strategic Communications Monthly Reports for July and August and Essentials for Young Lives Diaper Drive Results

Curt Pringle & Associates provides strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The Strategic Communications Activities Reports for July and August are included as Attachments 3 and 4. Curt Pringle & Associates also manages the implementation of the HomeAid Orange County's Essentials for Young Lives Campaign. The annual diaper drive takes place annually in May to support mothers with young children that living in homeless shelters. The 2015 campaign successfully collected 1.8 million items, providing a one-year supply of diapers to the women and children's shelters supported by HomeAid. A comprehensive report on the campaign results is included as Attachment 4.

D. First 5 Staff Summit Planning Process

The First 5 Association hosts an annual summit for First 5 commission staff. This year's event is scheduled for September 28, 29 and 30 in Los Angeles. The keynote address will be given by Dr. Manuel Pastor, from the University of Southern California, on social determinants of school readiness and systems efforts in a changing California. The workshops are tailored to issues that are important to county commission staff including finance, evaluation, communications, and early childhood health and education programs. The Orange County Commission staff is supporting this event by serving on the Summit planning team and speaking on various panels throughout the conference. The summit is also an opportunity to network with First 5 county commissions across the state.

E. Project DULCE

The Commission is a founding member of the national Early Childhood - Learning and Innovation Network for Communities (EC-LINC). The EC-LINC was created to provide a community of practice to build and disseminate knowledge about the range of innovative community-based efforts across the country. The project is also intended to serve as a platform for local leaders and state and federal policymakers to work together to accelerate strategies that improve results for children and families.

This past year, staff has been in discussion with Boston Medical Center to consider the potential of implementing the Project DULCE model for providing comprehensive integrated care at a community clinic. Project DULCE is an intervention designed to address infant and family risks through enhanced primary care. Family issues such as food, housing, and income insecurity are addressed to reduce potential resulting concerns such as parent emotional and behavioral problems, non-nurturing and harsh parents, and child maltreatment. The project model has been documented in recognized literature including:

- "Project DULCE: Strengthening Families through Enhanced Primary Care", The Journal of Zero to Three, September 2014.
- "Medical-Legal Strategies to Improve Infant Health Care: A Randomized Trial", PEDIATRICS, Volume 136, number 1, July 2015.

The Center for the Study of Social Policy has recently received a commitment from two foundations that would provide 80 percent of project funding for five sites to participate the first year. In September, another foundation is anticipated to confirm their proposed contribution for the second and third year participation. Orange County has been invited to participate and CHOC Children's has confirmed their interest. Additional sites will include Alameda, Los Angeles, Palm Beach Florida and Vermont. The estimate per site cost is approximately $130,000. If full foundation support is not received, each participating site's financial responsibility would be approximately $26,000. No Commission funding is requested at this time.

ATTACHMENTS:

1. Financial Highlights/ Quarterly Investment Report
2. Strategic Communications Report for July 2015
3. Strategic Communications Report for August 2015
4. 2015 Essentials Campaign Report

Children & Families Commission of Orange County
Quarterly Investment Report
April 1, 2015 through June 30, 2015

OVERVIEW
Pursuant to the Commission's Investment Policy Statement dated May 6, 2015, the Treasurer submits this Quarterly Investment Report to the Commission. This Investment Report summarizes investment activities for the Commission for the three-month period from April 1 through June 30, 2015.

The Commission has invested 100% of its funds in the Orange County Investment Pool (OCIP). All funds are managed by the Office of the Orange County Treasurer.

Orange County Investment Pool
The primary goal of the OCIP is to invest public funds in a manner which will provide the maximum security of principal invested with secondary emphasis on providing adequate liquidity to Pool Participants and lastly to achieve a market rate of return. The Commission's investment in the OCIP as of June 30, 2015 totaled $51,881,842.

PORTFOLIO PERFORMANCE SUMMARY – QUARTERLY
The following table presents an overview of the Commission's investments for the months of April, May and June 2015. The net yield for fiscal year 2014/2015 is 0.35%, net of the investment administrative fee of seven basis points.

Month Ended	Commission's Month End Balance	Commission's Monthly Gross Yield	OCIP Market Value	OCIP Book Value	Average Days to Maturity
April	$56,719,661	0.37%	$3,941,169,120	$3,937,797,181	346 days
May	$56,815,476	0.44%	$3,687,113,169	$3,684,094,392	378 days
June	$51,881,842	0.50%	$3,519,550,504	$3,517,221,571	391 days

ECONOMIC UPDATE
From April through June, the U.S. economy continued its modest economic growth. The job market added 221,000 new jobs in April, 254,000 in May, and 231,000 in June. The unemployment rate was 5.4% in April, 5.5% in May, and 5.3% in June. U.S. gross domestic product (GDP) increased at a 2.3% annualized rate in the second quarter of 2015, up from the previous quarter's rate of 0.6% but down from the fourth quarter rate of 5%. S&P/CaseShiller reported that housing prices continue to show positive momentum as year-over-year prices increased for the thirty-fifth consecutive month in April, up 4.9% from a year ago. The index for pending home sales increased 8.3% on a year-over-year basis in May. The Federal Reserve met twice during the quarter, leaving their target of 0 to ¼ percent for the Federal Funds Rate unchanged.

Rates on short-term and long-term Treasuries increased as investors anticipated an increase in the Federal Reserve's target interest rate. The 10-year Treasury ended the quarter at 2.35%, up from 1.92% at the end of the previous quarter.

U.S. Treasury Yield Curve: The Treasury 3-Month yield decreased, and the 2, 5, 10, and 30 year yields increased during the Quarter Ended June 30, 2015.

	Quarter Ended June 30, 2015	Quarter Ended March 31, 2015
3-Month	0.01%	0.02%
2-Year	0.65%	0.56%
5-Year	1.65%	1.37%
10-Year	2.35%	1.92%
30-Year	3.12%	2.54%

Source: Bloomberg World Markets

COMPLIANCE MONITORING

As of June 30 2015, 100% of the holdings of the Commission are in compliance with the Commission's Investment Policy Statement dated May 6, 2015. Further, OCIP had no compliance exceptions for the three months ending June 2015. The Auditor Controller's Internal Audit unit also issued audit reports during the second quarter of 2015 and both reports were provided to the Board of Supervisors as part of the Treasurer's Monthly Investment Report. The reports are:

New Audit Reports

- The Auditor Controller Report of the Schedule of Assets Held by the County Treasury as of September 30, 2014 stated that no material modifications needed to be made to the financial statements prepared on a modified cash basis.
- The Auditor-Controller Report on Continuous Compliance Auditing of the Treasury Investment Portfolio for the Quarter Ended December 31, 2014 identified no compliance deficiencies.

We have attached the Investment Policy and Treasury Oversight Committee Compliance Summary as reported in the Treasurer's Monthly Report for the months of April, May and June, 2015 (Attachment C). This summary tracks compliance in a variety of areas.

PORTFOLIO HOLDINGS OF DEBT ISSUED BY POOL PARTICIPANTS

Under guidelines outlined in the County's current IPS, the County Treasurer may invest in A or above rated securities issued by municipalities. Municipal debt issued by the County of Orange is exempt from this credit rating requirement. OCIP may invest no more than 5% of pool assets in any one issuer, with the exception of the County of Orange which has a 10% limit. OCIP has a total market value of $12.5 million in AA- rated County of Orange debt, which represents approximately 0.36% of assets. Prior to purchasing any pool participant debt, a standardized credit analysis is performed.

STATEMENT OF ACTIVITY

We have included the Statement of Activity for the months of April, May, and June 2015 (Attachment B). These Statements report the beginning and ending balances of the Commission's funds invested in the OCIP. All deposits, withdrawals, investment earnings, and administrative fees for the reporting period are also posted. The Commission's month-end balances for April, May, and June were $56,719,661, $56,815,476, and $51,881,842 respectively.

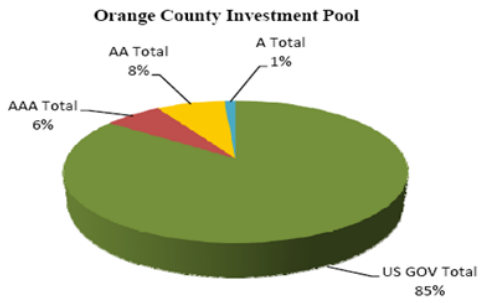
Attachments:

A. Orange County Investment Pool Summary
B. Statement of Activity for the months of April, May, and June 2015
C. Investment Policy and Treasury Oversight Committee Compliance Summary for April, May, and June 2015

ORANGE COUNTY TREASURER-TAX COLLECTOR
ORANGE COUNTY INVESTMENT POOL
INVESTMENT POOL SUMMARY
AT JUNE 30, 2015

PORTFOLIO COMPOSITION

Security Type	Market Value	Book Value	Unrealized Gain (Loss)	% of Market Value
U.S. GOVERNMENT AGENCIES	$ 2,060,636,147	$ 2,059,992,825	$ 643,322	58.54%
U.S. TREASURIES	917,948,334	916,081,030	1,867,304	26.08%
MEDIUM - TERM NOTES	307,821,340	308,028,644	(207,304)	8.75%
MUNICIPAL DEBT	12,495,423	12,476,708	18,715	0.36%
MONEY MARKET MUTUAL FUNDS	165,642,020	165,642,020	-	4.71%
CERTIFICATES OF DEPOSIT	55,007,240	55,000,344	6,896	1.56%
TOTAL	$ 3,519,550,504	$ 3,517,221,571	$ 2,328,933	100.00%



US GOV Includes Agency & Treasury Debt
AA Includes AA+, AA- & AA
A Includes A+,A- & A
A-1 Includes A-1+, F-1+, P-1, A-1 & F-1

SUMMARY OF INVESTMENT DATA

INVESTMENT TRENDS

	JUNE 2015	MAY 2015	INCREASE (DECREASE)	NET CHANGE %	JUNE 2014	INCREASE (DECREASE)	NET CHANGE %
Orange County Investment Pool (OCIP)							
End Of Month Market Value[1]	$ 3,519,550,504	$ 3,687,113,169	(167,562,665)	-4.54%	$ 3,212,597,028	$ 306,953,476	9.55%
End Of Month Book Value	$ 3,517,221,571	$ 3,684,094,392	(166,872,821)	-4.53%	$ 3,211,430,922	$ 305,790,649	9.52%
Monthly Average Balance	$ 3,540,256,459	$ 3,739,843,436	(199,586,977)	-5.34%	$ 3,265,339,853	$ 274,916,606	8.42%
Year-To-Date Average Balance	$ 3,457,911,487	$ 3,450,425,580	7,485,907	0.22%	$ 3,342,631,548	$ 115,279,939	3.45%
Monthly Accrued Earnings[2]	$ 1,451,538	$ 1,401,263	50,275	3.59%	$ 1,060,245	$ 391,293	36.91%
Monthly Net Yield[2]	0.43%	0.38%	0.06%	15.29%	0.33%	0.10%	31.77%
Year-To-Date Net Yield[2]	0.35%	0.35%	0.00%	1.39%	0.26%	0.09%	34.62%
Annual Estimated Gross Yield[3]	0.43%	0.43%	0.00%	0.00%	0.37%	0.06%	16.22%
Weighted Average Maturity (WAM)[4]	391	378	13	3.44%	464	(73)	-15.73%

[1] Market values provided by Bloomberg and Northern Trust.

[2] In June 2015, OCIP monthly accrued earnings and monthly and year-to-date net yields were higher than June 2014, primarily due to increased investment in longer term, higher yielding securities. In June 2015, OCIP monthly net yield increased from the prior month due to the maturities of low yielding, short-term securities that were distributed as secured property tax receipts to various county agencies, cities and school districts.

[3] Annual estimated gross yield for June 2014 is reported at the actual annual gross yield for FY 13/14, and gross yields for FY 14/15 are reported at the latest forecasted yield.

[4] In June 2015, OCIP WAM was lower than in June 2014, primarily due to more investments with shorter maturities than in 2014.

COUNTY OF ORANGE
OFFICE OF THE TREASURER-TAX COLLECTOR
Shari L. Freidenrich, CPA, CCMT, CPFA, ACPFIM
P. O. BOX 4515
SANTA ANA, CA 92702-4515

ocgov.com/ocinvestments
April 30, 2015

ORANGE COUNTY CHILDREN AND FAMILIES COMMISSION
Attn: Christina Altmayer, Executive Director
1505 E. 17th Street, Suite 230
Santa Ana, CA 92705

Monthly Apportionment Gross Yield:	0.365%
Administration Fee:	-0.064%
Monthly Apportionment Net Yield:	0.301%

Fund Number : 225

APRIL 2015 STATEMENT

CASH IN TREASURY

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer	Amount
04/01/15	March 2015 Admin Fee	AF		$ (3,012.06)
04/14/15	March 2015 Interest	IN		$ 21,231.92

Summary

Total Deposit:	$	4,729,619.26	Beginning Balance:	$	53,749,022.71
Total Withdrawal:	$	(1,758,980.51)	Ending Balance:	$	56,719,661.46

ACCRUED INVESTMENT INCOME

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer	Amount
04/14/15	March2015 Interest	IN		$ (21,231.92)
05/01/15	April 2015 Interest	IN		$ 16,307.28

Summary

Total Accrual:	$	16,307.28	Beginning Balance:	$	21,231.92
Total Payment:	$	(21,231.92)	Ending Balance:	$	16,307.28

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ocgov.com/ocinvestments
May 31, 2015

ORANGE COUNTY CHILDREN AND FAMILIES COMMISSION
Attn: Christina Altmayer, Executive Director
1505 E. 17th Street, Suite 230
Santa Ana, CA 92705

Monthly Apportionment Gross Yield:	0.435%
Administration Fee:	-0.064%
Monthly Apportionment Net Yield:	0.371%

Fund Number : 225

MAY 2015 STATEMENT

CASH IN TREASURY

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer		Amount
05/01/15	April 2015 Admin Fee	AF		$	(2,859.32)
05/11/15	April 2015 Interest	IN		$	16,307.28

Summary

Total Deposit:	$	2,018,083.49	Beginning Balance:	$	56,719,661.46
Total Withdrawal:	$	(1,922,268.73)	Ending Balance:	$	56,815,476.22

ACCRUED INVESTMENT INCOME

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer		Amount
05/11/15	April 2015 Interest	IN		$	(16,307.28)
06/01/15	May 2015 Interest	IN		$	20,894.91

Summary

Total Accrual:	$	20,894.91	Beginning Balance:	$	16,307.28
Total Payment:	$	(16,307.28)	Ending Balance:	$	20,894.91

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P. O. BOX 4515
SANTA ANA, CA 92702-4515

ocgov.com/ocinvestments

June 30, 2015

ORANGE COUNTY CHILDREN AND FAMILIES COMMISSION

Attn: Christina Altmayer, Executive Director
1505 E. 17th Street, Suite 230
Santa Ana, CA 92705

Monthly Apportionment Gross Yield:	0.499%
Administration Fee:	-0.064%
Monthly Apportionment Net Yield:	0.435%

Fund Number : 225

JUNE 2015 STATEMENT

CASH IN TREASURY

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer		Amount
06/01/15	May 2015 Admin Fee	AF		$	(3,073.23)
06/15/15	May 2015 Interest	IN		$	20,894.91

Summary

Total Deposit:	$	2,542,946.13	Beginning Balance:	$	56,815,476.22
Total Withdrawal:	$	(7,476,580.51)	Ending Balance:	$	51,881,841.84

ACCRUED INVESTMENT INCOME

Transactions

Transaction Date	Transaction Description	Tran Type	Authorized Signer		Amount
06/15/15	May 2015 Interest	IN		$	(20,894.91)
07/01/15	June 2015 Interest	IN		$	22,963.39

Summary

Total Accrual:	$	22,963.39	Beginning Balance:	$	20,894.91
Total Payment:	$	(20,894.91)	Ending Balance:	$	22,963.39

ORANGE COUNTY TREASURER-TAX COLLECTOR
INVESTMENT POLICY (IPS) AND TREASURY OVERSIGHT COMMITTEE (TOC) COMPLIANCE SUMMARY
April 30, 2015

COMPLIANCE CATEGORY	PERFORMED BY	REGULATORY/POLICY GUIDELINES	CURRENT STATUS
Annual Compliance Audit	IA	Performance Evaluation-Cal Govt. Code 27134	Calendar Year 2013 completed, with only two TTC reported exceptions found.
Quarterly Schedule of Assets Review	AC	Performance Evaluation-Cal Govt. Code 26920(a)	Quarter ended September 30, 2014 and December 31, 2014 are in process.
Annual Schedule of Assets Audit	AC	Performance Evaluation-Cal Govt. Code 26920(b)	Annual audit of Schedule of Assets as of June 30, 2014 completed.
Treasury Administrative Fee	TTC	Compensation Agreement-Cal Govt. Code 27013	Annual review of fees for FY 13/14 in process.
Annual Broker/Dealer Review	TTC	Authorized Financial Dealers and Qualified Institutions	Calendar Year 2014 in process.
Annual Broker/Dealer IPS Certification	TTC	Authorized Financial Dealers and Qualified Institutions	All 2014 IPS certifications received.
IPS Compliance Deficiencies	TTC	Investment/Diversification/Maturity Restrictions	FY 14/15 identified zero compliance incidents as of April 30, 2015.
TOC Bylaw Changes	BOS	TOC Review and BOS Annual Approval	TOC reviewed Bylaws and made no changes at the October 22, 2014 meeting. No BOS approval required.
Annual IPS Approval	BOS	TOC Review and BOS Annual Approval	October 22, 2014 changes approved by BOS on December 16, 2014.
TOC Annual Report	BOS	TOC Bylaws Rule 30 - Oral and Written Report	TOC 2014 Annual Report was presented to BOS on March 10, 2015.
Broker/Financial Institution List	TTC	OC Gift Ban Ordinance and Form 700	TOC members were provided a list of active TTC Broker/Dealers and Financial Institutions by email on March 11, 2015.
Certificates of Compliance	TTC	TOC Bylaws Rule 34 - Annual	TOC members are in compliance for 2015.
Ethics Training	TTC	TOC Bylaws Rule 34 - Every Two Years	TOC members are in compliance for Calendar Year 2014.
Conflict of Interest Form 700 Filing	TTC	TOC Bylaws Rule 34 / IPS - Every Year	TOC members are in compliance for Calendar Year 2014.

LEGEND	
Auditor-Controller Internal Audit	AC
Board of Supervisors	BOS
Internal Audit Department	IA
Treasury Oversight Committee	TOC
Office of Treasurer-Tax Collector	TTC

ORANGE COUNTY TREASURER-TAX COLLECTOR
INVESTMENT POLICY (IPS) AND TREASURY OVERSIGHT COMMITTEE (TOC) COMPLIANCE SUMMARY
May 31, 2015

COMPLIANCE CATEGORY	PERFORMED BY	REGULATORY/POLICY GUIDELINES	CURRENT STATUS
Annual Compliance Audit	IA	Performance Evaluation-Cal Govt. Code 27134	Calendar Year 2013 completed, with only two TTC reported exceptions found.
Quarterly Schedule of Assets Review	AC	Performance Evaluation-Cal Govt. Code 26920(a)	Quarter ended September 30, 2014 and December 31, 2014 are in process.
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LEGEND	
Auditor-Controller Internal Audit	AC
Board of Supervisors	BOS
Internal Audit Department	IA
Treasury Oversight Committee	TOC
Office of Treasurer-Tax Collector	TTC

ORANGE COUNTY TREASURER-TAX COLLECTOR
INVESTMENT POLICY (IPS) AND TREASURY OVERSIGHT COMMITTEE (TOC) COMPLIANCE SUMMARY
June 30, 2015

COMPLIANCE CATEGORY	PERFORMED BY	REGULATORY/POLICY GUIDELINES	CURRENT STATUS
Annual Compliance Audit	IA	Performance Evaluation-Cal Govt. Code 27134	Calendar Year 2013 completed. Calendar year 2014 in process.
Quarterly Schedule of Assets Review	AC	Performance Evaluation-Cal Govt. Code 26920(a)	Quarter ended September 30, 2014 completed. December 31, 2014 in process.
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Annual Broker/Dealer IPS Certification	TTC	Authorized Financial Dealers and Qualified Institutions	All 2014 IPS certifications received.
IPS Compliance Deficiencies	TTC	Investment/Diversification/Maturity Restrictions	TTC identified one compliance incident for FY 14/15 on June 30.
TOC Bylaw Changes	BOS	TOC Review and BOS Annual Approval	TOC reviewed Bylaws and made no changes at the October 22, 2014 meeting. No BOS approval required.
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LEGEND	
Auditor-Controller Internal Audit	AC
Board of Supervisors	BOS
Internal Audit Department	IA
Treasury Oversight Committee	TOC
Office of Treasurer-Tax Collector	TTC

Curt Pringle & Associates

To: Kelly Pijl, Communications and Policy Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: July 17, 2015

Subject: July 2015 Strategic Communications Summary Report

The following is a summary of activities that were provided by Curt Pringle & Associates to the Children and Families Commission of Orange County for the month of July 2015.

Legislative Advocacy

Board of Equalization

- Consulted with and provided recommendations to the Commission's Executive Director regarding the BOE Administrative Fees. Further assisted the ED with legislative strategy regarding this and other tobacco related issues.

Legislative/Budget Update

- Governor Brown has signed SB 277 (Pan), which eliminated of "personal belief" exemption from school/day care entry requirements. Since its signing, a statewide referendum has been submitted to the Attorney General's office which would reinstate the personal belief exemption. Proponents of the referendum have until 9/28/2015 to submit 365,880 valid California registered voter signatures. SB 792 (Mendoza), requiring day care workers to be immunized, has passed out of the Senate by a vote of 34-3. The bill has been approved by two committees in the Assembly and is pending in the Appropriations.

- Having adopted the 2015/2016 State Budget in June, the Governor has called for a special legislative session to address the state's health care funding. As part of the special session, tobacco issues may also be discussed, including treating electronic cigarettes as tobacco products, raising the minimum age to purchase or consume tobacco to 21, and the $2.00 per pack cigarette tax.

- Several Statewide Initiatives that could impact the Commission are currently making their way through the approval process, allowing them to ultimately be placed before voters. The Initiatives would impose a $2.00 tax on each pack of cigarettes. The

Initiatives would fund healthcare costs, law enforcement activities related to tobacco, and research. Each Initiative contains a Proposition 10 backfill. They also seek to classify e-cigarettes as a tobacco product.

Briefings

- Coordinated Los Alamitos Unified School District briefing with Superintendent Sherry Kropp for next week (July 22).

- Continued to reach out to the city of Placentia, Westminster and Los Alamitos, as well as Fullerton School District for briefing meetings.

Public Awareness

- CP&A has coordinated an opportunity for the Commission to be the featured speaker at the Orange County Business Council's (OCBC) August Workforce Development Committee meeting. Christina Altmayer will present on the EDI program.

- CP&A has begun finalizing the 2015 Donation Drive activities. Efforts are under way for the initial planning phases of the 2016 Drive.

Curt Pringle & Associates

To: Kelly Pijl, Communications and Policy Director
Children and Families Commission of Orange County

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: August 24, 2015

Subject: August 2015 Strategic Communications Summary Report

The following is a summary of activities that were provided by Curt Pringle & Associates to the Children and Families Commission of Orange County for the month of August, 2015.

Legislative Advocacy

Board of Equalization

- CP&A has continued to provide assistance to the Commission regarding the BOE administrative fees. Included in our efforts were letters drafted to the BOE Members George Runner (Vice Chair) and Diane Harkey notifying them that the state's First 5 Commission has hired a consultant to analyze the fees and requesting their support to ensure that the data is made available.

- On August 25th, the Joint Legislative Audit Committee is scheduled to discuss the escalating fees.

State Legislation

- After a month-long recess, the Legislature has convened in a Special Session to address healthcare funding. Pending legislation that could impact the Commission include:

    - ABX2 11 and SBX2 10 - Increases tobacco retailer license fee application from $100 to $265. Establishes an annual license renewal fee of $265. Funds will be used to offset the current shortfall in the licensing and enforcement program, which is impacting the BOE administrative costs.
    - ABX2 6 and SBX2 5 - Broadens the definition of "tobacco product" to include electronic cigarettes.
    - ABX2 8 and SBX2 7 - Increases the minimum legal age to purchase or consume tobacco in California from 18 to 21 years of age.
    - A Bill to establish an additional $2 tax on each pack of cigarettes is expected to be introduced in the Special Session soon. If approved, this would replace the statewide initiatives mentioned below.

- On August 25th, the Joint Legislative Audit Committee is scheduled to discuss the tobacco licensing and enforcement program.

- Statewide Initiatives that could impact the Commission are currently making their way through the approval process, allowing them to ultimately be placed before the voters.
    - The California Medical Association, American Lung Association, and a state employee union (SEIU) have filed two initiatives that would add an additional $2 tax on each pack of cigarettes. Both initiatives include a back-fill provision for the Proposition 10. The proponents have until 1/05/16 to gather 365,880 valid signatures.
    - Former Assemblyman Tim Donnelly has filed an initiative to overturn SB 277, which was recently signed into law. SB 277 eliminated the "personal beliefs" exemption for the immunization requirements to enter public school. The deadline to submit 365,880 valid signatures is 9/28/15.

Briefings

- Coordinated a briefing with the City of Anaheim, which will be held on August 27th.

- Coordinated a briefing with the City of Westminster, which will be held on Aught 25th.

Public Awareness

- CP&A arranged for Christina Altmayer to be the featured speaker at the Orange County Business Council (OCBC) monthly Workforce Development Committee. Altmayer's presentation focused on the EDI program, which has now been conducted countywide.

- Two meetings have been arranged with companies that were sponsors of this year's Essentials for Young Lives Campaign. The purpose of the meetings is to thank them for their support and initiate support for the 2016 campaign.

To: Christina Altmayer, Executive Director

Children and Families Commission of Orange County

From: Curt Pringle, President

Date: August 14, 2015

Subject: 2015 Essentials Campaign Report

Thank you for the opportunity to again work on behalf of the Children and Families Commission of Orange County on HomeAid's *Essentials For Young Lives* campaign. This year's campaign was an overwhelming success. CP&A has helped increase the annual donations from 321,000 in 2010, to over **1.8 million items this year.** Items were collected at over 250 locations throughout Orange County.

Each year, we see firsthand the generosity of our county's businesses and residents and the direct impact this program has on those who are in need of temporary or transitional housing. It is a great privilege to help manage, promote and grow this life-changing campaign.

Media Partners & Public Awareness

From securing the involvement of **Sheriff Sandra Hutchens as Honorary Chair** to scheduling and facilitating multiple interviews, CP&A was strategic in securing media opportunities in order to broaden public awareness of the campaign, as well as the Commission's involvement.

CP&A arranged for **Vikki Vargas, NBC4 Orange County Bureau Chief,** to serve as Master of Ceremonies for the Community Partner Kick-Off Luncheon that was held at Pathways of Hope in Fullerton. CP&A also secured the promotion the Essentials campaign on NBC4 community page.

We also secured commitments from **Time Warner Cable** and **Cox Communications** to run a **Public Service Announcement** (PSA), which we produced in conjunction with the Orange County Sheriff's Department. The PSA aired approximately 100 times leading up to the Essentials drive. In addition, on-camera interviews were coordinated for Christina Altmayer and Scott Larson, HomeAid Orange County.

Other media deliverables included:

- *Orange County Register Op-Ed*, authored by Commission Chair Dr. Maria Minon, MD.
- Media alerts and press kits for all Essentials campaign activities and milestones

Business Partners & Contributions

Our strategic connections throughout the business community help make it possible for 2015 to be the most successful drive to date. CP&A secured **over $30,000 in cash donations** from the campaign's business partners, including:

Albertsons/Vons Foundation	**Automobile Club of Southern California**
St. Joseph Health Systems	**CHOC Children's**
Bank of America	**Northgate Markets**

CP&A again arranged for **United Parcel Service** (UPS) to provide no-cost transportation services and delivery services.

CP&A secured the involvement and support of **Kimberly Clark Corporation,** who contributed 96,728 **diapers** and **618,336 wipes**. We estimate a value of approximately $32,000.

State Capitol Campaign

To help raise awareness of the First 5 Associations across the state, again CP&A facilitated the Essentials drive in the State Capitol. Essentials is just one of two donation drives permitted in the State Capitol building. Through hosting the donation drive in nearly every Legislative office, we are able to highlight an important program being conducted by the Commission, as well has showcase the partnership we enjoy with the business and local community.

Our work for the Capitol campaign included:

- Arranging for Senate Rules approval to conduct the donation drive in the Capitol
- Developing collateral materials specifically for the State Capitol campaign
- Coordinating a press conference, with the participation of 8 Legislators
- Coordinating with Northern California First 5 Commissions and First 5 Association
- Developing the media materials for the Capitol campaign
- Coordinating with each legislative office to encourage their involvement

Donation Storage

This year the campaign was able to store the donated items at the former *Los Angeles Times* facility in Costa Mesa. The property has been sold and will likely be developed in the next several years. As the campaign has grown, permanent storage remains a challenge. CP&A will continue to seek storage opportunities.

Thank you again for the opportunity to serve the Children and Families Commission of Orange County.