

**Agenda Item 9
September 3, 2014**

DATE: August 20, 2014
TO: Children and Families Commission of Orange County
FROM: Christina Altmayer, Executive Director
SUBJECT: Executive Officer's Report

The following is the Executive Officer's Report for September 3, 2014:

a. Financial Update

Year-End Financial Results - Final revenue amounts have been posted by First 5 California for Fiscal Year 2013/14. Tobacco tax revenue for Orange County was \$26.4 million or .7% above budget. This represents a decline of 2.33% from the prior year, Fiscal Year 2012/13, compared to the budgeted decline of 3%. 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 2014/15 budget will also be presented at the October meeting. Updated revenue projections will also be incorporated into the Long Term Financial Plan review scheduled for December of this year.

Orange County Employees Retirement System (OCERS) - On July 21, 2014, the Board of Retirement approved an early payment discount on employer contributions paid for the year beginning July 1, 2015. The early payment must be made to OCERS in January 2015 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 will be presented to the Commission. On June 17, 2014, the Board of Retirement adopted Fiscal Year 2015/16 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 increasing from 35.41% to 35.79%. The Plan U rate for Commission employees hired after January 1, 2013 will increase from 32.05% to 32.28%.

b. Audit Update

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 federally funded AmeriCorps/VISTA program. 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. A separate report will be presented for the Commission's federally funded programs with AmeriCorps/VISTA selected for review.

c. Strategic Communications Reports for July and August 2014

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 2014 are included as Attachments 1 and 2.

d. Autism Executive Director Selected

The July Commission meeting included an update on the Center for Autism and Neurodevelopmental Disorders recruitment to select the Executive Director. Both Dr. Minon and I served on the selection committee. The selection of the new Executive Director, the first for the Center, has now been made. Catherine Brock, MA, LMHC, has worked in the field of autism for over 15 years and will bring both clinical expertise and management experience to the center. Catherine has recently served as associate director for the University of Washington Autism Center and as guest lecturer for graduate-level classes at the University of Washington and Antioch University. Ms. Brock's first day will be September 15 and I will update the Commission on Catherine's transition plans including her introduction to the Orange County community.

e. On-Call Evaluation Services Request for Qualifications (RFQ)

Staff recently prepared a Request for Qualifications (RFQ) for On-Call Evaluation Services which was released August 1, 2014 for the selection of on-call individuals or organizations that can demonstrate primary and substantial experience providing evaluation services related to programs serving families with children aged 0-5 that can provide evaluation services as needed. A panel of experienced evaluators that can provide independent review of Commission programs is becoming increasingly necessary as the Commission pursues federal and national funding opportunities. Seventeen independent evaluators or evaluation firms submitted a Letter of Interest indicating their intent to submit a response to the RFQ. Evaluator proposals are due by September 5, 2014. Detailed information on the RFQ process, including application instructions, is posted on the Commission's website. A request for recommended contracting authority will be presented for consideration at the October 2014 Commission meeting.

f. Update on Renewal Funding Awards

At the February 2014 meeting, the Commission approved 71 renewal agreements. Of those agreements, three were one-time catalytic investments targeted at providing funding that will enhance sustainability of the agency and services without continued Commission investment. Five agreements were transitional, providing 12 to 24 months of funding as the agencies secure other funding to continue the program. The remaining 63 agreements were for three year direct service support. To date, 90 percent of the agreements effective July 1, 2014 have been executed and the remaining agreements will be executed by the end of September.

g. Employee Recognition

The Commission's Contracts Manager, Susie Kim has accepted a position at the Orange County Health Care Agency and will leave the Commission this month. Susie has been a valuable member of the Commission since 2005, and has been instrumental in the negotiation, development, and execution of agreements with the organizations and consultants that serve the children and families of Orange County. Sincere appreciation to Susie Kim for her work with the Commission, and congratulations on this important career move.

ATTACHMENTS:

1. Strategic Communications Report – July 2014
2. Strategic Communications Report – August 2014

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

From: Todd Priest, Vice President
Curt Pringle & Associates

Date: July 31, 2014

Subject: July 2014 Strategic Communications Monthly Report

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 July 2014:

Governmental Advocacy

Curt Pringle & Associates' (CP&A) scope of work includes outreach activities with the Orange County Legislative Delegation, identified priority cities, and others as needed. 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

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. CP&A facilitated a meeting between the Commission and Assemblyman Tom Daly on July 10, 2014 and a separate meeting with Assemblywoman Diane Harkey on July 24, 2014 to discuss the BOE administrative fee issue. In addition, CP&A held on-going dialogue with Assemblyman Daly's Capitol and District staff regarding the inclusion of Budget language to help address the high fees.

Curt Pringle & Associates met with and provided guidance to Christina Altmayer and Bill Podlich, from the Orange County Shared Spaces Foundation, concerning the non-profit status of the Commission's office location. As a result, CP&A facilitated a meeting with BOE Member Michelle Steel's staff on July 22, 2014.

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.

CP&A continues to monitor bills of significance for the Commission. The State Legislature was on recess during the month of July. Bills will again be considered in August.

- 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 has been granted reconsideration and is pending review in the Assembly Appropriations Committee.

- 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.

SB 837 has passed the Senate and is scheduled to be heard in the Assembly Appropriations Committee on August 6, 2014.

- 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 been placed on the Senate Appropriations suspense file.

Initiative Update

Of the eight (8) original tobacco initiatives that were submitted to the Secretary of State's office for consideration, two (2) 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

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. No city briefings were held in July. 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 briefing was conducted in July:

- Garden Grove Unified School District on July 8, 2014 with Superintendent Gabriela Mafi. A briefing packet was prepared for this meeting.
 - Superintendent Mafi provided information on a concept similar to Paul Tough’s presentation to the Commission in June 2013, emphasizing increasing motivation and how children are encouraged, especially during their formative years.

Briefings are scheduled in August with the following school districts:

- Saddleback Valley Unified School District on August 12, 2014 with Assistant Superintendent of Educational Services Kathy Dick, Assistant to the Superintendent and Director of Pupil Services Tammy Blakely, and Early Learning Specialist Coordinator Olivia Yahya. A briefing packet has been 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.

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. 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 July 2014 included the following:

Orange County

- Curt Pringle & Associates coordinated with Gina Scott, HomeAid Orange County, and Carrie Braun, Orange County Sheriff’s Department, to develop a video with a “thank

you” message for participating in the 2014 Essentials drive. This video is anticipated to be completed in August 2014.

- CP&A developed the script and provided additional images to be used in the video.
- Curt Pringle & Associates is coordinating with HomeAid Orange County to thank, in person, the major corporate sponsors of the Essentials campaign.

Sacramento

- Curt Pringle & Associates acquired and distributed the 5th Annual Essentials for Young Lives in the Capitol press conference video.

Other Community Partnership Opportunities

- Discussions with Allergan remain on hold to do their focus being diverted to potential acquisition.
- Following the *Essentials* program, Curt Pringle & Associates continues to explore additional opportunities with Time Warner Cable and Cox Communications.
- Curt Pringle & Associates is coordinating with UPS to discuss a potential partnership with the new “Champions for Children’s Literacy” collaborative.

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. In July, CP&A assisted in the development of a “thank you” video for the Essentials drive.

Upcoming Activities and Focus:

- Planning efforts for the 2015 *Essentials for Young Lives* campaign
- BOE Administrative Fees
- City briefings – Santa Ana
- Education community briefings – Magnolia School District and Saddleback Valley Unified School District
- Further engagement with Allergan
- Further engagement with Time Warner Cable and Cox Communications
- Further engagement with UPS on the “Champions for Children’s Literacy” initiative
- 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: August 22, 2014

Subject: August 2014 Strategic Communications Monthly Report

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 August 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

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.

Curt Pringle met with Executive Director, Christina Altmayer, on August 14, 2014 to continue strategy on the BOE fees. CP&A researched the budget sub-committee recommendation made by Assemblyman Tom Daly with regards to the BOE administrative fees. The Legislative Analyst's Office will be publishing the sub-committee recommendations in the next several weeks. According to the procedures of this process, the BOE will be tasked with accomplishing the sub-committee recommendations within the specified timeframe.

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.

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

- As previously reported, Assembly Bill 1500 (Dickinson) would have significantly revised the 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. The bill has been amended to maintain STAKE, and add electronic cigarettes to the list of banned products that can be delivered through the mail to persons under 18 years of age.

AB 1500 is still pending in the Assembly Appropriations Committee.

- Senate Bill 837 (Steinberg) as originally presented would have provided pre-school to all 4-year olds. However, as part of the 2014/2015 State Budget negotiations in June, 11,500 low-income transitional kindergarten slots were approved with additional slots being made available in subsequent years. Since passage of the State Budget, SB 837 has been amended to specifically allocate \$15,000,000 from the Department of Education's budget to fund professional development for teachers, of which \$10,000,000 will be used for professional development related to transitional kindergarten. The bill requires the Department of Education to consult with the California Children and Families Commission, and others, on the course work.

SB 837 is now pending in the Assembly Appropriations Committee.

- Assembly Bill 1559 (Pan) has been amended to require that infants be screened for Adrenoleukodystrophy (ALD) as soon as a federal Recommended Uniform Screening Panel (RUSP) is approved. Previously, the bill mandated that California begin testing infants in January 2018. 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. ALD is a genetic disorder that primarily impacts the brain, nerves, and adrenal glands of young boys.

AB 1559, as amended, is pending in the Senate Appropriations Committee.

Initiative Update

The following initiatives were monitored:

- California Brain Research and Tobacco Tax Act of 2014 (14-0003) – This initiative failed to qualify.
- California Brain Research and Tobacco Act of 2014 (14-0005) – This initiative failed to qualify.

No Statewide Initiatives or Ballot Measures regarding tobacco taxes will go before the voters in November 2014.

Qualified:

Proposition 1 – Water Quality and Supply Bond

Proposition 2 – State Budget and General Fund Stabilization

Proposition 45 – Healthcare Insurance Rate Changes
 Proposition 46 – Drug/Alcohol Testing of Doctors/Medical Negligence Lawsuits
 Proposition 47 – Criminal Sentences
 Proposition 48 – Indian Gaming Compacts

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. City briefings have already been held in 2014 in the following four cities: Brea, Costa Mesa, Mission Viejo, and Tustin.

Curt Pringle & Associates has reached out to the Santa Ana City Manager's office to schedule the final city briefing for 2014.

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. Briefings have been held with Newport-Mesa Unified School District, Orange Unified School District, and Garden Grove Unified School District. The following briefings were conducted in August:

- Saddleback Valley Unified School District on August 12, 2014 with Assistant Superintendent of Educational Services Kathy Dick, Assistant to the Superintendent and Director of Pupil Services Tammy Blakely, and Early Learning Specialist Coordinator Olivia Yahya. A briefing packet was prepared for this meeting and the Local Control and Accountability Plan was reviewed.
 - There was a discussion of including the early learning specialist program in the Local Control and Accountability Plan when it could be amended next year. SVUSD inquired if there was any data they could use to support this, as they have been performing their own longitudinal study of the Learning Links program. The Commission discussed the EDI data, in addition to sharing the evaluation process employed by the Commission in evaluation the Learning Links program.
- Magnolia School District on August 14, 2014 with Superintendent Ellen Curtin and Coordinator of School Readiness Jeannine Campbell. A briefing packet was prepared for this meeting and the Local Control and Accountability Plan was reviewed.
 - The Commission learned that the Early Learning Specialists had not been briefed since the expansion and relocation of The Center for Autism and Neurodevelopment Disorders. The Commission discussed providing a formal briefing to the Early Learning Specialists in order for them to learn how they can use the Center for Autism as a resource.

Community Partnership

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Orange County

- Curt Pringle & Associates coordinated opportunities to meet with the major community and corporate sponsors of the campaign to thank them for their participation and discuss their future participation.
 - Lunch meeting with Oliver Jones, UPS, held on August 12, 2014
 - Discussion included planning efforts for the 2015 campaign and the opportunity to receive grant funds from UPS in support of the drive
 - Lunch meeting scheduled with Carrie Braun, Orange County Sheriff's Department, on August 28, 2014
 - Lunch meeting scheduled with Jenna Watkinson, Vons, on August 29, 2014

Other Community Partnership Opportunities

- Discussions with Allergan remain on hold to do their focus being diverted to potential acquisition.
- Curt Pringle & Associates continues to explore additional opportunities with Time Warner Cable and Cox Communications. CP&A is currently coordinating meetings with both organizations.
- Curt Pringle & Associates continued discussions with UPS regarding a potential partnership with the new “Champions for Children’s Literacy” collaborative. CP&A is working to schedule a meeting at the UPS office in Anaheim.

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. CP&A continued to work with HomeAid Orange County and the Orange County Sheriff's Department in August to develop a thank you video for the 2014 *Essentials for Young Lives* drive. It is anticipated that this video will be available in early September for distribution.

Upcoming Activities and Focus:

- Planning efforts for the 2015 *Essentials for Young Lives* campaign
- BOE Administrative Fees
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- Additional Legislative office briefings, as needed